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# Iitiimshaadi.com to help find matrimonial alliances for people passing from top institutes like IIMs & IITs

By Vijaya Rathore, ET Bureau • Last Updated: Aug 27, 2014, 09:40 AM IST

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## Synopsis

The website so far has over 1,800 registrations and some 120 people have connected with each other, mostly pushed by parents.



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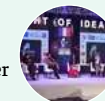
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NEW DELHI: Matrimonial alliances in India have forever been based on criteria like caste, religion, social and economic status, but attempts are being made to move beyond and look for likeminded people on the basis of which college they went to.

[litiimshaadi.com](http://litiimshaadi.com), for instance, is one such website for people passing from about 100 top educational institutes worldwide, which includes the venerable IITs and IIMs besides topnotch foreign universities like [Harvard](#) and [Yale](#). The website so far has over 1,800 registrations and some 120 people have connected with each other, mostly pushed by parents.

“Match-making of the educated and well placed people is like executive search,” said Ajay Gupta, the 51-year-old founder of the website. He gets queries not just from India, but across the world.

“Often parents send the professional resumes of their kids seeking our help to create a profile,” he said. His team filters the “right candidates” from a pool of people who have applied. “We ask for scanned copy of the degrees,” he added.

Gupta runs a consultancy for jobs in rural areas and is working to a plan to expand his new business, currently free and with a small database, by taking it offline and creating a community of likeminded people who boast of fancy degrees.

He is confident of his business plan given the need for specific requirements of people wanting to get married in India.

“Matches are made on the basis of caste, economic, social, ad cultural backgrounds. In the same way there are people looking for partners of similar education backgrounds for better understanding and compatibility,” he says.

Pankaj Varma, 30, went to [IIM](#) Bangalore and works in a multinational company. He chose to register on Gupta’s website hoping to find filtered results. “I am looking for a competitive and compatible match with similar education background. Caste for me is not a criteria,” Varma said.

A Bangalore-based senior scientist, who has spent thousands of rupees on

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matrimonial sites already to find a match for his Stanford-educated daughter working in the US, has been struggling. “There is a total bankruptcy of suitable guys,” he said, but does not wish to be identified as he works for a multinational company’s research wing.

“There is an ocean of boys looking for good educated girls in India, but they still ask the same questions — can you cook? can you perform household jobs?” he said. “Why should I marry my daughter off to someone just because he is a boy?”

In order to cater to specific requirements of those looking for life partners, people like Gupta have tried and are creating niche offerings in the matrimonial space.

One of the first movers, BharatMatrimony-.com, for instance, has more than 300 websites targeting different communities, religions and castes. That’s not all, the company has also launched separate services like one for the elite and another for those above 40.

Bharatmatrimony’s founder and CEO Murugavel Janakiraman says unlike before, individuals are getting more active in taking the initiative compared with earlier when parents would take control.

“Even the ratio of women men registering on the websites has gone up to 30:70 , compared to 20:80 five years ago,” said Janakiraman, whose sites get 2.5 lakh new users each month. Close to 80% of the profiles are posted by individuals.

And it is good business. He declined to provide details of the company’s revenue but a basic subscription on BaharatMatrimony comes for a minimum of Rs 3,600 and a website like Elitematrimony.com, dedicated to serve the rich, charges Rs 50,000 for three months. Earlier, most matches were made on the basis of caste and social status, but now there are options open on the basis of education, for the divorced or for those opting for late a marriage. “Like any other market place, this business has also been segmented to cater to different requirements of different individuals,” said Santosh Desai, a social observer and commentator.

If not caste, people move on to surrogate measures like degrees. However, a research of matrimonial advertisements of the last 40 years done by Desai suggests that the caste criteria still remains and has not changed over the years. "Caste is mentioned in every ad," he added.

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