



# Jhanki.com Helps Young Man to Realize 'Laptop' Dream

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*Jhanki.com recently conducted a contest, and today, the first prize winner, Anish Nair of Pune, walked away with an HP Compaq laptop. For the young graphic designer from a middle-class family, this was a dream come true.*

PR9.NET November 24, 2006 - India, Pune - Anish Nair, 24, a young graphic designer based in Pune, had been dreaming of owning a computer of his own, that would help him to sharpen his professional skills and work out of home. When Jhanki.com announced a contest in September, with a laptop being the first prize, Anish decided to try his hand, and with all his enthusiasm.

The contest involved using the Jhanki online news sharing community to its full potential, by adding the maximum number of news stories, and also adding quality stories, that would receive the most 'Jhankis' from others. When the contest results were announced on 15th November, Anish Nair was awarded the first prize. The HP Compaq laptop was given away today to Anish Nair, by Suhasini Kirloskar of Jhanki.

The middle-class Anish, who is the son of an Army civilian cook, said that Jhanki had helped his dream to come true. While he knew that he was the highest point earner on Jhanki, when he received the email informing him of having won the first prize, it was still a very pleasant surprise.

Anish expressed his happiness at having won the prize, "I don't have words to say what I feel, it's like a dream come true. I will continue to add stories and invite my friends to Jhanki. My wish is that Jhanki should become the number 1 news site."

The Jhanki contest also included two second prizes – Apple iPods, and five third prizes, Nokia mobile phones. The winners of these prizes – Awadh Bajpai and Sandeep CS who won the two iPods, and Anvesh Rayankula, Vinay Yadav, Neha Thakar, Dhiren Gala and Harun Baker who won the Nokia mobile phones are located all over India, and are receiving their prizes by courier.

Speaking at the occasion, Suhasini Kirloskar, and the India promoter of Jhanki.com, said, "The contest was a way to popularize Jhanki during its launch period, and helped us to create a user community that added thousands of news stories to the site. Jhanki.com has become a site where you can read all the news, which is added by readers themselves. There is no editorial control on the news, and people are welcome to voice their opinion by giving "Jhankis" to stories, or adding comments".

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## About Imagilon

About Imagilon: Imagilon is a New York based media company. It creates and develops new media businesses in the areas of eCommerce, online magazines and search. Additionally the company is involved in the production of movies and content for cable television. These businesses are targeted to a global audience with an emphasis on the United States, Europe and India. In addition to [www.jhanki.com](http://www.jhanki.com), the Imagilon online portfolio includes [www.linenplace.com](http://www.linenplace.com) and [www.jobberthehunt.com](http://www.jobberthehunt.com).

Jay Joshi, who has promoted a number of new media ventures and produced films in Hollywood and India, heads Imagilon. Imagilon's projects in India are managed by Suhasini Kirloskar, CEO, Ad Astra Media ([www.winningedgemagazine.com](http://www.winningedgemagazine.com)).

## About Ad Astra Media

Ad Astra Media is an India based company in new media and event management.

Ad Astra's first product is [www.winningedgemagazine.com](http://www.winningedgemagazine.com), a knowledge portal dedicated to providing the information and insights that professionals need to succeed in sales and marketing.

Winning Edge is a collection of articles, features, interviews and book reviews that highlight winning sales and marketing strategies and practices.

This will be followed by a print version of Winning Edge.

Ad Astra is also organizing a range of workshops, seminars and conferences for specific industry verticals in India.

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