

## Yahoo! India consolidates Field Sales function

Yahoo! India, the leading Internet company has successfully launched several industry-leading platforms for customers/advertisers in India this year. Key initiatives announced by Yahoo! India Search Marketing have met with resounding success, benefiting Internet advertisers. Today, the Internet company is further stepping up its efforts to better realign with its customers / advertisers by renewing its go-to-market strategy across verticals. In order to serve the interrelated needs of users and advertisers, Yahoo! India is consolidating its entire field sales organisation under **Debadutta Upadhyaya**. This realignment is aimed to propel the company towards becoming the 'must-buy' partner of choice for Indian advertisers.

Under this change, Yahoo! India's market development and sales efforts will be aligned to industry verticals, thereby enabling the company to deliver effective industry specific marketing solutions leveraging Yahoo!'s consumer insights and industry leading ad platforms.

Prior to this consolidation, Deb was driving sales for Yahoo! India for Brand and Multi-objective accounts. Deb has a rich experience of over a decade in various sales function roles across some of the most respected brands in India. She has been with Yahoo! India since 2004 when she joined as an Account Manager to handle key accounts from the Western Region.

According to **Pearl Uppal, Director - Ad Sales, Yahoo! India**, 'We are committed to moving forward with a sense of energy and purpose in the Indian market. We have a tremendous opportunity ahead of us. This announcement brings us a step closer providing a streamlined field sales experience to our customers/advertisers.'

Yahoo! India is focused on constantly creating innovative platforms, developing new technologies for its customers/advertiser besides offering compelling online experiences to the world's largest Internet audiences. For more information about Yahoo!'s current search marketing offerings, please visit: <http://searchmarketing.yahoo.co.in/>

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