

Brief

Addressing the need of unorganized retail in India, Chiblee is a GPS based hyper local mobile based search engine helping consumers to locate the services they need. Through the use of advanced technology Chiblee is trying to give addresses to those businesses which don't have any as yet.

The easy to use application is GPS enabled. So whenever a consumer is looking for service he can search for it or browse through the categories on the app. The results are populated based on geographical proximity allowing user to choose as per convenience.

Special attention has been given for authenticating the vendors for enhanced user experience. Every vendor is filtered through two screening processes to be allowed on the central database for the consumers. One of the unique feature is user suggested vendors. Based on recommendations the vendor is authenticated and then included in the central database.

Another feature is night owl services for vendors who provide their services in the night including all the emergency services.

The underlying theme for Chiblee is to foster closer ties within a community through technology and build an ecosystem of authenticated services. For consumers the tag line says it all 'Search.Locate.Relax.