

Enhancing user experience

'watchoutinvestors.com' is a website created by Prime Investors Protection Association and League (PIPAL) and sponsored by NSE & BSE to arm the investors with a self-defence tool against unscrupulous promoters and companies. The free public service platform, created on

watchoutinvestors.com
a completely free service

the premise that investors had lost confidence in the market consequent to thousands of unscrupulous entities having committed frauds or not complying with the economic laws of the land, has completed 10 years of serving investors and is now being relaunched with several changes in search parameters, new features, improved navigation, and new look

and feel, etc, to significantly enhance the user experience. The website now lists 1,24,521 entities and 48,361 persons. The regulators covered on the website are MCA, CLB, RoC, Official Liquidators, SEBI, RBI, NHB, NSE, BSE, NSDL, CDSL, AMFI, banks, BCI, CAG, CBEC, CBI, courts, DRT, DSE, EPFO, ETD, ICAI, ICSI, ICWAI, INS, IRDA, ISE, MCX, MIB, MOF, NCDE, NSEL, PCI, PFRDA and Registrar of Chit Funds with orders issued after 1 January, 2000.

Luxury at doorstep

Given the high demand for luxury products in India, Nakul Bajaj has founded Darveys.com, an e-commerce marketplace that caters to customers who want luxury items that are available in global fashion hubs such as Milan, London and New York. To give customers an experience of exclusivity and of buying luxury goods, Darveys.com has a ₹1,000

membership fee, which if paid, gives them access to full website and features. It has more than 1,000 members and about 20-30 members are added every day. Being a

DARVEYS
Revolutionizing Luxury Fashion Shopping

marketplace, it doesn't keep inventory and works with 287 merchants located globally and takes a commission of 18-25 per cent. Currently in its fifth month of operation, Darveys gets 5-10 orders a day with an average ticket size being ₹24,000. A high percentage of women purchase from Darveys and among the hottest selling items are women's hand-bags.

Hiring made effective

To reduce the time, cost and effort invested in hiring and recruitment, IIT engineers

have developed Talview.com, an asynchronous video-sharing platform which leverages technology for hiring. Founded in May 2012, Talview.com offers 5-6 different products to make hiring more effective, including recorded video interviews, typing speed test and written exams. Sanjoe Jose, CEO, Talview, claims potential candidates have an engaging experience with the company and with the help of analytics on the Website can improve their hiring con-

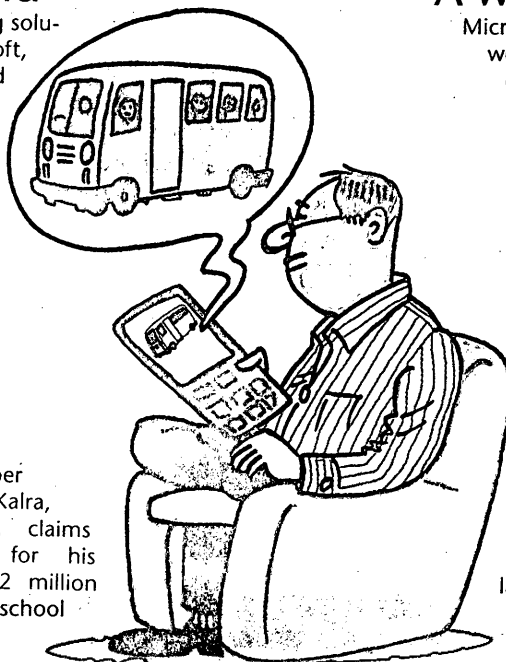
talview

version ratio. It works with more than 500 small and large companies. Talview.com has been seed funded by VentureNursery and has received Series A funding from MayField Ventures and is now looking at entering Asian markets such as Singapore and the Philippines. ♦

WEBWATCH

Tracking the child

NorthStar, a school bus tracking solution developed by Magnasoft, offers parents a way to track and monitor their child's school bus location and other information for a fee. This offering of Magnasoft, launched in June 2013, is used by 150 schools across India. NorthStar fits its sensors in the bus, which sends data to the cloud and this data can be accessed in real time by parents from their smartphone app. NorthStar works with schools to offer these services and schools, in turn, recover the cost, say, ₹75-200, per student, from parents. Bobby Kalra, founder & CEO, Magnasoft, claims there is a large market for his offering, because there are 12 million school students in India who use school transport.



A wearable fitness band

Microsoft devices has partnered with Goqii, a wearable health and fitness band services company, to offer a three-month subscription service of the Goqii fitness coach and band free when a customer purchases a Lumia 830, 930 or 1320 smartphone from its priority stores. Goqii is a US based start-up founded by serial entrepreneur Vishal Gondal. The Goqii fitness band is different from other bands that it assigns a human coach to help an individual achieve his health and fitness objective. The coach will then monitor the exercise and meal data of the person collected by the band worn on the hand and transferred to the coach through the app in the phone. Goqii's subscription service which includes the cost of the band, sells for ₹3,999 for three months. India is the first market where Goqii is available and Gondal is planning to launch the Goqii service in the US and Middle East next year.

♦ ROHIT PANCHAL