

BANGALORE, INDIA:

Emmosys Technologies launches price comparison portal www.pricesbolo.com

Bangalore-based Emmosys Technologies, a technology solutions company, has recently launched a comparative price engine [b]'Pricesbolo.com'[b]. The portal enables consumers to compare and find the best deals on consumer electronics from thousands of merchants spread across Bangalore and Chennai.

"Our basic idea is to avoid the hassles of window shopping for a buyer," says [b]Parthiban T.S., Managing Director of Emmosys Technologies Pvt. Ltd. [/b] "Pricesbolo.com is a platform to bring the merchants and the consumer closer in a cost effective manner. A consumer can choose the product from the various categories listed and compare the price, features and the merchants on the fly," he explains.

Launched in December 2007, the site currently covers two cities - Bangalore and Chennai. We have plans to add six more cities shortly, covering Delhi, Mumbai, Hyderabad and Kolkata. Further, we want to cover even the Tier II cities across the country, adds Parthiban.

"Currently, Pricesbolo.com is just an information portal. Soon we will allow people to buy directly online. This will enable them for discounts and other value adds. "We are in talks with big stores in two cities, where we are proposing that they offer additional two percent discount when a buyer goes with our printout," Parthiban said.

"Before embarking on starting pricesbolo.com, a lot of research was done on the buying pattern of people. We found that people with time crunch found it easy to compare gadgets and read reviews before making a decision to buy one. Online was the preferred medium among many. This is when we decided to go ahead with pricesbolo.com," he says.

"Our idea is to offer the consumer utmost comfort in shopping. Consumers can choose the right product and the store at the ease of mouse clicks. On the other hand, merchants will be benefited in showcasing their products on our portal," Parthiban says. The site has had close to 5 million hits a month and its growing, he adds.

Parthiban, who is all excited about Pricesbolo.com says, "The portal helps the buyer in making a decision to buy what he wants and it saves a lot of money and time for both buyer and the seller." The site lists more than 2,200 merchant outlets across Chennai and Bangalore.

In order to make shopping online more beneficial, the site also provides a free national SMS service to the registered users of Pricesbolo.com. The products thus compared by a buyer, and on the one that's of interest can be messaged to their dear and near ones.

"The SMS is more of a personalised message with sender's name having the first name of

the person registered. This is the key differentiator," he adds. "We are excited in providing a world class user interface for hassle free navigation in the portal."

The portal's homepage gives you a list of hot deals and hot products to choose from based on the highest number of searches the products get. The user can also rate the merchant and post a review of the product on the site. The New Launches section gives you details of new products with catchy pictures.

[b]Business benefits to merchants[/b]

Parthiban says, "Pricesbolo.com aims to be the most trusted sales route for merchants to sell their products. We will take store/products to global level with the power of internet thus making merchants visible to millions of consumers. Pricesbolo.com does not change the way the merchants conduct their business instead it will create an online platform to showcase their products."

The merchant can list his products and price, view the consumer interest on the product, read reviews and ratings for his products/store.

As regards customers, they can view the hot selling brands/products in their respective city. "Pricesbolo.com will act as Market Research Executive with zero cost to merchants," says Parthiban.

<http://www.pricesbolo.com>