

Advertising on shaadi.com

shaadi.com
Proprietary & Confidential

Agenda

- What Is It?
- What Makes Us Different
- Profile Stats
- Our Marketing Strategy
- Web Stats for February
- Why advertise on shaadi.com?
- Advertising Information
- Advertising Rates
- Questions??

What Is It?

- Address:
 - <http://www.shaadi.com>
- Asian Pacific matrimonial website started on October 1, 1996
- Offers free profiles to people seeking a life partner
- Ability to add a user profile online

What Makes Us Different

- No fee for the end-user
- Website dedicated to matrimonials
- Clean and simple interface
- Users allowed to add a photo of themselves
- Profiles are listed by religion and age

Profile Stats

- Average Age:
 - Male: 30
 - Female: 28
- Degree Level:
 - Male: 58% have a Masters degree or above
 - Female: 51% have a Masters degree or above
- Male:Female ratio:
 - 2:1

Our Marketing Strategy

- TV
- Radio
- Print
- Flyers
- E-mail

Web Stats for February

- Over 1,500 users visit every week
- Users by organization:
 - Companies: 69%
 - Educational: 17%
 - Other: 14%
- Over 75 profiles added each week, which translates to new users
- Currently have over 800 profiles

Why advertise on shaadi.com?

- Worldwide coverage
- Specific ethnic audience
- The advanced degree level of our profiles indicates a higher income audience
- Many of our profiles are working in the computer industry
- You're "on the Web"

Advertising Information

- Banner ads rotate randomly
- Banner ad is placed on the homepage of our website
- Detailed information on how many people "click" on your ad
- Sold in blocks of thousands (number of people who see your ad)

Advertising Rates

- 2 options:

- If you have a website:

- Banner ad on our homepage, which links to your website
- \$99 a month. Money back guarantee

- If you don't have a website:

- We will give you a free website
- One time setup fee of \$100 (includes creation of a banner ad and your website)
- \$99 a month. Money back guarantee

Questions??

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