

PRESS RELEASE

**BharatMatrimony Group launches
“IndiaList.com”- The Complete Classifieds Portal
To target the Rs 1800 Cr classifieds market in India**

Chennai, February 28, 2006:

An ISO 9001:2000 certified BharatMatrimony Group, pioneers of online matrimony industry in India & the undisputed leader in their domain, today announced the launch of **IndiaList.Com - The complete Classifieds portal.**

IndiaList.Com is an **Online Market Place** for buyers and sellers, providing an excellent platform for both to connect. The site is the perfect place to advertise listings of every kind. From real estate, jobs, automobiles, electronics, computers to health, marriage, food, apparels, household products, etc. You can find just about anything on the site. It has a comprehensive, yet user-friendly design facilitating easy & effective navigation.

Announcing the launch of IndiaList.Com, **Mr. Murugavel Janakiraman, CEO, BharatMatrimony Group** said, “We are one of India’s leading online players with major presence in the core verticals of the classifieds space like matrimony, jobs and property already. But there are approximately more than 25 potential classifieds categories, which could not have been individually addressed due to their sizes. Hence we have brought in all those segments under the umbrella brand “IndiaList.com” which will give the required presence & impetus to maximise our share of the 1800 crore classifieds market. We also feel there is a huge potential for internet as a medium to deliver Classifieds services and we want to become the undisputed leader in that space. ”

Unique Features of IndiaList.com

- ❖ Detailed search by category, state & city
- ❖ Free Ad postings along-with photographs
- ❖ Immediate response to Ads
- ❖ Personal tracking area to monitor Ad responses
- ❖ Ad alerts to receive matching requirements
- ❖ Free contact information of advertisers
- ❖ Speed & Accuracy of search
- ❖ 24X7 Customer support

With over 26 different categories, IndiaList.Com seeks to become the most preferred information providing and facilitating site for Indian Classifieds. Advertising on IndiaList.Com is simple and easy. Members can post an Ad for free along with photographs to increase responses. Each member on the site is provided with a personal management area where they can monitor their responses and activities on the site. Members can also set ad alerts by which they can receive matching requirements. Advertisers contact information will also be visible to members facilitating contacts between buyers & sellers.

Registration on IndiaList.com is absolutely free. In order to post an ad, the advertiser needs to be a registered user. Each Ad that is posted on this portal needs to be validated.

It takes almost 24 hours for validation. The advertisers are notified by e-mail regarding the acceptance or rejection of their Ad after the validation process is completed. The Ad is then posted on IndiaList.com for a period of 1 week to 60 days depending on the Ad Duration that was specified while posting the Ad. No renewal fee for is charged for reposting of the Ad.

About BharatMatrimony Group:

One of India's leading Internet companies, 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 also has 8 times more success stories than any other player in the industry.

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.

For further details please visit www.indialist.com

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