



indiamart.com[®]

Source > Supply > Grow

India's Largest Online B2B Marketplace

Company Profile



IndiaMART.com is India's largest online B2B marketplace for Small & Medium Size Businesses, connecting global buyers with suppliers.

The company offers a platform & tools to over 1 million suppliers to generate business leads from over 5 million buyers, who use the platform to find reliable & competitive suppliers.

Investors: Intel Capital and Bennett, Coleman & Co. Ltd.

Products & Services: IndiaMART.com offers products that enable small & medium size businesses generate business leads (online catalogs/store-fronts), establish their credibility (third party verified trust profile) and use business information (finance, news, trade shows, tenders) for their business promotion.

IndiaMART Knowledge Services: An in-house unit involved in SME research, forecasting, analysis and education



Supplier Benefits

- ✓ Multiple channels to attract right buyers
- ✓ Direct access to buyers worldwide
- ✓ Get Business enquiries from all over the world
- ✓ Market your products 24x7 globally

Buyer Benefits

- ✓ Largest database of pre-verified Indian supplier
- ✓ User friendly interface to search over 200,000 products
- ✓ Free copy of industry specific print sourcing guides
- ✓ Find new products and post buy trade offers

Board of Directors



- Mr. Dinesh Agarwal (Founder & CEO, IndiaMART.com)
- Mr. Brijesh Agrawal (COO, IndiaMART.com)
- Mr. Deep Kalra (Founder & CEO, Makemytrip)
- Mr. M.K. Chouhan (MD, Mahendra & Ardneham Consulting Pvt. Ltd)
- Mr. Rajesh Sawhney (President, Reliance Entertainment Pvt. Ltd)

Credentials

Some of the achievements

- Only B2B marketplace ranked amongst top 100 websites in India
- First Indian company in its domain to have received ISO 9001:2008
- Reaches out to SMEs across 100 cities with its 75 offices and 4000 employees pan India
- 7.7 million unique visitors per month along with 29 million page views per month
- Enables US\$ 1 Billion worth transactions for its members every year

Some of the prestigious accolades received

- Won Red Herring 100 Asia Awards
- Nominated among the top three at Emerging India Awards 2008
- Declared as India's only profit-making dotcom company by Business World (Cover story)
- IndiaMART.com's successful business model featured on CNBC India as analysed by McKinsey



Clients Speak



SUPPLIERS SPEAK



"Online visibility of our company through IndiaMART gave us more credibility and helped in making our products popular in largely unexplored markets so far."

- Mr. M. L. Odedara, CEO, Beauty Point, Porbandar

"IndiaMART Sourcing Guides are going to mark their presence worldwide. I have been receiving calls from international buyers who came across our services through an ad in the IndiaMART Medical Sourcing Guide."

- Dr. Ankur Kalra, CEO, Kalra Hospital & SRCNC, New Delhi

"IndiaMART has turned out to be a one-stop shop for all our business promotion needs. Our search engine rankings and business queries have marked a high in past few months."

-Mr. Saradia Sanyal, CEO, Uma International, Kolkata



BUYERS SPEAK



Your Website Should be a candidate to Nobel Prize. I am simply astonished by its simplicity and efficiency. You will rank first one day! I will indicate your website as an ultimate term of comparison."

- Alessandro Gattinoni, World Trade Center, East Lombardy Brescia - Italy.

" We would like to congratulate IndiaMART. We are on many similar programs around the world and yours is the best. We get favorable offers from factories in Poland through IndiaMART. Keep up the good work."

- Jiaxing Tractor Company – Australia

" This is really amazing, I was in search for something like this. I just had a glance of your product and could find good details about suppliers from Engineering Industry."

- Mark Branson, Lei Mac Products - Germany

IndiaMART.com: A Platform For SMEs

Constraints faced by SMEs

- Cost
- Time
- Distance
- Marketing & Technology awareness



Free Services from IndiaMART.com

- Business / Product Catalog
- Trade Leads
- Business Tenders
- Enquiry Alerts on SMS
- Call from Buyers on Mobile
- Videos
- Industry News & TradeShows Info
- And, several other cost-effective solutions

Explore Hidden Markets

Lowest Client Acquisition Cost

24x7 Global Presence

Rediced Go To Market Time & Lead Time

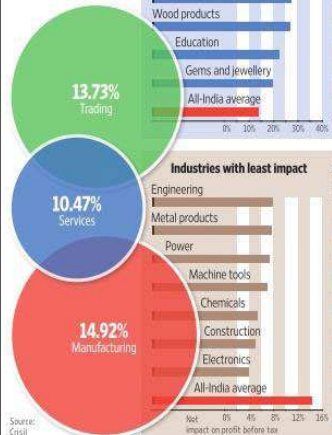
Time & Cost Savings for Both Buyers & Suppliers

SIZE MATTERS

An analysis based on the impact of a 1% interest rate hike on the whole debt portfolio of a company, or the aggregate debt of all the companies within an industrial sector or a geographical region.

