

# unique idea

## The coming of the social commerce websites



Anisha Singh  
MyDala.com

MyDala.com is among the first to roll out the concept of group buying in India. By its third month in business (February 2010), the website had closed over 100 deals, sold over 2140 vouchers—which adds to a total saving of over Rs 15 lakh—just in the city of Delhi. The Website now has presence in three cities with a total workforce of 34 employees. We catch up with MyDala.com's founder Anisha Singh about this unique business segment...

### Group buying website: what is the concept here?

I would say 'My Dala' is a social commerce company. *Dala* is Sanskrit for the word 'Group'. MyDala features a daily deal on the best stuff to do, see, eat, and buy in a variety of cities across India. The idea of the website is to get people together in a group to avail huge discounts on services that we will not be able to get as individuals. For instance, while one can easily get 20 percent discounts in restaurants in various ways; we have arranged for campaigns that provided discounts at 80 percent. Similarly, we did a

If enough people do not buy the deal, the featured retailer will have gotten that whole day's branding exercise done across our fan base without having to