

CarDekho.com turns 4, comes out with a facelift

CarDekho.com, the No. 1 auto portal in India has completed four successful years since its inception in 2008. On the occasion, the company has launched a new and refreshing User Interface. As CarDekho.com enters its fifth year, the website has forayed into various other gamut of service for car buyers and dealers like new car buying, car finance, car insurance, [used cars](#), exchange, etc.

Refreshing Look and highly usable functionality

The stylish new homepage with its increased usability and new features gives an in-depth knowledge about all new/used cars and their details. Currently, a user on an average spends over 8 minutes on CarDekho. The desired information required to finalize a car is just a click away using the intuitive features of the site.

CarDekho fact-sheet:

- Over 3.5 million users reach out to [CarDekho](#) every month
- Fastest auto portal to achieve 3 crore unique visitor mark earlier this Jan
- India's largest stock of used cars with nearly 30,000 listings of active sellers
- Hundreds of used and new car dealers across the country use CarDekho services
- Used car dealers enrolled at CarDekho have increased their sales by 20%
- 5000-6000 used cars listed in CarDekho's [sell car](#) section are sold every month
- Over 15,000 new car on-road price quotes are requested everyday
- CarDekho facilitates car loans in over 25 cities and offers loan disbursal with a turnaround time of less than two days

CarDekho solution for Car Buyers

CarDekho.com is the first step in the ladder for every user while buying a car. According to Amit Jain, the CEO, "It has been a tremendous run in the last 4 years. We stand committed to make car buying even simpler and friendly with best deals available in the market. I am very excited to see the growth in the price quotes generated for new cars as well as the huge increase in both sellers and buyers in used car section at CarDekho. This clearly indicates how the trends are clearly shifting to online research for buying both used and new cars. Our new UI bundled with array of services for car buying will ensure end to end solutions for car buyers. We want to touch each and every car buyer in India and help them choose the most suitable car. "

CarDekho future growth strategy

The website has seen enormous growth over last 4 years and looks forward to continue the winning streak. Speaking on the future endeavors Rohit Dangayach, Director Sales said, "We are spreading our services of new and used car buying, car finance and insurance, pan-India. We are aggressively reaching out to all

channels in the car sales industry and offering them what they need to scale up their businesses multi-fold. Our success lies in success of all our partners and we will become the most important source of leads for everyone in the industry.”

Reducing the gap between Car Buyers and Car Makers

Not just the dealers but Car Makers have also benefited in selling cars through our site. For some Auto Manufacturers, CarDekho team is helping them sell their cars pan-India. Anurag Jain, the COO said, “Car manufacturers and dealers will focus on online channels like CarDekho to increase their sales. Online portals will play a crucial role in their marketing strategies. The number of people researching cars on portals and the effect on their car buying decision has increased significantly. With the increase in internet penetration in India, this will only grow bigger. CarDekho hand holds the customers right from their research stage till the delivery of their desired car at their doorsteps, thus helping car manufacturers sell more cars pan-India”.

About CarDekho.com

CarDekho is India’s most popular car portal and helps its users with car research, finance, insurance and any other aspect of car buying with the best possible deals through its exclusive tie-ups with car manufacturers, finance and insurance companies.

CarDekho is owned by GirnarSoft Automobiles Pvt. Ltd., a subsidiary of Girnar Software Pvt. Ltd. Girnar Software is Rajasthan’s leading IT company and operates other popular portals like PriceDekho.com, BikeDekho.com and more. CarDekho was awarded the most popular website of 2011, and best automotive website of 2009 by online research agency MetrixLab.

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