



indiamart®



Agenda



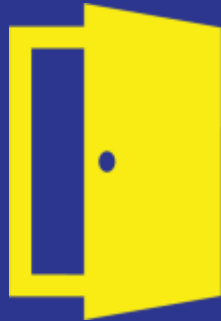
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1



IndiaMART's
Scale

02



Opportunities
on IndiaMART

03



Brands on
IndiaMART

04



Agency
Partnership



Are you missing the digital transformation bus?

The answer is probably YES.

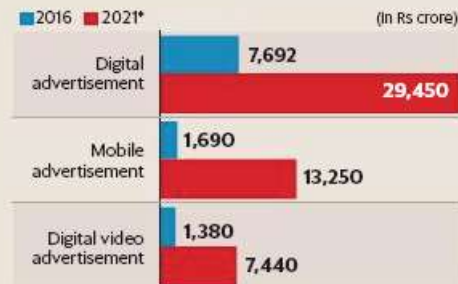
More than 41% brands are making their marketing expenditure more effective through digital medium.

The Changing
Paradigm of
reaching your
target audience

Digital ad spends set to rise in India

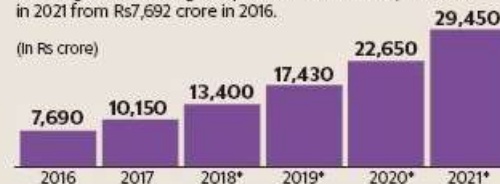
A report by KPMG, titled *The Digital First Journey*, highlights that growing internet penetration and data consumption is likely to boost spending on digital advertisements in India. The launch of 4G services by Reliance Jio Infocomm Ltd led to a rapid surge in data usage, the report said.

Growth in digital advertisement spend in India and its constituents



Digital advertisement spend

Total digital advertising is expected to reach Rs29,450 crore in 2021 from Rs7,692 crore in 2016.



IndiaMART- a '2-way' Marketplace



Community & Network Effect



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.

