

MATRIMONY.COM ACQUIRES SECONDSHAADI.COM

Chennai: March 1, 2018: Matrimony.com today announced that it has acquired SecondShaadi.com

The Board of Directors of Matrimony.com Limited met today and approved the acquisition of secondshaadi.com, with effect from 1st March 2018 as an ongoing concern from Accentium Web Private Limited.

Sharing the reason behind the acquisition, Murugavel Janakiraman, CEO of Matrimony.com said, "DivorceeMatrimony.com, part of Matrimony.com, is the largest player in the segment and has already been helping lakhs of divorcees find a life partner. SecondShaadi.com is one of the early movers in this space and has built a good brand name. Buying SecondShaadi will help us consolidate our offerings and help divorcees and widowers get wider choices than ever before."

According to a 2016 study based on the Indian census data 1.36M people in India are divorced.

About Matrimony.com Limited

Matrimony.com is India's first pure play Consumer Internet Company to be publicly listed. It is a signature consumer internet conglomerate, managing marquee brands such as BharatMatrimony, CommunityMatrimony and EliteMatrimony. BharatMatrimony is the largest and most trusted matrimony brand which has also established a considerable retail presence with over 140 self-owned retail outlets across India. The Company delivers matchmaking and marriage related services to users in India and the Indian diaspora worldwide.

The Company has pioneered several new business models such as MatrimonyPhotography, MatrimonyBazaar, MatrimonyMandaps, and CommunityMatrimony, a consortium of over 300 community matrimony websites.

For Matrimony.Com Limited


Company Secretary