

# Perfiniti: putting love to the test in India

CASE STUDY | 22 Aug 2014

Nearly 70% of Indian marriages are arranged by relatives, but matchmaking has gone online – where the profiles of potential partners can be pored over in detail. Perfiniti assesses the compatibility of potential couples. But will it prove popular with Indians looking for love?

## AUTHORS

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**LOCATIONS:**  
INDIA

**GENERATIONS:**  
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**SECTORS:**  
TECHNOLOGY  
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## SCOPE

Indian relationships are changing. Where once there were only arranged marriages, with initial meetings organised by neighbours and relatives, love now plays an increasingly important part – with initial meetings now organised by Shaadi.com. Once, men only wanted wives who could cook – but now, they want partners who can share their life, have a career, and build a future with them. And where women once felt subservient to their husbands, they're now increasingly finding their voice and prioritising their own needs.

Not everyone is changing at the same pace, though. In India, some people remain traditional; some are uber-traditional; some are modern, and some are ultra-modern. Enter a new class of matrimonial matchmakers: the compatibility experts.

Based in Gurgaon, Perfiniti is one of the first companies to tap into this trend by providing counselling along with compatibility matching services to all types of couples. Its clients range from those in a relationship who are looking to get married, to those who are already married and want to sort out domestic difficulties. Gaurav Sareen, the founder and managing partner of Perfiniti, says compatibility tests are a scientific way of cutting risks. "One doesn't know the partner so well while getting into a relationship," he says. "So it's a good idea to take such tests." [1]

Perfiniti was co-founded by Gaurav Sareen in June 2013 after he returned to India having served as a behavioural specialist and commander in the Sydney Police force. [2] Sareen believes that understanding the similarities and differences between people is the key to making love last a lifetime. "Considering that matrimony is perhaps one of the most important decisions a person can make to live a fulfilled and happy life, it is surprising how little information and insight people have into their prospective partners' behaviour while making this enormous decision," he says. [3]

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Gaurav Sareen, co-founder of Perfiniti

The process is simple. Couples (or those looking for relationships) can choose a plan and pay for the services online, before receiving login details to the Perfiniti website, where they complete the questionnaire and online assessment. Perfiniti's experts then look over the answers and send a detailed 32-page compatibility report via e-mail. This is followed by a consultation session in which Perfiniti's relationship experts go through the report in detail with the customers.

The questionnaire is based on a scientific and independently validated tool from Finland, according to Perfiniti's website. The Behaviour Compatibility Report measures and compares a couple's natural behaviour styles for 100 key behavioural competencies across nine categories, such as communication, listening skills, teamwork, problem solving, leadership, decision making, causes of stress, signs of stress, and stress release remedies. [4]



Young Indians want to be certain about their partner before they tie the knot

Harsha K R, Creative Commons (2011)

## CONTEXT

It sounds like the plot of *The Rosie Project*; a single man who has trouble finding women devises a questionnaire to find the right woman, the compatible woman, the woman who – at least on paper – will be just perfect for him. [5] But the questionnaires are now appearing in real life – though experts claim they're based on scientific study and behavioural analysis, rather than hastily put-together preferences.

Many people have taken these compatibility tests, for a variety of reasons. A final-year management student considering settling down, for example, took a compatibility test only to find that her relationship wasn't quite as perfect as she'd thought – and is now questioning whether marriage as the next step is the right idea. Meanwhile, a BPO employee has used her test results to convince her parents that her boyfriend is indeed the right guy for her. [6]



In India, the growth of technology has changed the way people approach relationships

Adarsh Upadhyay, Creative Commons (2012)

Services like Perfiniti work in India because they're not only popular with a new generation of singles, but with their parents as well. Add to that a generational and societal divide, and it's not surprising that in an increasingly urbanised and modernised India, the divorce rate is rising rapidly, too. In fact, the number of couples that have filed for divorce just in the city of Gurgaon alone, experts say, has doubled in the last couple of years alone – with the couples opting for separation usually being young and affluent. "Most couples seeking separation earn big salaries and have high expectations from their partners," says Kulbhushan Bhardwaj, a Gurgaon-based lawyer. "If that fails, they prefer to walk out rather than give the relationship another chance." [6]

The £40 million online marriage industry in India continues to grow at 30%. [7] "The roughness has made online matchmaking increasingly popular in India; it became a tool to search for prospective partners," says Murugavel Janakiraman, founder of BharatMatrimony.com. "It provides the comfort and choice of millions of prospects and much more information about a prospect." [7] Throw in more value-added services such as compatibility reports, background checks, and counselling, and you have yourself a winning formula.





More Indian men now want a partner with similar interests rather than just someone to cook for them

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## INSIGHTS AND OPPORTUNITIES

Marriage continues to be a big life event in India, with at least 69% of marriages still being arranged by parents and relatives, according to one study. But what has changed in the last decade is that matchmaking, at least in the cities and towns with an internet connection, has almost exclusively gone online – where potential brides and grooms can be discussed and their ‘résumés’ pored over in detail. [8]

What’s more, young people who were entirely dependent on parents to find potential partners for them have, in the last decade, logged on to online matrimonial websites to find partners themselves – like a Match.com for marriage. But there’s a problem with this approach. While they’ve been able to find out detailed information about income, job opportunities, travel opportunities and overall family standing (it’s common to ask what a potential mate’s siblings do for a living), these young people have neglected to ask questions about common interests, lifetime goals, and general disposition towards life. That’s a gap Perfiniti and other services like it are hoping to fill.

👉 Today’s problems are so varied that relationship coaching can no longer be generic. It has to be custom-made

Pia Kumar, a Delhi-based relationship coach

India’s appetite for relationship help and advice extends beyond just matchmaking and compatibility, however, and keeping with global trends, much of it is used by Gen Y and Gen Z – and most of it is to be found online. According to 2012 report Online Matrimony Market in India, “the wedding market in India is getting aggregated into the online space at a considerable rate, thereby opening floodgates of opportunities for the online matrimonial market.” [9]

The key, experts believe, is in personalising the approach and specialising the services. “Today’s problems are so varied that relationship coaching can no longer be generic,” says Pia Kumar, a Delhi-based relationship coach. “It has to be custom-made.” [10]

Mridu Khullar Relph is a writer, entrepreneur, and content strategist. She has written and consulted for The New York Times, Time, CNN, ABC News, The Independent, The Christian Science Monitor and more. More details can be found on her [website](#).

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