

Shaadi.com launches Shaadi.com Sapphire

Assisted Matrimonial service for those who just can't make the time ~ Dial now and speak to your very own Matchmaking Assistant ~

Mumbai, Maharashtra, October 14, 2008 /[India PRwire](#)/ -- Shaadi.com, India's largest matrimonial website from People Group, today announced the launch of Shaadi.com Sapphire – an Assisted Matrimonial Service with highly trained matchmaking assistants just a phone call away. Members subscribing to this service can dial in on 91-22-67752020 which is available daily from 10am-7pm and receive the expert service of a dedicated matchmaking assistant to help them in every single step of their matrimonial search – from profile making to search, connect and contact.

With this service, matchmaking becomes highly customized in addition to becoming convenient. Members can opt for daily updates over phone or email for relevant matches, which will be short listed by the Matchmaking Assistant. In addition, Matchmaking assistants will help members write effective profiles, help them with horoscope search which will result in increasing number of positive responses on a member's profile.

Talking about this initiative, **Mr. Vibhas Mehta, Business Head, Shaadi.com Matrimony** says "In our 11 years of experience in the Matchmaking space we have always listened to our customers and constantly innovated to make their search for a life partner simpler and faster. This is the first time in the world that organized matchmaking has been offered to a customer through the convenience of their phone. In today's world of 12-hour work days and globe trotting professional lives, assisted service in matchmaking are the need of the day. The Shaadi Sapphire gives you access to your own Matchmaking assistant who is your confidant and is just a call away for all your to assist you in your search. "

The service has been introduced specially for busy professionals who lead a hectic life and don't have the time to go through the search process and constantly sift through multiple profiles. The Shaadi.com team of Matchmaking Assistants will help members in all avenues of matrimonial search sensitively, & professionally, using their expertise to provide the best possible matrimonial assistance, while members continue to focus on their daily lives.

The announcement of Shaadi.com Sapphire comes close on the heels of Shaadi.com now being available on mobile with a tie up with Vodafone and a tie up with Dish TV for DTH.

Notes to Editor

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 8,15,026 matches till date.

Shaadi.com Matrimonials are also now exclusively available on Vodafone Mobile with services that can be accessed through SMS, Voice and WAP.

Shaadi.com celebrated its **10th Anniversary** in 2007, 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. The company was also felicitated at the WEB18 'Genius of the Web' Awards, as the best E-Commerce site (Matrimony). Shaadi.com Centres - the offline version of Shaadi.com - too won accolades by being named as the 'Franchisor of the Year' for the third consecutive year, in 2007. Shaadi.com is also the first Indian portal to be ISO 9001:2000, TRUST-e and VeriSign certified. The In addition it has been ranked " *The most visited matrimonial website in India*" by Ranking.com.

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