

## **BharatMatrimony launches BM Privilege**

*BM pioneers another innovation through personalised service offer*

Chennai, Tamil Nadu, October 15, 2008 /[India PRwire](#)/ -- BharatMatrimony.com, India's most trusted matrimony portal from the Consim Group, today announced the launch of **BM Privilege**, a unique personalised service that addresses the needs of singles who do not have the time or the opportunity to search and meet potential partners through the usual channels.

**BM Privilege** is a highly professional, personalised matrimony service which will cater to the unique requirements of customers looking forward to make that special connection. Members who opt for this service will be assigned a personal matchmaker who will be highly trained in all aspects of matchmaking. Members are given the choice to decide whether they want their personal matchmaker to only search and identify compatible profiles or whether they want the matchmaker to go ahead and complete the initial rounds of contacting profiles.

Speaking on the occasion, Murugavel Janakiraman, CEO & Founder, BharatMatrimony.com and the Consim Group said, "BharatMatrimony has been an innovator and pioneer in the matrimony space and the personalised service will be the new paradigm of customer satisfaction. **BM Privilege** has been developed after taking into account the customer needs and it is expected to take matchmaking to a completely new level. We've been in the business of matchmaking for over a decade now and we take pride in delivering the level of service that we promise our members. People want privacy and they also want personalised service. BM Privilege is an answer to the 'Personalised Service Generation' who are looking for a quick and hassle-free way of finding a life partner."

The BM Privilege package will be offered at an inaugural price of Rs 8650 for 3 months as against the regular price of Rs.12,000 for the same period. This inaugural price will be available to BharatMatrimony members till 30th October 2008. The package offers value added services such as creating profiles which will generate better response, unlimited contacts on phone or e-mail, more phone numbers of prospects, horoscope creation and horoscope matching with interested prospects, verification services and much more. The personal matchmaker also has a proactive watch on new registrations, daily matchwatch alerts on new prospects, etc. The personal matchmaker actively engages in his/her noble task of finding someone special for the member and makes himself/herself available for contact anytime between 9.30 am – 7:00 pm. via phone or email. Personalised service is at the heart of BharatMatrimony and we believe that BM Privilege will be better than any other matrimony package available.

### **Notes to Editor**

#### **About BharatMatrimony.com**

BharatMatrimony.com, one of India's leading internet companies, has pioneered the concept of online matchmaking since 1997. The company has created a strong foothold in the matrimony space through its innovative features and technological advancements. Today, 'matrimony' as a word is synonymous with *BharatMatrimony* and it has become a place for people serious about seeking a life partner.

BharatMatrimony.com has earned the trust of more than 1.2 crore members worldwide and has been recognized by Limca Book of Records, the Indian equivalent of Guinness Book of records, for record number of documented marriages online. The company has been profiled in NASSCOM's Showcase of Innovation Book 2006 & 2007; the book showcases the top 100 IT innovators in our country.

### **For more information, please contact:**

**Annie James**

PR Executive

(L) 080 40985578

© copyright 2012 **India PRwire** (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.