

Press Release

2011 is a Good Year to Marry

82% Indians believe that the coming year is a good year to marry

Mumbai, 31st December 2010: Shaadi.com, the world's largest matrimonial service recently conducted a poll listing out the best of 2010 and anticipations of 2011. According to the results of the survey taken by Shaadi.com members, 82.1% of the men and 81.4% of the women feel that 2011 is a good year to marry. MS Dhoni & Sakshi Singh Rawat are the clear winners for the best celebrity wedding of 2010 with the highest votes.

35.2% of people who took the survey voted for Mahesh Bhupathi & Lara Dutta as the most likely couple to tie the knot in 2011. This was closely followed by Saif Ali Khan & Kareena Kapoor at 34.7% and John Abraham & Bipasha Basu at 18.1%. Only 12% felt that Kunal Khemu & Soha Ali Khan were the most likely couple to get married in 2011. As per the survey conducted by Shaadi.com, the most anticipated celebrity wedding of 2011 is of Prince William & Kate Middleton followed by Brad Pitt & Angelina Jolie and then Imran Khan & Avantika Malik.

Members who took the poll could choose the eligible bachelor and the eligible woman they thought was most likely to get married in 2011. 34.6% of males predict Esha Deol as most likely to get married in 2011. The others in the list as per the votes by males included Sushmita Sen (22.9%), Anushka Sharma (13.9%), Saina Nehwal (13.4%), Sonam Kapoor (10.6%) and Mallika Sherawat (4.5%).

Leading the poll for the eligible bachelor most likely to get married in 2011 is Rahul Gandhi with 39.9% women voting for him. Vijender Singh stands No. 2 (21.3%), Rahul Khanna third at 10.9% while Kunal Kapoor & Ness Wadia share the 4th position (10.4%) and Rahul Bose at the bottom with 7.1%.

96.2% of women who took the survey are optimistic about finding the partner of their dreams in 2011 as compared to 92.7% of men.

Gourav Rakshit, Business Head, Shaadi.com expressed optimism that Shaadi.com, the most preferred matchmaking website, will continue to help those looking for love in 2011 and beyond. The results of the poll are interesting and those looking out for a match in the New Year can log on to Shaadi.com to find their partner. Shaadi.com has transformed matchmaking into an interactive, exciting experience and is committed to go the extra mile to enhance the experience of our members.

About Shaadi.com

Shaadi.com, one of India's best known Internet brands and the world's largest matrimonial service was founded with one simple objective - *to provide a superior matchmaking experience to Indians all over the world*. The company pioneered online matrimonials when it launched in 1996 and continues to lead the exciting matrimonial category after more than a decade. Shaadi.com celebrates its **14th Anniversary** in 2010 and has redefined the way people meet for marriage and in the process created a world-renowned service that has touched the lives of 2 crore (20 million) people all over the world and helped over 1.4 million people find their matches.

Awards & Accolades

- ❑ PC World Web Awards - Best Matrimonial Website
- ❑ WEB18 'Genius of the Web' Awards - Best Matrimony Site
- ❑ India's Top 10 Marketers - Business Today's Annual Listing of Best Marketers
- ❑ Deloitte Technology Fast 50
- ❑ Deloitte Technology Fast 500
- ❑ IT People Awards - For Excellence in Information Technology
- ❑ Alexa - Top 10 Most Visited Websites in India
- ❑ Ranking.com - Most Visited Matrimonial Website in India
- ❑ Red Herring Asia
- ❑ Emerging India Awards by CNBC TV18
- ❑ JuxtConsult - Most Preferred Online Matchmaking Brand
- ❑ JuxtConsult - User Friendliness Index Report - Most User Friendly Website in India
- ❑ Compete Snapshot - Maximum number of Visitors amongst All Matrimonial Websites
- ❑ The Franchising World - Franchisee Awards - Franchisor of the Year

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