



India's first-ever verification portal launches campaign against matrimonial and realty scams

TotalVishwas.com, launched by EVALuationz India, is an exclusive consumer portal to mitigate personal risks

Bangalore, September 4, 2009:

Tushar Bapat, an employee of Air India was arrested by the Navghar Police for marrying 14 women in the last two and a half years. Waghmare who had registered his profile with a marriage portal mentioned that he was a divorced since 2006. "None of the women or their parents ever thought of doing a background check on him as they would be impressed with his job profile," said DCP (Zone VII) R M Vhatkar. Three of the women Waghmare married were architects or engineers, police officials said, and the others were homemakers.

Liyakat Ali, a resident of Srirangam, in Tamil Nadu, ran an elaborate online matrimonial racket spanning four major metros of India and targeting gullible families. When the long arm of the law finally caught up with him, police were surprised to find that he had cheated over 37 women living in Mumbai, Chennai and Bangalore.

In another case, early this year, tampering of land records in Pune led to developers building ambitious projects on tribal land. When the scam was unearthed, the developers had vanished and hundreds of investors were left in the lurch.

All across India, such disturbing cases are rampant and it is only now that authorities are waking up to the threat of sham marriages and land grab cases. However, with a little more care and caution, such cases can be avoided and the hard-earned money of consumers can be saved, says EVALuationz India Pvt Ltd, a leading player in the employee verifications industry.

Recognizing the market demand for accurate information and optimum screening for potential real estate and matrimonial prospects, EVALuationz India has launched TotalVishwas.com, an ambitious initiative to address consumers' need for conducting sensitive verifications.

totalVishwas.com will address the needs of consumers in all segments, particularly the matrimony and realty markets.

With more than 15 million users of matrimony services and 25 million users of realty services, the firm sees a huge potential to address a customer's varied needs in verification. With online matrimony frauds and the risks of tenancy increasing significantly in the market place, totalVishwas.com will address the customer critical need to get verified data in India and overseas, thereby reducing personal risks and concerns.

Speaking at the portal's launch in Bangalore, Mr. Nobby Nazareth, Chairman & Managing Director of EVALuationz, said: "totalVishwas.com will help the user verify facts from the source of origin, thereby not leaving room for speculation, in the decision-making process. Our portal is geared to offer risk mitigating services to consumers who are planning to make sensitive and significant stakes in matrimonial and realty markets. Given the frauds that happen in the market place, a well-designed verification service will not only add a great deal of value but bring a sense of confidence, credibility and trust in the marketplace."

The portal currently offers 9 different services in verification and plans to add more products going forward. It plans to partner with matrimonial and realty sites in the country to offer their services to registered users and members in these portals. India has more 100 online matrimonial sites which today have a market of more than Rs 140 crore, up from Rs 58 crore in 2006.

Records indicate that prior to online matrimonial portals arriving in the Indian market; matrimonial related frauds increased from less than 1000 cases in 1993 to approx 2.82 lakh cases in 2000. totalVishwas.com is of the opinion that online mediums which are also platforms for impersonation could have taken this number significantly upwards.

The unique feature of the service will be offering the consumer the dependable and auditable 'proof of verification' that validates the information. For information that cannot be validated with a proof, totalVishwas.com will refund the entire charges to the user.

Speaking about future plans, Mr. Nazareth said, "Our plans now will be to additionally move into customer verification and vendor verification, thereby aiming to be the largest comprehensive verification firm in India."

About EVALuationz India Pvt. Ltd.,

Since its inception in 2006, EVALuationz India is among the leading employee verification firms in the country. Based in Bangalore, the firm has additional offices in Mumbai and Chennai and works with large organizations across the globe. An ISO 9001:2000, it is among the earliest players in the country offering complete online verification solutions to clients. It partners with SHL, the world's leading company in personality assessments for their products in India. The organization's aim is to be the largest comprehensive verification firm in India, addressing employee, customer and vendor verification in the institutional market and individual verification in the consumer market.

For more information, please visit the website www.evaluationz.com and www.totalvishwas.com