

ApnaCircle merges with Viadeo

ApnaCircle.com has announced its merger with Viadeo, the leading business networking site from France. This merger of both the organisations would help each other in expanding the horizon and will also help the registered users of ApnaCircle to be linked to more than 6.5 million members of Viadeo. Based on the concept that business networking is closely linked to local culture and that its success is reliant on its proximity to its members, Viadeo will retain the name of ApnaCircle.com, which is already adapted and quite popular with the Indian business habits. "We will be bringing invaluable knowledge to the development of the Viadeo network in India, and on a more global scale, to the rest of the world. This merger will bring in lot of value for our Indian subscribers as well," commented Yogesh Bansal, Founder & CEO, ApnaCircle.com. (see report on page 34)

Business networking gains momentum with ApnaCircle

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Besides social networking, there lies a huge potential in the business networking sites. Reaching out to friends is equally important as networking with the right mix in business circles. Sensing a huge opportunity in this segment, ApnaCircle.com, the professional and social networking website, went public in October 2007. Since then, it claims a subscriber base of over three lakh in India and now has gone a step further and merged with Viadeo, the world's leading business networking site from France. This merger of both organisations would help each other in expanding the horizon and will also help the registered users of ApnaCircle to be linked to more than 6.5 million mem-



Yogesh Bansal, Founder and CEO, ApnaCircle.com

bers of Viadeo.

Created by two serial entrepreneurs Yogesh Bansal and Sabeer Bhatia, ApnaCircle has

been focused towards giving the perfect blend of professional and social networking site. Based on the concept that business networking is closely linked to local culture and that its success is reliant on its proximity to its members, Viadeo will retain the name of ApnaCircle.com, which is a familiar brand among the Indian business habits.

Says Yogesh Bansal, Founder and CEO, ApnaCircle.com: "We will be bringing invaluable knowledge to the development of the Viadeo network in India, and on a more global scale, to the rest of the world. This merger will bring in lot of value for our Indian subscribers as well."

"The merger of ApnaCircle offers us some excellent development possibilities. It's also a great opportunity to tap into the

knowledge of the local teams," says Dan Serfaty CEO and founder of Viadeo.

Bansal informs that they are looking at gaining critical mass at this point of time. They have also been doing communication to reach out to their TG via print, radio and ticker advertising on news channels.

ApnaCircle.com is a mix of both social and career networking, there is no need to wander for network socially and professionally in divergent direction, it facilitates parallel networking in one place, in one time. The idea behind this concept is that professional networking should not be seen as a serious business but should have fun elements too. To facilitate this, the plan is to introduce innovative tools for professional networking.

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