

Sell your Car via SMS at Gaadi.com

By Gaadi

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Gaadi.com, India's No. 2 Auto Portal, today launched a whole host of new features, including a complete used car section where users can engage in customer to customer used car transactions using a mobile phone. The user has to simply enter his / her used car details on Gaadi.com and within a short period of time will start receiving SMS messages from interested parties directly through the site. Gaadi.com estimates that a user to user transaction can save as much as 10-15% for both parties put together, as the middleman (the dealer in this case) is eliminated from the picture. The used car listing is completely free for the user.

Gaadi.com also plans to let used car dealers list their inventory online for sale, increasing the turnover rate on their cars. Turnover is crucial for a small car broker, as he has to pay back the money borrowed to purchase the inventory within a short time, which has been borrowed at a high interest rate. Currently, in India the number of new cars to used cars sold is 1:1, estimated at 1 million each. This ratio is expected to increase to 1:3 in favor of used cars, in the next 5 years.

Gaadi.com also launched a whole host of new features besides used cars, and became the only site to list both cars and bikes on the same site. Gaadi.com lists all cars and bikes available in the country, including their pricing in different cities and technical specifications. It lets users compare cars and bikes side by side and look at pictures from all angles to get a virtual 360 degree glimpse before making a purchase decision. Gaadi.com also re-vamped a very active discussion forum, giving its users an ability to post content including pictures.

“We want Gaadi.com to be India's No. 1 community for car enthusiasts as well as the best source for New Car or Bike purchase research, which is why we offer on-road pricing in every city for all cars available in India. We also want to make it a convenient place to find the best deal on your used car, in your area, as well as a place to shop for Car Finance and Insurance.” says Vivek Pahwa, head of Accentium Web Pvt. Ltd, which owns Gaadi.com.

Besides these new features, Gaadi.com has made significant additions to the content on the site, including a live daily news blog (with pictures), news snippets from international auto happenings and professional test drive content in partnership with one of the leading Car magazines (Car India). Besides, users can view and comment on car related videos from YouTube without ever leaving the site.

Gaadi.com currently attracts nearly 8,000 visitors per day. The site hopes to increase the number of visitors to about 30-40,000 per day in the next 6 months to a year.

Gaadi.com is a part of the Accentium Web group (Accentium.com) – Accentium also owns and runs SecondShaadi.com, India's No. 1 matrimonial site for people seeking a second marriage. Accentium Web Pvt. Ltd. plans to enter 3 more Internet facing consumer businesses in the next 6 months.

For more information go to <http://www.gaadi.com>

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