

eDynamic drives into Maruti Suzuki's Web Design & Development

New Delhi, June 22, 2008: Keenly abreast of the growing market for buying, selling and exchange of pre-owned cars, Maruti Suzuki decided to launch a new Website for their huge pre-owned cars program True Value, where customers would be able to satisfy all their related needs online, without having to bear the hassles of going to dealers regularly. Maruti Suzuki understands the problems faced by car owners & prospects while going to buy or sell a pre-owned car. People take chances with their friendly car mechanics or depend forever on friends and colleagues, or gamble with classified advertisements, or fix up a deal with a small time car dealer. So True Value decided to provide flexibility to its customers, where they would be able to deal directly with India's largest & most trusted automotive company online.

Strong expertise in Web Design & Development coupled with its rich body of marquee customers, excellent customer satisfaction metrics, service delivery approach made Maruti Suzuki choose to on-board eDynamic for this prestigious opportunity. Moreover, Maruti Suzuki was looking at a strategic partner that could understand key business mandates of True Value & deliver a flexible & scalable solution. With this win, eDynamic further strengthened its position as a partner of preference for customers seeking the right blend of technology & creativity for critical Web initiatives.

The True Value website will be designed in a manner that would be user-friendly and highly functional, keeping in mind the brand image of Maruti Suzuki. Users would be able to search for their preferred cars through search criteria defined, based on user's preliminary needs and constraints such as Budget, Model, city, etc. users would also be able to sell or exchange their cars, get estimates for buying and check which cars could be bought within those estimates. There are various other functionalities that are going to be embedded in the website that would benefit the user as well as Maruti Suzuki. The website is being developed on a .NET 3.5 Framework with Oracle as the database. AJAX will be also be used extensively for rich Internet usability & experience.

"This is an important win for us. Maruti Suzuki is one of the most recognized automotive brands globally and their marketing strategies are legendary, so we are very excited to work with them on this important initiative. We hope to create a best-in-class website for Maruti Suzuki", said Subir Singh, VP Sales, eDynamic.

About eDynamic: Established in 1999, eDynamic is a Global Web Solutions Firm. We deliver end-to-end Web solutions & offer a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, custom application development, Business Intelligence, CRM and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

About Maruti Suzuki (www.marutisuzuki.com): Nearly every 2nd car sold in India wears a Maruti Suzuki badge. It is India's largest passenger car company with a sales network of 600 outlets in 393 towns and cities, and it provides maintenance, support to customers at 2628 workshops in over 1200 towns and cities. Now in its 25th year, Maruti Suzuki has produced and sold over 7.5 million vehicles, including almost 500,000 units in Europe and other export markets. Maruti Suzuki has recently been named as the 4th most reputed automotive company worldwide in the "Global 200: The World's Best Corporate Reputations" list.