



YourNest



Press Release

mycity4kids.com – A Lifeline for Parents' in Delhi NCR

One-stop destination for search, recommendation and purchase of local kids-related services

- Online marketplace spanning more than 70 kids-related services, 10000 businesses and 1.5 lacs parents in Delhi NCR
- To expand operations in 8 cities in 2012

New Delhi, June 19, 2012: Frustrated and helpless in your search for a summer camp or in finding the right hobby class for your child or not being able to pay the fees to the sports academy on time? Chances are you have not heard of mycity4kids. For the more than 1.5 lac parents who visit mycity4kids every month, these issues simply do not exist.

And here's why: mycity4kids is a vertical e-commerce portal focussed exclusively on local kids-related services for children up to the age of 14. Parents can visit the site to search for information, look for recommendations and pay, thereby completing the entire purchase process online. The exhaustiveness of the listings, the ability to search on the basis of locality, the child's age, reviews and ratings and pay online or by availing the cash pick-up facility, make it a must-have tool for all parents in the city.

With 120 lac households present in the top 16 cities in India, the market for kids' services is estimated to be worth Rs. 15,000 crores. mycity4kids is the first venture not only in India but also globally to create a unified platform for parents to find services for kids.

The portal is the brainchild of Vishal Gupta, Prashant Sinha, and Asif Mohamed- who, having worked in leading companies like HUL, Pepsi, Aviva and I-flex Solutions, decided to trade in their corporate careers to help parents discover the best their city has to offer for kids.

*"The key insight that we worked on was that when it comes to young children, parents are looking for schools, after-school activities and entertainment options in the vicinity. With the rapid growth of these providers, parents often don't know of all the options available, how to choose from among them and how to avoid making a trip just to pay. This is where www.mycity4kids.com steps in and helps parents find information and recommendations and also allows parents to pay online or avail the cash pick-up service for everything 'About your child, around your home", **said Vishal Gupta, Founder & Managing Director.***



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Sunil K Goyal, CEO and Fund Manager, YourNest Angel Fund who recently funded the venture added, *“We believe that the pain-point that mycity4kids is trying to solve for parents is a universal one and the business-model therefore, can be seamlessly replicated not just to the top 16 cities in India but abroad as well.”*

mycity4kids currently caters to parents in Delhi NCR and will be extended to Mumbai and Bangalore on the 15th of July. Over the next three years the service will be available in the top 16 cities in India.