

Nokia, BharatMatrimonial offer mobile matchmaking

There is good news for those seeking life partners. Global leader in mobile communications Nokia Thursday announced a tie-up with leading matrimonial website BharatMatrimonial to allow Nokia device owners in India to use its matrimonial services through Nokia catalogues.

Speaking to reporters at the announcement, BharatMatrimonial group CEO Murugavel Janakiraman said: 'Through this collaboration with Nokia and Mobile2Win, we are happy to take our matrimony services to a new platform.'

'Nokia device owners will now be able to access the Nokia Catalogues, which will offer a variety of content, applications and services anytime, anywhere. This will also help us reach out to a wider audience.'

'BharatMatrimonial is a great service that caters to Indian consumers who are seeking partners. Thanks to the collaboration we have with BharatMatrimonial, Nokia is now able to offer this service to more people all over India via a downloadable application that can be found in catalogues, providing them with all the necessary information they need about prospective partners,' said Nokia vice president Forum, Lee Epting.

'By offering customised content for each country, Nokia Catalogues strives to deliver a unique and personalised experience for consumers around the world, and our goal remains unchanged - to revolutionise the way consumers can access relevant local services from their mobile devices.'

'Convenient and easy to use, all one needs to do in order to start looking for a spouse is register and list a profile, pay and search for profiles of potential spouse. Or contact a profile that you are interested in and engage a background verification service,' Janakiraman said.

'Soon, BharatMatrimonial on Nokia devices will also offer features such as support videos, images and voice introduction, and a click-to-call facility.'

'In order to reach out to consumers across the country even better, the service will also be offered in multiple Indian languages.'

Nokia, through its Nokia Catalogues already offers consumers a wide range of exciting content on their Nokia devices, ranging from entertainment-related ring tones, branded Bollywood content, to games and productivity applications.

'Users can access catalogues easily and browse for content to purchase anytime. Content providers who are currently offering content in India on Nokia Catalogues include CornerShop, Hungama, Indiagames and Mauj,' said Epting.

'Regional and global content from CNBC and Nokia Software Market are also available for consumers in India. Nokia Catalogues facilitates easy access to downloadable content and services through a collection of shopping mall 'stores' run by branded content providers, leading content aggregators and mobile service providers,' he said.

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