

V ChandraMouli appointed as AutoIndia.com's CEO

AutoIndia.com , the leader in automotive e-commerce in India, today announced the appointment of V ChandraMouli as President, Chief Executive Officer (CEO). ChandraMouli was most recently the Head of -Consumer Channels, Content & Head- Education Vertical (viz. Samachar.com, Khel.com, Walletwatch.com & others) at Sify.com, the India's leading online portal.

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As AutoIndia.com's CEO, ChandraMouli will be responsible for the overall business and operations of AutoIndia.com. He will also be responsible for the company's customer acquisition and retention efforts and the continued development and delivery of products and services that make buying and owning a vehicle as easy as possible.

ChandraMouli 's career spans over 19 years inclusive of 6 years in a leadership role as the head of a Business Unit. In addition, he played a key role in strategic planning and new business initiatives and was instrumental in driving sales from Rs.100+ Crores (Approx US\$ 22 Million) and a cumulative order intake of Rs.550 cores (US \$ 122 Million) in less than five years.

Prior to NIIT, ChandraMouli was also served in Murugappa Group, headquartered in Chennai, India, is a USD 2 billion (Rs 8,500 crore) conglomerate with interests in engineering, abrasives, sanitaryware, fertilisers, finance, bio-products and plantations.

ChandraMouli holds a MBA from the IRMA, Anand.

"I'm very pleased to welcome ChandraMolui to our team. He brings a wealth of Strategy, Sales, Marketing, Branding and Product Development experience and a proven ability to not only manage the kind of explosive growth and changes that comes with stewarding a leader in e-commerce, but to also further expand AutoIndia.com's already formidable brand awareness," said Binu, AutoIndia.com's Founder and CIO.

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About AutoIndia.com - AutoIndia.com, the Indian leader in online automotive commerce, brings vehicle buyers, owners, and sellers together in a trusted environment, empowered by the Internet. AutoIndia.com operates the largest used vehicle inventory web site in India, with more than 25000 listings from both private owners and dealers. It draws about 1.5 million visitors a month. Through its extensive automotive content and multiple purchasing, financing, insurance and service options, AutoIndia.com offers consumers choice and peace of mind throughout the automotive lifecycle, while providing its network of accredited dealers and automotive services partners the most efficient way to reach online car and bike buyers and owners. AutoIndia.com has a network of over 2500

Dealers nationwide.

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