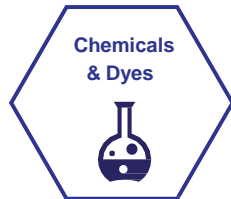


Digital Destination For Businesses



Industrial Plant & Machine

- 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



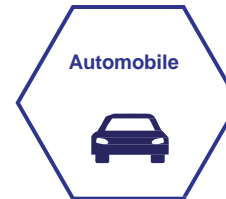
Packaging Machines & Goods

- 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



Industrial Plants & Machinery

- Machines & Equipments
- Textile & Garments
- Control Equipments

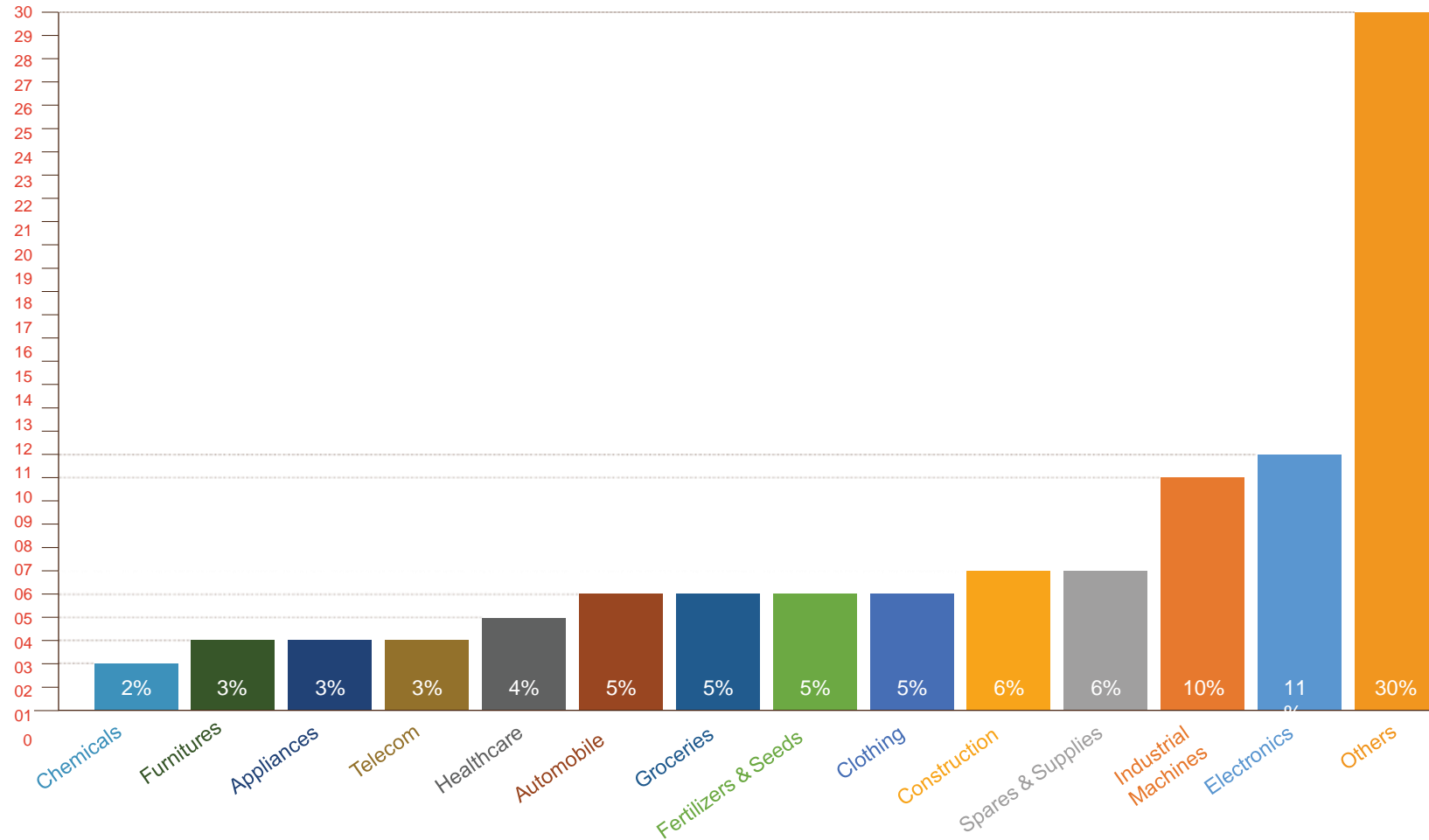


Lab Instruments & Supplies

- Measuring Tools
- Test Equipments
- Lab & Testing Equipments



Traffic Distributed Across Categories



The typical profile of 47 Lakh Suppliers



Micro & Small
Enterprises (35 lakh)



Proprietorship firms
with <10 people



Turnover <5cr



Medium Enterprises
(5 lakh)



Partnerships/Pvt Ltd
with 10-50 people



Turnover 5-50 cr



Corporates/
Brands (10,000)



