

P R E S S R E L E A S E

For immediate release :

Jeevansathi.com goes retail with ‘Jeevansathi.com Match Point’

Plans to setup 25-30 retail outlets across India in next 6 months

New Delhi, April 24, 2008: Jeevansathi.com, India’s fastest growing matrimonial site, has opened its first ‘Jeevansathi.com Match Point’ in Lucknow. In the next 6 months, 25-30 Jeevansathi.com Match Points are planned across India.

On the initiative, Vivek Khare, Business Head, Jeevansathi.com said, “With almost 65% of our population under 35 years of age, India sees millions stepping into a marriageable age every year. Parents play an important role in arranged marriages, from finding a match to final selection. Since some parents are uncomfortable with internet, we see a bias towards traditional media like newspapers and marriage bureaus for finding a match. Our retail initiative will help us tap into this critical segment.”

“Having achieved leadership in North and West India, Jeevansathi.com is poised to enter the offline space. Synergizing our online business with the retail network will significantly build significant volumes for us. With time, we plan to ramp up and introduce value added services like astrology, horoscope matching etc” added Swapnil Tripathi, VP, Consumer Services and Operations, Info Edge (India) Ltd

Apart from exclusive outlets, Jeevansathi.com offline business will capitalize on the existing network of 61 offices of Naukri.com in 41 cities.

Jeevansathi.com Match Points will utilize its online database to provide match making services. Anyone, looking for prospective bride/groom can walk-in to a Jeevansathi.com Match Point. Counsellors will provide personalised guidance on the bouquet of services on offer and help in finding the right profiles based on criteria given by the member as per age, religion, caste, profession, location etc. Registered members will subsequently receive the best matched profiles on a regular basis.

Apart from Jeevansathi.com, Info Edge (India) Ltd, India’s largest internet company, owns Naukri.com - India’s no. 1 job site, 99acres.com – India’s No.1 real estate portal, Quadrangle- an offline executive search firm, Asknaukri.com, a Career Guidance Website and Brijj.com, a professional networking site.

About Jeevansathi.com

Jeevansathi.com, India’s fastest growing matrimonial site, provides online matrimonial classified services. It was acquired by Info Edge (India) Ltd in September 2004. Jeevansathi.com enables users to create a profile on the site and allow prospective grooms and brides to contact each other. Users can search for profiles through advanced search options on the site on various preferences ranging from basic details of preferred partner to Lifestyle, Career, Education, Profession etc. Users can avail free

registration and make initial contact with each other through services available on Jeevansathi.com via Chat, SMS, and e-mail.

Headquartered in Noida (NCR), Jeevansathi.com operates through a network of 51 offices across India.

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