

"We will rock you" -Freddie Mercury

THE COMPANY



Melonfire is a content production and syndication house located in Bombay, India. Founded in 1998, the company provides its customers with a rich basket of content on topics ranging from entertainment to technology, together with business services ranging from application development.

The company was founded in 1998, and is entirely privately held.

CUSTOMERS



Melonfire's commitment to providing its customers with the best service on the planet has created a company uniquely positioned to capitalize on the global power of the Web. Melonfire's customers include:

- Times Computing, Education Times and the Times of India, the largest newspaper in the country;
- DBS Internet Services, the largest Web development house in India;
- Devshed.com, one of the Web's most popular open-source technology portals;
- IndiaInfoline.com, the country's largest investment portal;
- CHIP Magazine, the most widely-read computer magazine in India;
- iCleo.com, India's first Web portal dedicated exclusively to women;
- hungama.com, the largest Indian Web site for Internet-based virtual promotions;
- Clicktickets.com, one of India's largest ticketing portals;
- the Café network of city portals, offering localized information to residents of India's largest cities and others.

SERVICES

CONTENT DEVELOPMENT



Backed by cutting-edge technology and a team of expert researchers, Melonfire's content development division produces high-quality content on topics ranging from fashion and technology to business, personal finance and entertainment. Melonfire-branded content appears on a regular basis in India's leading newspapers, magazines and Web sites, and is suitable for both traditional print media and digital-age content delivery channels like the World Wide Web and handheld devices.

Our focus on providing our customers with the best service on the planet has helped us become preferred content providers to some of India's largest content publishers and Web sites. Melonfire's customers include The Times of India, India's single largest newspaper, and DBS Internet Services, the country's largest Web development house.

In addition to exclusive partnerships for content distribution, Melonfire also offers content publishers a number of subscription and syndication services, thereby providing them access to world-class content at a fraction of the normal cost. Our content catalog includes humour, entertainment, fashion, technology, business and medicine, and new content modules are constantly being added.

- **Content partnerships:** For content publishers who need specialized content on a regular basis, a content partnership with Melonfire is often considered a gift from the heavens. Melonfire's team of professionals take it upon themselves to understand the target customer, research and analyze the specific subject areas, and develop content exclusively for that customer segment. Customers receive content on a pre-defined delivery schedule, and projects are professionally managed by project focals and customer managers.
- **Subscription services:** Content publishers looking for an affordable basket of frequently-updated content would prefer Melonfire's subscription services, which are currently focused on the lifestyle/entertainment segment. For a nominal monthly fee, Melonfire provides customers with a complete content package containing reviews and top-ten listings of books, movies, music, art, theatre and restaurants. This content package is updated every week, and is currently localized to the city of Bombay, India only.

SERVICES

SOFTWARE SERVICES



In today's increasingly wired world, companies live and die by their presence on the Web. Not only does a Web site enable a company to reach out to past and current customers, it also makes it possible to precisely target new customer niches, reduce the time to market for new products and services, and showcase existing products and services in a cost-effective and efficient manner.

Our skill set encompasses everything from basic HTML- and DHTML-based Web design to advanced Web application development. Our engineers and designers are familiar with popular software applications like Macromedia Flash and Adobe Photoshop, database engines like Oracle and MySQL, and programming languages like Perl, PHP and XML. Our preferred development platform is UNIX, although we can also undertake and execute projects on Microsoft Windows NT.

All projects are professionally managed by project focals, who also serve as the touchpoint for all customer communication. Projects are implemented in a phased manner, and all deliverables pass through a thorough testing and quality-assurance procedure before being released to the customer. And our reputation for delivering on time, every time, guarantees that project milestones and schedules will always be met

- **Application software development:** Created to meet the needs of small- and medium-size businesses, Melonfire's business services division provides both start-ups and established business houses with a range of low-cost, high-value services and solutions designed to help them increase productivity, and expand and enhance their presence on the World Wide Web. Our team of designers, developers and copywriters work closely with customers to understand their needs and create compelling software applications that are functionally and aesthetically pleasing.
- **Consultancy services:** For companies that already have a Web presence, and are looking to move to the next level, Melonfire also offers consultancy services. Our Web developers and Internet strategists evaluate the customer's current situation, and make recommendations as to future courses of action. Optionally, they can also implement the recommendations they make, drawing on Melonfire's human and infrastructure resources to ensure that the customer's goals are met in the most efficient and cost-effective manner.