

Shaadi.com centre strikes the Gujarati connection

Organizes their 2nd Swayamvar for the Gujarati community...A perfect platform to find that special someone.

Shaadi Point, an enterprise of Shaadi.com The No. 1 Matrimonial Services Provider, organized a Swayamvar for the Gujarati community today, at Karnavati Club Limited, Gandhinagar - Sarkhej Highway, Ahmedabad - 380 058. The Swayamvar witnessed an amalgamation of Gujarati communities from across the city, coming together to take that first important step towards the holy institution called Marriage.

To facilitate maximum interaction between participants, the agenda for the day was kept simple. The Swayamvar began with the introduction of each participant. The anchor, provided by Shaadi Point, introduced some participants who were shy to introduce themselves. The introductions paved the way for one to one meetings where the participants met up with the others they found most suitable. Also, a booklet with the details of the candidates was shared at the Swayamvar.

Candidates registering for the event were also allowed free registration on the Shaadi Point database thus ensuring that their search for a suitable life partner could be fulfilled even after the completion of the event.

Shaadi Point added glitter to this mega event by inviting the success stories from their earlier swayamvars to share their experience with one and all gathered. The result was a smile on the faces of all racing heartbeats.

Speaking on this occasion, Mr. Omprakash Hassanandani, Business Head, Shaadi Point said, "We are elated to provide this ideal platform to eligible Gujarati prospects and their families to interact with each other. Marriages are generally initiated by parents, who are mostly not Internet savvy. Keeping this in mind, Shaadi.com launched Shaadi Point in 2004, which would cater to this audience." He added, "The Swayamvar serves as a catalyst, helping participants choose their life partners. With the youth today increasingly focusing more on their careers, do not have the time to search for the right match. This is an opportunity to help them meet with other like-minded individuals, know them better and then decide on the most appropriate life partner."

Shaadi Point is the first national network of one-stop matchmaking centers (retail outlets) across the nation. It provides a unique service that is an innovative use of technology combined with the traditional way of matchmaking. One can sit in his/her city and search anywhere nationally or worldwide for a perfect match for his/her son or daughter, according to his/her criterion. The well-trained advisors at Shaadi Point centers help the members search from Lakhs of prospective brides and bridegrooms from a nationwide database.

The Shaadi Point Center offers people the facility of adding their Bio-data to the central database, search for a suitable match from the central pool of marriageable boys and girls and get contact details of partners of their choice. In addition to helping people find a suitable match, Shaadi Point also provides additional services like matrimonial classifieds, matrimonial events, wedding planning, expert advice and other such services.

The goal of the company is to lend structure to the fragmented matchmaking and wedding services industry in India so that the customers can benefit through efficient, scalable and low-cost services.

Shaadi Point is also a recipient of the award - "Franchisor of the Year 2005" in the consumer services category. This Award is a testimony of the success at Franchising of Shaadi Point and also substantiates that it has the best franchising practices.

Shaadi Point is operational in more than 143 locations in 81 cities across India.

About People Interactive

People Interactive was founded in 1997 to help architect India's Internet landscape. Today it is one of India's leading Internet companies and boasts brands such as Shaadi.com, Fropper.com and Astrolife.com. The company is focussed on discovering and developing scalable Internet business models around communities and classifieds. It prides itself in being a pioneer of Indo-centric Internet business models and believes in innovation led growth.

The company won the IT People Award 2007 for Excellence in Information Technology, and was also awarded the Deloitte Technology India Fast 50 as well as the Red Herring Asia Top 100 Awards in 2006. People Interactive is a Sequoia Capital backed company and is part of Anupam Mittal led People Group.

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