

## Press Release

*For Immediate release*

### **Jeevansathi.com introduces two new features – 'Recent Visitors' & 'Recent Contacts'**

*India's leading matrimonial web site introduces two new features for its registered members where they can view the recent visitors to their profiles.*

Noida, 2/5/2007: India's fastest growing matrimonial web site, Jeevansathi.com, in its continuous attempt to provide "best of class" services to its members has introduced two new features in its domain. Now, all registered members can see who all viewed their profiles recently after logging into their respective accounts.

The feature shows only those (recent) visitors to a member's profile who are otherwise not present in the member's contact list. With this feature one may come across some prospective brides and grooms who may be interested in his/her profile. A member can then view those visitors' profiles and initiate a contact.

According to Mr. Vivek Khare, Sr. Vice President, Jeevansathi.com "The new feature will act as an ice-breaker among Jeevansathi members. In the past, we have observed that even if the members liked many profiles, they hesitated in initiating a contact with them. Most of the time they would wait until they receive a contact or any communication from the other members, thus missing out on prospective matches even when they are interested."

The reason behind introducing the 'Recent Visitors' list is to establish a pre-contact level of communication among the users and enhance the user experience while searching for a life partner. Apart from the 'Recent Visitors' list, the Jeevansathi team has introduced another new list called the 'Recent Contacts', which displays recent contacts received by a member. Both the lists show 5 profiles to begin with; the remaining profiles can be viewed through the 'More' link displayed adjacently.

'Recent Visitors' and 'Recent Contacts' are yet another attempt by the Jeevansathi team to provide refined services and make things simpler for its users. Jeevansathi.com has been creating many such products and features that have helped to make e-Matrimony an easy and a popular platform for people from all walks of life.

#### **About Jeevansathi.com**

Jeevansathi.com is a division of Info Edge India Ltd. and a leading player in online matrimony. It is the fastest growing matrimonial website of India with a database of more than 1.5 million profiles from over 254 castes and 34 communities and has thirty branches spread all over India. Jeevansathi.com offers free registration, exclusive privacy and confidentiality features and also a unique premium

membership 'E-Classifieds' which is not yet available with any other matrimonial website.

For more information log on to <http://www.jeevansathi.com>

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