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Release

Subject: Firstobject forays into education-e-commerce.

GRAND LAUNCH of E-commerce web portal www.firsteducom.com by Firstobject Technologies Ltd on 14th August 2015.

Firstobject Technologies Ltd. is launching its unique online education E-commerce platform to make the plethora of education products available to the entire user community globally at a click distance away.

Features of E-commerce Portal (www.firsteducom.com)

1. This is a standard E-commerce solution where the company can sell the products of its own and also of other companies.
2. The users have the option to make the payment on line using a secured payment gateway.
3. The portal has search box facility to easily identify the products.
4. The users can add the products to their wish list
5. For Education products, Demo of sample chapters is provided to help the users assess the quality of the products.
6. On line purchasing is easier, comfortable and handy to the end users.
7. The users have the option to give reviews on the products
8. The users have the option to recommend the products to their friends using the email option available in the E-commerce solution
9. The company has more than 150 products at this point of time.

The e-commerce and e-learning spaces are complimentary to each other. The former relies on world-class marketing, super-brands and aggressive price strategies. The latter relies on the quality of academic content and product strength. We expect both these will help us to penetrate the market more, says Dr. Sriram Kumar, Managing Director of the Company.

Firstobject being a pioneer in the school curriculum content of CBSE, MHSB, APSB and TSB has substantial presence across the states and the e-commerce foray will help company reach vast number of customers.