Sector-wise impact

Manufacturing and trading sectors are likely to have a greater impact on their profitability levels in that order, while the services sector is likely to have the least impact among the three sectors.



Industry-wise impact analysis

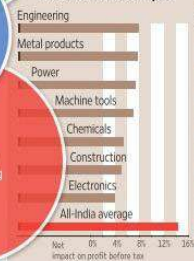
Industries with highest impact



State-wise breakup

	Haryana	Punjab	Himachal Pradesh	Andhra Pradesh	West Bengal
Agriculture products	17.75	8.87	4	16.02	12.26
Food, food processing	13.02	8.47	8	4.76	3.77
Steel, steel products	7.1	10.08	12	5.63	0.94
Textiles (cotton)	3.55	6.45	0	3.9	6.60
Auto, auto ancillaries	5.92	5.24	4	3.9	1.89
Engineering	5.33	2.02	4	3.03	9.43
Pharmaceuticals	1.18	2.42	12	7.36	0.00
Plastic, plastic products	2.37	2.02	4	3.46	4.72
Education	0	0.81	4	5.63	0.94
Construction (civil)	1.78	0	0	5.63	0.00
Others	42.01	53.63	48	40.69	59.43

Industries with least impact



State-wise breakup

	Maharashtra	Karnataka	Madhya Pradesh	Orissa	Jammu and Kashmir
Engineering	10.65	9.93	7.89	0	0
Electrical equipment	7.14	6.62	2.63	3.03	10
Plastic, plastic products	3.73	2.65	1.32	4.95	15
Construction (civil)	2.96	5.96	2.63	3.03	0
Steel, steel products	3.07	1.99	2.63	6.06	10
Chemicals (speciality)	3.62	0	0	0	0
Auto ancillaries	2.31	3.31	3.95	0	0
Agriculture products	0.88	3.97	5.26	13.64	5
Food, food processing	0.77	5.96	2.63	9.09	20
Packaging	2.31	2.65	2.63	1.52	0
Pharmaceuticals	2.41	0.66	3.95	1.52	0
Others	60.15	56.29	64.47	57.58	40

BORROWING CONCERNS

Rising interest rates to affect SMEs most, finds Crisil study

By DIVYA GUHA
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NEW DELHI

Small- and medium-sized enterprises (SMEs) will bear the brunt of the interest rate hikes by the Reserve Bank of India on 25 January, according to a study by ratings agency **Crisil Ltd.**

SMEs account for 8% of India's gross domestic product and 40% of exports. With growth already hampered by limited borrowing

power, they are likely to fare worse than large companies, it said.

"Larger corporates are also affected by rising interest rates, but SMEs' relative bargaining power, ability to pass on price increases, negotiating for finer terms, etc., would be lesser as compared to larger corporates," Crisil said.

Ramraj Pai, director of Crisil's SME ratings, said smaller businesses rely on their own re-

sources to fund growth and are going to feel added pressure on their portfolio of borrowings.

Based on a sample of more than 3,000 businesses, Crisil said as many as one-fifth could face erosion of up to a quarter of pre-tax profit.

Every percentage increase raised the interest payout by ₹1 per ₹10 of debt, resulting in 10% erosion in profitability, according to the report.

However, given the limited

borrowing capacity, margin pressures will be mitigated, it said.

"If SMEs can, in a rising interest rate scenario, be more conservative in their borrowing plans, that would mitigate the interest rate impact," said Pai, also the report's author. "The only caveat being that any enterprise will have to balance the requirements of business growth and funding in deciding its optimal funding mix."

Though the study looks at the SME sector as a whole, the analysis showed that companies in some sectors are naturally low in debt. For example, SMEs in the services sector are not affected by interest rates as much as manufacturing and trading enterprises.

Not everyone in the services sector is pleased, however.

Dinesh Agarwal, founder and chief executive of **InterMESH Ltd.**, a business marketplace on the comp has risen from 10% last 18 months.

"It is a tough call. Our borrowing cost has increased. But at the same time, the inflation is allowed by keeping rates low. So, driven organizations will face high credit costs. If inflation is at 8-9% salaries will have to rise."

States such as Haryana, Andhra Pradesh, Himachal Pradesh are affected than others.

"One of the reasons could be these states are somewhat greater of (capex-heavy) industries also showing a high impact," Pai said. "Besides, it shows that the SMEs in these states also appear to have high leverage and low creditworthiness in general."

Consequently, there is a strong correlation between the two—industries facing high impact being in these states are the hardest hit.

Media Snapshot

Financial Express

INTERVIEW: DINESH AGARWAL

FOUNDER & CEO, INDIAMART.COM

MSMEs must utilise online platform to effectively mkt themselves



Internet is fast picking up as a medium for growth of businesses in India. Micro Small and Medium Enterprises are also turning to Internet for expanding their reach. As per IndiaMART.com's (India's largest online B2B marketplace) database, MSMEs in Punjab take a lead with over 10,000 of them having web presence. Dinesh Agarwal, founder and CEO, IndiaMART.com shares the company's vision with FE's Preeti Parashar. Excerpts:

What are advantages of going online for MSMEs and how does it help in their growth?

