

## India's 1st Web 2.0 Matrimonial Website - SimplyMarry.com

*How Simple can Simple Get? Using the latest technology and the power of Web 2.0, SimplyMarry.com has taken posting profiles to the next level of Simplicity.*

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SimplyMarry.com is the only matrimonial site to offer such a unique, innovative and simple solution that provide Instant Activation of users' profiles, making them searchable as soon they register, providing them an instant confirmatory SMS and email.

The Web 2.0 technology also allows users to update their profile in Real-Time, saving their edits as frequently as they want. User just fill in a single page form, that provides details about themselves and their ideal soul-mate, simultaneously displaying their profile completion bar, indicating how much information, critical to the profile, has been provided.

Targeting the metropolitan user, SimplyMarry.com has been receiving a tremendous responses and conversion rates, with its fresh, young, metro-centric, look and feel, using Web 2.0 technologies such as AJAX, JSP, and XML, which provide users with features that are quick and easy to use.

Speaking at the launch of the Web 2.0 SimplyMarry.com, **Mr. R. Sundar, President, Times Business Solutions** remarked, *'Simple Match Making is the Mantra of the Day. SimplyMarry.com is all that its name stands for, simple, uncomplicated, and designed to ensure that your soulmate finds you; the Simple Registration Web 2.0 technology, is highly intuitive and provides instant updates and ideal matches in real time.'*

With tremendous advances in program algorithms and backend processed, when users register they are sent an instant confirmatory SMS & email simultaneously. Users can also, update and check how their profile looks to others in Real Time, with the 'How do I Look' Tab on the site. Users will also benefit from the new match alert algorithms that will alert them on a regular basis with suitable matches to their profiles.

SimplyMarry.com is the fastest growing metro-centric site in the country with over 80% of profiles being created by the youth of the major cities of India, including, Delhi, Mumbai, Kolkata, Hyderabad, Chennai, Ahmedabad, Bengaluru and Pune, where a door-step service of subscription collection is also offered.

SimplyMarry.com has also launched the 'MarryZine' - an informative E magazine on matrimony and related matters that provides a perfect solution for grooming a person before marriage, by focusing on the latest marriage trends, health and fitness, relationship issues, lifestyle guide, and even assistance in deciding upon honeymoon destinations. In short, this is a one-stop destination for a magical wedding.

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### Other Exemplary [SimplyMarry.com](#) Features -

1) 'Chat n Marry', the SimplyMarry.com Messenger, which allows you to chat online with accepted

contacts.

- 2) Convenient & easy-to-read profile display formats.
- 3) Free Initial Contact with prospective soulmates.
- 4) Live Help - Chat and have your inquiries answered instantly online.
- 5) Enhanced Alert mechanisms introduced, such as -
  - o *Precise Match Alerts in your email*
  - o *SMS Alerts on your mobile phone*

**For more information, Please contact:**

**Aseem Seth**

Head - Public Relations - Times Business Solutions

+91 99102 73367