



Kumaar.com to scale up its business

Belifal Innovations and Technologies Pvt. Ltd, March 12, 2008

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Mumbai based portal Kumaar.com is planning to scale up its business. A private Limited Company namely "Belifal Innovations and Technologies Pvt Limited" has been formed recently to take it to next level.

PR9.NET March 12, 2008 - Mumbai, India - The portal was started in 2001 when it was dawn for e-commerce and Internet in India. It sells various innovative technology products like cell-mobile phone jammer, mobile signal boosters online. Its major business comes from USA and European market. As part of its restructuring plan, it has now set up a full-fledged 'content and PR 'cell to engineer an outreach for the portal. In addition to its HQ in Mambai, it has also an office in Singapore to coordinate the logistics for the portal's businesses.

Its Founder and Managing Director, Mr. Kumaar Thakkar says:

"Kumaar.com is one of the oldest gizmos and gadget website. We had started the portal as part of our forward linkage strategy from publishing of a monthly magazine "Mobile World" which is now defunct.

We are planning to invest 30 million INR in first phase in technology, supply chain management and branding. An angel investor and few financial institutions have shown keen interest to invest in our innovative business. Major portions of our invest will come from our strategy to plough back profits from our current bushiness.

Our new product segment includes products like e-cycle, solar UPS, digital photo frame. Our portal will offer latest gadgets and gizmos."

Kumaar.com has associated itself with E-Cell, IITBombay and is being mentored by E-cell mentor Mr. Manjunath, a former Unilever manager and entrepreneur.

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About Belifal Innovations and Technologies Pvt. Ltd

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