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APPENDIX A

Choices of Words in Headings (Title Attraction) by Male Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
M1	40	s.narayanan Age 40 , <i>Iyer</i> - Male - <u>Single Never Married</u>	M2	40	SEARCHING FOR TAMIL BRAHMIN GIRLS Age 40 , <i>Iyer</i> - Male - <u>Single Never Married</u> , Banker
M3	42	self Age 42 , <i>Deshasth</i> - Male - <u>Single Never Married</u>	M4	32	Smart Age 32 , <i>Smartha</i> - Male - <u>Single Never Married</u>
M5	40	36 YEAR O;D BACHELOR SEEKS GIRLS UPTO 30 Age 40 , <i>Iyer</i> - Male - <u>Single Never Married</u>	M6	37	Alliance for Ramesh Age 37 , <i>Iyengar</i> - Male - <u>Single Never Married</u>
M7	30	AVINASH Age 30 , <i>Godh</i> - Male - <u>Single Never Married</u>	M8	35	bhagyesh29 Age 35 , <i>Saraswat</i> - Male - <u>Single Never Married</u>
M9	39	Dev Age 39 , <i>Kanyakubja</i> - Male - <u>Single Never Married</u>	M10	37	good looking Age 37 , <i>Smartha</i> - Male - <u>Single Never Married</u>
M11	32	Hello Everybody Age 32 , <i>Bengali_Brahmin</i> - Male - <u>Single Never Married</u>	M12	35	HI Age 35 , <i>Iyer</i> - Male - <u>Single Never Married</u>
M13	29	homely girl Age 29 , <i>Iyer</i> - Male - <u>Single Never Married</u>	M14	35	Looking for any Barhmin Bride with traditional values Age 35 , <i>Havyaka_Brahmin</i> - Male - <u>Single Never Married</u> , Business Person
M15	30	looking 4 kokansth girl. Age 30 , <i>Brahmin</i> - Male -	M16	32	Modern Bachelo looking for bride

		<u>Single Never Married</u>			Age 32, Smartha - Male - <u>Single Never Married</u> , Executive
M17	35	Traditional Follower with in Modern culture Age 35, Iyer - Male - <u>Single Never Married</u>	M18	52	Suitable Iyer Girl Required Age 52, Iyer - Male - <u>Divorced (No Children)</u> , Business Person
M19	26	Looking for HOMELY woman Age 26, Iyer - Male - <u>Single Never Married</u>	M20	54	A simple, straightforward,pious,godfearing,youngish looking person with clean habits Basically a chartered accountant, undertakes Bank auditingin nationalised banks. I am on the panel of CA institute for setting &correction of examination papers.Father ex Age 54, Iyer - Male - <u>Single Never Married</u> , CA or Auditing
M21	43	Calm , Sober male with Cleam Habits Age 43, Iyer - Male - <u>Single Never Married</u>	M22	27	27 Year Havyaka brahmin boy(Sr.Design Engineer) from Dakshina kannada Age 30, Havyaka_Brahmin - Male - <u>Single Never Married</u> , Engineering
M23	36	SUITABLE ALLIANCE Age 36, Iyer - Male - <u>Single Never Married</u>	M24	34	Suitable Iyer bride Required Age 34, Iyer - Male - <u>Divorced (No Children)</u>
M25	27	Engineer working in bangalore Age 27, Telugu_Brahmin - Male -	M26	25	Future CEO Age 25, Iyer - Male - <u>Single Never Married</u> , Not

		<u>Single Never Married</u> , Civil Engineer			Working
M27	30	Ramakrishnan Age 30 , <i>Iyer</i> - Male - <u>Single Never Married</u> , Marketing	M28	29	Amit Sharma Age 29 , <i>North Indian Brahmin</i> - Male - <u>Single Never Married</u> , Software or IT
M29	42	Broad minded Age 42 , <i>Iyengar</i> - Male - <u>Single Never Married</u> , Executive	M30	28	SONU ARYA, a Banker Age 28 , <i>Jangid Brahmin</i> - Male - <u>Single Never Married</u> , Banker

APPENDIX B

Choices of Words in Headings (Title Attraction) by Female Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
F1	27	sangs Age 27, <i>Bhumihar</i> - Female - <u>Single Never Married</u> , Banker	F2	23	Bold & Beautiful Age 23, <i>Iyer</i> - Female - <u>Single Never Married</u> , Student
F3	28	Deblina Chakrabarty Age 28, <i>Bengali_Brahmin</i> - Female - <u>Divorced (No Children)</u> , Executive	F4	35	Honesty is the best policy. Age 35, <i>Saraswat</i> - Female - <u>Single Never Married</u> , Customer Service
F5	34	Looking for a well-educated and well-employed brahmin guy aged less than 38 and based in bangalore Age 34, <i>Smartha</i> - Female - <u>Single Never Married</u> , Finance	F6	31	Dowry Seekers need not approach Age 31, <i>Sakaldwipi Brahmin</i> - Female - <u>Single Never Married</u> , Banker
F7	24	OM SAI GANESH BHAKTI Age 24, <i>Kannada_Brahmin</i> - Female - <u>Single Never Married</u> , Not Working	F8	19	Young dance teacher pursuing bachelor's in Information Technology seeks a well qualified tamil Iyer boy. Age 19, <i>Iyer</i> - Female - <u>Single Never Married</u> , Student
F9	31	Anita_Sharma123 Age 31, <i>Saraswat</i> - Female - <u>Single Never Married</u> , Teacher	F10	27	15441 Age 27, <i>Oriya Brahmin</i> - Female - <u>Single Never Married</u>
F11	27	SUPAKAR Age 27, <i>Oriya Brahmin</i> -	F12	34	Divorcee with 9-yr-old girl Age 34, <i>Iyer</i> - Female -

