

Industry experts & Moneycontrol team up for Budget 2010! Unleash a slew of features & activities online

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Mumbai, Maharashtra, February 25, 2010 /[India PRwire](#)/ -- A battery of financial pundits, including **Ramesh Damani**, **Ridham Desai**, Anand Tandon, **Udayan Mukherjee**, S.P. Tulsian, **Punita Kumar-Sinha**, Senthil Chengalvarayan, Rajdeep Sardesai, Sandeep Shanbhag, Nilesh Shah, DK Joshi, Nitesh Ranjan and Siddharta Roy, will feature on Moneycontrol.com. Users will get a unique opportunity to interact with them via Live Chats and columns throughout Budget day and the week that follows.

The site will also showcase live online coverage of the Finance Minister's speech, and provide quick interpretations of Budget 2010 by experts. Over the following week, along with time-sensitive stock advice, the Budget Special will help users decode and understand the impact of Budget 2010, focussing on key areas such as tax impact on salary, personal investments and economic growth vis-à-vis the individual.

Additionally, for the first time ever, Moneycontrol.com will host a one-of-it's-kind online game - the **Budget Bingo**. Open to all, and based on the popular game bingo, the users will need to find the letters of the word "Budget" across the site and mail it in. The person sending in each alphabet first, and the first person sending in the complete word will win cash prizes adding up to Rs 3 lakhs!

On this landmark occasion, Lakshmi Narasimhan, CEO, Web18 commented "Moneycontrol has always prided itself in being the leader in the Indian financial online space; it gives me great pleasure to present yet another Budget Special, focusing on the consumer, and the evolving economic scenario. We continue our journey of being a pro active catalyst, democratizing wealth, and empowering the individual investor."

With enhanced news coverage and power tools such as Portfolio, and an extremely sticky and loyal user base, Moneycontrol boasts of about 380 million page views every month, 5.7 million users and 3.1 million registered users seeking information and guidance for all their financial needs and queries. This end-to-end financial vertical offers real time coverage of all the market movements, key expert insights and the intrinsic dynamics between the various market participants.

Notes to Editor

About Moneycontrol.com

Today, Moneycontrol is the premier end-to-end business and finance portal for Indian consumers and market watchers. It is the country's No.1 online financial destination, and Asia's largest. More than 6 million unique users, 120 million + page views and the highest time spent of 39 minutes per user (as against an Indian average of 9 minutes) make it peerless in the country.

About Web18

Web 18 is the Internet and Mobile arm of Network 18, India's leading Media conglomerate. It is India's fastest growing internet company with leading portals such as MoneyControl.com, Cricketnext.com, CommoditiesControl.com, PowerYourTrade.com, Tech2.com, Biztech2.com, IBNLive.com, Compareindia.com, Storeguru.com, Indiaearnings.com, JobStreet.com, Indiwo.com, Buzz18.com and Josh18.com. The recently launched In.com, has rapidly grown to become India's second largest horizontal portal.

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