Today, the Internet is not an option but a requirement in the business world. Going online is as important for a business as any other major function that aids in carry-

ing out operations efficiently. Online presence enhances the credibility of the company and provides exposure 24x7. The reach provided by the Internet is immense. In fact, going online opens up a window of opportunities for growth of MSMEs. Since, these small businesses face constraints in terms of cost, time and distance, the Internet is a cost-effective solution.

Are there any cost benefit of using this medium?

The major advantage of using online medium is that it provides marketing options at minimal or no cost at all. Online B2B marketplaces like IndiaMART.com are such phenomena that offer free memberships, listings to the small scale enterprises. Keeping in mind

the challenges faced by the Indian MSMEs, we have most of our services absolutely free for them. Only premium services are recharged, at a nominal price. The MSMEs must utilize the online platform to effectively market themselves, find relevant business partners on the net, garner business queries from them and have an edge over their competitors. When compared with of-

line marketing methods, the Internet is way ahead today. Offline marketing comes at a cost which the MSMEs find difficult to invest. Besides, it requires putting up of extra efforts and time.

How many MSMEs are using Internet as a medium growing in the northern region?

With companies across the globe becoming increasingly reliant on Internet for undertaking various businesses, MSMEs in India too are expected to embrace the same to gain sustainable competitive advantage over stiff competition in the market. Taking a lead are MSMEs in Punjab which are fast realizing the growing importance of this medium. As per IndiaMART.com's (India's largest

online B2B marketplace) estimates, there are over 10,000 MSMEs in Punjab which currently have web presence in one way or the other. In the state, Chandigarh, Mohali and Panchkula along with Ludhiana are the main hubs.

What kind of future do you see for internet as a medium of growth for the MSMEs?

Internet is still at a nascent stage in India with respect to the MSMEs. The future augurs well as the number of users of the Internet will increase in the coming time. With increased awareness of the benefits of the Internet among MSMEs, the business community in India will see drastic changes in the way the operations are carried out.

Mint

In Depth internet The Hard Nuts

BOOM, BUST AND THE BALANCING ACT — THESE VETERANS HAVE SEEN IT ALL, AND SURVIVED TO GROW BETTER AND BIGGER by Sonny Sen



the best big thing. But after the dotcom crash and 9/11, he found it tough to raise money. Kalra had two options — either buy back equity or shut shop and go back to a regular job. He decided to pursue the first, took money from angel investors, put in his personal savings, and went to work. He says the graphs (of investment and profit) would be in the intersection. But the challenge was for the next 24 months. Kalra persevered, and his diligence paid off. Today, the company is valued at over a billion dollars.



Kalra's decision to initially concentrate on the non-resident Indian (NRI) market and not untold take costly provisions in 2003-02, the series of and tourism industry was raved by a travel entrepreneur (NRI), SAAS epidemic, etc.) and the market was unaffordable as well. However, the NRI market was still people continued to visit friends and family in India. Further, Kalra's decision to conserve helped him conserve their fingers in a pressure.

PERSEVERANCE PAYS: Bhavin Tuskara, founder and CEO of Dinesh, and CEO of Qinetix Agrawal, founder of IndiaMart, are among the old guard of dotcom entrepreneurs who stuck around despite the bust.

Whole Nauti.com continues to be Info Edge's highest revenue source, contributing 60 per cent to the kitty. Oberoi has now diversified into many online portals such as 99acres.com, a real estate listing site, and matrimony.com, a matrimonial site, which does strong business in north India. It earns revenues of about Rs 20 crore and has broken even.

THE OLD GUARD
Only a few portals from the early-2000 era survived the dotcom bust of 2001

Company	Business	Started in
Info Edge	B2B e-commerce	1996
99acres.com	e-commerce, news	1998
matrimony.com	Advertising	1998
Travel	Travel	2000
matrimony.com	matrimony, jobs, realty	2000
e-commerce	e-commerce	NA

Another dotcom entrepreneur who decided to stick it out is Dinesh Agrawal. Though launched in 1996, a venture started in 1996, the firm posted revenues of only Rs 50 crore in 2003-04. Its valuation is around Rs 100 crore, focusing solely on the SME (small and medium enterprises) sector. Over the years, it has built a huge portfolio of customers. In 2003, it had 300,000 firms on the site selling products and by 2004, this number rose to 400,000.

website owner brings in. "Before Google came in, there were many objects. But very few got the right," says Tuskara. "Today, it's all about the social networking boom. He is working on a social networking software, which he expects to revolutionise the people's interactions with the organisation. But Google's interactions with the expected it to be. He attributes it to the lack of Internet penetration." But with mobile devices well, there is a great reason for the dotcoms to do well," says Tuskara.

