



IBRIDGE INDIA (P) Ltd.

Company Objective

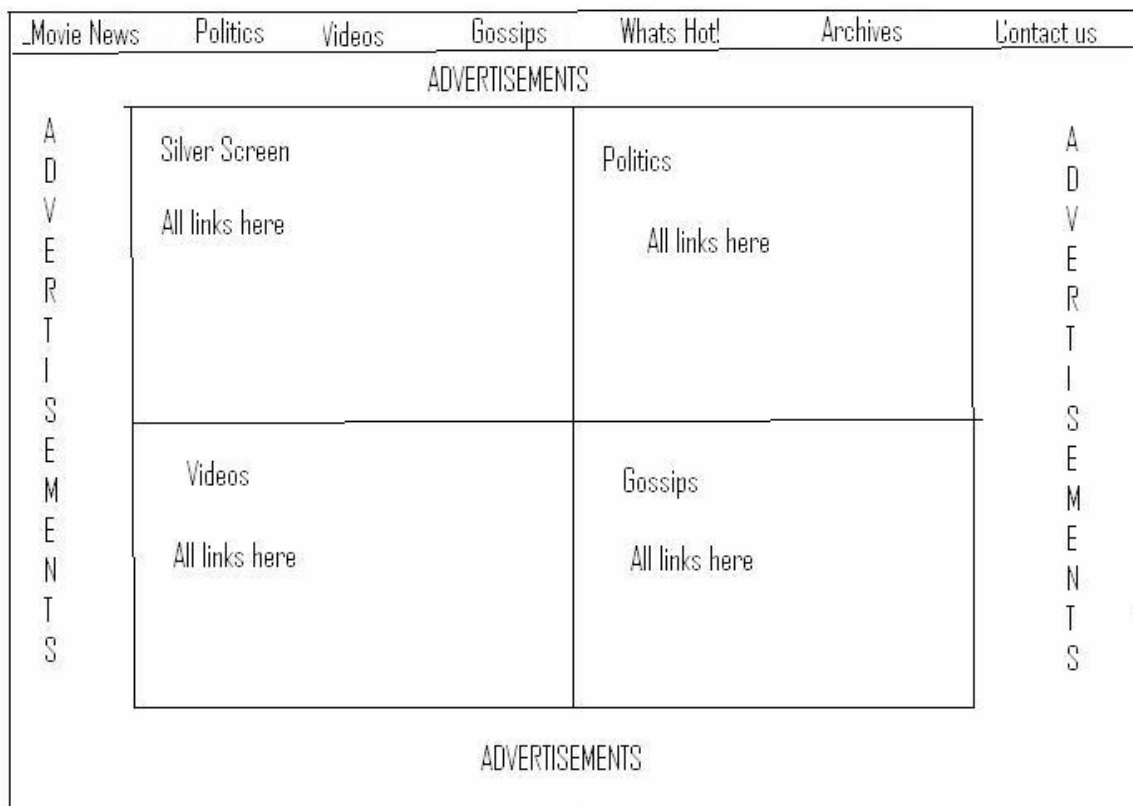
IBridge India focuses on providing the best services to NRIs across the world by staying ahead in the digital and bridging the gap between them and India.

Current Project Abstract

Tasteofandhra.com – The best you can taste, straight to you from Andhra is a web portal aiming to provide the best of political and movie news along with the best video content keeping NRIs up to date every minute.

Project Description

Following is a sample outlay of the homepage to get the feel of the service we provide.



As seen in the layout, the website mainly consists of four sections:

- 1) Movie News
- 2) Political News
- 3) Video links
- 4) Gossips

There should be ample space all around the page for advertisements and banners and this should be the norm for all subpages.

When a link in a particular section is clicked, along with displaying the content of that link, there should be a dynamic way of locating related articles and providing them as links at the bottom of the current article from the same category ranked by number of visits to the pages. If there is still a tie, latest updated page followed by alphabetical order should be used to break the tie. This applies to pages with regular articles, videos and pictures as well.

We will be posting heavy video content. Along with providing a provision to store videos on the server, there should be a provision for us to link videos from various video websites without losing any of the original page format. There should also be a provision to play advertisements before a video plays. And the space around the video should be able to host banner advertisements. All advertisement videos should be dynamically taken from a database and a good ranking algorithm should be used to get advertisements to be played based on a rank decided by us (can be set as a field in the database). In case the server on which we will be hosting has provision to support only a certain format (flv for example) you should be ready to provide the corresponding player \ support (details to be given once project is awarded).

Similarly, all the regular advertisements (banners in the website) should be dynamic as well. In case, of no advertisements provision to display google ads should be provided. And in case of no video advertisements a company advertisement provided by us should be played.

Provision to archive all the content should be provided by date and the user should be easily able to navigate to older content.

We will be regularly posting pictures of different events as well in different articles. So, a creative way of browsing pictures for a particular event should be provided and the end goal is to provide the user with an easy way to browse these pictures.

All articles should provide space for users to comment (article hereby refers text, pictures, videos as a single entity). And only registered users should be able to comment. The terms and conditions of registration and how the users e-mail address will be used will be provided at the appropriate stage of this project. A way to send customized e-mails to users should be provided.

A main menubar (in the layout above) should be static for all pages (except that subpages should have navigation to home page). And as can be seen in the menubar, a link called "Whats Hot!" should be present and this link should contain links from all categories in the order of the highest visit. In case of a tie between two articles, the before described way should be used to break it.

We expect templates of webpages to be given to us which will be used to update the website.

PROJECT TIMELINES:

Expected bringup time : 4-5 Days