

AUTSUN.COM Unveils On-Demand Retail - Is This The Future of Ecommerce?

New Delhi, India based startup ANYTHING UNDER THE SUN has set out to do a seemingly impossible task -- ask every customer of its online shopping portal AUTSUN.COM what they want to buy, and at what price? The company will then try and obtain your desired product, close to your desired price from the manufacturer, get it nicely gift-wrapped and shipped free to you anywhere in India. What's more, the consumer who recommends the product will be credited for the same on the product's page on the Website.

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New Delhi, India based startup **Anything Under The Sun** has set out to do a seemingly impossible task -- ask every customer of its online shopping portal **AUTSUN.COM** what they want to buy, and at what price? The company will then try and obtain your desired product, close to your desired price from the manufacturer, get it nicely gift-wrapped and shipped free to you anywhere in India. What's more, the consumer who recommends the product will be credited for the same on the product's page on the Website.

'The Internet is about the power of choice. Can you imagine a normal superstore being able to service the needs and demands of every customer? But the interactive nature of the Internet makes it possible for us to record every consumer's preference and try and satisfy real needs.', says Prabhat Garg, CEO of AUTSUN.COM.

But how does the company propose to meet the overwhelming demand that is surely going to hit its website?

Urvi Khanna, Chief Creative Officer and Product Designer of AUTSUN.COM explains: 'Our model is not inventory based, but a value-engineered approach to providing quality delivery in a short time-period. We can successfully achieve this due to a strong network with supplier brands. Our focus is on building exciting shopping communities -- people can share experiences with other people with similar product preferences, offer opinions and express demands. This is a more fulfilling experience than just reading a product review by an expert.'

The beta launch of the portal which was successfully completed last month drew visitors from not just India, where AUTSUN.COM currently delivers without any shipping charges, but from countries like US, Mexico and Australia as well.

How does the company propose to make an earning if they deliver on the pricing standards set by customers -- which, undoubtedly are going to be stringent?

'Today, the world is the consumer's stage, and all marketers merely players. We've got to dance to the consumer's tunes.', chuckles Prabhat Garg. On a more serious note, the BITS Pilani, MDI Gurgaon educated CEO of AUTSUN.COM says, 'Just go beyond the obvious in servicing the customer, rewards will automatically follow.'

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AUTSUN.COM is redefining retail with its inventive concept called 'On-Demand Retail'. AUTSUN.COM allows subscribers to create product recommendations and dictate pricing through its trend-setting methodology '**U-Make-The-Store**'. The ever growing product catalog on AUTSUN.COM is being populated by a global community of consumers who can meet online, leave 'product footprints' and interact with people sharing common interests. Contributors are featured on the website along with the product details, and also earn redeemable reward points.

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Press Contact: Malavika Khanna, Anything Under The Sun, info@autsun.com. +91-11-41639928.

For more information, Please contact:

Malavika Khanna

COO - Anything Under The Sun

+91 11 41639928

+91 11 41825929

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