

## Ex-IITian launches social networking startup

*Aims to redefine social networking by approaching the concept from a fresh perspective.*

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In the already crowded and apparently saturated market of online social networking, Careeb.com is the new entrant. Naveed Ahmed and his team of developers claim that their approach to building a social network itself is unique and innovative.

"You need to start from first principles" says Naveed Ahmed, the 27 year old founder. "Our goal is to simulate real world relationships between people in digital format. Careeb is going to create a paradigm shift in the way people perceive social networks. Apart from the fact that we look at social networks from a fresh perspective, user experience and privacy (without sacrificing liberty) is high on our list of priorities. Careeb is based on original ideas and not just another me too. We are determined to build something useful and worthwhile."

Based at Hyderabad, Careeb is currently under private beta and will be rolling out the public beta version in early November.

- **END** -Careeb.com is a social platform on the web. Currently we are in the private beta stage of development.

**For more information, Please contact:**

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