

## **Shaadi .com Centre wins Franchise India's 'Franchisee of the Year Award' 2007**

Sets a record by winning the accolade three years in a row

In keeping with its commitment and vigour towards excellence, Shaadi.com Centre, has been honoured with the Franchisor of the Year Award Consumer Services 2007. The company has won the prestigious award for three consecutive years, thereby establishing a record in the franchising space.

Shaadi.com Centre has been consistently winning this award because of the Innovation and Best Practices it adheres to in its franchising model. The 153 Shaadi.com Centres across 87 Indian cities follow a number of unique processes such as the highly novel Advance Credit System accounting procedure, and the real time sales tracking and management systems like the EMS terminal booking and LMS. Shaadi.com Centres are also a cut above the rest in the franchising world because of the 24X7 Live Help that is committed towards solving problems and complaints of their franchisers & customers. This round-the-clock- Customer Grievance & Redressal System makes sure that any complaint registered with it is responded to within 24 hours of receiving it.

Speaking on the occasion Mr. Omprakash Hassanandani, Business Head Shaadi.com Centre said, "It's a real achievement for us to have won this award for the third consecutive year, and we have created history by being the only company which has won this award three years in a row. We have been committed towards providing a fulfilling consumer experience for our users, all the while maintaining the franchising model as a great business opportunity for those interested. Such programs will definitely help raise awareness on the lucrative franchising business opportunities that our booming Indian economy has to offer. We at Shaadi.com Centre have and always will ensure encouragement and optimum support to people who want to be a part of our successful franchising family"

Organized by Franchise India Holdings, 5th Franchise Awards celebrate excellence in performance in Franchising, Licensing and Business Development and valuing outstanding Entrepreneurship.

Shaadi.com Centre has always worked towards building lasting relationships with its franchisers and works as a partner with them at all times. Be it driving business in their respective territories or devising aggressive marketing strategies to create awareness about its services. Shaadi.com Centre not only remains a good business proposition but also a brand, which has helped millions, find the partner of their dreams.

## **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, Shaadi.com Centres, Fropper.com, Makaan.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 Red Herring Asia Top 100 Awards in 2006. In September 2007 Business Today recognized the company's flagship brand Shaadi.com as one of the Top 10 Marketers in the country. Shaadi.com was also recently felicitated at the WEB18 'Genius of the Web' Awards 2007, as the best E-Commerce site (Matrimony). People Interactive was also named as one of the Top 500 companies in Deloitte Technology Fast 500 Asia Pacific Awards 2007.

People Interactive is a Sequoia Capital backed company and is part of the Anupam Mittal led People Group.

For further information contact:

Ashwini Gonde  
People Group  
Ph 9820443120  
Email: ashwini.g@peoplinteractive.in

Kalpana Swamy / Mihir Bijur  
Hanmer & Partners  
Ph 9819415983 / 9920293973  
Email:kalpanaswamy@hanmerpr.com