

Don't be left out... Advertise to 50 lakhs of Non Resident Bengalis

Calonline.com, a wholly owned subsidiary of netGuru, Inc, based in Orange County, California, has been providing a **"Special Interest Community Portal"** focusing on the expatriate Indian communities residing in North America, Europe and other parts of the world for the last 10 years. The company's immediate target consists of the **5 million** (50 lakhs) expatriates of Indian Bengali origin with plans to expand its scope to cover the 25 million expatriates originating from entire India.

Calonline.com's parent company, netGuru, Inc., is an established company since 1981 providing engineering software and IT solutions to companies worldwide. The company has also been publicly listed at NASDAQ from 1996 to 2007.

Following is a summary of the company's key strengths -

- Proven public company background
- Top management's experience and familiarity with the target market
- Technology Knowledge-base - more than 250 professionals in Web/Internet/IT areas
- India-based development/service facility
- Satellite based dedicated communication lines between India and US facilities

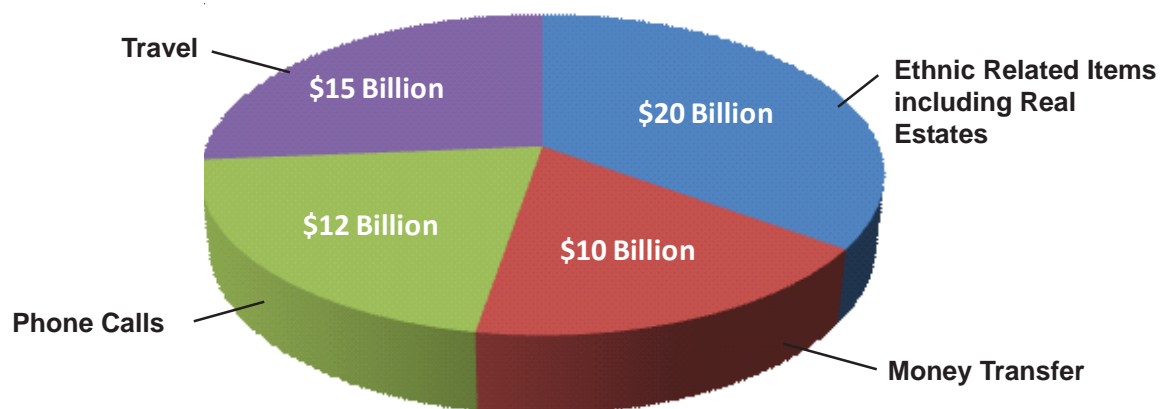
Highly attractive platform for advertising and commerce.

Calonline.com, a leading Kolkata-centric portal, believes that communities need not be confined within a geographical boundary to share heritage, culture and interests. Technology has provided communities the capability and convenience to stay in touch while staying outside the conventional geographical limits

Calonline.com's objective is to provide an Internet based enabling mechanism for communities to "stay in touch and share" and thereby, capture the enormous business potential associated with the process.

The Indian expatriate market is huge and growing, yet it remains fragmented and the community needs of the market have to be served properly. Over the last twenty years, the Indian expatriate community has established itself in North America and Europe among the leading "high-income" and "high purchasing power" groups. In addition, the Indian expatriate community, consisting primarily of scientific/technical professionals, is known to be highly Internet oriented and technology conscious. Considering these, the concept of an Internet based Special Interest Portal focusing on specific needs of the target community has an exciting and immediate business appeal.

By focusing on a set of target NRI communities that represent a significant purchasing power, calonline.com is creating an extremely attractive advertising and commerce platform. Keeping in mind the travel, communication, ethnic items and financial services needs of the target communities, calonline.com is focusing on airlines, communication companies, financial institutes, jewelry companies and real estate developers as as primary sources of advertising and commerce.

