



BharatMatrimony Group Launches IndiaProperty.com

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BharatMatrimony.com Group, one of the leading Internet companies in the country and the undisputed leader in the Indian Matrimony industry, today launched IndiaProperty.Com. IndiaProperty.com is the first ISO 9001:2000 certified portal in the country and provides in-depth information on buying, selling and renting in real estate.

PR9.NET December 08, 2005 - It has a comprehensive, yet user-friendly design facilitating easy & effective property transactions. It provides a customised interface across property categories making each listed property unique. The site is designed to serve a common platform for both B2C and B2B transactions.

Speaking at the launch of IndiaProperty.com Mr. Murugavel Janakiraman, CEO, BharatMatrimony Group said, "BharatMatrimony Group's vision is to be the No.1 Internet company in India and we are consistently working towards it. Being in the Internet business and after creating the most trusted brand in the matrimony segment we have realised that potential opportunities need to be coupled with very strong business and revenue models and driven purely by experience in the business. The online property segment till date has not had a trustworthy brand or a strong product proposition and it is this gap, which we want to fill with the launch of IndiaProperty.com. We firmly believe that this portal would transform the way a property was bought or sold on the Internet and give the time-pressed, net savvy customers an easier, quicker and surer way to do that."

IndiaProperty.com is feature rich and offers its users an extensive search feature that allows them to locate property by region, area, price, amenities and availability. Multiple properties listing facility, also enables sellers to feature more than just one property along with property photographs, floor plans, location maps & corporate logo. Currently the site features over 20,000 different properties that have been segregated in 20 different types under 5 different categories.

The real estate segment in the country is currently valued in excess of USD 12 billion and is witnessing a scorching pace of growth of 30% annually. Fuelled by rush for real estate that has been partially offset by IT & offshoring companies and to a large extent by individual homebuyers due to easy financing options, IndiaProperty.Com is a promising resource option that spans across the Indian geography for both trading and individual user communities & the NRIs.

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