



# VIAAN INDUSTRIES LTD

Racing Towards A Billion Hearts

**Date:- 06-04-2018**

To,  
BSE Limited  
The Corporate Relationship Department  
P.J. Towers, 1<sup>st</sup> Floor,  
Dalal Street,  
Mumbai --400 001.

Sub: Media Release.

Ref:- Viaan Industries Limited (BSE Scrip Code:- 537524).

Dear Sir/Madam,

We hereby enclose Media Release for **Viaan Industries Ltd** goes global with Chasebid.com

Kindly take a note of the same.

Thanking you,

For Viaan Industries Limited

Authorized Signatory





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**Mumbai: 6th April 2018**

## **Media Release**

### **Viaan Industries Ltd goes Global with Chasebid.Com**

Chasebid India's largest reverse auction discount site & app goes global with currently over 250,000 registered users. ChaseBid™ - a bidding revolution designed by the team at Viaan Industries Ltd allows the player to participate via a single intelligent action-packed lowest unique bid competitive auction platform. Reverse auction shopping via lowest unique bidding is a popular concept and growing worldwide. Viaan Industries Ltd has tied up with international marketing companies to drive traffic and business to the website and app. Viaan Industries Ltd is giving free worldwide shipping on all its products and is expanding the product range substantially. Chasebid runs daily, weekly and monthly Mega Auctions. Choose what you want to win from the list of products & services. You may bid on as many items as you wish, and place as many bids as you like. All auctions are time based and the player with the lowest unique bid in an auction wins the item under which that winning bid was placed.

*CMD Raj Kundra Says:* "The Chasebid app has gained popularity in a very short time and we are now the leading reverse auction discount site in India. Its time for us to spread our wings and take our made in India app global. The newly designed Chasebid app now lets customers from all over the world bid for products. We have substantially increased our product range and the user experience to make it more fun and easy to participate. Customers are always looking for deals and discounts, we have basically gamified shopping."

#### **About Chasebid.com**

ChaseBid™ - a bidding revolution designed by the team at Viaan Industries Ltd which allows the player to participate via a single intelligent action-packed lowest unique bid competitive auction platform. ChaseBid™ gives the user an exciting opportunity to bid for brand new products ranging from Electronics, Exclusive Gift cards to Luxury Holidays and 'Money Can't Buy' experiences through daily, weekly and monthly Mega Auctions. ChaseBid™ enables this using wit and strategy, to win auctions at a tiny fraction of their retail value wherein the player with the lowest unique bid in an auction wins the item under which that winning bid was placed.





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## About Viaan Industries Ltd

Entrepreneur Raj Kundra and his celebrity wife Shilpa Shetty Kundra founded Viaan Industries Ltd in Mumbai, India. The Company has a strong and growing presence across the promising sunrise sectors of Entertainment Gaming, Licensing & Animation. The Company's vision is to drive a lifestyle change in masses through health & entertainment via its technology offerings. Their unique business offerings enable the stakeholders, distributors, and customers to be part of the Indian growth story.

For more information on Viaan Industries Ltd, please visit [www.v-ind.com](http://www.v-ind.com)