		Female <u>Single Never Married</u>			<u>Divorced (Children)</u>
F13	33	Manjula profile Age 33, Iyer - Female - <u>Single Never Married</u> , Administrative	F14	29	Perfect Aris Age 29, Brahmin - Female - <u>Single Never Married</u> , Customer Service
F15	36	sarada profile Age 36, Iyer - Female - <u>Divorced (No Children)</u>	F16	29	GAUR BRAHMIN Age 29, Brahmin - Female - <u>Single Never Married</u> , Teacher
F17	38	Traditional family Age 38, Iyer - Female - <u>Divorced (No Children)</u> , Teacher	F18	33	Sreekala Ramamthan Age 33, Iyer - Female - <u>Divorced (No Children)</u> , CA or Auditing
F19	26	soumya Age 26, Kannada_Brahmin - Female - <u>Single Never Married</u> , HR (Human Resources)	F20	29	shakadwipi doctor Age 29, Sakaldwipi Brahmin - Female - <u>Single Never Married</u> , Medical
F21	29	Dr. S. Veena Age 29, Kannada_Brahmin - Female - <u>Single Never Married</u> , Medical	F22	31	looking for a decent gentlemen from a respectable family Age 31, Kannada_Brahmin - Female - <u>Divorced (Children)</u> , Administrative
F23	24	searching for a good guy Age 24, Kannada_Brahmin - Female - <u>Single Never Married</u> , Software or IT	F24	29	Bhuvanewari Srinivassan Age 29, Iyer - Female - <u>Single Never Married</u> , Company Secretary
F25	33	Brahmin, Smartha, social worker Age 33, Kannada_Brahmin - Female -	F26	34	Sarada Raman Age 34, Iyer - Female - <u>Single Never Married</u> , Management

		<u>Single Never Married</u> , Social Worker			
F27	33	Groom must be educated Age 33 , <i>Iyer</i> - Female - <u>Single Never Married</u> , Software or IT	F28	27	Iyer - BE,MBA - Delhi Age 27 , <i>Iyer</i> - Female - <u>Single Never Married</u> , Management
F29	27	Dr. Gayathri Age 27 , <i>Iyer</i> - Female - <u>Single Never Married</u> , Doctor	F30	26	Suitable Iyer Groom Required Age 26 , <i>Iyer</i> - Female - <u>Single Never Married</u>

APPENDIX C

Profile Description by Male Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
M1	40	hi i am snarayanan doing my own business in chennai, hail from a very decent family , our native is tanjore. looking for a girl who can take care of the family.	M2	40	I am working in a public sector bank as branch manager. Since my job is transferable, I am looking for a girl who does not want to go for job. I have 2 brothers - both are elder to me. 1 got married and 1 is yet to get married. Father is no more. Mother is staying with me.
M3	42	Aggressive, positive minded with education as my motto , selfrespected from a farmer background family .My ambition is to go higher on own guts without wth the help of anyone except my wife who will work as a charger for me & EVEN TOUCH THE SKY WITH ME.	M4	32	I am frank , energetic, fun loving, have a outgoing personality, we are a family of five my mother one brother, sister in law and a nephew, dad is no more
M5	40	I AM A ENGINEER, MBA AND PHD IN SUPPLY CHAIN MANAGEMENT. WORKING AS A CONSULTANT FOR SOME COMPANIES IN GUJARAT. I AM ON THE LOOK OUT WITH GIRLS FROM GOOD FAMILY BACKGROUND .SHOULD	M6	37	I am 180cm tall, handsome, athletical built, normal with a flair for outdoor activities and a n active member of ASHA, a social organisation. I belong to an affluent nuclear family having parents living in Chennai, married sister and twin brother living

		BE A BRAHMIN AND DOES NOT BELEIVE IN SUBSECTS. NO DOWRY			in USA.
M7	30	I AM AVINASH AND I AM SEARCHING A GOOD LOOKING GIRL MY HOOBIES ARE SINGING GARDENING WATCHING MOVIES ALL MY FAMILY MEMBER WANT ONLY GOOD GORL WHO IS IDEAL FOR ME	M8	35	I am only a son, one sister married, Saraswat Brahmin, prefer any branch of brahmin, CKP or Saraswat, simple family staying at Bhaiyandar (East) own flat 2 bHK. Born and brought at lower parel mumbai 9423358267
M9	39	Dynamic & cheerful personality with versatile qualities includes reading, travelling, music, yoga, swimming, writing poems, playing a numer of games like Vollyball, chess, batmintan, carrom, table tennis etc.	M10	37	1. working pvt ltd company situated at M.G.Road, Bangalore 2. Father : Ret Teacher 3. Mother : Central Govt Job 4. Two Sisters : both married 5. House : Own House in bangalore
M11	32	Hello, everybody..... It's very difficult when you've to say about yourself ! Really, I never done before..... Ok, let me try once..... usually I'm very honest, fun loving, broad minded, optimistic, practical, career oriented, have some principles. But can't say that I'm smart or dashing or intelligent or stupid or what! That's you'll say better... Presently, I'm working in IT COMPANY as a 'Software Developer'. But have lots of self-confidence & energies..... Have lots of dreams too..... But 1st want to be a Human being in real means, yet like other I also	M12	35	I lead a life as prescribed in our religion;God-fearing, but not a fanatic. I give first preference for love, money is secondary. Though started photography as a hobby, it has become a profession as well. I do important assignments in advertising and create portfolios for models and aspirants to the film Industry. Commercial, fashion and Industrial photography are my forte. I wish to grow more and more in this chosen profession and become world-renowned. FAMILY DETAILS; My mother, elder sister and self

