

Press Release

For Immediate release

JEEVANSATHI.COM'S NEW LOOK ALLOWS FOR SUPERIOR NAVIGATION

Detailed information at a glance to empower the user with a quicker match making process

New Delhi, 9th January 2007: Jeevansathi.com one of India's leading and fastest growing matrimonial websites has launched a totally new interface, to offer easier and an intelligent user experience to its members.

The new look has been designed to offer its users, a "Search" which is based on income, education, occupation and diet thereby narrowing the search process to throw up the most relevant matches quickly.

A clear set of menu options highlight the key areas on the site allowing easy access and management of one's account and preferences; for example the user has the flexibility to save searches and store them for future use. Other search features, which have been improved, are intelligent mapping of communities and sub-communities and to be able to hone down to viewing similar profiles.

To further empower quicker and more focused search and match, a new feature has also been introduced to "Ignore profiles". Members can now mark profiles which they are not interested in and they will be removed from further search results permanently. This will help users make the search process faster and quicker.

According to Mr. Vivek Khare, Business Head, "It has always been our endeavour to provide our members with new features and technologies that enhance and simplify the search process. Now, in order to fit the new features on the site and to make the navigation more easier, we thought of giving the site a complete makeover. We wanted to make it more appealing."

"The advances made with these new improvements will make a great impact on users and we at Jeevansathi are extremely pleased to allow for all its members to take advantage of all the latest enhancements." He further added.

Further to this "My Inbox" is built to become more powerful and descriptive and empowers the user to control all his communication from a single point.

The revamp also allows for the Search results page to offer more information to enable them to make quicker decisions. Features like “expand photos”, “multiple actions”, “gotra” and “nakshatra” information have also been highlighted to add more value to users.

AboutJeevansathi.com

Jeevansathi.com was acquired in September 2004 by Info Edge (India) Ltd., which owns the popular and leading jobsite Naukri.com. It is the fastest growing matrimonial website of India with a database of more than 6,00,000 profiles and has twenty four main branches spread all over India. Jeevansathi.com has reached out to the masses through Television, FM Radio, National dailies and through the Internet.

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