

Want to buy a cellphone or rent a house? Log on to local website

Kuchbhibikega.com provides a platform to small players like photocopiers and booksellers

DHWANI PATHAK DAVE

PICS: KALPESH BHATT

Properties, automobiles, electronics and more under one virtual roof — this is what three friends are offering on their website kuchbhibikega.com. The website allows users to rent a house, buy a second-hand mobile or get a good deal on books in Ahmedabad.

The venture belongs to Nikhil Talreja, Neel Shah and Pragnesh Goyani.

Nikhil, a 24-year-old graduate from the Entrepreneurship Development Institute, says: "I met Pragnesh after my graduation. We realised there were many sites offering online shopping, but nothing that was Ahmedabad-specific. We met Neel, an IIM Kozhikode passout, in August and launched the website in December."

Enumerating why the website was unique, Neel says, "We provide platform to small players, too. Even photocopiers or cellphone dealers can register for free."

Currently, the website offers four sections: properties, vehicles, electronics (computers and mobile phones) and books.

Soon, they plan to introduce a category for used goods. "We will feature used iPhones and iPods in this section. Usually, secondhand goods are bought through word-of-mouth. The sale is restricted to friends' circle. Now our website will enable



Neel Shah and Nikhil Talreja have employed 35 agents to reach buyers/sellers

a buyer/seller to reach everyone in Ahmedabad," says Nikhil.

The site works on an offline model where details are taken over the phone to give better service to small dealers without internet access. "We currently have 35 agents in the city who get in touch with

prospective sellers/buyers. Even the small book-stall owner near IIM-A has joined us. We double their business by providing them with a wider client database," says Neel. The three youths soon plan to introduce a section for women entrepreneurs who have launched small businesses.