The Road Ahead
While a few of the dotcoms from the early-2000 era have survived, many have perished along the way. Several experts say Rediff.com, for instance, will have an uncertain future. It's important to act as a simple port — it's important to innovate. So much is happening in social networking. The online space is rapidly changing," says Harish Bijoor, CEO of Harish Bijoor Consulting, a marketing consulting firm.

CEO INSIGHTS SALES AND MARKETING



Empowering SMEs with internet

Internet, today, is no longer a means to overcome boredom. It, in fact, is changing the very face of the business world

By Dinesh Agrawal

SNAPSHOT
Name: Dinesh Agrawal
Age: 41 years
Education: Harvard Butler Technological Institute
Karnataka, Tech. Computer Science & Engineering (1986-1992)
Experience in business: Over 14 years
Leadership Style: Participative Leadership
Big Leaving: Clarity of mind is a prerequisite for any budding entrepreneur. Besides, one must possess the right sightedness and the desire to excel in any given scenario.

FACTSHEET
Name: IndiaMart.com
Domain: Online B2B marketplace
Turnover: 50 crores
Set up in: 1996
Employees: Over 2000
Headquarters: Noida
Website: www.indiamart.com

BUSINESS MODEL
Offering SMEs a virtual store from which a dedicated webpage for business transaction.

At that time we did not have any investment from outside sources. It's only recently that we got funds from a technology venture capitalist.

When we began our business, we had liaison with different trade associations like Federation of Indian Exporters, ASSOCHAM, FIEED, Exporters of Commerce, CII for their membership directories which could be published online and also participated in certain trade fairs. We also posted mails and sent bulk faxes to various countries, details of which we had collected. At that time Internet was not a popular medium. We initially began as a website making company and then developed into a complete B2B marketplace. Since we were developing business websites, I felt that it was imperative to build a directory of these business websites. As a result, our first few clients were primarily for website making. Nirula's was our first client and I am proud to share that they are still associated with us. Other clients which showed trust in our potential were Jindal Steel, the Present Group and some exporters. In 1998-99, when inbound travel and tourism took off, we were making websites for Indian Travel Agencies and Tour Operators. At this point, a major share of our revenues were generated from inbound tour operators in Delhi. By 2000, the travel market had slowed down but by then, our B2B marketplace had matured and was showing signs of becoming one of the largest B2B portals in India.

We took the decision to list companies for free and used them for lead generation

As the company grew, people showed more and more inclination to be a part of our company. The major problem for us was the unavailability of Internet as the main reason for this was that the SMEs were not aware of this medium. In addition, another challenge was building an efficient team. With our continuous efforts to address these impediments, we have been able to successfully resolve them over the years.

Our company has received funding from Intel Capital. We also have a private equity deal with BCCIL (Bechtel, Coleman & Co. Ltd.). The deal provides us with additional space in Economic Times. Since the government of India was not aware of this, we had to build back and then... I was able to build a strong growth trajectory for IndiaMart.com.

With the aim to present SMEs with all the possible matches in the B2B category, we have made concerted efforts towards providing the best in online B2B marketplace. This has been possible because of our sound and aggressive marketing strategy. For years, we have planned nationwide events such as conference & seminars. Apart from this, we have joined hands with CUNOW to present IndiaMart Leaders of Tomorrow Awards 2004 specifically aimed to acknowledge the significant contributions of SMEs in propelling the Indian economy.

We have never seen a downturn in our business



Business World

Indiamart proves to be the initiator of Indian SME clusters a la China

It is time for Indian Small and Medium Enterprises (SMEs) to go beyond India, explore Bharat. This statement by Professor Suresh Tendulkar gave a whole new dimension to the SME Conference 2011 organised by IndiaMART.com in association with TIE Delhi NCR recently at Hotel Sheraton, New Delhi. This year's conference was centered around the theme of "Going Beyond India - Competing in a Globalised

FIT JEE. Reiterating on the important role of SMEs in the growth and development of the economy, Dinesh Agarwal said, "Our SMEs have created immense employment opportunities for over 60 million people in the country. They account for approximately 45 per cent of the manufacturing output and 40 per cent of the total exports of the country. Certainly huge numbers but still leave a lot of room to

"Being globally competitive depends upon SMEs' ability to take up challenges and tackle them." He also highlighted that developed countries have aging population while developing nations have a working population and added, "In the coming times, growth rate in emerging markets will be much higher as compared to developed economies." He concluded by bringing focus back to the country saying, "Competitiveness needs to



Economy", underlining critical elements which vitalise SMEs for global competitiveness.

