

## Admanya gives more teeth to Indian Consumers by offering networking features

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The users have become more active after the introduction of scraps and the other interactive features like testimonials and votes. They have much more to do than just reading reviews or writing a new one. Users are now directly seeking answers if it is not in the review. They are voting freely and expressing themselves; the bad or biased reviews are getting thumbs down from the users while the good ones are upheld. Authors are attracting testimonials and getting instant fame. The users are gradually getting the sense of belonging to a larger consumer community which is forging ahead to claim its rights.

'I am surprised by the level of objectiveness expressed in most of these scraps' one editor at Admanya said. 'The empowered consumers mean business and they want to use every resource that is available to stay better informed and help each other'.

Jaydeep Bhattacharjee, the founder and CEO of Admanya.com is however not surprised. He states confidently 'I was sure of the fact that the scraps would be welcome by our members and won't be misused because the Indian consumers have been waiting long for a platform like this. Once it is now available they want to make most out of it'. His team is committed to offer more to the members and currently busy building the Admanya community which will introduce member blogs among other new features.

Admanya.com was launched in March 2007 and provides a unique platform to Indian consumers for sharing knowledge, giving feedback, rating products and services, finding unbiased product reviews and discussing the issues that are facing the consumers at large. The benefit to the consumer is more than just consumer education and advocacy as they can network within the community, form opinions and influence change.

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Admanya gives more teeth to Indian Consumers by offering networking features. Mainly Admanya focuses on Orkut, unbiased product review, consumer education, consumer rights, Indian consumer, networking, feedback, scrap

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You can also visit [www.admanya.com](http://www.admanya.com) for more information.