

Shaadi.com Launches “Angry Brides”: A Game to Create Awareness on the Nuisance of Dowry

Game Launched on Shaadi.com’s Facebook Page

Mumbai, January 17, 2012: Shaadi.com, the world’s largest matrimonial site, has launched “Angry Brides” a game to create awareness and showcase the company’s stand against Dowry. The game was launched on Shaadi.com’s Facebook page which is liked by over 266,000 people. The game has been conceptualized, designed and developed in-house by the Shaadi.com team.



To play the game and take a stand against Dowry, users need to be logged into their Facebook accounts. The game functionality is kept simple. It involves grooms with a heavy dowry price tag. The players have to strike the dodging grooms with a weapon of choice. Each hit decreases the price of the groom & adds the money saved to the player’s Anti-Dowry fund, which players can choose to publish on their Facebook wall or tweet to their timeline. To play Angry Brides and support the anti-dowry campaign, click <http://www.facebook.com/shaadicom>.

Commenting on the Angry Brides initiative, **Ram Bhamidi, Sr. VP & Head of Online Marketing, Shaadi.com** said, “The Angry Brides game is our way of throwing a spotlight on the nuisance of dowry. According to a 2007 study by NCRB, there is a dowry-related death every 4 hours in India. We condemn this menace and have consistently run campaigns on Social Media to help create awareness on the seriousness of this issue.”

Shaadi.com has always believed that marriage is an institution of love, where there is a place for togetherness, mutual understanding, family values & emotional support but not for dowry!

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.

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

- The Best Matrimonial Site by 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
 - 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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