The day witnessed people like Uday Kumar Verma, secretary, Ministry of MSME, Suresh Tendulkar, chairman, Indian SME Knowledge Forum, director, Central Board of RBI & Former chairman, economic advisory council to PM, Pradeep Gupta, chairman and MD, CyberMedia Group, Dinesh Agarwal, founder & CEO, IndiaMART.com, Pavan Vaish, CEO, IBM Global Services, Brijesh Agrawal, COO, IndiaMART.com and Ajay K Koul, VP business alliances,

achieve their full potential. These figures can grow manifold if they possess competitive advantage over their counterparts in global markets." He added, "At IndiaMART.com, we believe globally competitive and resilient SMEs are quintessential for further growth and development process of the Indian economy. Our association with TIE for the SME Conference is a step towards readying the Indian SMEs with such competitiveness."

In the first session, Suresh Tendulkar shared macro perspective on making SMEs competitive in today's globalised economy. He said,

be built not only global markets but also for domestic. It is time for Indian SMEs to go beyond India, explore Bharat."

However, Uday Kumar Verma elaborated on the challenges that prevailed in this sector such as credit, technology, infrastructure, marketing and skill development. Other sessions focused on topics such as, 'SMEs - Expanding your horizon (setting up for a globalised economy)' and 'Scaling up - Practitioner's Perspective', My Story Session.

- PALLAVEE
DHAUNDIYAL
PANTHRY

Indiamart sails through on every PC compatibility

Indiamart was recently given a morale boost and also an award. P Chidambaram was there to officiate and Shiv Nadar spoke about his own PCs and other stuff.

Pallavee Dhaundiya Panthry reports from the sidelines



Bringing the Indian micro, small and medium enterprise (MSME) community to a standstill, IndiaMART in association with ET NOW organised a business awards ceremony in the Capital recently. Titled as 'IndiamART Leaders of Tomorrow Awards 2010', the event honoured entrepreneurial talents across sectors.

The chief guest at the occasion was P Chidambaram, Union Minister of Home Affairs. The platform gave opportunity to over 350 business leaders to network and showcase their business talents.

While giving his address, Chidambaram said, "The organisers have put up a splendid event. It's the need of the hour. MSMEs contribute about 6 per cent of GDP, which is more than what agriculture contributes. They also contribute 45 per cent of manufacturing output, 40 per cent of exports and provide employment to over 80 million persons. Undoubtedly this is the sector that has the highest potential to create employment."

Dinesh Agarwal, founder and CEO, IndiaMART.com extended special thanks to the Minister, jury chairman Shiv Nadar, jury members, namely Uday Kumar Verma, secretary, Ministry of MSME, Jagdish Khattar, Gautam Thapar and Kushagra Bajaj and other dignitaries. Agarwal said: "I

am sure that these awards will recognise the best SMEs in India and inspire many more to take an entrepreneurial leap.

We will continue to do our best to build a strong SME ecosystem in the country through these awards and other such initiatives."

A perfect celebration of spirit of entrepreneurship, the event saw a celebrated fusion band 'M-taya' kickstart the proceedings and mesmerising everyone with their performance. Post the felicitation of the awards recipients, stand-up comedian Vir Das took to stage and had the audience in splits with his antics.



Govt underlines need to step up SME funding

AJAY KUMAR SHUKLA
New Delhi

PAINTING a grim picture on loan availability to small and medium enterprises (SMEs), the government on Wednesday underlined the need for stepping up finances to the sector, which accounts for 45 per cent of the manufacturing output.

The sector faced a shortfall of Rs 50,000 crore, secretary in the ministry of micro, small and medium enterprises, UK Varma, said. The SME sector got only Rs 1,75,000 crore in 2009-2010, which needed to be substantially increased, he said.

SMEs contributed 40 per cent of the country's export and employed 50 million people in 26 million units that produce over 6,000 products, he said, emphasising that the country cannot afford to starve the sector of financial resources.

Verma said the ministry has asked the Planning Commission to allocate Rs 2,500 crore for a technology upgradation fund for SMEs.

Speaking at a seminar on cluster development in SMEs, he said there was a need for better infrastructure along with better marketing and skill development for cluster development.

"There is immense scope and potential for technology-oriented MSME clusters across the country," Varma said, adding that an investment of Rs 1 crore in a micro enterprise generates 36 jobs.



Fund crisis

■ The small and medium enterprises faced a shortfall of Rs 50,000 crore, says secretary

■ SMEs contribute 40% in the country's export and employ 50 million people in 26 million units

■ Micro, small & medium enterprises secretary says nation cannot afford to starve the sector

Meanwhile, IndiaMART CEO Dinesh Agarwal told Financial Chronicle that taxation for SMEs needed to be simplified besides getting rid of multiplicity of taxes and complex filing of tax returns.

Introduction of GST would help a great deal in this regard, he said.

Assocham's SME national council chairperson P K Jain said public private partnership needed to be encouraged in cluster development for SMEs.

There were about 6,500 SME clusters in the country of which only about 350 are recognised, he said.

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Two-thirds of pharma units see recovery, says survey

BS REPORTER
New Delhi

TWO-thirds of pharmaceutical and medical device manufacturing units witnessed improved conditions since last year according to the findings of a survey conducted by IndiaMART Research Unit among micro, small and medium enterprises (MSMEs).

