

# ApnaCircle rolls out API-based platform

ApnaCircle.com has announced the launch of its Application Programming Interface (API) platform (dev.apnacircle.com) that aims at improving the scalability of the Website. API also enhances the value proposition in terms of broadening the scope of users' interaction and engagement. To support this ApnaCircle along with TIE and IAN, invites application developers to showcase their creative talent in India's first and biggest talent hunt contest for Application developers which will provide them with an opportunity to win recognition in the industry.

The roll out of an API based platform is a strategic and planned move. This will provide the users with the latest and most innovative applications. This initiative will give ApnaCircle a real edge over other networks, which are still reluctant to roll out API based platforms. ApnaCircle API platform will enable developers to use quick and efficient tools, which will help them in creating and integrating independent applications. It will further allow users to learn, engage and gain insight from developed applications.

Yogesh Bansal, Founder and CEO, ApnaCircle.com said, "We are proud to initiate ApnaCircle API platform which will enhance the overall ecosystem of Applications in India by creating career opportunities for App developers and by bringing

in technological advancements on the website for users. Bansal further stated, "Through this initiative, we are acknowledging the innovation capability of the developers, who are basically shaping up the future of the social networking platforms by creating highly innovative and interactive Web applications."

ApnaCircle has been supporting innovation and the company has been propagating the concept of revenue sharing. ApnaCircle believes that a business model based on revenue sharing will play a pivotal role to the continued growth of online information services and professional social networking.

'ApnaCircle Dev Challenge' is a contest that has been designed for application developers PAN India. The aim is to provide a unique platform to the developer community in India to innovate, ideate, showcase and participate in developing path-breaking and marketable applications. All prospective app developers have to develop the most "killer & disruptive app". These developers shall be given a time frame of approximately 9 weeks to develop an app using the ApnaCircle API platform. The most rewarding and killer app shall be awarded with cash and kind. The potential person will get industry recognition through ApnaCircle API platform along with international publicity and fame.