Agenda

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IndiaMART’s Scale

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Opportunities on IndiaMART

03
Brands on IndiaMART

04
Agency Partnership
Are you missing the digital transformation bus?

The answer is probably YES.

More than 41% brands are making their marketing expenditure more effective through digital medium.
IndiaMART- a ‘2-way’ Marketplace

EVERY SELLER IS A BUYER

5.9 Cr Buyers

260 LAKH MONTHLY MATCHMAKING

Community & Network Effect

47 Lakh Sellers
IndiaMART: India’s Largest E-commerce Destination

- 1mn/day Enquiries
- 47 Lakh Registered Sellers
- 5.9 Crore Buyers
- All India Presence
- 17+ Crore Monthly Traffic
- 9 Crore - Business Leads Distributed Monthly
- 50 Crore - Estimated Transaction Value
- 60+ Lakh App Users
- 4.5 Stars App rating

100% growth in traffic in the last 12 months, all organic.
Digital Destination For Businesses

- **Industrial Plant & Machinery**
  - Machines & Equipments
  - Textile & Garments
  - Control Equipments

- **Chemicals & Dyes**
  - Industry Chemicals & Acids
  - Chemicals & Derivatives
  - Paints, Powder & Coatings

- **Industrial Supplies**
  - Pipes
  - Business Projectors
  - Thermic Fluid Heaters

- **Medical Equipments**
  - Rental Services
  - Repair Services
  - Oxygen Cylinders

- **Houseware & Supplies**
  - Household Equipments
  - Kitchen Utensils
  - Plastic

- **Apparels & Garments**
  - Thread & Sewing Supplies
  - Ladies Dresses & Apparels
  - Work & Safety Clothing

- **Packaging Machines & Goods**
  - Container Consolidation & Packing Services
  - Household Goods Shifting Services
  - Package Moving Services

- **Healthcare**
  - Labs & Libraries
  - Nurse Services
  - Healthcare Consultancy

- **Automobile**
  - Automotive Component Testing
  - Automobiles Designing Service
  - Automobile Repair Services

- **Agriculture**
  - Agro Machineries
  - Seeds & Plantation Products
  - Horticulture Tools

- **Building & Construction**
  - Pipe Fittings & Flanges
  - Filters & Accessories
  - Plastic, PVC & PP Products

- **Computer & IT Solutions**
  - Computer & IT Hardware
  - Network Devices & Parts
  - Software Applications

- **Lab Instruments & Supplies**
  - Measuring Tools
  - Test Equipments
  - Lab & Testing Equipments
Traffic Distributed Across Categories

- Others: 30%
- Electronics: 11%
- Industrial Machines: 10%
- Spares & Supplies: 6%
- Construction: 6%
- Clothing: 5%
- Fertilizers & Seeds: 5%
- Groceries: 5%
- Automobile: 5%
- Healthcare: 4%
- Telecom: 3%
- Appliances: 3%
- Furnitures: 3%
- Chemicals: 2%

Traffic distribution percentages for various categories.
The typical profile of 47 Lakh Suppliers

- **Micro & Small Enterprises (35 lakh)**
  - Turnover <5cr
  - Proprietorship firms with <10 people

- **Medium Enterprises (5 lakh)**
  - Turnover 5-50 cr
  - Partnerships/Pvt Ltd with 10-50 people

- **Corporates/Brands (10,000)**
  - Turnover <50 cr
  - Pvt Ltd with employee strength > 50 people
What can you expect?

- Brand Visibility (Leadership Positioning)
- Strong ROI for your brand
- Business Analytics
- Dedicated Service Managers
The value we generate for a BRAND

- Relevant traffic & visibility amongst TG
- 3500+ RFQs & Thousands of organic leads
- Industry Leader Position with Rank 1 on millions of searches
- Outstanding business analytics on geography, competition and consumers
- Best after sales service with dedicated Account managers and ROI managers

Integral Partner for your Sales & Marketing
Buyer Value Proposition

- Google Search
- Buyer Preference Based Matchmaking
- Discovery
- Supplier Behavioral Preference
- ‘Efficient’ Discovery

~5 Cr Products & 47 Lakh Suppliers
Google Leads vs IndiaMART Leads – 5x better CVRs

- **TANGIBILITY**
  - IndiaMART: Verified Lead
  - Google: Click Based

- **RELEVANCE**
  - IndiaMART: B2B/Bulk
  - Google: Generic

- **PRODUCT ROI**
  - IndiaMART: Self Serve
  - Google: Assisted

- **ACCOUNT MANAGEMENT**
  - IndiaMART: Available
  - Google: Not Available
PRODUCT FEATURES
Product Quality - E-Rickshaws

