

## Matches Made in Cyberspace Just Got More Secure

*Shaadi.com Ties the Knot with VeriSign® Extended Validation (EV) SSL Certificates to Build Trust and Confidence with Customers*

Noida, Harayana, June 11, 2009 /[India PRwire](#)/ -- Finding your life partner in India just got safer thanks to a secure online matchmaking process. VeriSign, Inc., the trusted provider of Internet infrastructure services for the networked world, today announced that Shaadi.com, the world's largest matrimonial service has deployed VeriSign® Extended Validation (EV) Secure Sockets Layer (SSL) Certificates to build trust and confidence with customers.

Facilitated by VeriSign's platinum partner reseller, Adweb Technologies, Shaadi.com has joined the growing worldwide community of sites using VeriSign EV SSL Certificates to assure their customers of a safer online experience.

Over the last decade, online matrimony has gained widespread popularity and acceptance amongst audiences across the globe, with an estimated 30 million individuals logging on to the Internet to find their mate, across the globe. Over 14 million eligible men and women, as well their parents are logged on to Shaadi.com in their quest to find the perfect match, whose backgrounds are available at the click of a button. Over the last decade, Shaadi.com has helped more than eight million people successfully find matches for themselves using its trusted services.

"Shaadi.com has always been a trusted website amongst Indians across the world; millions have matched successfully on the site. However, we believe in constantly evolving and want to provide our customers with the best user experience in an environment in which they feel secure and protected. There is critical information that people put up on a site like ours, and they should be able to do this without the fear of their personal information falling into wrong hands", said Gourav Rakshit, Business Head, Shaadi.com. "We are constantly working towards making our customers feel more secure and improve their engagement with the site for our customers, and the deployment of VeriSign EV SSL Certificates is an example of our commitment toward our users."

An EV SSL Certificate displays easily understood visual cues in EV-enabled high-security browsers to provide tangible assurances of a Web site's authenticity. The browser address bar turns green and a new field appears to the right of the URL. This field contains the name of the organization that owns the site as well as the security provider that issued the certificate, such as VeriSign.

"Just as marriages are built on trust, so are everyday business transactions," said Shekhar Kirani, vice president, VeriSign India. "When organizations shows the green address bar, their end-users know they are on the site they intended to be on. And when it comes to online transactions, trust is everything, and the adoption of VeriSign EV SSL helps to preserve that trust."

"By arming themselves with VeriSign EV SSL Certificates, Web sites like Shaadi.com make it more difficult for e-criminals to confuse unsuspecting users with fraudulent look-alike pages," said Apurva Mody, CEO, Adweb Technologies, VeriSign's platinum partner reseller. "We are confident that VeriSign's EV Certificates will result in higher registration rates thanks to their promise of a safer online experience."

As the most respected and trusted SSL authority on the Web, VeriSign is the EV SSL Certificate provider of choice for more than 10,000 Internet domain names, representing 74 percent of the entire EV SSL Certificate market worldwide.\* In fact, more than 95 percent of the Fortune 500 and 96 of the world's 100 largest SSL-using banks secure their sites with SSL Certificates sold by VeriSign.\* To learn more about VeriSign EV SSL, visit <http://www.verisign.com/EV-SSL>.

\* Includes VeriSign's subsidiaries, affiliates and resellers.

### Notes to Editor

### About VeriSign

VeriSign, Inc. (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, VeriSign helps companies and consumers all over the world engage in communications and commerce with confidence. Additional news and information about the company is available at [www.verisign.in](http://www.verisign.in)

### **About Shaadi.com**

Shaadi.com, one of India's best known Internet brands and the world's largest matrimonial service was founded by People Group in 1997 with one simple objective – to provide a superior matchmaking experience to Indians all over the world. Since then the company has created a world-renowned service that has touched the lives of millions of people all over the world and is proud to have made almost 8,22,073 matches till date. Shaadi.com is accessible online (Shaadi.com), offline (Shaadi.com Centre), on DTH (with Dish TV) and on Mobile – WAP, Voice and SMS (on Vodafone & Idea networks). Shaadi.com celebrated its 11th Anniversary in 2008, and is proud to have been adjudged the 'Most User Friendly Website' by Juxt Consult as well as the 'Best Designed Matrimonial Website' by PC World Web Awards in 2007 & 2008. In September 2007 Business Today recognized the company as one of the Top 10 Marketers in the country.

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