		<p>have high ambitious & soon I'll do that in my way. Looking for a friend, who has the value of relationship, someone with whom I can share my feelings, to someone I'll ADORE most.....</p> <p>Normally, I like peoples who are honest, fun loving, broadminded, frank, practical, self-dependent... just like me!!! (Kidding...I know all figures length are not equal), yet someone with strong personality and optimistic.</p>			<p>form our family. The elder sister is married and is settled at Dubai. My father passed away three years ago. I expect a partner who is very loving and affectionate and be a good home-maker. The girl should be of a loveable and adroable character, adjustable etc. There is no expectation of any financial impediments in the alliance. We are devotees of The Mother of Pondicherry.</p>
M13	29	<p>should homely girl willing to work and adjustable character should active she should educated willing to work any where she can adjustable with joint family is to be preferable</p>	M14	35	(Not Stated)
M15	30	<p>im working as lecture in deemed university at anvi mumbai.im very straight forward, down 2 earth, simple, takative person wana ve same partner .. i live wid my parents , my sister is married n my brother is also married staying nearby 2 us, ve 1 baby girl</p>	M16	32	<p>Financially comfortable, only son, own bungalow funloving happy looking for a pretty bride with well informed mind, caring heart, lot of interests and a strong sense of family values and commitment to marriage.</p>
M17	35	<p>Hi, I am basically from palakkad and settled in chennai. Very decent family. I am Very much volatile, energetic and eloquent.I Have faith in god and have been doing pooja regularly.</p>	M18	52	<p>Kaarthikey is Own Business Proprietor of his Firm.</p> <p>Qualification: B.A., MBA.</p> <p>Salary: Rs. 50, 000/- p.m.</p>

M19	26	i should be good spouse , and very friendly husband , who make your life with full joy, and i need you should very good care taker for my family and for me	M20	54	A simple, straightforward, pious, godfearing, youngish looking person with clean habits Basically a chartered accountant, undertakes Bank auditing in nationalised banks. I am on the panel of CA institute for setting & correction of examination papers. Father expired in 1999. Stays with mother & has an elder sister who got married & well settled. Owns a double bedroom flat house in Chennai & owns immovable properties & agricultural lands in native place
M21	43	Sivakumar is working as an Operations-Manager in a stock-broking firm. he is fair, Slim and looks younger than his age. has no bad habits. Earns a handsome salary plus incentives.	M22	27	<p>I am shreenidhi from bangalore(Native place : Mangalore) and looking for Havyaka brahmin girl from good family.</p> <p>I have done B.E in Mechanical Engineering and working as a Sr.Design Engineer (USA MNC - Aerospace company).</p> <p>Earlier i was in SIEMENS AUTOMOTIVE PVT LTD.</p> <p>Family details :</p> <p>Father : Retired Engineer</p> <p>Mother : Housewife</p>

					Brother : 1 Elder brother working for German Automotive company as a Technical Manager .
M23	36	I Am From A Decent Family, Father Retired Person And Mother House Wife . Only Son I Am Working For An Investment Company (Mnc).I Am Looking For Girl Who Is Adjustable To Our Family	M24	34	<p>I am V.Manikandan. Working in System Analyst, Singapore. Qualification: B.E.,</p> <p>I am Working in System Analyst, Singapore.</p> <p>Salary: 18 Laksc Yearly</p> <p>Father: K.Vaidyanathan (Retd. Asst. Com of Civil Supply).</p> <p>Mother: HouseWife.</p> <p>Sister: .Padmini Ayappan at Singapore.</p> <p>Native Place: Thiruvarur, Tanjore Dist.</p> <p>Contact: K.i(Retd. Asst. Commissioner Civil Supplies of Madras LIC Agent Door No. 49, 11th Street, Balaji Nagar Anakaputhur, Chennai - 600 070. Phone No: 044 - 22480710 Mb: 9841841107.</p>

M25	27	<p>Hi,</p> <p>This is subramanyam/subbarao working in ATKINS Bangalore as Tunnel Engineer.</p> <p>Basically a Civil Engineer, Completed Mtech from IIT delhi. Family resides in Vizag.</p> <p>Dob: 15-08-1983,</p> <p>Place Of Birth: Rajamundry, East Godavari Dist</p> <p>Time of Birth: 8:45 PM</p> <p>regards,</p> <p>subbu</p>	M26	25	<p>I am jolly type mix quite freely with almost all types of people. At present I am doing my final Semester in MS which will be over by May 2009, am planning to settledown on job once semestr is over and remain US for next four or five years before coming back to India.Looking for a beautiful and supportive girl who would be a good partner for me in all my ventures. Must be a good cook and housekeeper. Career orientation will be her choice</p> <p>As regards my family information, i have an elder brother Working at Bangalore as Principal Technical Analyst in an MNC. Father retired from Public Sector Undertaking and residing t Hyderabad. I have lost my mother at an early age due to severe ill health.</p> <p>We are natives of Kanchipuram, and origin North Arcot.</p>
M27	30	Looking out for Home loving, caring for elders & God fearing bride.	M28	29	(Not Stated)
M29	42	(Not Stated)	M30	28	Working as a Branch Head in HDFC Bank.

APPENDIX D

Profile Description by Female Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
F1	27	I am very simple person, beleive in livivng life to the fullest keep myself happy and people around me happy.Meet me to know me more.	F2	23	Simple, Generous, Sensible, Out-Going & Flexible..
F3	28	Searching for a partner who will be understanding, friendly and caring. He should be social, open minded and jovial in nature.	F4	35	(Not Stated)
F5	34	<p>I'm a commerce graduate. I'm an extrovert by nature yet soft enough to be balanced in talks. I love my family and it comes first always. I'm a good cook and love music and gardening.</p> <p>I would prefer to work but not really believe in slogging for 12 hrs and odd neglecting family and personal responsibilities. Want to build a career in taxation.</p> <p>Prefer a simple person, well-educated and preferably employed guy who respects his family and has good values. Non-employed and business doing people are not to contact. We are simple people who believe in family</p>	F6	31	(Not Stated)