Pvt Ltd with employee
strength > 50 people



Turnover <50 cr



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

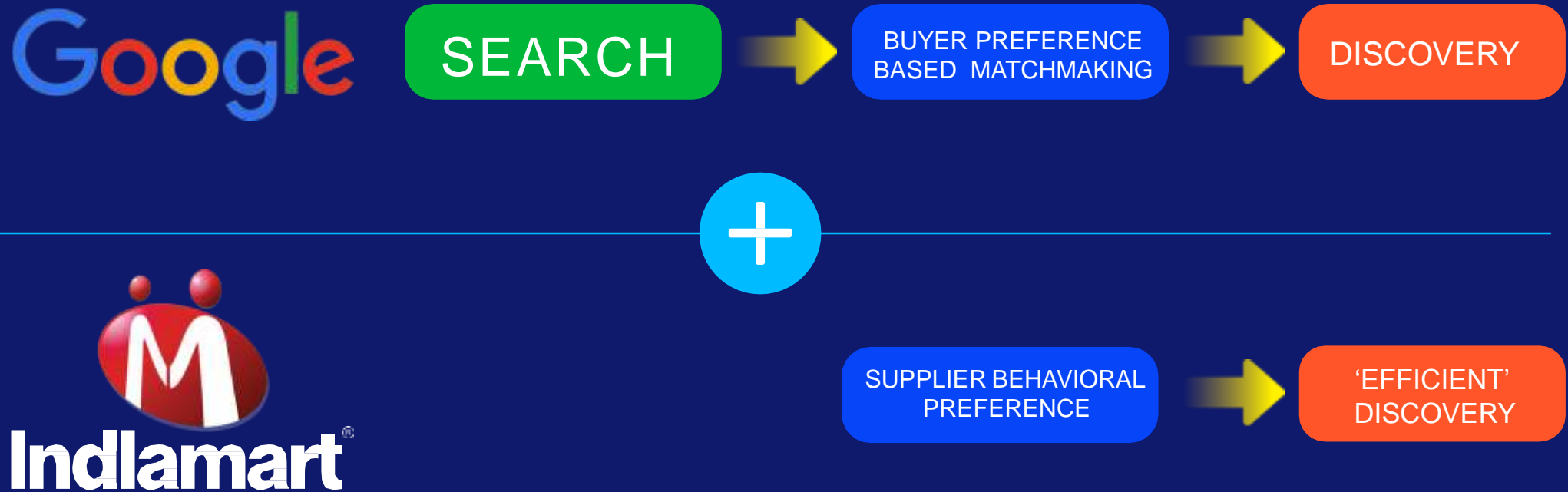


Best after sales service with dedicated Account managers and ROI managers

Integral Partner for your Sales & Marketing



Buyer Value Proposition



~5 Cr Products & 47 lakh Suppliers



Google Leads vs IndiaMART Leads – 5x better CVRs



TANGIBILITY



RELEVANCE



PRODUCT ROI



ACCOUNT
MANAGEMENT



Verified Lead

B2B/Bulk

Self Serve

Available



Click Based

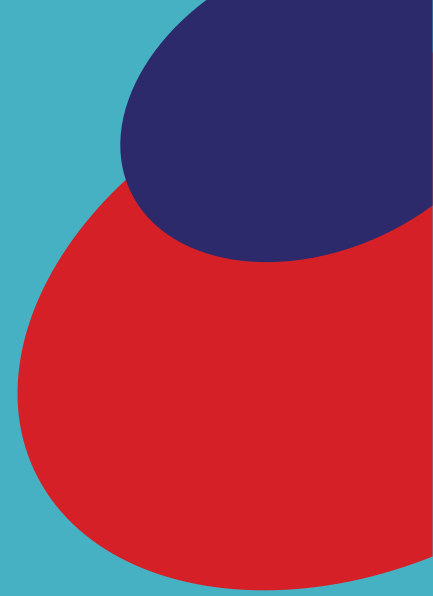
Generic

Assisted

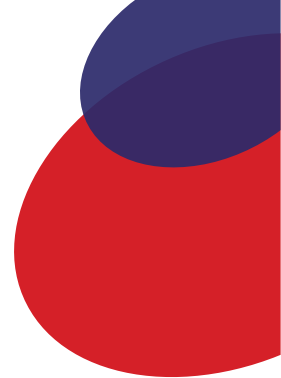
Not Available



PRODUCT FEATURES



Product Quality - E-Rickshaws



Madona-P Electric Auto Rickshaws

Price: Rs 82,000/Piece

Product Details	Product Specifications
Vehicle Capacity	5 seats including driver
Maximum Run	120- 140 Km/Charge
Roof Type	Fiber, Plastic
Motor Power Rating	1250 W>1250 W
Battery Charging Time	9-10 hours
Battery Capacity	160AH@C20
Dimensions (LxWxH) in	16x6.75x10.5 Inch



