



Press Release

BharatMatrimony launches its first ever Offline Business Venture - the “BharatMatrimony Centre”

*Positioned as “the worldwide marriage bureau” - the company plans
a robust network of 300 ‘Hi-tech - Hi Touch’ centres across
India & lucrative international markets*

Chennai, July 13, 2005:

BharatMatrimony.com Pvt. Ltd, The No. 1 Indian Matrimony service provider, announced the launch of its first ever offline business venture - the “BharatMatrimony Centre” at a press conference in the city today.

The BharatMatrimony Centre will be positioned as “The worldwide marriage bureau” and will cater to customers who either do not have access to the Internet or those who are tech-savvy but looking for easy & quick service and people who are looking for a trustworthy brand in the matrimony space to provide them with an alternative offline solution, which delivers quality service. The center will be one window access to the best potential profiles available not just in India but from around the world.

Speaking at the launch **Murugavel Janakiraman, CEO, BharatMatrimony Group** said, “BharatMatrimony.com has always redefined the online matrimony industry in India and over the years has grown from strength to strength to become India’s No.1 matrimony service provider. We are indeed delighted to extend & expand our domain expertise and range of services aggressively through our ‘Offline’ initiative with the launch of BharatMatrimony Centres across India and around the world. This combination of leadership in the online space with in-depth reach of our offline initiative through the 300 centres will enable us to get closer to all our potential customers & service them in the best way - the way in which they prefer.”

BharatMatrimony Centre simply put is a friendly neighbourhood marriage bureau. It will offer credibility, comfort and convenience (3Cs) and will redefine the way in which a typical marriage bureau operates in the market. The air-conditioned centre will offer a pleasing ambience, clean & tidy space, comfortable seating & user-friendly infrastructure.

BharatMatrimony Centre would offer profiles with valid phone numbers and other contact information. The centres will offer a comprehensive choice of over 75,000 prospective brides / grooms to start with. It will also feature trained customer service personnel and an expert counselor who understands the customer requirements and helps him/her search through the database of profiles to shortlist the best matches.

Uday Zokarkar, Business Head who is looking after this project at national & international level added, “This offline venture is based on in-depth market research and continuous customer feedback. It prompted us to develop an enviable customer offering in the form of ‘BharatMatrimony Centres’. This is a classic case of “High Tech- High Touch”. BharatMatrimony.com is a market leader in online match making and is very high-tech while BharatMatrimony Centre will be high-touch and interact with its customers face-to-face.”

BharatMatrimony plans to open 300 BharatMatrimony Centres across India and in select markets around the world. Initially the BharatMatrimony Centres will be launched in 5 cities namely Chennai, Hyderabad, Indore, Ahmedabad and Kolkata within the next 30 days. Then the expansion will be carried in a phased out manner through a franchisee network.

How a BMC works?

- Walk-in to any *BMC* nearby.
- Front Office Executive will welcome you and will give basic information along with registration form.
- Fill the form and come back to her, pay for the package of your choice, she will register the profile, issue an ID card/receipt and introduce you to a *BMC* Counselor.
- Counselor will understand your requirements and help you to search through our database of profiles.
- Shortlist the profiles, select the final ones and give a print command.
- Walk-out with most suitable profiles along with contact details. And information such as ‘Whom to contact’ & ‘when to contact’.
- Walk-in ‘n’ number of times to any *BMC* all across India, till your membership is valid.

About BharatMatrimony Group:

BharatMatrimony.com Pvt. Ltd, The No 1. Indian Matrimony service provider that preserves the sanctity of the institution of marriage while leveraging the power of technology and the Internet. Established in 1997 the company has developed competency and a business model to provide matchmaking services. The success of *BharatMatrimony* has demonstrated that it is truly a market driving company that has tapped the potential of Internet medium and has made possible match making through online.

Today, 'matrimony' as a word is synonymous with *BharatMatrimony* and it has become a place for people serious about seeking a life partner.

- It has a trust of more than 7.5 million members worldwide. And growing every minute.
- 8 times more success stories than any other service provider in this space. And growing every day.
- A truly national & international presence with 24 offices all across including USA, Canada & Dubai.
- It's the only matrimony portal that is ISO 9001:2000 certified for design, development, implementation and customer care.
- It has a dedicated team of 300 professionals working round the clock to offer the services to its member in India and Abroad.
- It has America's first and only match making publication "*Desi Match*"

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