

Dot Com DIVAS

These women entrepreneurs are all set to take your online shopping experience to the next level



DISCOUNTS AND STEALS

NOTHING like a cheap deal to get your attention! The heavier the discount the more one is tempted to shop. When Anisha Singh read about people getting together to get discounts on TVs in China, she saw a business opportunity and that's how mydala.com ('dala' means group in Sanskrit) came into existence in 2009. A podium that helps small to big merchants market their goods through social media without any added cost. With hot deals and customised searches, it also allows consumers to buy from their smart phones. The portal started out from a

small room in the house sharing its reception with a dental clinic. Today, it boasts of over one lakh merchants and growing. "Building a team and getting merchants on board was the biggest challenge," says this 35-year-old founder and CEO. According to her, the 'mobile internet' is set to revolutionise this space and propel its popularity. "India is going to be an interesting story. In the past few years it has matured a lot and at a rapid pace. Soon it will become more of a 'pull/demand' based than a 'push/supply' based business," she states.



Anisha Singh,
founder & CEO
mydala.com