

September 3, 2006



Avenues is a profitable, debt-free USD 50 million+ turnover company and currently provides integrated payment gateway services to more than four thousand eMerchants worldwide through its solutions: [www.CCAvenue.com](http://www.CCAvenue.com), [www.ResAvenue.com](http://www.ResAvenue.com), [www.CineAvenue.com](http://www.CineAvenue.com), [www.EventAvenue.com](http://www.EventAvenue.com), [www.BPOAvenue.com](http://www.BPOAvenue.com), [www.TrustAvenue.com](http://www.TrustAvenue.com) and [www.MembersAvenue.com](http://www.MembersAvenue.com). It is the largest eCommerce solutions provider in South Asia.

Avenues started in 2001 with an aim to encourage the small brick and mortar merchants to start selling their goods and services online. To do this, Avenues launched its flagship brand CCAvenue which helped simplify eCommerce operations and reduce the high entry cost for the small entrepreneur who intended to start operating on the internet.

Since we understood that the target audience for our solution was net savvy and active on the net, we decided to target them through the internet. About 3 years ago, we came to a conclusion that we couldn't keep doing web marketing ourselves and that we needed outside professionals to streamline the optimization activities and help us achieve our ambitious growth plans. Consequently, we went out looking for a good Search Engine Marketing company. We assessed quite a few companies. However, we felt that none could build upon what we had already done.

It is then that we came across eBrandz. At that time, eBrandz was a small operation. However when we met them, what impressed us was the close involvement of the management team and the passion with which they took charge of our SEO assignment. They demonstrated to us their ability to innovate and to give our SEO strategies a new thrust. Over the years we are happy to note that they have kept improving their services and have architected new processes and techniques which add immense value to us.

Of course there were challenges to overcome. For instance, since we were a financial institution (we accept credit cards for third party websites) we were reluctant to let them access our corporate website. Naturally it would have been a huge challenge for eBrandz to optimize our website without having access to the pages. However, they stuck on and worked closely with our team to help evolve a work process which helped the information flow and aided us in optimizing our website.

To say that their work has been successful would be a real understatement. Without any traditional marketing channels in place or extra visibility efforts, Avenues has now grown to become the #1 player in South Asia in just 5 years of existence. This has largely been possible due to the efforts and commitment put in by the eBrandz team. We get about five new merchant signups every day and the sole credit goes to the SEO work that has gone into the site.

If you look at the bottom pages of our website ([www.ccavenue.com](http://www.ccavenue.com)), you will notice that we have given eBrandz credit for optimizing our website. It is our way of appreciating the fine work they have put in. Our logic is simple. If they have helped us increase sales, we should help them gain more exposure (After all our merchants are eCommerce stores who need SEO services... if their sales improve, our business grows).

We have no hesitation in recommending eBrandz services to other companies ... as long as they are not our competitors. We are clear that the eBrandz team is undoubtedly among the best in the world.

Vivek Nayak  
Chief Operating Officer  
Avenues Inc.

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