

Press Release

Shaadi.com Founder Anupam Mittal Conferred the Prestigious Karmaveer Puraskaar

Award instituted by iCONGO

New Delhi, November 26, 2011: Anupam Mittal the founder of Shaadi.com, the world's largest matrimonial service was conferred the prestigious 'Karmaveer Puraskaar' under the "Entrepreneur for Social Change" category today in an exclusive awards function. Anupam Mittal was felicitated with the Karmaveer Puraskaar for his social commitment and for proactively working towards bringing in a positive transformation in the society and changing the way Indians have looked at marriages. As an entrepreneur, Anupam Mittal through Shaadi.com has provided every human being a fundamental ability to enrich their life by finding the right life partner. The services by Shaadi.com have made it possible to break barriers of caste, class and community by giving every member the freedom to search for and express interest in a life-partner of their choice.

The CtrlS - iCONGO promoted "Karmaveer Puraskaar (KVP)" are the Global Awards for Social Justice and Citizen Action instituted by the people sector & civil society with various partner organisations, citizens at large and media supporters. It is an endeavour to recognise and celebrate the power of one individual who believed that she/ he could BE THE CHANGE. The award is given to any individual in any category only once in a lifetime. Some of the past awardees include Dr. Verghese Kurien, Dr. M.S.Swaminathan, Lt. Maj. Gen. R.S.Pannu ad Smt. Nirmala Narula for the Lifetime Achievement.

For this recognition, **Anupam Mittal, Founder & CEO, Shaadi.com** said, It has been a long journey for Shaadi.com and we continue to come to work everyday excited about building a platform that can correct the wrong's that occur in the name of marriage. This award is a recognition of all the efforts of every Shaadi.com employee and I dedicate it to them. I also take this opportunity to rededicate the team to creating an even bigger social impact than we already have. I think we can do more.

Mr Jeroninio Almeida, Founder of iCONGO said, "We congratulate Anupam Mittal for possessing the conviction and compassion to stand up, speak out and lead the change with his positive attitude. The



management of iCONGO, which has selected his nomination after thorough due diligence based on the process created by the international HR audit firm MERCER and Grant Thornton said that they were glad to have found a true champion of social justice issues in Anupam and wish that more and more entrepreneurs gave their time, involvement and humane feelings towards addressing social justice issues and being the change and role models for other citizens to follow.”

Shaadi.com completed 15 years this year and has managed to touch the lives of 2 crore (20 million) people globally and helped over 2 million people find their matches. A few years ago when AIDS victims were shunned and discriminated, especially in the marriage scenario Shaadi.com enabled them to have their fair chance of finding partners. Also Shaadi.com, has consistently supported the Delhi Foundation of Deaf Women (DFDW) in organizing the Pranay Milan Sammelan, a matrimonial meet to help the hearing impaired meet their better halves. Over 300 couples have come together, post the Sammelan that has entered its fifth consecutive year, and it has become a landmark event within the community. Anupam Mittal believes that no human being, should be deprived of their right to choosing their soul mate, and Shaadi.com’s involvement in Pranay Milan Sammelan is a prime example of how he has been able to translate this passion into a reality.

In the past Anupam Mittal has been voted by BusinessWeek as one of India’s 50 Most Powerful People. He has been on the list of one of the 25 people to watch out for by ‘The Week’ Magazine & one of the 100 most influential NRIs in the USA by ‘Roshni’ Magazine.

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 matrimony category after more than a decade. Shaadi.com, the world-renowned matrimonial service celebrates **15 years of successful matchmaking** during which it has touched the lives of 2 crore (20 million) people globally and helped over 2million people find their matches. Amongst many other awards Shaadi.com was recently recognized amongst the world’s 50 Most Innovative Companies, alongside companies such as Apple, Google, Facebook and Amazon.

Follow Shaadi.com on: [Twitter](#) | [Facebook](#)

For further info, contact:

Lopamudra Mohanty

Manager - PR, Shaadi.com

Email: media@shaadi.com

Hand phone No.: +91 983 34 24618