

Do you have an Idea? Share with Sharekhan and win an Apple iPod everyday

Sharekhan Ltd. has launched a new contest called 'The Big Idea - Idea Do iPod Lo'.

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In order to maintain the edge and keep up with the changing times Sharekhan Ltd, one of India's leading retail brokerage houses with a strong online trading platform has again pushed the anvil to make their website better, more advanced and more customized to the needs of the users. Sharekhan Ltd. has launched a new contest called '**The Big Idea - Idea Do iPod Lo**'.

Speaking on the occasion, Mr. Jaideep Arora, Director- Products & Technology, Sharekhan Ltd said, 'Despite the myths and challenges involved, online trading has picked up in a big way. Also, besides our customers a lot of other internet users visit our website for information, updates, stock tips etc. and hence in order to make our website more user friendly, more interactive, better personalization and equipped with the latest features that users desire, we have introduced this contest of '**The Big Idea - Idea Do iPod Lo**'.'

The online community in India is growing rapidly with an estimated 45 million internet users and with more than 90% belonging to 18-45 age group which has high purchase power and high disposable income. Indians go online for varies activities like email, search, chatting, blogging, bill payment, net banking, job hunting, online shopping, booking tickets, music downlaods and matrimonial searches besides others.

About the contest 'The Big Idea - Idea Do iPod Lo':

This contest is all about sharing your ideas with Sharekhan for improving their website. This contest which is open to all Indian residents except Sharekhan employees, has been introduced with the sole idea of bettering the <http://www.sharekhan.com/Campaign/ipod/15042008.html> website to make it more useful for the users. Just as the contest slogan suggests users can send in their suggestions or ideas by logging on to the website and automatically qualifying for the lucky draw to win an Apple iPod.

Winners will not be considered again for the prize but all ideas based on merit will be deliberated and hence multiple entries from each user have been permitted and also encouraged. Contrarily, if you havent won yet, go ahead and keep sending in your ideas as there is an iPod to be won everyday till the 14th of May 2008 when the contest closes.

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About Sharekhan

Sharekhan Ltd is India's leading online retail broking house with its presence through 704 'Share Shops' in 280 cities and serving more than 475000 customers across the nation. Launched on Feb 8th 2000 as an online trading portal, Sharekhan offers its clients trade execution facilities for cash as well as derivatives, on BSE and NSE, depository services, mutual funds, initial public offerings (IPOs), and commodities trading facilities on MCX and NCDEX. Besides high quality investment

advice from an experienced research team Sharekhan provides market related news, stock quotes fundamental and statistical information across equity, mutual funds, IPOs and much more.

Sharekhan has set category leadership through pioneering initiatives like 'Speed Trade', a net based executable application that emulates a broker terminal besides providing information relevant to Day traders. Their second initiative, 'First Step' is targeted at empowering first time investors. Sharekhan has also set their global footprints through the 'India First' initiative, a series of seminars conducted by Sharekhan to help NRIs participate and benefit from the huge investment opportunities in India.

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