

GET CORPORATE DISCOUNT WHEN NOT A PART OF IT

Not working in a corporate set up is no hindrance for getting a corporate discount. mydala.com leverages the power of group buying behaviour of people to provide customers with great deals online for offline local businesses.

JOEL JOSEPH
joel.joseph@metronow.co.in

Anyone who works in the corporate world would know about corporate discounts. Whether it is discount every time you step in a restaurant or go to buy a car, one expects a corporate discount. But what if you don't work in the corporate set-up but you still want to have a discount, one like the corporates get.

Your wish has come true with the launch of mydala.com. This website launched in Delhi this week is offering an entirely new concept, the first in India. "We are trying to get individuals what corporates get," says Anisha Singh, who founded mydala in July this year. The website will be launched in Mumbai and Bangalore in the coming months.

The concept is about group buying. We tell the clients that they will get dedicated customers (around 25 or so) and ask them to give discounts which can vary from 35-80 per cent. We will offer one unbeatable deal at an unbeatable value every day on our website.

ANISHA SINGH
founder, mydala.com

So what is the deal and how does it work? "The concept is about group buying. We tell the clients that they will get dedicated customers (around 25 or so) and ask them to give dis-

count at an unbeatable value every day on our website. If any individual likes the deal he/she can buy the deal and get a discount voucher which can be redeemed over a period of time (3 months to one year). While the individual gets a great deal, it also solves the capacity issue for businesses. We promise you'll get a deal which you can never get on your own," she says.

"Mydala, which means 'my group' (dala is Sanskrit for group), leverages the power of group buying behaviour of people to provide customers with great deals online for offline local businesses. The website will feature a retailer every day (for 24 hours, from 12 noon to 11:59 am) and assure them minimum customers for deep discounts — at least 35 per cent, if the customers like the daily deal they get in their inbox in the morning, they sign on to buy it, once the minimum number is hit, the deal goes live. Giving retailers eager paid customers and

In Delhi, MyDala is tying up with several well-known restaurants.

about. If the deal does not hit its minimum then the deal does not go live and the customer is refunded the money at the end of the business day," she added.

In Delhi, MyDala is tying up with several well-known restaurants, (including Chi, Tabula Rasa, Kylin), spas (Amatra, Asian Roots) and other retailers to offer unbeatable offers to their users. The six verticals my Mydala is focused on include-restaurants (Casual dining and quick service format), shopping (clothing, handbags, shoes), health and beauty, recreation (movies, paintball, bowling) services (drycleaners, cooking classes, dancing



The screenshot shows the mydala.com website. At the top, there's a navigation bar with 'home' and 'contact' links. Below the 'mydala' logo, there's a section for 'daily deals on the best of New Delhi'. A navigation bar includes links for 'see today's deal', 'see recent deals', 'how it works', and 'discussion'. Below this, there's a 'Quick e-mail a friend!' button and a 'Discuss the deal' button. The main content area features 'Today's Deal' with a 'buy!' button. The deal is for '550 Rs. for 1000 Rs. Worth Manicure & Pedicure service at Red Door Spa'. A progress bar shows 'Total Deal Value 1', 'Time left to buy 2', and '40 Bought 3'. A timer indicates 'Value: Rs. 1000 /-', 'MyDala Mojo: 45%', and 'You Save: Rs. 450 /-'. A 'What's the Catch' section states 'Expires Oct 20 2010' and 'Limit 1 Per Person Per Visit'. A 'Highlights' section describes the service as 'Luxurious manicure and pedicure using Red Door Spa signature products in a deliciously relaxing and soothing surrounding'. An image of feet being pampered is also shown.