



Press Release



IndiaAutomobile.com - India's Most Comprehensive Online Automobile Supermarket Buy, Sell, Search, Research & Compare - New & Used Cars

Key Features

- Online showroom of 'New' as well as 'Used' cars
- Comprehensive research information and comparison tools to enable the customer to make the right choice amongst all available car models
- Dynamic colour selector, interactive detailing of specs & features, pricing charts & affordability calculators being the novel features
- Used car listings with in-depth information supported with multiple platforms for buyers & sellers to connect
- Value added services including loans, insurance & more
- Personalised interface allowing users to create their own 'auto zone'
- Unique industry blog portal - WheelSpeak.com where automobile enthusiasts can share news, views, opinions, experiences & more

Chennai, 29 June 2006

The BharatMatrimony.com Group, one of the leading Internet companies in the country and the undisputed leader in the Indian online matrimony space, today launched IndiaAutomobile.Com. IndiaAutomobile.com is the first ISO 9001:2000 certified automobile portal in the country and provides in-depth research information on car models helping customers make their buying and selling decisions. The site features distinct sections on 'new cars' and 'used cars.' The site also provides interesting features including a 'loans and insurance' section, EMI & affordability calculation tools and a personalized 'auto zone' for users. An exhaustive section on 'Bikes' will be added soon.

Speaking on the occasion **Murugavel Janakiraman, Founder & CEO**, said, "With our eyes set on becoming the No.1 Internet Company in India and strategic plans in the key categories online, we have come up with another winner in the making - IndiaAutomobile.com. The segment has seen lot of excitement and potential over the years without an existence of a strong brand, which delivers in all aspects of customer expectations. With this launch

we are happy to seize the opportunity and strongly believe that our expertise in the medium, intensive research & product development efforts will ensure the success & popularity of the portal.”

New Cars Section

Amongst new cars, one can conduct search using different options - models, prices, affordability, segments, body styles and manufacturers. With one click, a visitor is taken to a side-by-side comparison of all the vehicles in his/her consideration set and a detailed showcase of each car can be studied. Each car model is displayed with a dynamic colour selector, pricing charts and interactive detailing of technical specifications and features. Specifications and features are provided along with lucid easy-to-understand explanations. There is also a platform to connect the user with dealers, finance providers and insurance agencies.

Used Cars Section

The used cars database on the site can be searched in a combination of ways - by model, year, location, mileage, price, etc. A look at some of the listings shows attention to details like documentation and accident history. To keep track of future listings, one can setup an email alert - a useful feature for interested customers. Audience who wish to sell their vehicle can create and manage their listing by registering on IndiaAutomobile.com for free. There are different registration sections for individuals and dealers/agents.

IA TV - A unique advertising proposition

The homepage on IndiaAutomobile.com has a video player airing TVCs called IATV and a news section

For more information please visit www.indiaautomobile.com

About WheelSpeak.com

WheelSpeak is a content & community blog for auto enthusiasts and for people who seek info on the latest happenings in the auto industry. News, perspectives, launches, marketing strategies, advertising plans and everything else to do with the auto brands that are currently in the Indian market will be the focus of this blog.

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