

Create your cyberpersonality on eBay India Introduces eBay Blogs and My World to strengthen community engagement

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Mr. Rajan Mehra, Country Manager, eBay India, said, 'We introduced the My World and eBay Blogs feature to enable the fast growing eBay community to interact and exchange views on a common platform. We hope this will facilitate interaction between trading partners that will amount to better understanding, higher satisfaction and greater transparency and connection within the eBay community.'

eBay Blogs (<http://blogs.ebay.in>) allow community members an opportunity to create their own personalised publication. Blogs are your personalised space to showcase your personality, opinions and knowledge. Whether you want to share bidding tips, movie trivia, vacation tales or astrology gyan, your blog is just a click away. Sellers can use the blogs to creatively promote their products and attract buyers.

To create an eBay Blog:

1. Go to <http://blogs.ebay.in> and click the Start Blogging button.
2. Use the fields to name your blog and write a brief description.
3. Enter descriptive tags so other people can find you through search.
4. Decide how your blog will look by choosing a theme.

eBay has also introduced a new profile page for its community called **eBay My World**. My World can be used to show the rest of the eBay Community who you are! Users, who have been trading with each other for years together, can give a face and personality to the eBay id. The My World page complements eBay users' About Me page and enables them to showcase their personality and interests by creating a special landing page combining many of the features already available on eBay.

You can customise your page's look, layout and content through a variety of available features and modules

• **Feedback** - Member Feedback will always be prominently displayed at the top of My World so

that you can instantly see the transaction history of each member.

• **Listings** - Display your current listings and customise how they appear on your page.

• **Photo or Icon** - Show the world your face! Upload your own personal photo or choose from over 30 icons to represent you.

• **Bio** - Provide a description of yourself, your interests, your selling policies or anything else you want to include. You can also create search tags that make it easy for other members to find you.

• **Shop** - eBay Shop sellers will have their own Shop module with customisable promotion boxes.

• **Find people with similar interests and passions** - Your interests, hobbies, things you buy, things you sell etc, get **tagged** on the My World page. When you click on a tag, you get to see all people who have similar interest as yours.

To find your My World page, click your user ID anywhere on the site or visit <http://myworld.ebay.in> and click the **Get Started** button.

Start creating your My World page or eBay Blog on www.ebay.in now!

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eBay India (www.eBay.in), *India's leading online marketplace*, is India's biggest online trading community where anyone can sell or buy almost anything. eBay India is a trading platform offering auctions, fixed price and classifieds modes of person-to-person trading. There are a wide range of products listed on eBay India in an array of categories including Apparel & Accessories, Books & Magazines, Cameras & Optics, Cars & Bikes, Coins & Stamps, Computers & Peripherals, Consumer Electronics, Fitness & Sports, Health & Beauty, Hobbies & Collectibles, Home, Décor & Furnishings, Jewellery, Kitchen & Home Appliances. Mobiles & Accessories, Movies & Music, Musical Instruments, Services & Real Estate, Tools & Hardware, Toys, Games & Baby, Travel, Tickets & Vouchers, Video & Computer Games, Watches and Everything Else. eBay India is a 100% subsidiary of eBay Inc.

About eBay

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

eBay is The World's Online Marketplace®.

For more information, Please contact:

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You can also visit www.ebay.in for more information.