**Google app to target low end phones**

Search giant Google Inc, which gains advertisements when more people use internet, is on an ambitious drive to link, three billion people online by 2015. To do this in markets like India, it plans to boost its free zone application that will enable cheaper lower end phones that has limited ability to use features. It is already in talks with telecom operators to bring this app to India.

Also, it will be launching free e-commerce platform, ‘Google Trader’ soon. The next wave of products will reach the Indian mainstream. About 30% of India’s population is still beyond internet’s reach. All Google’s product such as Gmail, Hangout and Youtube in India will get loaded much faster once the data centers that are in progress in the Asia region becomes operational. It is building data centers in Singapore, Taiwan and Hong Kong, investing $750 million. It is also expected that they will work with developers to develop India specific web applications. It has also launched an initiative called ‘India, get your business online’ that provides free websites to small and medium businesses. This initiative has got about 150,000 business went online, with a record of about five fold growth a year. They estimate that about 500 million new users will be added in emerging markets in two years while only 15 million users will get added in the US in that time.

This shows that first wave of internet growth was defined by developed countries while the current one is defined by massive countries such as India, Indonesia and Brazil. This will lead to the growth of the Google that sees India as a major market for its sales after tremendous success of its Android OS here. Constant innovation and new features to improve its services is the major reason why Google is the top companies in the world and is the preferred employer all over the world. Similarly, this new feature can also be looked at in the same context and will help to expand the reach of Google in India.