

COMPANY 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 the Internet & Mobile. 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.

The group is structured into two different companies—People Interactive and People Infocom.

- People Interactive is the Consumer Internet arm of the Group and owns the parent brand Shaadi.com, under which several successful matrimonial businesses are managed. The company also owns Makaan.com, India's fastest growing property and real-estate site, as well as Fropper.com, a friendship and social networking service.
- People Infocom is managed under the Mauj Mobile brand, widely regarded as one of the pioneers of Mobile Internet in India. Today, Mauj Mobile runs a global content and applications platform and distribution business - including the highly popular mobile destination called Mobango - with strong partnerships with Telecom operators and media companies around the world. Mauj and Mobango together drive over one million downloads a day.

People Group has demonstrated consistent growth year-on-year and today operates with over 800 employees across 12 regional and 3 global offices. In addition, it operates 100 Shaadi Centers in 87 Indian cities.

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.

Investors in People Group include Sequoia Capital, Intel Capital, Silicon Valley Bank and Citibank.