



## PRESS RELEASE

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### **Brijj.com announces 'Build 2 Win' contest**

**New Delhi, July 2, 2008:** Brijj.com, a professional networking website, from the Naukri.com Group, has launched 'Build 2 Win', a contest that challenges its users to build the largest network on the site.

'Build 2 Win' is designed to initiate Brijj.com users to invite contacts, add people and expand their network

Winners will be decided by the fastest growth in their network during the contest period. A user's entire network comprises of his own contacts (1st ring), his contacts' contacts (2nd ring) and the contacts of his 2nd ring (3rd ring). The contest lasts for 90 days and ends on 30th September 2008 with a grand prize for the winner - a holiday package for 2 to London.

On the initiative, Shalabh Nigam, Business Head, Brijj.com said, "This is just the beginning for us. We have a robust user base on Brijj.com. The 'Build 2 Win' contest is just one of the initiatives that we have undertaken to stimulate user engagement with the brand. We believe that the Contest will kick off much more activity on Brijj.com"

Besides the 'Grand Prize', the prizes on offer also include high-end PDA's, Swiss Watches, T-Shirts and Mugs. Winners will be announced at the end of every week, 30 days, 60 days and 90 days respectively. Within 10 days from the start of the contest, winners will be visible to all users on their profile home page.

The site already has over 8 lakh members. All Brijj.com users are eligible for the contest, apart from Info Edge employees. Also, anyone can register on the site during the contest period and become eligible for the contest.

#### **About Brijj.com**

Brijj.com, a professional networking website, launched by Info Edge, the parent company of Naukri.com, has a network of more than 8 lakh Indian professionals. With over 5000 average registrations daily, the site has fast emerged as a networking hub for professionals and businessmen

Brijj.com allows users to create a profile on the site. Users can provide academic and professional details, areas of interest, and add their photograph etc and utilize their online network to find jobs, potential clients, service providers, subject experts and business opportunities.

Being a product of Info Edge, a frontrunner in the internet industry, Brijj.com is backed by strong technology, a sound management and an in-depth knowledge of the consumer mindset.