

## Duriana Shows Continued Growth, Acquires 110k Listings

Written by Australian Business

---

SINGAPORE-- [Media OutReach](#) -- 6 February 2014 -- [Duriana](#) , a new mobile marketplace app, continues to strengthen its stronghold as Singapore's preferred platform for buying and selling on mobile, acquiring 110k listings between its Singapore and Malaysian portals.

As a social marketplace, Duriana's inventory is not only vast but also diverse, spanning across many types of categories, which include pre-loved, home furnishing, fashion and electronics. Users can browse through an exciting catalogue of items powered by a host of different sellers -- from your normal next door neighbour looking to cash in on pre-loved goods, to creative Etsy-type merchants and independent blog shops.

Using the tagline "Find Your Unicorn," Duriana invites users to discover hidden gems or rare items, which they never knew existed, whether it's a series of limited edition books or quirky handmade arts and crafts trinkets. The Duriana marketplace is a playground for discovery, providing an enriching user experience, which eliminates the hassle of rummaging through traditional flea markets and marketplaces.

"In recent years, there has been an influx of businesses led by young, vibrant entrepreneurs. With an app like Duriana, anyone with a smartphone can start a business. As social commerce continues to grow in Singapore, these young entrepreneurs have eagerly adopted our app as their main way of selling and reaching new customers," said Camilo Paredes, Co-founder of Duriana.

## Duriana Shows Continued Growth, Acquires 110k Listings

Written by Australian Business

---

"In both Singapore and Malaysia, we surpassed the 110,000 listing mark in six weeks, which is a great achievement for us", he adds in response to the company's first big milestone. "It seemed almost impossible at the start, but we managed to soldier through and reach an ambitious target."

With over 110,000 listings under their belt in Malaysia and Singapore, Duriana has solidified its place as one of the fastest growing mobile marketplaces in Asia. To capitalize on the gathering momentum, Duriana will soon be launching a 360-degree makeover on their current design, which allows for greater customization features for user profiles. The re-design will also include a cleaner layout and better browsing features.

### Company logo

<http://release.media-outreach.com/release.php/Images/1356>

About Duriana Duriana is a new mobile-first, peer-to-peer marketplace app available in Singapore and Malaysia. Unlike most dated classified e-commerce systems, Duriana positions itself as a social selling app, which merges the functions of Instagram and eBay. Duriana allows you to discover a world of amazing products for sale – from your friends & neighbors, trendy blogshops or cool local shops you have yet to discover. The app is available for download on iPhone, iPad and Android systems at <http://www.duriana.com/>.

Duriana is an Alps Ventures incubated company with iBuy Group as a cornerstone investor since December 2013.