IndiaMART is a business-to-business online marketplace, with a registered membership of close to one million MSMEs.

About 22.2 per cent of respondents stated that market conditions have improved beyond expectations, while 61.1 per cent said that it was an average improvement.

About 55.6 per cent of respondents said that their sales had increased by up to 20 per cent, while 33.3 per cent termed the increase in sales higher compared to the previous year. Product prices have also seen improvement during the year.

Over 31.25 per cent of respondents termed the improvement as significant, while an equal percentage described it as marginal. Around 18.8 per cent, however, stated that prices were stable, while the same percentage said prices had declined.

Input costs have also gone up. Half of the survey respondents found the increase in input costs significant. Since only 31.25 per cent of the respondents stated that their product prices increased significantly, it indicates increased input costs could have added pressure on the remainder of the players, which they did not pass on to the customer due to the burden of the input increases to their customers.

Apparel units yet to see full recovery: Survey

BS REPORTER
New Delhi

Small and medium enterprises (SMEs) in the apparel and fashion accessories sector still face a number of bottlenecks, according to a survey conducted by IndiaMART Knowledge Services.

Only 38.1 per cent of the SME respondents stated that the market picked up in 2010, while 14.3 per cent found it to be worse than 2009. Significantly, almost half, 47.62 per cent, observed no change in the market in 2010 as compared to 2009.

About 28.6 per cent of respondents reported that consumer sentiment had risen beyond their expectations, while 23.8 per cent still found it negative. Almost half, 47.6 per cent, stated that there was an average rise in consumer sentiment in 2010.

However, sales improved. Some 23.8 per cent of respondents stated that there was an increase in sales of more than 20 per cent in 2010 compared to 2009, while 52.4 per cent said the increase was less than 20 per cent. Likewise, 19 per cent of respondents said export demand rose by more than 20 per cent, while 52.4 per cent said the increase was less than 20 per cent.

On product prices, only 19 per cent reported a significant increase, while 42.8 per cent reported a marginal improvement. More 57.1 per cent reported increases in input costs.

Major areas that hamper the growth of SMEs in the sector are the liquidity crunch and poor response from consumers, reported by around 85 per cent of respondents.

Auto parts units back in fifth gear after the slowdown

The Indian auto components and accessories sector, which was hit hard by the recent economic slowdown, is again moving ahead in fifth gear, according to the findings of a survey by the IndiaMART Research Unit (IRU). IndiaMART is an online business-to-business marketplace.

About 70.9 per cent of auto components and accessories manufacturers – in which micro, small and medium enterprises (MSMEs) have a significant presence – felt that the market had progressed since last year, 8.6 per cent had a negative view, and 20.4 per cent felt that they had not seen any change compared to last year.

Respondents found that consumer sentiment had improved when compared to the previous year. About 60.2 per cent of respondents found an average improvement in consumer sentiment, 22.6 per cent found the improvement beyond expectations, and 17.2 per cent felt that consumer sentiment is still negative.

However, the MSMEs in this space continue to reel from a liquidity crunch. This was evident from the fact that 62.4 per cent of respondents wanted liquidity to be improved and lending norms eased. As for order books, about 60.2 per cent claimed that their order books were balanced, 22.6 per cent found them strong, while 17.2 per cent said that they remained weak.

Market yet to pick up for handicraft sector

BS REPORTER
New Delhi

Only 26.1 per cent of SMEs in the handicraft sector felt that the market picked up in 2010, as compared to 2009. Around 56.5 per cent (ie., more than half of these respondents) did not find any change in the scenario and 17.4 per cent found it had worsened in 2010.

These were the findings of a survey conducted by IndiaMART Research Unit, with a view to assessing the recovery of the Indian handicraft industry, and particularly of small and medium enterprises (SMEs) within it, in 2010.

IndiaMART is a business-to-business online marketplace, with almost one million registered members.

The survey further found that SMEs were also not so happy about consumer sentiment. Contrary to the general belief, not even a single SME respondent found improvement in consumer sentiment beyond their expectation.

Close to 70 per cent of SMEs reported negative sentiment in 2010 and only 30.4 per cent of SMEs stated that there was average improvement in consumer sentiment.

With respect to the sales comparison with the year 2009, around 39.1 per cent of respondents said they saw an increase in sales of up to 20 per cent, while only 13 per cent said they had experienced an increase of more than 20 per cent in sales. Taking just export demand, only 13 per cent of the respon-

IndiaMART Knowledge Services' Survey of different sectors in Business Standard

Gems and jewellery market shines again: Survey



Around 47.9 per cent of respondents reported an increase in sales of up to 20 per cent in 2010. BS PHOTO

BS REPORTER
New Delhi

The gems and jewellery sector in India, consisting of a large number of small and medium enterprises (SMEs), has started to shine again, according to a survey conducted by IndiaMART Knowledge Services (previously known as IndiaMART Research Unit).