		<p>values and want a guy who is from a good family and respects all. Guys with habits like smoking and drinking need not show interest.</p> <p>About My Family We are four in the family. Mother is a state government employee. I have a sister who is a software developer and a younger brother who is an engineer. We hail from a middle class family.</p> <p>About My Partner A well-educated guy who is in employment is preferred. Guy must belong to a decent and respectable family and must not have any bad habits. People not fitting into these criteria need not contact. Age must be less than 38 years.</p>			
F7	24	<p>B.A. & B.Ed.(in A grade), PASSED 24 yrs, Fair, Good looking, Intelligent, hardworking, smart, Understanding & Helping Nature, respecting to all Elderly persons, EXPERT IN COOKING ALL TYPES OF PURE VEG DISHES, believing in GOD, interest in PAINTING AND DRAWING, worked in PRE-PRIMARY SCHOOL for 2 yrs, presently completing NUTRITION & DIETICIAN COURSE, from SNTT womens college, having</p>	F8	19	<p>Well trained in domestic work. Enthusiastic, God fearing, gives due care and respect to elders, pleasing personality. 'Yuvashree Kalabharathi' awardee.</p> <p>Decision regarding higher studies, employment or home care is left to groom and his family.</p>

		interest in traveling.			
F9	31	We are Punjabi Saraswat Brahmins. Our Grandparents migrated from Rawalpindi side(Pakistan) during partition. We have been living in Delhi for more than 50 years. We have our own flat in Delhi.	F10	27	hi this is rashmi.my qualification is mba in hr.i am coming from a middle class family.my hobby is dancing, garding, reading diff books and also cooking.i am too much caring.i hate anger .
F11		Hi I am JYOTI very honest , believe in truth , hardworking , faith in god , only daughter of my parents my family is very moderate with traditional culture and depends on god blessings we hate double standard also meet on nine four three seven three six four six two three having a very small family consists of four members only my father is in central government service mother is housewife only brother (elder to me) is an engineer in a famous company we all together in one decision	F12	34	Had suffered enough and am expecting a peaceful life and a very good understanding companion to share my life...and take care of my daughter well...
F13	33	(Not Stated)	F14	29	I am introvert personality.I am working with HDFC sister concern firm. I love watching movies & reading novels. My father is business men . My mother is home maker I have four sister . I am the

					elder one. I have one brother. Rest of the details will come shortly.
F15	36	hi am friendly and soft lady belongs to a vedic and traditional family. My accestors basically from tamilnadu settled in AP. We speak Telugu at home.	F16	29	(Not Stated)
F17	38	Very pious, quiet. Interested in various types of arts which I also teach to little children. Further information will be provided on contact. Please use land line for contact.	F18	33	(Not Stated)
F19	26	(Not Stated)	F20	29	(Not Stated)
F21	29	I am a simple and straight forward personality with good humor. Looking for a suitable match who can be a companion for life time with lot of understanding both at happy and sorrow times.	F22	31	(Not Stated)
F23	24	(Not Stated)	F24	29	am very friendly in nature, frank person, honest, bold, straight forward and most important is I am very veryvery very very talkative. I love to cook and experiment it on others. I like traveling, watching horror/suspense shows and lots moreâ?!.I mix well easily with everyone and eventually trust my close and dear ones..I donot advocate lies & liars from anyone and vl be hurt greatly if my trust gets broken....

				<p>Born and brought up in Karnataka. I have completed my schooling in various parts of Karnataka and then did my higher education in Coimbatore. I have done Master of Commerce, ACS, LLB, DISM. Currently working as Company Secretary in a secretarial office and also hunting for job in corporate.</p> <p>I prefer my soul mate " to be himself" and honest to me..No other specific expectations from my end. But as per the point of view of astrologer and parents...they are preferably looking for Sudha Jathakam(ie in 7th & 8th house, no grahas should be there). I don't know anything about astrology...if you wanna to know anything from astrology point of view..pls do contact my dad or wanna to know more about me you can contact me / parents...Any details, we would be glad to share.</p> <p>Drop a mail / call us to communicate further. Take care:)</p>	
F25	33	I grew up in a fairly cosmopolitan atmosphere in Hyderabad, India. I subscribe to liberal values and progressive causes. I do	F26	34	I am basically a peace loving and affectionate person and love to live in a cool, calm and affectionate family atmosphere. I am not very

	<p>believe in God, but am not religious. I have a strong empathy for all animals and am committed to a vegetarian lifestyle for both ethical and environmental reasons.</p> <p>My family - mom, dad, sister, BIL & her 2 kids. I was born & brought up at Hyd; studied MBA(HR) last worked with Infosys technologies at Hyd in HR.</p> <p>Realized that I had a strong desire to work with orphan children. So shifted from the HR line and took up a job as a Program Officer in an NGO working with children. Believe me I love my job and enjoy it thoroughly.</p> <p>I work as a Manager in Ignis Careers, a start-up organization that trains disadvantaged youth</p> <p>I am quite an independent girl and career-oriented girl. That does not mean that family is not important. It means that I prefer to work after marriage and am confident that I can manage both family & a good career.</p> <p>I need lot of freedom; in the sense that I do not like being controlled; having said that, I will again say that I do adjust a lot depending on the</p>		<p>orthodox but certainly make prayers for a happy living. I respect the elders and value the human ethos in the given circumstances. I love my parents and my younger sister too so much that I cannot describe them in words like others also do. The person I am looking for as a life partner is the one who can support and encourage me to the best possible level, with a broad, open, and creative mind by which my enthusiasm in life gets ignited and both of us can lead a meaningful and understanding life throughout.</p>
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		<p>situation / person. By nature, I am very talkative and an extrovert. Love to read books.</p> <p>I consider shared values and common goals as the most important foundation for a life-long relationship. I expect a marriage to be an equal partnership, built on mutual trust and respect; Ideally I look for a relationship which allows space for both partners to grow.</p> <p>Looking for a very simple & down to earth person from a small family who understands / is ok with my job.</p> <p>Feel free to contact me if any of this sounds ok to u.</p>			
F27	33	(Not Stated)	F28	27	LETS TALK PERSONALLY TO KNOW EACH OTHER BETTER... :-)
F29	27	(Not Stated)	F30	26	I am Sri Devi M.Sc.,

