

Shaadi.com centre : A Revolution in Matchmaking

Shaadi.com Centre is an offline arm of Shaadi.com The World's Largest Matrimonial service provider, started operations in 2004 and is the 1st national network of centers providing one-stop matchmaking services through retail outlets. It has pioneered the concept of using proprietary technology to revolutionize the traditional method of matchmaking. This service allows you to sit in your city and search prospective matches nationally and worldwide for your son or daughter, according to your criterion. A well-trained advisor at Shaadi.com Centrecenter help you to search from a large pool of database with listing of Lakh's of prospective brides and bridegrooms. Shaadi.com Centrecenter offers users the facility of adding their Bio-data to the central database, search for a suitable match and get contact details of partners of their choice.

Some of the related services offered at the Shaadi.com Centre include detailed astrology reports, promotion through matrimonial classifieds, matrimonial events, wedding planning, and expert advice among others. The goal of the company is to lend structure to the fragmented matchmaking and wedding services industry in India so customers can benefit through efficient, scalable and low-cost services.

Shaadi.com Centre successfully overcomes various drawbacks of other matrimonial information system through its unique service model. It provides authentic database, standardized services & privacy to a match seeker.

Shaadi.com Centre is also a recipient of the award - "Franchisor of the Year 2005 , 2006 & 2007" in the consumer services category. This Award is a testimony of the strong business model, success at Franchisee Management of Shaadi.com Centre and also substantiates that it has the best franchising practices.

Shaadi.com Centre has gained operational reach through its 151 centers in 87 cities across India. Its reach has not only built a large pool of database but also improved depth in the communities serviced.

How do customers benefit at Shaadi.com Centre:

Once a person walks in to a Shaadi.com Centre, he/she is guided by an Relationship Advisor to create their Bio-data by filling in a form. The form needs to be accompanied by the proof of identity of the person. Once the Bio-data has been added to the central pool of prospects and the person has become a paid member, he/she is helped to search for a suitable match. The search can run on 15 parameters like Gender, Age, Height, Body Type, Complexion, Religion, Caste, Mother Tongue, Manglik, Education, Occupation, Diet, City, Country, etc. The matches thrown up from the database can be seen by the member in detail along with the photograph of the prospect. A printout of the short listed Bio-data's along with the contact details is made available to member to help them contact the parents of the prospect. In addition to the advantages of online matrimonial services, Shaadi.com Centre brings to customers other benefits such as accessibility, personal service and a pleasant and comfortable ambience.