The survey was conducted to ascertain if the recovery in the global markets is benefit-

ing SMEs in the gems and jewellery sector too.

Around half of the respondents found the market in 2010 better than in 2009. About 27.1 per cent saw the market drop further in 2010, and the remaining 22.9 per cent reported no change in the market scenario.

Consumer sentiment did not reflect greater change: only 16.7 per cent of respondents said that it had risen beyond expectations. Half, however, found on-

ly an average increase in consumer sentiment. About 33.3 per cent continued to find it negative in 2010.

Likewise, 47.9 per cent of respondents reported an increase in sales of up to 20 per cent, while 14.6 per cent stated sales had increased by more than 20 per cent in 2010, vis-a-vis 2009. Some 37.5 per cent of SMEs experienced a decline in sales. Export demand picked up, with 56 per cent of SMEs reporting an increase in export demand.

About 46.15 per cent found product prices stable, though 28.8 per cent stated that prices increased significantly and 17.9 per cent reported a marginal improvement. Only 7.7 per cent concluded that their product prices decreased in the year. With respect to input costs, most respondents (51.28 per cent) said they increased significantly and only 5.13 per cent said they had decreased.

Despite the changing market scenario, the SMEs in the sector continue to grapple with challenges. More than half (51.28 per cent) feel that poor response from customers is a major worry.

बी2बी के सहारे बढ़ाएं कारोबार

खुद का कारोबार खड़ा करना पैसे कमाने का सबसे भरोसेमंद और स्थायी जरिया माना जाता है। इसमें जहां आदमी को अपनी मर्जी और अपने तरीके से काम करने की आजादी होती है, वहीं यह बच्चों के लिए भी आजीविका के एक सुरक्षित विकल्प का काम करता है। नौकरी के बढ़ते झंझटों के बीच मध्यम वर्ग में एक बार फिर व्यवसाय की ओर रुझान बढ़ता देखा जा रहा है। अगर आप में बेहतर योजना बनाने और मेहनत करने का जज्बा है, तो बेशक इसे रोजगार के रूप में अपनाया जा सकता है। हालांकि कोई भी कारोबार शुरू करने से पहले यह समझ लेना बहुत जरूरी है कि कारोबार शुरू करना जितना मशक्कत भरा होता है, उससे ज्यादा मुश्किल होता है उसे जमाना। सीमित पूंजी के चलते छोटे और मझोले दर्जे के कारोबारियों के लिए तो चुनौती और भी बढ़ जाती है। इस दिशा में इंटरनेट हाल के वर्षों में एक कारगर उपाय बनकर उभरा है। इंटरनेट और बी2बी ऑनलाइन समाधान कारोबार को बाजार की मुख्य धारा से जोड़ने काफ़ी मददगार साबित हो रहे हैं।

मौजूद हैं दो तरह के ऑनलाइन विकल्प

कारोबार के प्रचार-प्रसार के लिए आज दो तरह के ऑनलाइन विकल्प मौजूद हैं। इनमें अपनी सुविधा, बजट और पसंद के मुताबिक चुनाव किया जा सकता है। पहला विकल्प है अपने कारोबार की अलग वेबसाइट को ऑनलाइन करना। कुछ वर्षों पहले यह एक मुश्किल काम था। इसके लिए या तो आपको स्वयं वेब डिजाइनिंग सीखनी पड़ती थी या फिर किसी वें बडि जाइनिंग कंसल्टेंट की सेवा लेनी पड़ती थी, जोकि ख़ासी महंगी पड़ती थी। अब हालात बदल गए हैं। वेबसाइट डिजाइनिंग और उन्हें ऑपरेट करने की सेवा में अब कई बड़ी कंपनियां

तक उतर आई हैं। बढ़ी प्रतियोगिता के चलते आज जहां अपना बिजनेस पोर्टल बनवाले की लागत काफ़ी घट गई है, वहीं सेवा की गुणवत्ता में भी सुधार हुआ है। आज आप बड़ी आसानी से और काफ़ी सस्ते में अपना बिजनेस पोर्टल तैयार करवा कर उसे चलवा सकते हैं। इस दिशा में हुए सुधारों के बावजूद इसकी अपनी सीमाएं हैं। इसकी एक खामी यह है कि साइट की पहुंच का दायरा अकसर काफ़ी सीमित होता है। साइट को जानने वाले या सर्च इंजन के जरिये खोज करने वाले लोग ही आमतौर पर इस तक पहुंच पाते हैं। इसकी भरपाई के विकल्प के तौर पर बी2बी पोर्टल उभर कर सामने आए हैं।