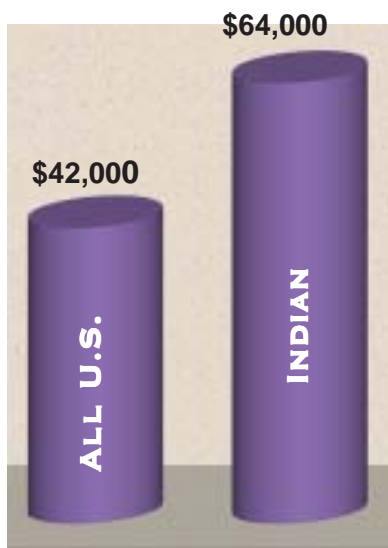


Spending Habits of NRI Population

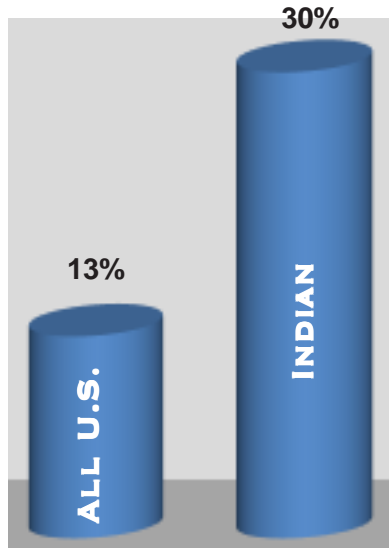
Who should advertise.

- **Real Estate Companies:** - NRIs spend billion of dollars in investing in Real Estates back home either for themselves or for their relatives.
- **Airlines and Travel Agents:** - Millions of NRIs and their relatives back in India, are travelling every year spending Billions of Dollars.
- **Telephone Companies:** - Communication is one of the biggest ticket item.
- **Financial Institutes:** - Growing Indian economy is attracting many NRIs to invest in Indian Stock and Financial Markets.
- **Jewelry and other ethnic Merchants:** - NRIs buy huge number of Indian Items. This site is a very good vehicle to attract those buyers.

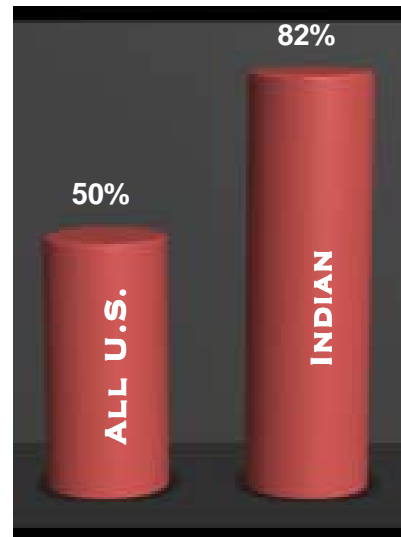
NRI PROFILES



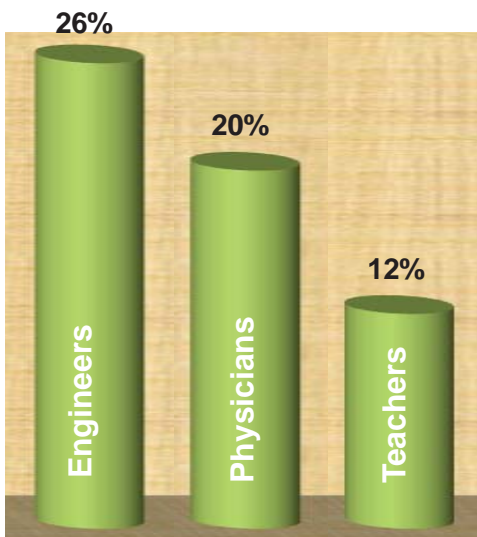
NRI Average Income



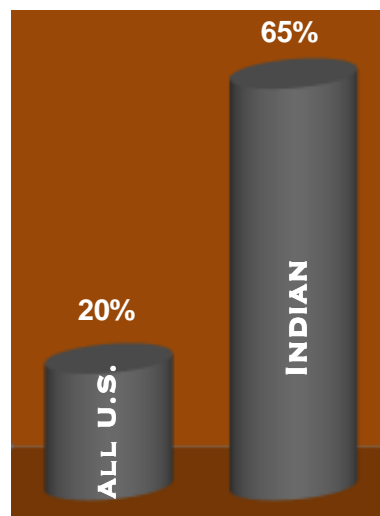
Specialty Occupation



NRI Population under 40



NRI Occupations



Advanced Degree

Advertising Templates:

Number of spots available: 2



Number of spots available: 16

Number of spots available: 5

Number of spots available: 40



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Email: advertise@netguru.com