

AutoIndia.com Goes Live On Mobile Phones

AutoIndia.com, India's No. 1 Automotive Portal announced today the launch of Mobile Phone functionality for Searching Cars, Bikes and Dealers. Consumers can also apply for insurance and Finance requirements through SMS.

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AutoIndia.com, India's No. 1 Automotive Portal announced today the launch of Mobile Phone functionality for Searching Cars, Bikes and Dealers. Consumers can also apply for insurance and Finance requirements through SMS.

Users can now search cars, bikes using their mobile by simply sending 'car' or 'bike' as SMS to 6677. Users will get the latest listings of cars and bike in their cell phones. Users can also search the cars and bike based on make and city.

On the occasion of the launch of this mobility initiative, Sony S Kumar, Sr Channel Development, AutoIndia.com said "Anytime, anywhere access to vehicle information is increasingly the norm for consumers today. This feature truly makes our service device agnostic, by enabling millions of car and bike buyers who do not have a GPRS connection to access on the move."

The company said that new mobility feature has been currently added only for searching cars, bikes and dealers, soon to be introduced listings cars, bikes as well.

AutoIndia Mobile offers mobile phone users in India a variety of value added services on the text messaging platform by sending a requesting SMS to 6677, which is the designated sms short code number with 'car' and 'bike' as the keyword.

"Whether you are a novice to the car or bike buying process, or you are an avid car fanatic, the AutoIndiaSMS feature will be a great source of information on the latest car and bike listings, finding great deals, and in general, how to interact with sellers more faster your vehicle buying and owning experience," said Mr Kumar.

AutoIndia.com, with its state-of-the-art vertical portal for Cars and Bikes, is the Internet's leading auto classifieds marketplace and consumer information website.

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About AutoIndia.com

AutoIndia.com, India's No. 1 Automotive Portal, is the expert and leader in automotive Internet marketing services. AutoIndia.com connects thousands of serious vehicle buyers with automobile dealerships, large dealer groups, and automotive manufacturers every day. AutoIndia.com is one of the industry's leading new car pricing portals and the largest source of Internet sales leads processed through the AutoIndia Lead Platform, a suite of proprietary technology products and business services.

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You can also visit www.autoindia.com for more information.