

PhoneCurry.Com launched to help Indian consumers decide which phone to buy

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PhoneCurry.Com is a new website that aims to help Indian consumers decide which mobile phone to purchase in a simple, uncluttered way. In times, when consumers are flooded with a choice of phones, with new models launched every week, many people are using the Internet to find out about phones before buying. It is for such consumers, that PhoneCurry can come in handy.

The site attempts to make the process easy for a consumer by having:

1. Search oriented interface to help people find phones according to their exact and specific requirements. For instance, a user can do a search such as "Nokia and Samsung phones, costing between Rs 8,000 and 10,000, launched during the last year, having touchscreen, 3G support, full keyboard and in-built social networking"
2. Phone features explained in simple layman terms.
3. Overall opinion around each phone (collated and summarized from various publicly available phone reviews), and an overall rating, to make it easy for the consumer to make his decision.
4. Video reviews for popular phones.

The entire website has been structured to help a consumer make his/her decisions, as easily and as quickly as possible, with minimum of clutter.