

# THE BUSINESS STANDARDS

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## ADII launches portal on Orissa

BY REPORTER  
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**A**DII Business Services, an online and internet marketing company has launched a new portal on Orissa.

It announced the launch of a new portal 'Orissa360.com' to provide comprehensive information about the state.

To start with, it has come out with career, health care, sports, science and technology, tours and travels, arts and crafts, lifestyle with 25,031 business names in yellow pages. While the data compilation is for 16 districts of Orissa is complete, the work for the remaining work is in progress,



Aswini Kumar Rath  
CHAUDHURY RAJNARAYAN

said Aswini Kumar Rath, director, ADII Business Services Private Limited. He said, the portal will provide free access to all the netizens and a full fledged web portal will be in place by March 10.

A strong business model has been adopted with premium listing and advertisements. Besides, the company has tied up with some overseas media companies which will help in flow of the revenue to the company. This will help in attaining the breakeven early, he said. Stating that the portal will make effort to provide correct information, Rath said, there is a group of 11 researchers backed by an editorial team to filter information before publication.

Besides, it will have a section on market place which will provide opportunities to the individuals and the business houses to advertise their business offers from time to time.