

DNA after

DAILY NEWS & ANALYSIS

★★★ MUMBAI FRIDAY, MARCH 16, 2012

Market Watch



Shreya Badola

What is your USP?
MouthShut.com has always been a web platform for consumer ratings and reviews. Our USP has been to allow consumers to share

'There's growing internet usage in India'

...says Faisal Farooqui, CEO of Mouthshut.com

their opinions on products and services and thus help other consumers as well as brands with genuine feedback. We've recently launched *Dealface.com*, which provides best deals at great discounts to consumers.

Online consumer portals have been growing big off late, how do you perceive this trend?

I would like to state that the online industry in general has come up with leaps and bounds.

E-commerce, though not exactly thriving, has begun making its mark. Apart from these, blogging platforms and daily discount deal sites have also begun to prosper. There's growing internet usage in India.

What gives you an edge above the others?

Constant innovation. We've been a social media platform with powerful features much before facebook and twitter. We've got more than 4 million registered users.

How do you ensure consumer satisfaction?

We have strong customer support teams that work round the clock in resolving issues and clearing cobwebs. I, personally, have been actively involved in the support platform as it helps me better understand our members and our visitors. We have a 'Dial the CEO' program where members are encouraged to speak to me directly.