

Deal4loans grabs its 100,000th application

Launches new services and expands on its current service portfolio

New Delhi, Delhi, September 2, 2007 /[India PRwire](#)/ -- Deal4loans.com, a portal started in the October of last year now boasts of receiving its 100,000th loan/credit card application. In less than a year, the portal has witnessed immense growth with a variety of new services being introduced over this time. Some of the products and services offered by the portal include comparison studies of various loan options; monthly newsletters to inform users about the right use of various debt instruments; and a live chat section that enables loan seekers interact with banks and DSAs. In addition to these, deal4loans is all set to introduce a Business Loans section on the portal by early September. This would give the portal a clear head start in leveraging the internet channel for the SME segment.

The live chat section on the portal was introduced in the beginning of August, only after being put through several rounds of rigorous testing, pilot runs and feedback from both the loan seeker and provider. The result was an evolved chat model that lets the user receive live quotes, compare these with others and even get the EMI calculated. Mr. Wribhu Tyagi, CEO, Deal4loans.com says "We realized that a lot of applicants are apprehensive about filling an online form containing personal details. But they are still comfortable with the internet as a channel and are used to chat as an application. We saw an opportunity there- in leveraging **Live Chat** to build confidence in these applicants. And the response is really encouraging". Since its inception, the Live Chat feature has seen a tremendous positive response, turning it into one of the most sought after offerings of the portal. Some of the banks associated with the Live Chat sessions include HDFC, UTI, Citibank, Standard Chartered, ICICI, IDBI and HSBC.

Advantages of going with deal4loans

Gone are the days when loan seekers would have to scour the very corners of the city, visiting and meeting with representatives of banks and DSAs, all to make sure they choose the right option. Deal4loans offers the customer a complete guide to applying for loans online and its benefits. With the help of the portal, the customer can find some extremely affordable loans online.

Deal4loans offers information on home loans, car loans, personal loans, loans against property and credit cards. A good look at the portal will go a long way to make sure the customer makes the right choice. All that is required of the user is to enter a few details. The customer hears from 3-4 banks within 24-48 hours.

Notes to Editor

About Deal4loans.com

Deal4loans is a portal that works as a mediator between the loan seeker and the institution providing the loan. It is an online loan information and application portal, providing valuable information on all available loans absolutely free for the customer. It provides customers with a platform that enables comparison shopping for their loan requirements – by just filling a simple form online.

The objective of deal4loans is to help customers take advantage of the best prices and services on offer from all leading banks. Deal4loans was launched because it realized the gap between the loan seeker and the loan giver and the need of the customer to carry out a comparison.

Deal4loans offers all information on home loans, car loans, personal loans, loans against property and credit cards. It is worth shopping around on the site to make sure the customer is making the right choice. All that the customer has to do is enter a few details. The customer hears from 3-4 banks leading to a choice at no additional cost, within 24-48 hours.

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