

Indian Consumers feel empowered through Admanya.com

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Admanya.com is India's first consumer education cum advocacy website which has brought new hope to the Indian consumers. In the backdrop of a poor record of our consumer courts Admanya revolutionizes consumer rights by empowering Indian consumers to take action against unscrupulous companies and firms that sell inferior goods and provide poor service without concern for consumers.

In this website a consumer can read reviews about a product among hundreds of reviews and can get useful knowledge about the product before actually buying it. There is no compulsory registration; not even for submitting a review and the service is absolutely free. There are over 700 products currently listed and one can write reviews on any of the products and services to record their real experience and inform fellow consumers about the product.

'The greatest value of Admanya lies in making these large numbers of unbiased reviews written by real consumers available in the public domain. Till now consumers largely had to depend and somewhat be solely influenced by advertisements but now they have a place to check out first before they turn to buy' says Jaydeep Bhattacharjee, founder of Admanya.

Admanya is not just a place for reviews but also slowly evolving as a vibrant online community. People who choose to sign up can actually interact with fellow reviewers and write comments on other reviews. Already many people are talking and exchanging information. There is also a forum where topics related to consumer issues are being hotly debated. One user recently wrote in the Admanya message board. 'I find this site much more effective than consumer courts. In consumer court you hardly get a favorable verdict, specially against the powerful companies and at the end of the day you only lose time and money. But here you can at least tell your story loud and clear. Thus the other consumers become aware and avoid the company which actually hurts them and only then they will take notice and try to improve service and redress the grievances'.

The Admanya portal is developed by Intechsys, an e-business consulting firm which is based in Bangalore and the company mostly has its client base in the United States. Shortly new services will be available under the Admanya brand as it promises to be the leading C2C portal in India.

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For more information, Please contact:

Dipayan Mazumdar

CEO - Dipayan Mazumdar & Associates

011- 26270628

011-26273155

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