

Headline

GAP Miners India Private Limited Announces the launch of UPto75.com in 7 cities in India

Launches UPto75.com in 7 cities in India, online marketing site that collates retail deals for retail shoppers

Excerpt

UPto75.com is an online marketing site that compiles all retail sales, offers, discounts and bargains that are active in 7 major cities. The site also benefits retailers who are looking to find a cost-effective advertising option to reach their target segment.

For online users, UPto75.com makes it easy to locate best deals in their product categories and to zero down to the deals available in their neighbourhood.

Content

Within six months of incorporation, GAP Miners India Private Limited, a startup company based in Hyderabad, has launched UPto75.com, its first offering to the online market. UPto75.com showcases all retail deals that are currently being advertised across 7 major Indian cities – Mumbai, Delhi, Kolkata, Chennai, Hyderabad, Pune and Bangalore – and covers over 30 product categories. These categories include all popular shopping categories such as clothes, footwear, books, computers, electronics, furniture, restaurants, games, toys, hotels, airlines etc. Shoppers who desire to be more informed about the best deals in town can log on to UPto75.com, check city, product category and drill down the search to the neighbourhood as well. This feature gives UPto75.com users a greater amount of flexibility.

Though it competes with other online marketing sites that fulfil a similar need, UPto75.com differentiates itself through superior technology, product flexibility and marketing strength. The management team recognises that shoppers' needs are paramount. The site has been built to make it an easy, pleasant and convenient experience for them.

'Most retail deals are very attractive,' says Rama Raju, CEO of GAP Miners Pvt Ltd, the parent company of UPto75.com. 'That's how UPto75.com was conceived - UPto75.com indicates that you could get deals as much as 75%. Shoppers love this site.'

A full fledged product development team and a product management team at Hyderabad apart, UPto75.com has already established sales teams in all 7 cities. To add marketing muscle, the company has also recruited and trained 20 channel partners spread across the 7 cities, each having a sales team of about 10 to capture the retail market pie.

T. V. Gautham, Chief Marketing Officer and Director of the company says - 'Apart from increased sales, footfalls and branding, retailers benefit from great economy. The registration fee on the site is almost negligible, a fraction of advertising costs in other media. Business realized from one customer covers the entire cost of advertising on the site.'

UPto75.com has already signed up over 500 retailers to the site and targets atleast 1500 retailer offers by March 2009. The initial response to the concept and the site has been encouraging with a steady increase in traffic and a positive response from channel partners as well as retailers.

Raghavendra Prasad, Chief Strategy Officer and Director, GAP Miners, sums up – ‘UPto75.com brings buyers and retailers together through the power of information. This is the real power of online solutions.’

About GAP Miners

GAP Miners is a startup company that aspires to use technology to fulfil gaps in the online market and make a big difference. Promoted by three successful engineering graduates with management degrees from top Indian and US universities and nearly six decades of combined professional and entrepreneurial experience, GAP Miners has identified three offerings in the online space – UPto75.com and NoMoreQueue.com - an online retail marketing site and ticketing portals for movies and buses. The top management has strengths in technology, marketing and online space and uses these strengths to complement one another. To know more about GAP Miners, please visit www.gapminers.com www.upto75.com and www.nomorequeue.com

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