APPENDIX E

Education and Career for Male Subscribers

MALE PROFILES							
	Age	Subject			Age	Subject	
M1	40	Educational Qualifications	B_Sc, Diploma	M2	40	Educational Qualifications	B.COM Commerce MADRAS UNIVERSITY
		Profession	Not Selected			Profession	Banker
		Current Job Title	business			Current Job Title	WORKING IN A PUBLIC SECTOR BANK AS OFFICER
		Salary	Rs. 10,000 - 25,000 Per Month			Salary	Rs. 30,000 - 40,000 Per Month
		Job Transferable?	No				
M3	42	Educational Qualifications	B_Com, MBA	M4	32	Educational Qualifications	B_Com
		Profession	Not Selected			Profession	Not Selected
		Current Job Title	Buiseness			Current Job Title	
		Salary	Rs. 10,000 - 25,000 Per Month			Salary	Not Specified
		Job Transferable?	No			Job Transferable?	No
M5	40	Educational	Ph_D	M6	37	Educational	Ph_D

		<p>Qualifications</p> <p>Profession Not Selected</p> <p>Current Job Title CONSULTANT</p> <p>Salary Rs. 50,000 - 100,000 Per Month</p> <p>Job Transferable? No</p>			<p>Qualifications</p> <p>Profession Not Selected</p> <p>Current Job Title Sr.Staff Engineer, R&D</p> <p>Salary More than Rs. 100,000 Per Month</p> <p>Job Transferable? Yes</p>
M7	30	<p>Educational Qualifications B_Com,BA,MA</p> <p>Profession Not Selected</p> <p>Current Job Title C.A.</p> <p>Salary Rs. 50,000 - 100,000 Per Month</p> <p>Job Transferable? Yes</p>	M8	35	<p>Educational Qualifications PG_Diplom</p> <p>Profession Not Selected</p> <p>Current Job Title Working as an executive in mul</p> <p>Salary Up to Rs. 10,000 Per Month</p> <p>Job Transferable? No</p>
M9	39	<p>Educational Qualifications B_Tech/B_Es</p> <p>Profession Not Selected</p>	M10	37	<p>Educational Qualifications B_Com</p> <p>Profession Not Selected</p>

		Current Job Title Engineer Salary More than Rs. 100,000 Per Month Job Transferable? Yes			Current Job Title Salary Rs. 10,000 - 25,000 Per Month Job Transferable? No										
M11	32	Educational Qualifications Profession Not Selected Current Job Title Software Developer Salary Not Specified Job Transferable? Yes	M12	35	<table border="1"> <tr> <td>Educational Qualifications</td> <td>BA</td> </tr> <tr> <td>Profession</td> <td>Not Selected</td> </tr> <tr> <td>Current Job Title</td> <td></td> </tr> <tr> <td>Salary</td> <td>More than Rs. 100,000 Per Month</td> </tr> <tr> <td>Job Transferable?</td> <td>No</td> </tr> </table>	Educational Qualifications	BA	Profession	Not Selected	Current Job Title		Salary	More than Rs. 100,000 Per Month	Job Transferable?	No
Educational Qualifications	BA														
Profession	Not Selected														
Current Job Title															
Salary	More than Rs. 100,000 Per Month														
Job Transferable?	No														
M13	29	Educational Qualifications Profession Not Selected Current Job Title Salary Not Specified Job Transferable? Yes	M14	35	<table border="1"> <tr> <td>Educational Qualifications</td> <td>B.Com Commerce MM Arts And Science college, Sirsi</td> </tr> <tr> <td>Profession</td> <td>Business Person</td> </tr> <tr> <td>Current Job Title</td> <td>Civil Contracting</td> </tr> <tr> <td>Salary</td> <td>Not Specified</td> </tr> </table>	Educational Qualifications	B.Com Commerce MM Arts And Science college, Sirsi	Profession	Business Person	Current Job Title	Civil Contracting	Salary	Not Specified		
Educational Qualifications	B.Com Commerce MM Arts And Science college, Sirsi														
Profession	Business Person														
Current Job Title	Civil Contracting														
Salary	Not Specified														
M15	30	Educational Qualification M_Sc,Ph_D	M16	32	Educational Qualifications B.E. Management										

		<p>s</p> <p>Profession Not Selected</p> <p>Current Job Title lecturer</p> <p>Salary More than Rs. 100,000 Per Month</p> <p>Job Transferable? No</p>			<p>t</p> <p>Profession Executive</p> <p>Current Job Title Project Manager</p> <p>Salary Rs. 50,000 - 100,000 Per Month</p> <p>Job Transferable? No</p>
M17	35	<p>Educational Qualifications</p> <p>Profession Not Selected</p> <p>Current Job Title Design Engineer</p> <p>Salary Not Specified</p> <p>Job Transferable? Yes</p>	M18	52	<p>Educational Qualifications BA., MBA Management</p> <p>Profession Business Person</p> <p>Current Job Title Proprietor of his Firm</p> <p>Salary Rs. 50,000 - 100,000 Per Month</p> <p>Job Transferable? No</p>
M19	26	<p>Educational Qualifications</p> <p>Profession Not Selected</p> <p>Current Job Title SALES MANAGER</p> <p>Salary Rs. 10,000 - 25,000 Per</p>	M20	54	<p>Educational Qualifications M.Com., F.C.A.DIRM, DISA(ICAI) Finance</p> <p>Profession CA or Auditing</p> <p>Current Job Title Auditor</p>

		Month Job Transferable? Yes			Salary Rs. 25,000 - 50,000 Per Month
M21	43	Educational Qualifications B_Com Profession Not Selected Current Job Title Operations-Manager Salary Not Specified Job Transferable? No	M22		Educational Qualifications B.E Engineering Profession Engineering Current Job Title Sr.Design Engineer Salary Rs. 25,000 - 50,000 Per Month Job Transferable? N/A
M23	36	Educational Qualifications B_Com Profession Not Selected Current Job Title Salary Rs. 10,000 - 5,000 Per Month Job Transferable? Yes	M24	34	Educational Qualifications B_Tech/B_E Profession Not Selected Current Job Title System Analyst, Singapore Salary More than Rs. 100,000 Per Month Job Transferable? No
M25	27	Educational Qualifications M.Tech (IIT Delhi) Engineering	M26	25	Educational Qualifications MS(NDSU) Computer Science/IT

