

Shaadi.com launches India's first online wedding directory - Shaadi Pages

Shaadi.com, the world's largest matrimonial service provider, has announced the launch of Shaadi Pages (www.shaadipages.com) - India's first online wedding directory. The new user-friendly portal provides to-be-married couples with a one-stop-source for all their wedding requirements.

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After its completion of 10 successful years, Shaadi.com, the world's largest matrimonial service provider, has announced the launch of Shaadi Pages (www.shaadipages.com) - India's first online wedding directory. The new user-friendly portal provides to-be-married couples with a one-stop-source for all their wedding requirements.

Couples these days are extremely occupied with hectic work hours. Shaadi Pages has been specifically created to help these couples plan their wedding with style and ease. To-be-married couples can now do their wedding planning around their convenient schedules and not be limited by store hours. Once on Shaadi Pages, couples simply enter the type of service they are looking for, along with their city, locality, pincode, vendor name or keyword, and Shaadi Pages will generate vendor listings meeting the criteria. Couples can then contact the vendors most suitable to their requirements.

Commenting on the potential of this venture, **Mr. Vibhas Mehta, Business Head, Shaadi.com**, said, ' With Shaadi.com we brought people the convenience of finding their perfect someone from the comfort of their homes. With Shaadi Pages, we plan to go a step forward and escort customers through the entire process of making their wedding a memorable event.'

Shaadi Pages offers over 10,000 listings spanning over 9 categories - **Astrology Services, Event Services, Music & Entertainment, Beauty & Grooming, Fashion & Clothing, Decorations, Food & Beverages, Travel & Tours**, and other **Related Services** like - Invitation cards, Wedding Planners, etc.

Shaadi Pages is equally beneficial for wedding related service vendors, since it connects customers to them through 4 wedding related gateways, viz - Shaadi.com, Shaadi Times, Shaadi Point, and Astrolife.com. Vendors are also allowed to create and maintain their personalized webpage, where they can display their products / services in great detail.

'We see great potential in the wedding industry in India which is currently pegged at Rs 75,000 crores, growing at a phenomenal rate of 25% each year, and are extremely optimistic about the success of Shaadi Pages as India's very own first online wedding directory, ' added Mr. Mehta.

Considering that the average NRI spend on weddings in Rs 22 - 50 lacs, and the average Indian spend on weddings is Rs 4 - 10 lacs, Shaadi Pages is currently targeting audiences in India, USA and UK.

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[About Shaadi.com](#)

Shaadi.com, one of India's best known Internet brands and the world's largest matrimonial service was founded by People Group in 1997 with one simple objective - to provide a superior matchmaking experience to Indians all over the world. Since then the company has created a world-renowned service that has touched the lives of millions of people all over the world.

*This year Shaadi.com celebrates its **10th Anniversary**, with its 10 years 1 million matches giveaways all throughout the year, and is proud to have been adjudged the 'Most User Friendly Website' by Juxt Consult as well as the 'Best Designed Website' by PC World. Shaadi.com is also the first Indian portal to be ISO 9001:2000, TRUST-e and VeriSign certified. In addition it has been ranked 'The most visited matrimonial website in India' by Ranking.com.*

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