बी2बी पोर्टल बन सकते हैं सहारा

बी2बी का मतलब है बिजनेस टू बिजनेस। इस तरह यह पोर्टल आपके कारोबार

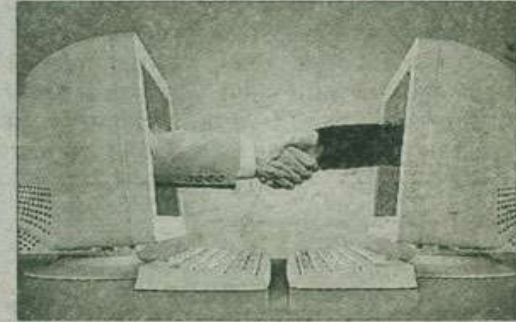
पर्सनल फाइनेंस



दिनेश अग्रवाल

फ़ाउंडर एंड सीईओ, इंडियामार्ट डॉट कॉम

छोटे और मझोले कारोबारियों के लिए सस्ता और सुविधाजनक विकल्प बन कर उभर रहे हैं बी2बी पोर्टल



या सेवाओं और उससे जुड़ी गतिविधियों को कारोबार से जुड़े लोगों तक पहुंचाते हैं। इसमें आपको अपनी वेबसाइट बनवा कर उसे किसी बी2बी पोर्टल के साथ रजिस्टर करवाना पड़ता है। इससे उस कारोबार से जुड़े लोग बी2बी पोर्टल के जरिये आपकी साइट तक पहुंच सकते हैं। इसके अलावा बी2बी पोर्टल पर आपके उत्पादों की रेंज या सेवाओं आदि के बारे में भी जानकारी दी जाती है, जिसके जरिये लोग इस बारे में जानकारी हासिल कर आपसे संपर्क कर सकते हैं या आपकी साइट के लिंक पर आकर ऑनलाइन ऑर्डर और भुगतान आदि भी कर सकते हैं। इस तरह बी2बी पोर्टल के जरिये आपके कारोबार का दायरा भी बढ़ता है। इंटरनेट की दुनिया में आज बी2बी पोर्टलों के कई विकल्प मौजूद हैं। अतः इसमें भी आपके पास विकल्प चुनने की आजादी है।

बचता है समय और खर्च

बी2बी पोर्टल कारोबार का दायरा बढ़ाने और

नए ग्राहकों तक पहुंच बनाने के अलावा समय और पैसे दोनों की बचत भी करते हैं। कारोबारी और उसके साथ डील करने वाले पक्ष दोनों के लिए ही इसका लाभ मिलता है। ऑर्डर देने वाले को माल या सेवा देने वाले की तलाश में भटकना नहीं पड़ता। इससे उसका वक्त और खर्च दोनों बचता है। दूसरी ओर कारोबारी को भी ऑर्डर हासिल करने के लिए पार्टी को तलाशने या ऑर्डर लाने के लिए एजेंट रखने की जरूरत नहीं पड़ती। इससे उसका भी खर्च और समय बचता है। ऑनलाइन ट्रांजेक्शन की सुविधा उपलब्ध करा कर इसे और भी कारगर बनाया जा सकता है।



Dinesh Agarwal Covered as 'Young Turks' on CNBC TV18
29 Sep 2005



'ICT for SMEs' Conference coverage on 'CNBC Awaz'
10 July 2009, New Delhi



India Ahead Budget 2010 SME Agenda on Zee Business
12 February 2010, New Delhi



Mr. Dinesh Aggarwal in 'If I were FM' with Mint
26 February 2011, New Delhi

FAQ's

-When was IndiaMART.com established?

1996

- Who is the founder of the company?

Mr. Dinesh Agarwal

-What prompted him to start this company?

The need to offer small scale industries cost-effective online solutions to enhance their business opportunities

-What is IndiaMART.com?

IndiaMART.com is India's largest online B2B marketplace for Small & Medium Size Businesses, connecting global buyers with suppliers. The company offers a platform & tools to over 1 million suppliers to generate business leads from over 5 million buyers, who use the platform to find reliable & competitive suppliers.

-What is IndiaMART.com's vision and mission?

IndiaMART.com's vision is to become an integral part of every organization's business promotion plan. It's mission states, "With firm belief in our vision and with complete dedication, integrity & honesty, we endeavor to generate profitabl returns for our customers through high quality business promotion services & solutions that enhance revenues and are cost effective at the same time."

-Does IndiaMART.com has international reach?

It has touched international shores through various trade participation

-How many people does IndiaMART.com employ?

Over 4000

How many companies are registered on IndiaMART.com?

1 million

-What kind of products does the company offer?

IndiaMART.com offers an extensive range of value-added products and services such as Dynamic Catalog, Star Supplier, Leading Supplier, Trust Seal etc

-Where is the company's head office located?

Noida, Uttar Pradesh

-Where can I find current press releases?

At <http://www.indiamart.com/corporate/press-section.html>

-How do I contact IndiaMART.com?

Call us at Toll-Free No. : 1800-200-4444 or visit at : <http://www.indiamart.com/corporate/branch-offices.html>

-How can I be a part of IndiaMART.com?

Contact the HR Department at hrd@ndiamart.com

-Where can I find more information on IndiaMART.com?

Visit <http://www.indiamart.com/corporate/feedback.html> & ask for the details required