

Press Release

BharatMatrimony.com launches regional editions of the portal in 6 Indian languages

Hindi, Telugu, Tamil, Kannada, Marathi, Gujarati & more to be added soon

Chennai, July 14, 2006:

BharatMatrimony.com launches the regional editions of the portal in 6 Indian languages including Hindi, Telugu, Tamil, Kannada, Marathi & Gujarati. More language portals would be added within the next 3 months. The company has become the first Internet vertical (vortal) & to offer services in 6 languages. The entire interface, navigation, drops down fields & sub fields have been completely enabled in the chosen language, without just being cosmetic.

Announcing this unique initiative **Murugavel Janakiraman, Founder & CEO, BharatMatrimony Group**, said, "India as a country is vast and different languages are used in different regions. Though English is the most popular technical language there are only about 5% of the population understanding it. Recent surveys have revealed that more than 41% people prefer regional language sites. Our endeavor therefore was to reach out to more users beyond the metros & mini-metros. Also parents form a big part of our customer base and we wanted to give them a more user friendly language based interface to make them comfortable & increase usage thereby get in more parents to use our sites as well."

To experience the look & feel, please visit:

www.tamilmatrimony.com/tamil-index.html

www.hindimatrimony.com/hindi-index.html

www.gujaratimatrimony.com/gujarati-index.html

www.telugumatrimony.com/telugu-index.html

www.kannadamatrimony.com/kannada-index.html

www.marathimatrimony.com/marathi-index.html

About BharatMatrimony.com

BharatMatrimony.com was established in 1997 the company has developed expertise and a successful business model to provide world-class matchmaking services. With over 7.5 million members worldwide, BharatMatrimony.com is the undisputed leader in the Indian Matrimony industry and one of the leading global matrimony players. With its network of over 24 offices globally including USA, Canada & Dubai, it is the only matrimony portal that is ISO 9001:2000 certified for design, development, implementation and customer care. BharatMatrimony has created a world record by enabling the most number of marriages online, more than any other player in the industry.

About BharatMatrimony Group

BharatMatrimony has a vision of becoming 'No.1 Internet Company in India' and has expanded into other promising online businesses. The group has successfully launched ClickJobs.com - India's Premium Job Portal, IndiaProperty.com - Portal for Indian Real Estate, IndiaAutomobile.com - the online automobile supermarket, BharatBloodBank - a social, non-profit initiative and recently launched IndiaList.Com - the complete classifieds portal. The Group has also launched the BharatMatrimony Centres, an offline business foray - a brick and mortar model to compliment the online dominance in the space with robust plans of having 300 centres across India & around the world in 2 years time.