Product Quality - Appliances

Honeywell Air Touch 18 Air Purifier

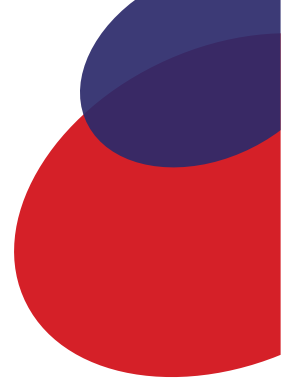
Price: Rs 22,990/Piece



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



Advertising Opportunities for a Brand



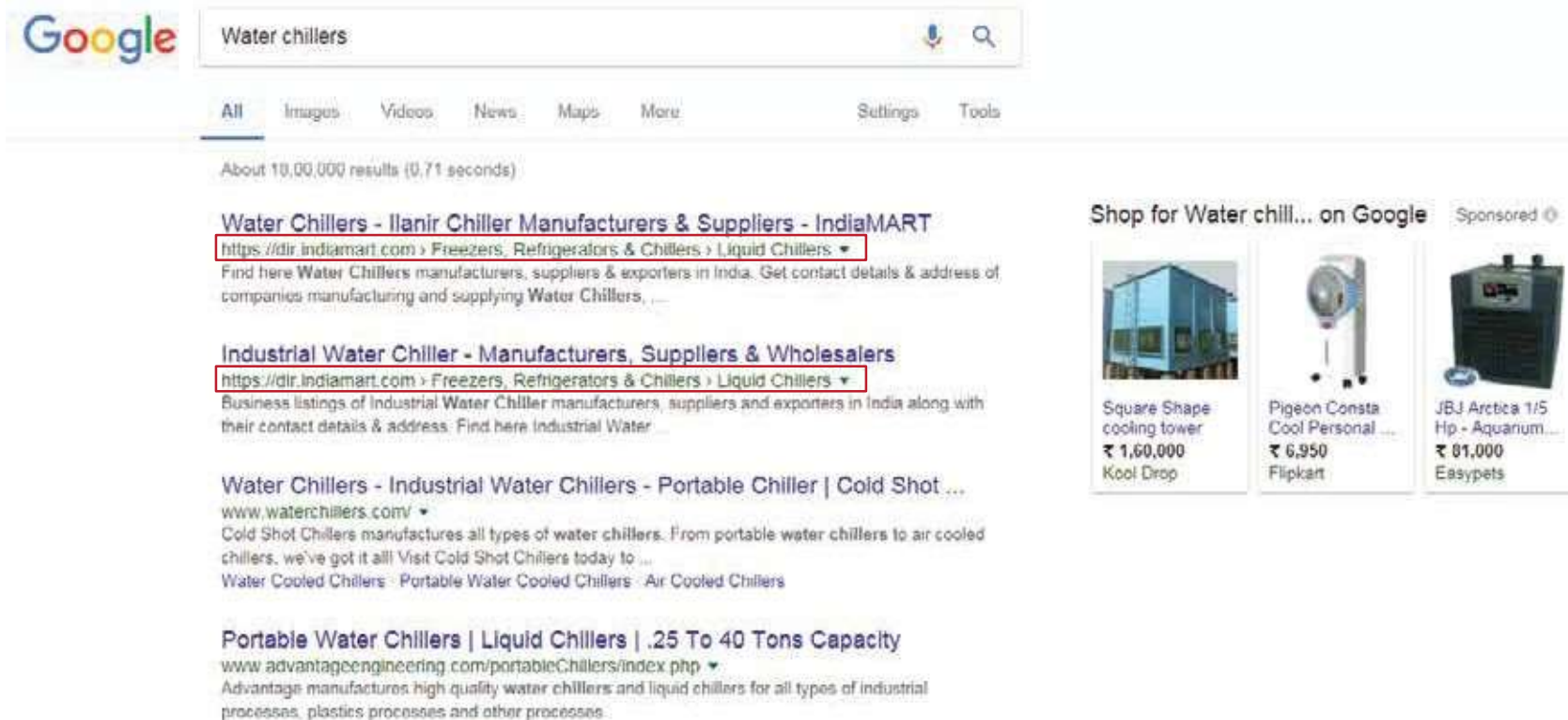
ROI driven solutions
for Business Leads



Branding & Awareness
Solutions



Leverage the IndiaMART SEO: Get featured in top searches



The screenshot shows a Google search for "Water chillers". The search bar at the top contains the text "Water chillers" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Maps", and "More". The "All" tab is selected. Below the tabs, it says "About 10,00,000 results (0.71 seconds)".

The first search result is titled "Water Chillers - Ilanir Chiller Manufacturers & Suppliers - IndiaMART". The URL is <https://dir.indiamart.com> > Freezers, Refrigerators & Chillers > Liquid Chillers. The description says: "Find here Water Chillers manufacturers, suppliers & exporters in India. Get contact details & address of companies manufacturing and supplying Water Chillers, ...".

