

Web18 launches new online shopping portal Storeguru.com

Company's flagship e-tail site aims at making shopping easy, safe and hassle free

Mumbai, Maharashtra, February 5, 2008 /[India PRwire](#)/ -- Dramatic increase in shoppers over the years have also seen drastic increase in crowded parking spaces, long queues, long hours and tedious bargaining. Keeping in pace with the growing customized needs of people and online shoppers, Web 18 has launched yet another innovative website, Storeguru.com. Storeguru.com is Web 18's flagship e-commerce website with complete electronic retailing (e-tail) solutions.

Storeguru.com is a platform providing exclusive products and leading brands across categories at competitive prices. Some of the leading brands listed with the portal are – D'damas, Espon, Espirit, Godrej, HTC, IFB, i-mate, Motorola, Nikon, Nokia, Onida and many more. In a market where online shopping is still considered to be an unsafe and unreliable option, storeguru.com reassures its customers by providing the safest payment gateway among all e-commerce sites. The site directs to an encrypted payment gateway of the bank itself, which is highly secured. Since all the payment details goes through the bank's payment gateway, the credit card details and shopping data is always secured. To make the shopping experience available to maximum people, storeguru.com has tied up with most of the leading public sector and private sector banks to facilitate the customers with easy payment.

In a unique effort to bring maximum authenticities to the product / brand bought & re-assure the customers of the quality, the site has developed Brand Warranty programme, where the brands warranty the products and the same are indicated on the site, for customer convenience. Customers are provided with both brand and product guarantee. To complete the entire shopping experience, Storeguru.com ensures that you receive the product bought in a short span of 10 days which is dependant on the product category.

Notes to Editor

About Web18: Web18 is an online and m-commerce company of the Network 18 group. It is the leading player in the Internet space in India.

Web18 consists of various portals as given below -

Ø MoneyControl.com

Ø PowerYourTrade.com

Ø Indiaearnings.com

Ø IBNLive.com

Ø Cricketnext.com

Ø Tech2.com

Ø Biztech2.0

Ø Compareindia.com

Ø Buzz18.com

Ø IndiWo.com

Ø Josh18.com

Ø Bookmyshow.com

About Network18: Network18[BSE: 532798,NSE: Network18] is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV-18], Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminals - Newswire18. TV18 has recently expanded into print with the acquisition of Infomedia, India's leading player in the B2B publishing and printing operations space, and announced a collaboration with Forbes media for the launch of a business magazine in India and is in the process of launching a Hindi business daily for the Indian market via a 50:50 JV with Jagran Prakashan. Through its holding in Global Broadcast News Ltd (GBN) [BSE: 532800,NSE: GBN], Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and will be launching a Marathi news channel in partnership with the Lokmat group. GBN also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and will be launching a Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, Homeshop18 and its full spectrum events management venture, E18. For more information, log on to www.network18online.com

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