

Naaptol.com revolutionizes online shopping experience

Naaptol.com is the first ever comparison based social shopping portal launched for the Indian market. The portal addresses the needs of the consumer to select the right product through the right merchant. Naaptol.com allows consumers to easily find the right product, compare, get expert opinion and buy online or offline - in less time and at the best available price.

Mumbai, Maharashtra, IND, 2008-04-09 07:44:12 (IndiaPRwire.com)

The current categories in naaptol.com are Mobile Phones, Consumer Electronics, Computers & Peripherals, TV, Cameras, Home appliances, Jewelry, Flowers, and Gifts. With detailed information on all products in these categories, comparison can be made based on several attributes between the products. Expert and user reviews along with product discussions aid in first hand information.

The unique aspect on Naaptol.com is details of prices being offered by online and offline merchants under various categories. The portal also offers merchant details for consumers to connect directly for any offline purchase.

Manu Agarwal, CEO, Naaptol.com says 'Naaptol.com initiates an opportunity for consumers make a valuable purchase whether online or offline. In essence the portal allows consumers, brands and merchants to collaborate for the best deals. Consumers gain from a basket of products and merchants, brands gain from focused exposure to the interested audience, and merchants gain from increased sales'.

To this adds Gaurav Garg, Operations Manager at Naaptol.com, 'The portal has garnered tremendous response from the end consumers as well as online and offline merchants, for easy access to relevant information. We are working towards adding several more categories and additional features to increase the bouquet of options for the consumers and deliver progressively'.

India has witnessed a sharp surge in internet users in the past few years, with the number of users for online shopping growing rapidly (**50% YoY**). Consumers prefer to be well-equipped with the options available through online and offline merchants in their locality. Naaptol.com pioneers in addressing these consumer needs with an organized information bank.

Naaptol.com is poised to change the way consumers buy, brands advertise and merchants sell. So the next time you looking to buy that new digital camera do remember to check out the best deals first at naaptol.com! For more information please visit www.naaptol.com .

- END -

For more information, Please contact:

Renu Malik

Webmaster - Naaptol.com

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