		Profession Civil Engineer Current Job Title Engineer Salary Rs. 25,000 - 50,000 Per Month Job Transferable? no			Profession Not Working Current Job Title # Salary Not Specified Job Transferable? no										
M27	30	Educational Qualifications BE Other Profession Marketing Dy.Mngr- Current Job Title Business Development- MMTCL-Delhi Salary Rs. 50,000 - 60,000 Per Month	M28	29	<table border="1"> <tr> <td>Educational Qualifications</td> <td>B.tech Engineering</td> </tr> <tr> <td>Profession</td> <td>Software or IT</td> </tr> <tr> <td>Current Job Title</td> <td>Software Engineer</td> </tr> <tr> <td>Salary</td> <td>Rs. 10,000 - 25,000 Per Month</td> </tr> <tr> <td>Job Transferable?</td> <td>yes</td> </tr> </table>	Educational Qualifications	B.tech Engineering	Profession	Software or IT	Current Job Title	Software Engineer	Salary	Rs. 10,000 - 25,000 Per Month	Job Transferable?	yes
Educational Qualifications	B.tech Engineering														
Profession	Software or IT														
Current Job Title	Software Engineer														
Salary	Rs. 10,000 - 25,000 Per Month														
Job Transferable?	yes														
M29	42	<table border="1"> <tr> <td>Educational Qualifications</td> <td>M.Com Arts Guru Nanak College, Chennai</td> </tr> <tr> <td>Profession</td> <td>Executive</td> </tr> <tr> <td>Current Job</td> <td>Asst.Manager</td> </tr> </table>	Educational Qualifications	M.Com Arts Guru Nanak College, Chennai	Profession	Executive	Current Job	Asst.Manager	M30	28	<table border="1"> <tr> <td>Education 1 Qualifications</td> <td>CAIIB Finance INDIAN INSTITUTE OF BANKING AND FINANCE</td> </tr> <tr> <td>Profession</td> <td>Banker</td> </tr> </table>	Education 1 Qualifications	CAIIB Finance INDIAN INSTITUTE OF BANKING AND FINANCE	Profession	Banker
Educational Qualifications	M.Com Arts Guru Nanak College, Chennai														
Profession	Executive														
Current Job	Asst.Manager														
Education 1 Qualifications	CAIIB Finance INDIAN INSTITUTE OF BANKING AND FINANCE														
Profession	Banker														

		Title	- Nathella			Current Job Title	Branch Head in HDFC Bank
		Salary	Rs. 10,000 - 25,000 Per Month			Salary	Rs. 50,000 - 60,000 Per Month

APPENDIX F

Education and Career for Female Subscribers

MALE PROFILES							
	Age	Subject			Age	Subject	
F1	27	Educational Qualifications	MBA Finance	F2	23	Educational Qualifications	Masters Other
		Profession	Banker			Profession	Student
		Current Job Title	Business specialist			Current Job Title	Studying
		Salary	Rs. 25,000 - 50,000 Per Month			Salary	Not Specified
		Job Transferable?	May be				
F3		Educational Qualifications	B.Sc Science Calcutta University	F4	35	Educational Qualifications	Graduate Arts
		Profession	Executive			Profession	Customer Service
		Current Job Title	Sr. Executive in one of the reputed Telecom Company			Current Job Title	Travel Sales Executive
		Salary	Rs. 10,000 - 25,000 Per Month			Salary	Rs. 10,000 - 25,000 Per Month
						Job Transferable?	yes
F5	34	Educational Qualifications	B.Com Finance Bangalore	F6	31	Educational Qualifications	B.Com, ACCP,AMFI

		university Profession Finance Current Job Title Working in Finance Salary Not Specified			Certified, NCFM Profession Banker Current Job Title Serivice Relationship Manager Salary Rs. 25,000 - 50,000 Per Month Job Transferable? Yes, At request
F7	24	Educational Qualifications B.A. & B.Ed.(in A grade) PASSED. Arts MUMBAI UNIVERSITY Profession Not Working Current Job Title not working Salary Not Specified	F8	19	pursuing B.Sc(IT) at Karpagam College of Arts and Sc. CBE. Completed 3yrs Dip in Barathanatyam Computer Science/IT Profession Student Current Job Title Professional dancer.Running a Barathanatyam school 'Sadhangai Natyalaya at home. Salary Not Specified
F9	31	Educational Qualifications MCA Computer Science/IT Punjab	F10	27	Educational Qualifications m.b.a Profession Not

		<p>Technical University</p> <p>Profession Teacher</p> <p>Current Job Title Teacher</p> <p>Salary Up to Rs. 10,000 Per Month</p>			<p>Selected</p> <p>Current Job Title nothing</p> <p>Salary Not Specified</p>
F11	27	<p>Educational Qualifications Arts graduate with PGDCA</p> <p>Profession Not Selected</p> <p>Current Job Title non-working</p> <p>Salary Not Specified</p>	F12	34	<p>Educational Qualifications BSc Biochemistry Other</p> <p>Profession Not Selected</p> <p>Current Job Title Medical Transcriptionist</p> <p>Salary Rs. 10,000 - 25,000 Per Month</p>
F13	33	<p>Educational Qualification BA Economics</p> <p>Profession Administrative</p> <p>Current Job Title IL&FS Finanacial Services Ltd</p> <p>Salary Rs. 25,000 - 50,000 Per Month</p>	F14	29	<p>Educational Qualifications BA Arts</p> <p>Profession Customer Service</p> <p>Current Job Title customer service</p> <p>Salary Rs. 25,000 - 50,000 Per Month</p>

