

**Press Release**

## **Malayalee Youth Prefer Having Modern Life Partners with a Traditional Outlook**

*A partner preference survey conducted by Malayaleeshaadi.com reveals that Malayalees are modern yet conservative in today's age*

**Kochi, August 5, 2011:** Malayalees are generally perceived as traditional people however, when it comes to choosing a life-partner, Malayaleeshaadi.com, an exclusive matrimonial service for Malayalees, part of Shaadi.com, attempted to find out how far that stands true through a survey. **Shades of Shaadi**, a partner preference survey conducted by Malayaleeshaadi.com amongst nearly 7500 Malayalees revealed that today, when it comes to choosing a life-partner, the people from Dubai are still conservative about some traditions, however with a modern twist.

Horoscope matching has for long been a custom in almost all South Indian houses. Even in today's age, majority of Malayalee women (83%) prefer matching horoscopes before taking a leap into marriage. However, 58% Malayalee men prefer compatibility over horoscope matching or caste. Earlier, being compatible was thought to be of the same class and community. But now, the likes, dislikes, difference in opinions are all considered to be part of compatibility.

In recent times, with the proliferation of technology, there seems to be a revolution in the way people, especially the youth think. Earlier, traditional Malayalee marriages were arranged by the families and majority of the time, the to-be-bride and groom would not even see each other until the day of their wedding. However today, the young couple, who earlier had little or no say in their marriage choice, prefers to get to know each other and the family before taking the final call. The survey depicted that 83% Malayalee females and 67% Malayalee males find it really important to get-to-know their prospective partners before getting married to them.

'Spending time with families prior to wedding' as a means to get to know the partner better, was the preferred choice (67% Malayalee female and 45% Malayalee male respondents) in Dubai as against spending time 'alone' with each other. This indicates that marriages amongst Malayalees are considered to be a union between families rather than a union between the couple itself. Potential brides and grooms as well as their families come under close scrutiny and are under pressure to conform to the requirements of the family they wish to enter into. This is reflected in the survey with 67% Malayalee female respondents and 56% Malayalee

male respondents would not go ahead and get married if they did not get along well with their future in-laws.

Your ideal partner would be

It is obvious that with Malayalees being one of the most literate communities, education still holds a lot of importance in people's lives. The survey showed that 65% of Malayalee females want their partners to be more educated than them whereas in case of Malayalee men 67% of them want their partners to be equally qualified as them. The results also show that, when it comes to earning capacity of a person, 67% Malayalee females and 92% Malayalee males are ready to marry a person earning lesser than them. This is a contrast from the rest of world, where women are less willing to marry men earning lesser than them. The results thus indicate that Malayalee women place greater importance on education than financial income in choosing their life-partner.

Indians, it is believed are fixated with the fair complexion; markets are flooded with fairness creams and everyone wants to be one shade fairer than what they are. When asked, nearly 50% Malayalee men expect a 'fair & lovely' woman as their partner and about 5% Malayalee male respondent want a dusky complexion partner. However, for most Malayalee women, complexion really doesn't matter when it comes to marriage with only 33% looking for 'fair & handsome' groom.

The survey also analyzed if a physical disability in a prospective partner would be a deterrent in their final choice of marriage. While there were some who said "Yes, it would", what is heartening is that a lot of our respondents seem to be open to accepting physical disability in their partner if they find them compatible in other ways. Majority of Malayalee females (67%) had no qualms about physical disability in their partners whereas in Malayalee males 44% were of the same opinion.

**Commenting on the results, Gourav Rakshit, Business Head, Malayaleeshaadi.com** said, "All in all, people are changing their mindset when it comes to marriages, owing with the advancement in technology and mass-media. UAE, being a prominent market, we wanted to understand the partner preferences of our members in order to help them find their ideal match. The survey brought to the surface heaps of trends which revealed some interesting insights about marriage preference amongst Malayalees which seems to be the only society which is modern yet conservative, a society which is quite open to many modern ideas but yet does not splurge beyond the boundaries of traditions and beliefs."

#### 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 will celebrate its 15<sup>th</sup> Anniversary this year. Shaadi.com 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 2million people find their matches. Amongst many other awards Shaadi.com was recently recognized amongst the world's 50 Most Innovative Companies.

**Some of the awards & accolades received by Shaadi.com in the past are:**

Some of the prestigious awards received by Shaadi.com in the past are the following:

- The Best Matrimonial Site - *About.com Reader's Choice*
  - Ranked amongst the world's 50 Most Innovative Companies by Fast Company
  - Best Matrimony Site awards by Web18
  - Top 10 Most Visited Websites in India by Alexa
  - Most Visited Matrimonial Website in India by Ranking.com
  - Best matrimonial website award by PC World Web Awards
  - Best matrimonial site by About.com Reader's Choice
  - Most User Friendly and preferred online matchmaking website in India by JuxtConsult
  - Emerging India Awards in the IT & ITES category by CNBC TV18
  - Red Herring Asia Top 100 companies awards
  - IT People Awards for excellence in Information Technology
  - India's Top 10 Marketers - Business Today's Annual Listing of Best Marketers
  - Deloitte Technology Fast 500
  - Deloitte Technology Fast 50
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