The second search result is titled "Industrial Water Chiller - Manufacturers, Suppliers & Wholesalers". The URL is <https://dir.indiamart.com> > Freezers, Refrigerators & Chillers > Liquid Chillers. The description says: "Business listings of Industrial Water Chiller manufacturers, suppliers and exporters in India along with their contact details & address. Find here Industrial Water ...".

The third search result is titled "Water Chillers - Industrial Water Chillers - Portable Chiller | Cold Shot ...". The URL is www.waterchillers.com. The description says: "Cold Shot Chillers manufactures all types of water chillers. From portable water chillers to air cooled chillers, we've got it all! Visit Cold Shot Chillers today to ...". Below the description, it says: "Water Cooled Chillers - Portable Water Cooled Chillers - Air Cooled Chillers".

The fourth search result is titled "Portable Water Chillers | Liquid Chillers | .25 To 40 Tons Capacity". The URL is www.advantageengineering.com/portableChillers/index.php. The description says: "Advantage manufactures high quality water chillers and liquid chillers for all types of industrial processes, plastics processes and other processes".

On the right side of the search results, there is a section titled "Shop for Water chill... on Google" with a "Sponsored" label. It contains three product listings:

- Square Shape cooling tower** by Kool Drop, priced at ₹ 1,60,000.
- Pigeon Consta Cool Personal** by Flipkart, priced at ₹ 6,950.
- JBJ Arctic 1/5 Hp - Aquarium** by Easypets, priced at ₹ 81,000.



Display Ads

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



Home Page



Category Page



Product Page



Microsite Branding



Seller/Buyer Login Pages



Brand Billboards



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

Connect with Suppliers for Laptops

Brand

- Dell
- HP Laptop
- Lenovo
- Acer
- Samsung
- Sony Laptop
- Apple
- ASUS
- Toshiba
- LG
- HCL
- Compaq Laptop
- Fujitsu

Business Type

- Manufacturer
- Exporter
- Wholesaler
- Retailer

Recently Viewed

Thinkpad L470 I3 4GB RAM - WIN 10 PRO - 1TB HDD Laptops

Processor: intel core i3-7100u processor
Condition: New
Memory Size (RAM): 4GB DDR4
Model more..

Lenovo India Private Limited
Doddenakund, Bengaluru

Rs 54,536/ Unit

Call 08042538928 [Contact Supplier](#)

Dell Vostro 3568 Laptop 6th Gen Core i3-6006U

Processor: 6th generation intel core i3-6006u processor
Condition: New
Memory Size (RAM): more..

Dell International Services India Private...
Bengaluru

Rs 39,890/ Unit

Call 08045197000 [Contact Supplier](#)

ThinkPad 13" i5 16GB - WIN 10 PRO - 256GB SSD Laptops

IDEAPAD 320 i3 4Gb Ram Laptops

IDEAPAD 520 i7 - 16GB RAM - WIN 10 - 2TB HDD Laptops

Dell Vostro 3568 Laptop 7th Gen Core i5-7200U

Dell Vostro 3468 Laptop (7th Gen i3/Windows 10)

Vostro 5568 Laptop Intel Core i5 8gb 256 Gb SSD



3500+
Guaranteed RFQs



A few thousands
of organic queries



Millions of
impressions



Immensely
low CPLs



Buy Lead Packages- ROI

Hydraulic Machines

237 Buy Leads available

Preferred Cities: [Hyderabad](#) [Pune](#) [Bengaluru](#) [Delhi](#) [Mumbai](#)

[Aurangabad](#) [Chennai](#) [Ahmedabad](#) [Bhubaneswar](#) [Nashik](#) [UAE](#) [Canada](#) [Egypt](#) [Indonesia](#) [Pakistan](#)

[Saudi arabia](#)

Buy Leads For Hydraulic Machines

Hydraulic Machines ✓

🕒 1 hr ago 📍 Bengaluru, Karnataka 🇮🇳

I want to buy Hydraulic machine.

Kindly send me price and other details.

Mode : Automatic And Manual
Quantity: 1 Units

Need this for : Our End Use
Frequency : One Time Requirement
Preferred Location: Suppliers from Local Area will be Preferred

Contact Buyer Now
(Phone & Email available)

Manual Hydraulic Pipe Bending Machine ✓

🕒 1 hr ago 📍 Udupi, Karnataka 🇮🇳

I want to buy Pipe Bending Machine.