Madona-P Electric Auto Rickshaws

Price: Rs 82,000/Piece

<table>
<thead>
<tr>
<th>Product Details</th>
<th>Product Specifications</th>
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<tbody>
<tr>
<td>Vehicle Capacity</td>
<td>5 seats including driver</td>
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<tr>
<td>Maximum Run</td>
<td>120- 140 Km/Charge</td>
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<tr>
<td>Roof Type</td>
<td>Fiber, Plastic</td>
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<tr>
<td>Motor Power Rating</td>
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<tr>
<td>Battery Charging Time</td>
<td>9-10 hours</td>
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<tr>
<td>Battery Capacity</td>
<td>160AH@C20</td>
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<tr>
<td>Dimensions (LxWxH) in</td>
<td>16x6.75x10.5 Inch</td>
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</table>
## Honeywell Air Touch 18 Air Purifier

**Price:** Rs 22,990/Piece

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<th>Product Details:</th>
<th>Product Specifications</th>
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<tbody>
<tr>
<td>Color</td>
<td>Champagne Gold/Classic White</td>
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<tr>
<td>Noise</td>
<td>38-63 dB lower than most ceiling fans</td>
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<tr>
<td>Model</td>
<td>HAC30M1301W</td>
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<tr>
<td>Weight</td>
<td>6.2 kg</td>
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<tr>
<td>No. of Filters</td>
<td>3</td>
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<tr>
<td>Air Quality Indicator</td>
<td>Tri-color LED+Real-Time meter</td>
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<tr>
<td>Ozone Free</td>
<td>Yes</td>
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<tr>
<td>Filter Change Indicator</td>
<td>Yes</td>
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<tr>
<td>Touch Panel</td>
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<tr>
<td>Warranty</td>
<td>12 months</td>
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<td>Child Lock</td>
<td>Yes</td>
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<td>Sleep Mode / Silent Operation</td>
<td>Yes</td>
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<td>Fan Speed Modes</td>
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<td>CADR</td>
<td>300 m3/h</td>
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Advertising Opportunities for a Brand

ROI driven solutions for Business Leads

Branding & Awareness Solutions
Leverage the IndiaMART SEO: Get featured in top searches
Brands use IndiaMART for their new product launches, visibility campaigns and to target millions of SMEs.

5 crore visits and 20 crore page views every month.
Industry Leader Positioning - ROI

- 3500 + Verified Leads
- Organic Queries & Calls
- A Few Million Impressions
- Dedicated Microsite
- City & Keyword Driven Targeting
Products We Sell: Premium Listings Only

- **3500+ Guaranteed RFQs**
- A few thousands of organic queries
- Millions of impressions
- Immensely low CPLs
Buy Lead Packages - ROI

IndiaMART generates millions of verified leads every month.

Buy 10k leads package for 6 months at Lowest CPLs.

Geography, Category, Keyword, Competition Targeting.
Leading brands drive results that matter
IndiaMART is proving to be a suitable affiliate partner. It streamlined the change towards digital through consistent hand-holding. As a result, Finolex has been able to reach a wider audience with IndiaMART which it was otherwise missing out on.
“Digital is the next new wave, wherein our target customers who belong to even the most rural parts of the country are coming online to know about the product and for purchase. IndiaMART has provided us a window to reach out to more of such customers, in an efficient and the quickest possible manner.”
The impact we create!
Performing Brands

CAPITAL GOODS

- Laptops, Desktops, IT Products
- Construction
- Healthcare
- Automobile
- Steel

Brands: Dell, JCB, GE Healthcare, Tata, TATA TISCON, lenovo, Volvo, Carestream, FORCE MOTORS, JSW Steel, ASUS, Mahindra Rise, PHILIPS, RATHI BARS LTD.
Partnership – Annual Turnover Mode

- Work on annual mode with Fixed + Variable commissions
- Pitch IndiaMART ROI or advertising solutions to all clients
- We'll present the efficacy of solutions to the Media Planning teams
- We work with the Campaign Planning teams on all digital media planning pitches
Agency Partnership

Strategic Partnerships With:

- Performance Marketing Agencies
- Media Planning agencies
- OOH agencies
Together, we can create something impactful and lasting.

- www.indiamart.com/bigbrands
- bigbrands@indiamart.com