



Company Name: Pipal Tech

Name of the App: Delight Circle

Description: Delight Circle is a location-based marketing, instore marketing and consumer engagement application that connects local retailers and brands with consumers. It helps make their shopping from local retailers more convenient, delightful and rewarding. Delight Circle is a free smartphone app (and there is a website for non-smartphone users) that allows consumers to:

- Check all offers and new arrivals from their favourite retailers and brands in one place
- Earn rewards by simply 'walking' into (visiting) stores.
- Check out all nearby places along with relevant offers, new arrivals and contact information
- Discover and share insider tips and reviews from local experts and their friends
- Manage all their loyalty cards in one place

Why the app is a game changer:

For years consumers have been bombarded by junk promotional SMSes, e-mails and newspaper ads from local retailers and brands. However, when consumers need relevant information when they are actually wanting to buy, it is very hard to find. This app changes all that—no more push-based marketing. The app aggregates all offers, new arrivals and other relevant information from local retailers and presents them in a highly intuitive user interface. Consumers wanting to purchase jeans, for instance, need to simply type out the word 'jeans' to instantly see all offers and new arrivals from various brands and retailers around them. Over time, the application learns about the interests of consumers and based on them, presents only what's relevant to them (very much like what Google does for online information). The Delight Circle smartphone app has been launched on the Android and Blackberry App Stores on June 26, 2012.