

## APNACIRCLE.COM LAUNCHES (API) PLATFORM

**Indore:** ApnaCircle.com launched its Application Programming Interface (API) platform that aims at improving the scalability of the website. Founder and CEO of ApnaCircle.com Yogesh Bansal told *The Pioneer* that the 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, said He said the 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.