



Indian Matrimonials - Meet Your Match

Press Release

For immediate release

Jeevansathi.com introduces 'SMS Services' **Connect instantly to search for your match**

New Delhi, 19th June, 2006: Jeevansathi.com, one of India's leading Matrimonial websites, has introduced its services through the **SMS**. This will make searching for a prospective partner (bride or groom) faster and simpler, thereby giving the consumer a platform for easy and quick connectivity.

According to Mr.Vivek Khare, Business Head, Jeevansathi.com, "The idea and vision is very clear. In India, today the mobile and telephone penetration is far higher than the internet penetration. There is a huge population which cannot access the internet, but do have mobile connectivity. So, it just made logical sense to be on this platform, and offer our services on **SMS**"

The beauty of being on the mobile platform is that one need not necessarily be a registered user of Jeevansathi.com to use this service. Anyone with a mobile phone can access this service by simply **typing JS to 676762** (Jeevansathi's short code). Post this you get back a message which gives you a search option to specify the format of your reply via **SMS** like gender, age, and then your preference like caste, location, profession etc. The user will receive an **SMS** from Jeevansathi.com giving details of the matches found and also the steps to take the search forward. Thus it's really simple and doesn't need any pre registration or complicated technologies.

The basic services offered are **Search for a Partner, Express interest in a profile, Chat** through Mobile and Check your Status.

Commenting on the development, **Sanjeev Bikhchandani, Founder & CEO, Info Edge (India) Ltd.**, added, “**SMS** services on Jeevansathi.com have been introduced keeping in mind the constant Innovation and endeavour to give our customers more offerings and helping them simplify their procedure for searches in terms of technology. This will also enable a wider reach, as we are essentially a **SMS** driven nation.”

About Jeevansathi.com

Jeevansathi.com is an acquisition of Info Edge (India) Ltd., popularly known as Naukri.com since September 2004. 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, Internet and provides other services like Free on-line Registration, Search and sending contact details.

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