

NEW FRONTIER

India is setting for location search wars

HEMANT MISHRA/MINT

BY K. RAGHU &
VISHWANATH KULKARNI

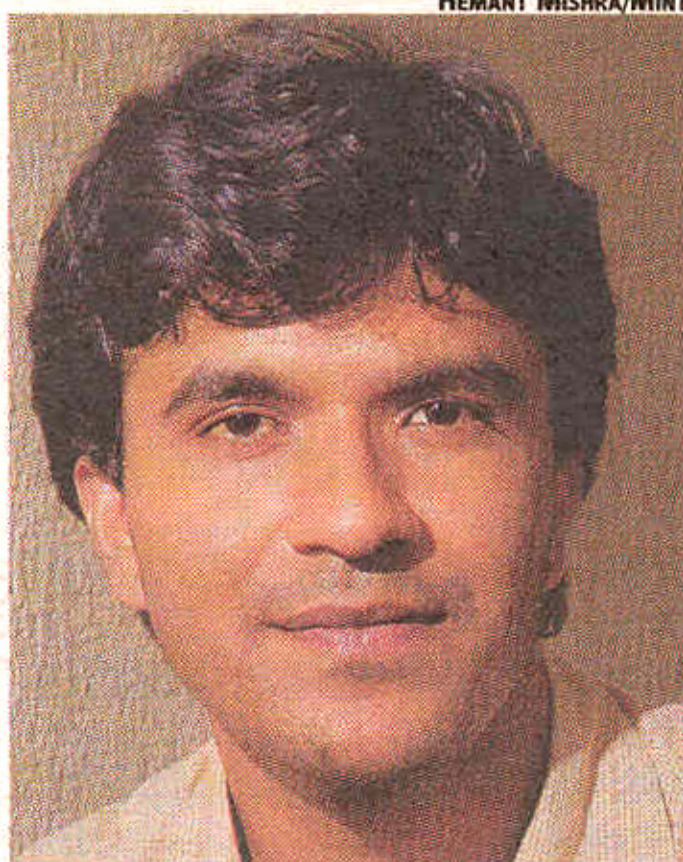
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BANGALORE

Gundaiah Sridhar, founder of Yulop.com, a Bangalore start-up building a presence around mobile search, thinks he has hit upon the next big thing on the tech frontier.

It is local search on mobile phones, using a technique called triangulation, and the concept is at least a decade old. But, Yulop, meaning "to come together" in archaic Kannada, is among the first companies in India to be ready with a solution that identifies a customer's location based on base towers of mobile phone firms and then allows the customer to find shops and restaurants nearby.

Yulop has more than 150,000 business listings in Bangalore, and plans similar listings in six other cities with each address "geo-tagged", or marked for



Opportunity calls: *Yulop.com founder Gundaiah Sridhar.*

their longitude and latitude, the geographic coordinates used in mapping, to mark the exact location with an accuracy error of 20m. The solution is based on triangulation, which determines the phone's location based on signal strength

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