



Classifieds website Kijiji India is now Quikr.com

Mumbai, June 24, 2008 - Online free classifieds website Kijiji India - (www.kijiji.in) has been re-branded in a new avatar - 'Quikr' (www.quikr.com). Backed by Matrix Partners India and invested in by eBay Inc., Quikr will address the needs of the local community - where they can come together and help each other as well as interact on shared interests and trade.

Jiby Thomas, Co-Founder & VP-Marketing, Quikr.com, said, "We've had an exciting inning as Kijiji in India and this event marks a new beginning for us. This journey for us continues with the consumer values and focus that helped us build our community so far..."

He further added that the key reason for the change in the brand is to better align with the long term objective of providing a fast, easy to use, fun and user-driven platform for the Indian Internet community. The new lime green and blue logo has been inspired to reflect the revitalizing and fun experience that online users can now look forward to.

Currently present in 12 cities in India - Mumbai, Delhi, Bangalore, Chennai, Hyderabad, Kolkata, Ahmedabad, Coimbatore, Chandigarh, Kochi, Mysore & Pune. Quikr plans to launch in 8 new cities in the coming months. Quikr also plans to enhance its user experience by launching new categories based on consumer feedback and insights.

Quikr Community members can find an apartment to live in, sell their old car, or music system, promote their small business, find a bride or bridegroom, join a salsa class, find people who share similar interests, get an audience for a local event or exhibition, trade items that they might want or have to offer and make new friends while doing all of the above. Quikr hopes to address all such needs and more by connecting people in an easy and simple way.

So if you have an old TV, dining table or car you always wanted to sell and found it difficult? www.quikr.com is the place to do it.

Kijiji India's current URL of www.kijiji.in would continue to work and redirect to www.quikr.com

About Quikr India:

Quikr India is backed by Matrix Partners India and invested in by eBay Inc. Quikr is a free, city based, community classifieds website which enables people in the same city to meet, trade, share ideas, and help each other out in areas such as household goods, cars & bikes, services, real estate, jobs, matrimonials and more.

Quikr as the name suggests captures the simplicity of use and features the website is built on. Quikr is currently available in 12 cities across India to address different needs of the local community in these cities by connecting people in a simple and convenient way.

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