

Mr. Omprakash Hassanandani, Business Head & Aviator - Shaadi.com centre

“While chasing success I must elevate the lives that I touched and leave the world a better place than I found it...”

Mr. Omprakash Hassanandani heads Shaadi.com Centre the offline matchmaking business division of People Group. Shaadi.com Centre is a groundbreaking organized consumer oriented business format for the match making industry. Shaadi.com Centre is the 1st of its kind national network of comprehensive matchmaking service offering retail outlets. Shaadi.com Centre today, is accessible to & serves lacs of consumers across 87 cities backed with a widespread penetration of 151 centres.

Revolutionizing Market space...

In 2003, Omprakash embarked upon his journey with People Group. While grappling with the inconsistencies of the matching making industry he conceptualized a blueprint for a standardized, accessible, transparent matchmaking servicing providing retail outlet. His in-depth knowledge & experience in franchising made him visualize a genuine consumer oriented & commercial viable business opportunity that would in the real sense revolutionize the market space for his sole interest group - the consumer. With over 14 Years of experience spanning I.T. Training, Apparels, Education and now Matrimony, he has acquired a distinct business acumen to identify opportunities that can be leveraged using the franchising model that could reach out to thousands of consumers.

Under his wings, Shaadic.com Centre was launched in 2004 post extensive research on consumer need & psychographics. Shaadi.com Centre revolutionized the consumer experience by offering a scalable, economical viable service delivered at your doorstep.

Through Shaadi.com Centre, he was not only instrumental in providing a structure to the fragmented matrimonial services industry but empowered the consumer to chose from wide range of services. His design liberated the consumer from falling prey to the fly by night operating matchmaking service providers.

Unwavering commitment to the consumer...

Omprakash garnered foothold in the franchising industry at the start of his career as a Center Manager with NIIT. On the onset of joining NIIT he over shot the company benchmarks of sales. He designed and implemented a very effective Customer Grievance and Re-dressal System (CGRS). His deep-seated belief in customer centric innovative & aggressive marketing strategies got him numerous acknowledgements & awards. The center under his fold was ranked highest for customer satisfaction in the Gallup Research study for 2 consecutive years. He was also honored with an award for Best Center Manager during his tenure.

His next assignment was with Arvind Mills an upcoming brand in the garment industry as a Sales Manager. He was accountable for channel development for Mumbai the battleground in business parlance for garment industry. Omprakash's drive & task-oriented approach led him to surpass all industry standards in channel development. He engineered a successful launch for the brand "Ruff & Tuff" & executed the unthinkable task of setting up over 470 dealer outlets for Ruff & Tuff in Mumbai alone.

From Arvind Mills he moved on to join 'I.T.Kids' a specialized I.T Training Institute for 4-14 years, by becoming their Regional Manager. His magic touch and a thorough understanding of Channel Development saw him launch a wide network of centres in a short span of less than a year. He also initiated a school solutions program to offer end-to-end Computer Education Solutions to Schools.

His pursuit of business excellence ...

His strategic approach coupled with his hands on work attitude and people orientated leadership skills to drive his team, have been his strengths in expanding and developing businesses in a short span of time.

His passion....

While many may know of Omprakash's zeal for business, not many know of his passion for flying. His love for flying took him to The United States to learn flying, immediately after his college education. He earned his Commercial Pilot License (CPL) at one of the best flying schools in the United States - Pegasus Flight School, Texas. He's currently a member at The Bombay Flying Club and continues to fly as a hobby, as and when life and time permit. Everything about him is enveloped in a gentle wind of humility, sympathy and tolerance.

About People Group

People Group was founded in 1997 by Anupam Mittal to explore opportunities in New Media, Information Technology, Communication and Entertainment industries. The group recognized early on that the ongoing 'content digitization' was fundamentally and dramatically going to change these industries and lead to ultimate convergence. Today the group owns and manages companies in the Internet, Mobile VAS, and Entertainment industries and boasts brands such as Shaadi.com, Fropper.com, Makaan.com and MAUJ Mobile. The group has grown significantly over the last few years and won the IT People Award Excellence in Information Technology in 2007. It was also awarded the Deloitte Technology India Fast 50 as well as the Red Herring Asia 100 Awards in 2006.