

People Group Profile

While People Group can trace its origins to the beginning of Shaadi.com in 1996, the Group was formally launched by Anupam Mittal in 2004 to explore opportunities in New Media, Information Technology, Communication and Entertainment industries.

The Group operates chiefly in the consumer Internet and mobile value-added services (VAS) sectors, and is made up of three companies—People Interactive, People Infocom and People Pictures.

- ❑ People Interactive is the Consumer Internet arm of the Group and owns the extremely successful matrimonial portal Shaadi.com, along with real estate site Makaan.com and friendship and social networking service Fropper.com
- ❑ People Infocom, is a Managed Services Provider to Telecom Operators, Media-Entertainment Companies and Consumer Brands. It extends its services in managing these applications and facilitating content on them through its popular brand – Mauj Mobile
- ❑ People Pictures is into media production and was founded to explore the market for new-age Indian cinema. Flavors, an NRI cult hit released in 2005 & 99 released in 2009, is the biggest hit of that summer.

People Group has demonstrated consistent growth year-on-year and operates across 8 regional and 3 global offices.

People Group has won the Deloitte Fast 50 India Award for 3 consecutive years as well as the Deloitte Fast 500 Asia Award. It is a recipient of the prestigious Red Herring 100 Asia Award and the Emerging India Award held by CNBC. People Group has also been voted as one of the Top 10 marketers in India by Business Today. People Group won the IT People Award for Excellence in Information Technology and was also selected as one of the Top 10 marketers in the country by Business Today.

The Group's flagship enterprise Shaadi.com has been adjudged the 'Most User Friendly Website' & Most Preferred Online Matchmaking Brand by Juxt Consult as well as the 'Best Designed Matrimonial Website' by PC World Web Awards. Shaadi.com has been recognized as one of the Top 10 Marketers in the country by Business Today. The company was also felicitated at the WEB18 'Genius of the Web' Awards, as the best Matrimony Site & 'Franchisor of the Year' by The Franchising World. Shaadi.com is also the first Indian portal to be ISO 9001:2000, TRUST-e and VeriSign certified. In addition it has been ranked "The most visited matrimonial website in India" by Ranking.com. It is also a winner of the Deloitte Fast 50 India Award for 3 consecutive years as well as the Deloitte Fast 500 Asia Award, the prestigious Red Herring 100 Asia Award, the Emerging India Award held by CNBC TV18 and the IT People Awards for

Excellence. Shaadi.com has been voted as the site with maximum number of visitors amongst matrimonial sites by Compete Snapshot & among the Top 10 Most visited websites in India by Alexa.

Shaadi.com, the World's Largest Matrimonial Service, has also been recognized as the **“Most Innovative Company in India of 2011”** by Fast Company, USA – one of the world's leading progressive business media brand. Shaadi.com has been successful globally due to the incessant innovation and user-friendly experience it provides to its members and was ranked “39 Globally Amongst the 50 Most Innovative Companies” by Fast Company. With the aid of Technology, Shaadi.com altered the route of Indian matchmaking and transformed the Indian perception on seeking life-partners online.

In a few short years the group has earned the reputation for being one of the most innovative businesses in India, having developed brands such as Shaadi.com, Makaan.com and Mauj Mobile. Investors in People Group include Sequoia Capital, Intel Capital, Saama Capital and Citibank.

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