

Lamudi Launches Optimized Mobile Website

The Real Estate Marketplace Invests Further into M-Commerce Technologies



Info Published on: January 30, 2014

Summary **Berlin, 30th January 2014 – Lamudi, the leading real estate classifieds player in Asia, Africa and Latin America, today announced the launch of its enhanced website for mobile use via iOS and Android. Now Lamudi’s nearly 1M monthly visitors in all 16 countries throughout the world can easily look for real estate offers on the go.**

Details **Berlin, 30th January 2014 –** Lamudi, the leading real estate classifieds player in Asia, Africa and Latin America, today announced the launch of its enhanced website for mobile use via iOS and Android. Now Lamudi’s nearly 1M monthly visitors in all 16 countries throughout the world can easily look for real estate offers on the go.

Kian Moini, co-founder Lamudi: “Over the course of the past months, we successfully developed our real estate websites in several markets in Asia, Africa and Latin America. It is no secret, however, that M-Commerce is strongly on the rise on a global scale. It’s predicted that by 2015, mobile shopping will account for \$163 billion in sales worldwide, 12% of global e-commerce turnover. Lamudi wants to be part of this movement and enable our customers to find the best deals for private and commercial properties whenever they want and wherever they are. With our mobile optimized website we will fuel the rapid transition from more traditional offline markets to a thriving online community benefiting both buyers and sellers.”

The advantages of the updated user-friendly mobile website:

- Optimization on high speed for mobile devices
- Mobile-optimized content and images
- Reduced layout with the same functionality
- User-friendly appliance with intuitive drive (scrolling and swiping)

In addition to these features, Lamudi’s mobile website also provides a richer mobile shopping experience. The redesign features a more visual navigation route, with a style focus that is optimized for marketing and customer relationship management (CRM). The new and improved site also features additional filters and a clear multi-step checkout.

Lamudi’s service is straight forward: Whether people are looking for properties for rent or for sale, the internet platform www.lamudi.com enables customers to easily find or sell their house, apartment, commercial property or land online. At the same time, property providers and agents get a trusted online presence through a personalized webpage. Key characteristics of Lamudi are its diverse property offers, the intuitive website set-up and the high security standards to avoid fraud. The business platform operates under a high level of transparency through professional photos, updated listings, detailed descriptions, reports and rankings for 100% of its properties in each market. The Lamudi platform helps brokers to manage their inventory fast, easy and stress-free.

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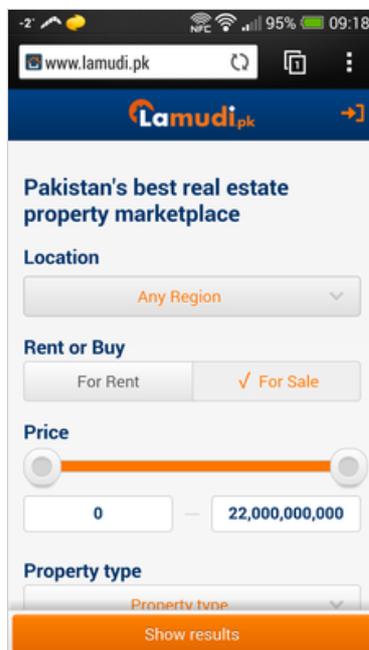
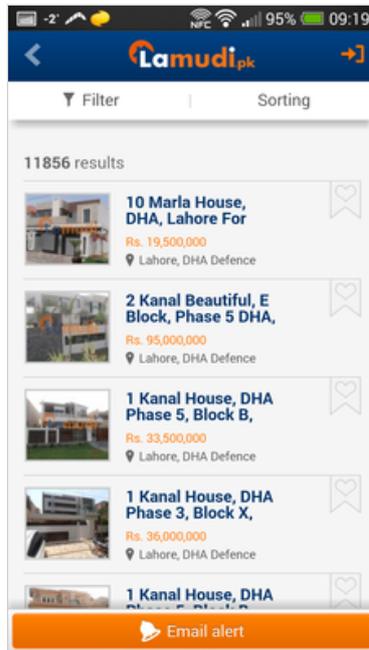
About Lamudi

Lamudi was founded in 2013 and is currently available in Algeria, Bangladesh, Colombia, Ghana, Kenya, Mexico, Morocco, Myanmar, Nigeria, Pakistan, Philippines, Rwanda, Peru, Philippines, Saudi Arabia, Tanzania, Tunisia and in Uganda. Its real estate marketplace offers sellers, buyers, landlords and renters the ideal platform to find homes, land and commercial properties online. For more information please visit www.lamudi.com

Relevant links



Images





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About Rocket Internet

Who we are

Rocket Internet is the world's largest Internet incubator. Our team has been building online companies since 1999 and has created over 100 market leading companies in 50+ countries, dozens of which have been exited successfully. Since 2007 our team operates under the name of Rocket Internet.

We are headquartered right in the vibrant centre of Berlin, Europe's Silicon Valley, and operate a network of 25 international Rocket offices, covering all relevant developed and emerging markets. Our primary focus is on building proven, transaction-based business models in the online and mobile space. We are however not limited by such parameters and seize other attractive opportunities whenever they arise.

Investors in companies started by Rocket Internet include Investment AB Kinnevik, Holtzbrinck Ventures and many others.

How we work

Rocket is much more than a venture capital firm or an incubator. We bring together all key elements required to create great companies: team, concept, technology, and capital. We are 100 percent operationally involved in building our ventures and cover all critical functions with our expert teams. They work together seamlessly in order to ensure that best practices are implemented in all key areas.

These teams include: Engineering and Product Development, Online Marketing, CRM, Business Intelligence, Operations, HR, and Finance. In addition, we have a global mobile task force of top entrepreneurial talents that brings expertise and speed to all our markets.

What we believe in and how we see ourselves

We are passionate entrepreneurs and focus on performance. We remain humble, and we understand that success is a result of hard work. We want to learn every day and share our knowledge with each other. We focus on the details and always try to solve problems ourselves.

We want to be selfless and pragmatic and have no time for politics. We value intelligence more than experience. We believe that anything is possible. We move as fast as we can and take risks. We like to get and give autonomy and responsibility. We are flexible and tolerant towards ambiguity and uncertainty. And above all: we are always looking for great people. So come and join us!