

## Company Profile - Shaadi.com

Shaadi.com, the world's largest online matrimonial site, is celebrating its 10th anniversary this year and has over the past decade emerged as the largest matrimonial service for South East Asians across the globe. Shaadi.com changes peoples' lives; it helps them find their life-partner! Traditionally, most matchmaking depended on the staid classified advertisements or the outdated database of the local marriage bureau. Using proprietary technology, Shaadi.com has transformed matchmaking into an interactive, exciting experience. A detailed profile, multiple photos, video profiles and a robust messaging system make virtual matchmaking almost real. Members from world over, a 24-criteria search, precise matches ... all help find that one, ideal life-partner. Shaadi.com is the only site that allows one to contact other members for free. The members are also free to accept or decline other members who contact them.

The site has its very own messenger, Shaadi.com Messenger. The introduction of this feature is a first of its kind in the online Matrimonial space. This unique new feature allows Shaadi.com members to chat with prospective partners live, and enhances their partner-search experience. The Messenger is a ready to access tool, which does not require the member to download it.

Shaadi.com offers its members the option of taking a premium membership Gold, Diamond or Platinum. This enables members to write messages to members, use the e-matchmaker tool for better matching, get a bold listing, free newspaper ads and much more.

In addition, Shaadi.com is the first portal in the Indian Internet industry to receive certifications from both TRUSTe (privacy seal for safety and confidentiality of user data) and VeriSign (Secure Site Seal for security of payments and credit card information). The seals bear witness to the quality services provided by the company and place it on par with the best in the world. They guarantee utmost confidentiality of all information about members and risk free transactions on the site. Shaadi.com, is also the only Matrimonial Website in the world to receive the ISO 9001:2000 certification which goes to show that there are quality systems and processes in place to listen to customers, understand their requirements and address them.

In addition, Shaadi.com is the first portal in the Indian Internet industry to receive certifications from both TRUSTe (privacy seal for safety and confidentiality of user data) and VeriSign (Secure Site Seal for security of payments and credit card information). The seals bear witness to the quality services provided by the company and place it on par with the best in the world. They guarantee utmost confidentiality of all information about members and risk free transactions on the site. Shaadi.com, is also the only Matrimonial Website in the world to receive the ISO 9001:2000 certification which goes to show that there are quality systems and processes in place to listen to customers, understand their requirements and address them.

Shaadi.com has also launched a first of its kind profile authentication service called as "Shaadi SEAL" - a feature designed to take authenticity of online matchmaking to a new orbit. The site offers a 24x7 Customer Service to ensure member's queries are answered on priority.

Today Shaadi.com has over 10 million members and 300 million page views per month and over 8,01,764 successful marriages to its credit. JuxtConsult recently named Shaadi.com as the most user friendly website, apart from stating that it is the most preferred matchmaking online brand among the Indian net users. Almost 31 per cent of all matchmaking net users prefer Shaadi.com to other matchmaking websites.

#### **Awards & Accolades:**

- WEB18 'Genius of the Web' Awards 2007 Best E-commerce site (Matrimony)
- Amongst India's Top 10 Marketers Business Today's Annual Listing of Best Marketers
- PC World India Web Awards 2007 Best Designed Website (Category: Matrimony)
- IT People Awards 2007 for Excellence in Information Technology
- Alexa Top 10 Most Visited Websites in India
- Ranking.com Most Visited Matrimonial Website in India
- Compete Snapshot Maximum number of Visitors amongst All Matrimonial Websites
- Deloitte Technology Fast 50 2006
- Deloitte Technology Fast 500 2006
- Franchisee Awards 2005 Franchisor of the Year (Category: Consumer Services)
- Red Herring Asia 2006
- CNBC TV18 Emerging India Awards
- Deloitte Technology Fast 50 2005
- Deloitte Technology Fast 500 2005

#### **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 Point, 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. 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 is a Sequoia Capital backed company and is part of the Anupam Mittal led People Group.