

Introducing 'Makaan Mobile' - India's 1st pure SMS-based Real Estate Mobile Application

Makaan.com, People Group's online property site announced the launch of '**Makaan Mobile**' - the country's 1st pure SMS-based Real Estate Mobile Application. The application, developed by one of India's leading MVAS companies, Mauj Mobile is aimed at enhancing the overall consumer experience for property sellers. Makaan Mobile provides an attractive alternative to property sellers who currently need to log on to the Internet either to list their property or to view responses from interested buyers. Harnessing the power of SMS, the Makaan Mobile application is compatible with almost all GSM models, and will cater to a subscriber base close to 200 million in India alone, which is almost 4 times the size of the Internet consumer base.

With this application, Makaan.com becomes the first online property site to have launched a pure SMS based product. The website aims at making property buying and selling effortless and non-technical for the user. Ease of use, and mobile convenience are the cornerstones of success for Makaan Mobile.

Speaking on this initiative, **Mr. Aditya Verma, Business Head, Makaan.com** said, *'All our innovations till date have revolved around ensuring 'customer delight', and Makaan Mobile is another step in this direction. The idea of the application germinated from the need to connect with users who are generally on the move and do not have regular access to the Internet. This application will take Makaan.com product offerings to a far greater audience. With the launch of this service, we anticipate a 30% growth in daily property listing rate over the coming months.'*

Makaan Mobile is expected to revolutionize the way properties are bought and sold in the country and given the fact that Makaan.com sees around 8.5 lakh unique visitors per month, the application is sure to garner acceptance amongst the property-selling community, especially real-estate agents, for whom the mobile phone is the weapon of choice.

Commenting on the relevance of the application to the Indian market, **Mr. Manoj Dawane, CEO, People Infocom (Mauj Mobile)**, said, *'For Makaan, we needed to create a service that would have a high penetrability facilitating greater reach, and which would be completely user-friendly. Hence, we opted for an SMS-based service that would function without any Internet connection. And, with Makaan Mobile, we have achieved just that.'*

The Makaan Mobile innovation comes close on the heels of the Makaan.com TVC on IPL, which also aimed at achieving greater consumer connect, and growing the online real estate industry as a whole.

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