F15	36	Educational Qualifications B_Com Profession Not Selected Current Job Title Salary Up to Rs. 10,000 Per Month Job Transferable? Yes	F16	29	Educational Qualifications POST GRADUATE Other Profession Teacher Current Job Title TEACHER Salary Up to Rs. 10,000 Per Month
F17	38	Educational Qualifications M.A B.ED Arts Profession Teacher Current Job Title TEACHER Salary Up to Rs. 10,000 Per Month	F18	33	Educational Qualifications Chartered Accountant Profession CA or Auditing Current Job Title working Salary Not Specified
F19	26	Educational Qualifications graduate Arts Profession HR (Human Resources) Current Job Title h r Salary Rs. 10,000 - 25,000 Per Month	F20	29	Educational Qualifications MBBS< Medicine> Profession Medical Current Job Title doctor Salary Not Specified

F21	29	Educational Qualifications	BAMS Ayurvedic Rajiv Gandhi University of Health Sciences	F22	31	Educational Qualifications	BCom Commerce
		Profession	Medical			Profession	Administrative
		Current Job Title	Practicing Doctor			Current Job Title	Admin
		Salary	Rs. 10,000 - 25,000 Per Month			Salary	Not Specified
F23	24	Educational Qualifications	BE computer science Computer Science/IT RVS	F24	29	Educational Qualifications	Mcom,ACS,LL B Finance
		Profession	Software or IT			Profession	Company Secretary
		Current Job Title	-technical reviewer			Current Job Title	Company Secretary
		Salary	Rs. 25,000 - 30,000 Per Month			Salary	Not Specified
F25	33	Educational Qualifications	MBA(HR) Management Osmania University	F26	34	Educational Qualifications	CA Inter Commerce Calcutta University and the CA Institute,

		Profession	Social Worker				Calcutta
		Current Job Title	Manager			Profession	Management
		Salary	Rs. 40,000 - 50,000 Per Month			Current Job Title	Operations Manager working in Mumbai
						Salary	Not Specified
F27	33	Educational Qualifications	B.com., ICWA & MFM Finance Madras University	F28	27	Educational Qualifications	BE, MBA Management
		Profession	Software or IT			Profession	Management
		Current Job Title	Project Manager(Info sys) At Tokyo			Current Job Title	Product Manager
		Salary	Not Specified			Salary	Rs. 40,000 - 50,000 Per Month
F29	27	Educational Qualifications	M.B.B.S, M.S ENT Medicine	F30	26	Educational Qualifications	M.Sc
		Profession	Doctor			Profession	Not Selected
		Current Job Title	Assistant Professor in			Current Job Title	not working

			Mahatma Gandhi Medical Research Institute(Pondich erry)			Salary	Not Specified
		Salary	Rs. 30,000 - 40,000 Per Month				

APPENDIX G

Requested Job Choice for Potential Life Partner by Male Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
M1	40	Private_Sector_Job, Unemployed, Part_time_employed, Own_Business	M2	40	NON WORKING
M3	42	Own_Business	M4	32	Private_Sector_Job, Unemployed
M5	40	state_Government_Job, Central_Government_Job, Other_Government_Job, Private_Sector_Job, Unemployed, Part_time_employed	M6	37	Private_Sector_Job
M7	30	(Not Stated)	M8	35	Private_Sector_Job
M9	39	state_Government_Job, Central_Government_Job, Other_Government_Job, Private_Sector_Job, Unemployed, Part_time_employed, Own_Business	M10	37	Private_Sector_Job

M11	32	(Not Stated)	M12	32	(Not Stated)
M13	32	(Not Stated)	M14	35	any
M15	30	Private_Sector_Job, Unemployed	M16	32	Any
M17	35	state_Government_Job, Central_Government_Job, Other_Government_Job, Private_Sector_Job, Unemployed, Part_time_employed, Own_Business	M18	52	(Not Stated)
M19	26	(Not Stated)	M20	54	Any
M21	43	Private_Sector_Job	M22	27	B.E/M.Sc
M23	36	state_Government_Job, Central_Government_Job, Other_Government_Job, Private_Sector_Job, Part_time_employed, Own_Business	M24	34	(Not Stated)
M25	27	any	M26	25	IT
M27	30	Any job	M28	29	(Not Stated)
M29	42	not necessary	M30	28	ANY

APPENDIX H

Requested Job Choices for Potential Life Partner by Female Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
F1	27	any	F2	23	Any
F3	28	Any	F4	35	ANY
F5	34	BE, MCA, CA, MBA, Medicine	F6	31	Service, Preferably from Banking/Insurance
F7	24	PERMANENT	F8	19	Professionaly Qualified
F9	31	Service	F10	27	manager/engineer
F11	27	OFFICER RANK	F12	34	Any Decent Job
F13	33	Software	F14	29	working
F15	36	(Not Stated)	F16	29	GOVERNMENT JOB
F17	38	professional	F18	33	MBA, C.A,
F19	26	post graduate/tech.qualified	F20	29	(Not Stated)
F21	29	Management, Engineer, Doctor, Scientist, Entrepreneur, Lawyers	F22	31	IT, Finance, business
F23	24	(Not Stated)	F24	29	Permanent
F25	33	Any	F26	34	Engineer, IT Professionals, either in India or abroad
F27	33	CA, MBA, B.Tech, BE & M.Tech	F28	27	permanent
F29	27	Doctor	F30	26	Decently Employed

