

Retail players earn big moolah as portals lure buyers with discounts

By **Devesh Chandra Srivastava** in New Delhi

PLAYERS in the retail, entertainment and hospitality sectors are benefiting from tie-ups with dedicated portals that sell and market their offerings at discounted rates on a first-come first-served basis. Whether it is the sale of tickets or reservation of seats in local restaurants, spa and yoga centres, one can now get a deal at rates as low as 80 per cent of the actual price.

These technologically advanced portals offer good services and are linked to virtual communities such as Facebook and Twitter. While the virtually untapped Indian market offers huge growth potential to these portals, tie-ups with these portals increase the visibility and profitability of the retailers, too.

Interestingly, some of these portals have a common thread — these have been founded by women entrepreneurs.

Anisha Singh, founder chief executive officer (CEO) of mydala.com, said, "When we

designed our concept, recreation seemed to be a big opportunity area for us. So we started collaborating with local retailers in the entertainment, leisure and dining businesses. Since we are on Facebook and Twitter, we could achieve a significant presence in the Indian market."

The firm has tied up with more than 35 retailers from the food and dining, spa and health segments in Delhi. Singh plans to get into more tie-ups with local players in metros such as Mumbai, Bangalore and Pune. Through its website the firm attracts consumers looking for discounts. Currently, the company has a workforce of around 30, most of whom are active in business development. "Through our website one can get 40 to 80 per cent discount," she added.

Mydala.com works on a simple mechanism. Once a deal is bought, the buyer usually gets an e-coupon on the email ID registered with the website. The person can avail the discount over the next one year from the date of issuance. However, the tenure of redemption varies from retailer to retailer, Singh