

## Introducing the MagicBricks.com "Click to Call" Free Service

*Empowering users to call property sellers for free*

Noida, Uttar Pradesh, April 15, 2008 /[India PRwire](#)/ -- For the first time in the history of Indian Real Estate, a website is providing a free calling facility to users in such a simple and user-friendly manner.

India's No.1 Property site, MagicBricks.com, in its mission to empower the home-seeker with transparency & choice, and redefine the way property transactions are conducted, has been at the forefront of introducing innovative products, services and platforms, that have never been witnessed in the real estate sector.

The MagicBricks.com "Click to Call" service sets its own benchmark in the online industry. It is India's first free calling service through India's No.1 Property Site. As the name suggests, property seekers can make free calls to all premium property advertisers at anytime and anywhere, cutting time & distances with just a simple click.

Commenting on this new feature, **Mr. Naveen Luthra, VP & Business Head, MagicBricks.com** said, "We have initiated this pioneering online service to ensure customer delight and derive maximum benefits for our premium advertisers with this easy to use, state-of-the-art exclusive feature – Click to Call."

"All buyers have to do is to enter their name, along with their email and contact number and then click on the 'Click to Call' tab - instantly; they receive a call on their phone, which connects them to the seller. Using, this new interactive feature will not just save MagicBricks.com users' money but their time as well." added **Mr. Luthra**.

'Click to Call' is the easiest and simplest way to contact property sellers who have posted their premium properties on the site. 'Click to Call' not only makes it convenient for both, the buyer and the seller to interact on the phone, it also ensures that the tele-conversations are held without paying a penny - with just one click buyers can contact any seller across the country without worrying about STD or call costs.

In addition, to "Click to Call" MagicBricks.com has also introduced a special "Rent Zone" – an exclusive section for users who are looking for rent accommodation across various cities. This feature has been introduced keeping in mind the requirements of professionals who are constantly shifting base and locations – serving this large professional user base in a direct, connected and immediate manner.

### Notes to Editor

#### About MagicBricks.com –

The internet has empowered and paced up our lives almost on every front. The emerging virtual world of the real estate sector is an outstanding example of the paradigm shift the internet is bringing. People prefer to search for information on product online before they actually buy it and this applies to property search as well. Online property search is catching up fast, be it a residential or a commercial plot, building, flat or office space.

Keeping with the trend, Times Business Solutions launched MagicBricks.com in August '06, as a platform to bring together buyers and sellers in the real estate industry. Within three months of its launch, MagicBricks.com achieved the status of being the No.1 property portal in India. With its revolutionary next-gen services customized specifically to address the real estate industry it has consolidated its position as the leader in the sector. MagicBricks.com provides a common platform for all users, and provides a space for property buyers & sellers to locate properties of interest and source information about all property related issues in a transparent and unambiguous process.

MagicBricks.com offers a pan – India coverage of over 500,000 listings, showcasing the Indian real-estate market. MagicBricks.com currently records over 15 million page-views per month.

MagicBricks.com comes packed with a host of tools, never witnessed before by Real-Estate Industry, which include –

- Location Map Service: This unique service is the first of its kind in India that provides home-seekers with the

benefit of viewing the maps of selected neighborhoods - highlighting banks, schools, hospitals and other important places around properties that interest them.

- **Unique Property Alerts**: provide regular Email & SMS Alerts every time a property listing matches user requirements.

- **Micro-Sites**: Key developers and builders also have micro-sites within MagicBricks.com to showcase their particular offerings in their own unique style.

- **Virtual Walkthroughs**: Unique previews of selected properties, much like a site visit, that can be viewed online anywhere, anytime.

- **Brix-Research**: MagicBricks.com Research and Analysis wing constantly monitors the property and real-estate market in the country, providing insights, impact assessment reports, official forms, legal & taxation expertise and realty rates to MagicBricks.com users.

MagicBricks.com observed that the majority of people, in this business, were constantly on the move, and did not access the internet on a daily basis, but conducted their business over mobile phones, and thus the most valued services launched by MagicBricks.com, which further advanced its leadership were the **Mobile & Internet convergence services**, first through 'MagicSMS', and subsequently 'MagicBricks Mobile'.

Through the 'Magic SMS' service, users can send free SMS through the website to sellers for properties and buyers for requirements that interest them. The simple and user-friendly interface creates a succinct yet comprehensive message that is sent to the person who has listed the property or requirement.

As a value addition to MagicSMS, MagicBricks.com also provides developers and real estate agents - 'Property Leads on SMS' – a premium service that offers instant SMS updates of new properties, listed for sale or rent customised as per the subscribers selection.

Not one to rest on its achievements, MagicBricks.com launched, India's first Mobile Property Portal – 'MagicBricks Mobile'. This small application (less than 50 KB), enables users to search for properties by property type, budget, and city on their GPRS enabled cell-phone. They can view further details of shortlisted property listings, live off the site, right on their cell phones. Users can instantly contact the concerned person by sms or phone call and the application stores the history of the contact they have made in past sessions, for easy recall and follow-up.

With such innovations, it is evident MagicBricks.com retains its leadership position with more than 5 Lakh properties live on the site, and over 3.5 lakh registered users, including over 40,000 brokers and more than 5,000 builders having their presence on the site.

MagicBricks.com also conducts Property Fairs, branded as "MagicBricks.com Property Bazaars", which serve as a one-stop-shop for property-seekers to interact face-to-face with developers, agents and housing financing institutions, all at a single venue. MagicBricks.com Property Fairs are conducted in 4 different formats, Locality-Centric (e.g. Property Fair in Bangalore for properties in that city), Income-Centric (e.g. Luxury Properties for HNIs – by invitation only), Regional Showcase (e.g. Goa properties fair in Delhi), and International Fairs (e.g. Indian Properties showcased to NRIs and PIOs in Singapore, Dubai & London). So far, MagicBricks.com has conducted over 40 domestic and 6 international property fairs.

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