APPENDIX I

Ideal Match Description by Male Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
M1	40	hi i'm looking for a girl from a decent family, orthodox, religious minded.. who is willing to lead a peaceful life.	M2	40	AM SEARCHING FOR A NON WORKING GIRL
M3	42	Slim,Fair girl unmarried self-respective,affiable who will represent our family as an Ambassador :)	M4	32	Educated, with moderate values & settled in bangalore
M5	40	A BOLD GIRL WHO DOES NOT CARE FOR TRADITIONS. MY 50 % PARTNER SHOULD STAND SHOULD TO SHOULD. I WANT ONLY HER LOVE AND ATTENTION	M6	37	I am looking for a bride from educated, affluent family, very fair, not less than 5'3
M7	30	I AM LOOKING FOR A GOOD LOOKING GIRL AND NO OTHER CONDITION FOR MY PARTENER	M8	35	ready to stay in mumbai with my parents, sweet tough, respect to elders, cultural, no over fasioned. hand some, beautiful minimum HSC.
M9	39	bold & beautiful, well educated & encouraging	M10	37	1. The girl may be employed in Govt / Pvt servoce 2. she should be ready to stay with my mother / father 3. Good looking and Broad minded girl 4. She should be in good terms with relatives 5. she has to adjust ups and downs in life

M11	32	(Not Stated)	M12	35	(Not Stated)
M13	29	the girl should adjustable and homely girl willing to work any where . and the family financial background not a problem	M14	35	Good natured individual preferred
M15	30	simple ,sobar,intelligent,down 2 earth person,preferably working,if not ok,understanding,helping,	M16	32	Fair, slim, neat, confident, well exposed to society
M17	35	I am looking for a girl from Decent family with faith in God and have the mentality to do pooja , else help me to do the pooja and to follow the tradition.	M18	52	Subsect No Bar within Iyer. Education: Grasuate. Home-loving bride. Culture-Oriented. Never Married or Widow Preferred.
M19	26	(Not Stated)	M20	54	Min 2 years difference, min. graduate, employed or unemployed, never married.
M21	43	Slim to average girl. Working or Non-working. Family - oriented Girl.	M22	27	I am looking for Havyaka brahmin girl from good family.
M23	36	Better understanding in life, to understand and adjust with the family members.	M24	34	(Not Stated)
M25	27	Good Looking, well educated, understanding and working girl preferred.	M26	25	Expecting good looking, soft spoken, even temperament, adjustable type, more importantly trained in cooking and domestic work. Working or Not Working is there choice.
M27	30	Should be working. God	M28	29	who can understand me and hv

		Fearing, Caring for elders.			respect for family values
M29	42	I want homely girl, Job not necessary. Should be a home taking care girl. If she is interested in going for job, its upto your interest.	M30	28	Smart & Intelligent.

APPENDIX J

Ideal Match Description by Female Subscribers

MALE PROFILES					
	Age	Subject		Age	Subject
F1	27	should be good in nature and understanding	F2	23	Good-Lookin, Tall, Fit, Adjustable, Affectionate Person.
F3	28	Searching for a partner who will be understanding, friendly and caring. He should be social, open minded and jovial in nature.He should give values to family members.	F4	35	would like like to share my life with someone who would be my best friend and confidante, someone good looking, intelligent, loyal, romantic, mature, patient and liberal in outlook with a good sense of humour, loving, caring, affectionate and who would appreciate finer things/feelings in life he can expect the same from me and more. Most importantly there must be love and a strong chemistry between us. I believe transparancy, commitment, honesty and integrity are the main factors in any relatio
F5	34	A well-educated guy who is in employment is preferred. Guy must belong to a decent and respectable family and must not have any bad habits. People not fitting into these	F6	31	Educated, caring and with high moral values. Dowry seekers need not approach

		criteria need not contact. Preferably settled in Bangalore. Age must be between 34 and 37 and less than 38 years.			
F7	24	He should be fair, handsome, tall, good looking, understanding and helping nature, well educated, well earning, having own house, he should be KANNADA or MARATHI BRAHMIN GROOM, should be living in around MUMBAI, THANE, KALYAN, DOMBIVLI, PUNE, in exceptional cases, BANGALURU, MYSORE or major cities.	F8	19	I am a professional bharatanatyam dancer, seeking a well qualified guy, who would encourage me in all my endaeuvres.
F9	31	Marriages are Made in heaven	F10	27	he should be simple and intelligent.he should be caring and loving personality.he always gives much importance to his duty.
F11	27	HE MUST BE AN OFFICER IN HIS DEPT AND NOT DRAWING LESS THAN 20,000/-PM AND IN INDIA ALSO	F12	34	Should have clean habits and good values and should respect and understand one's feelings... Respect elders... Should be a down to earth person, soft natured and should accept my daughter wholeheartedly and my family as his family...
F13	33	Iam not bother about the color i need a partner should be friendly .	F14	29	i want partner who shpuld be caring , humble. should be more like friend.
F15	36	looking for well settled and	F16	29	GOOD LOOKING,

		educated divorcee (not having children). Preferebly from vedic and traditional family			HONEST, HUMBLE, HAVING FAMILY VALUES, HAVING FAITH IN GOD,
F17	38	i prefer a divorcee man from a traditional family, who would be very understanding, accommodating and supportive in nature and financially stable, which i intend to reciprocate.	F18	33	SHOULD BE CHARTERED ACCOUNTANT WITH MBA
F19	26	well setteled boy with good character	F20	29	Doctor MD/DNB
F21	29	Healthy and fit, fun loving, understanding and responsible	F22	31	Well educated, understanding, caring with a stable job and decent salary. preferably bangalore based. widower/divorced .
F23	24	he should be philosophycal,and a person with moral values,religious,and educated,self respected,and proud to be a brahmin,patriotic	F24	29	Preferably Looking for Sudha Jathakam profiles.
F25	33	I consider shared values and common goals as the most important foundation for a life-long relationship. I expect a marriage to be an equal partnership, built on mutual trust and respect; Ideally I look for a relationship which allows space for both partners to grow. Looking for a very simple & down to earth person from a small family who understands / is ok with my job. Feel free to contact	F26	34	Looking for a like minded person

		me if any of this sounds ok to u.			
F27	33	Must be educated and well settled	F28	27	smart, intelligent, unique, kind, affectionate, broad minded, understanding
F29	27	Should be someone who encourages me to take decisions which will help my career. I would like to practice in Bombay for a couple of years to gain advanced surgical experience.	F30	26	Professionally Qualified and living in Tamil Nadu Only