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



SINGER



Carestream



ARVIND





// 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. //

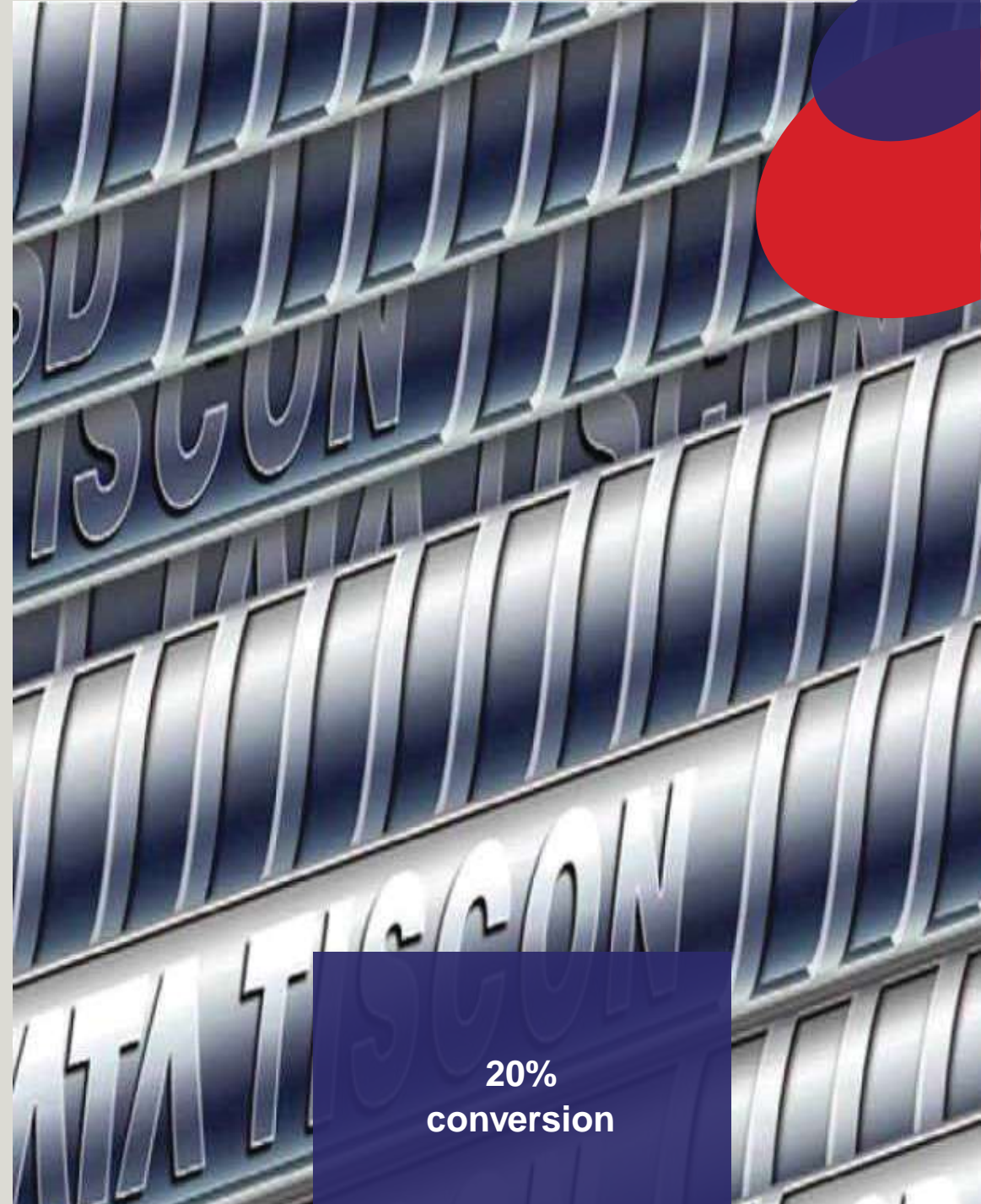


10%
conversion





// 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. //



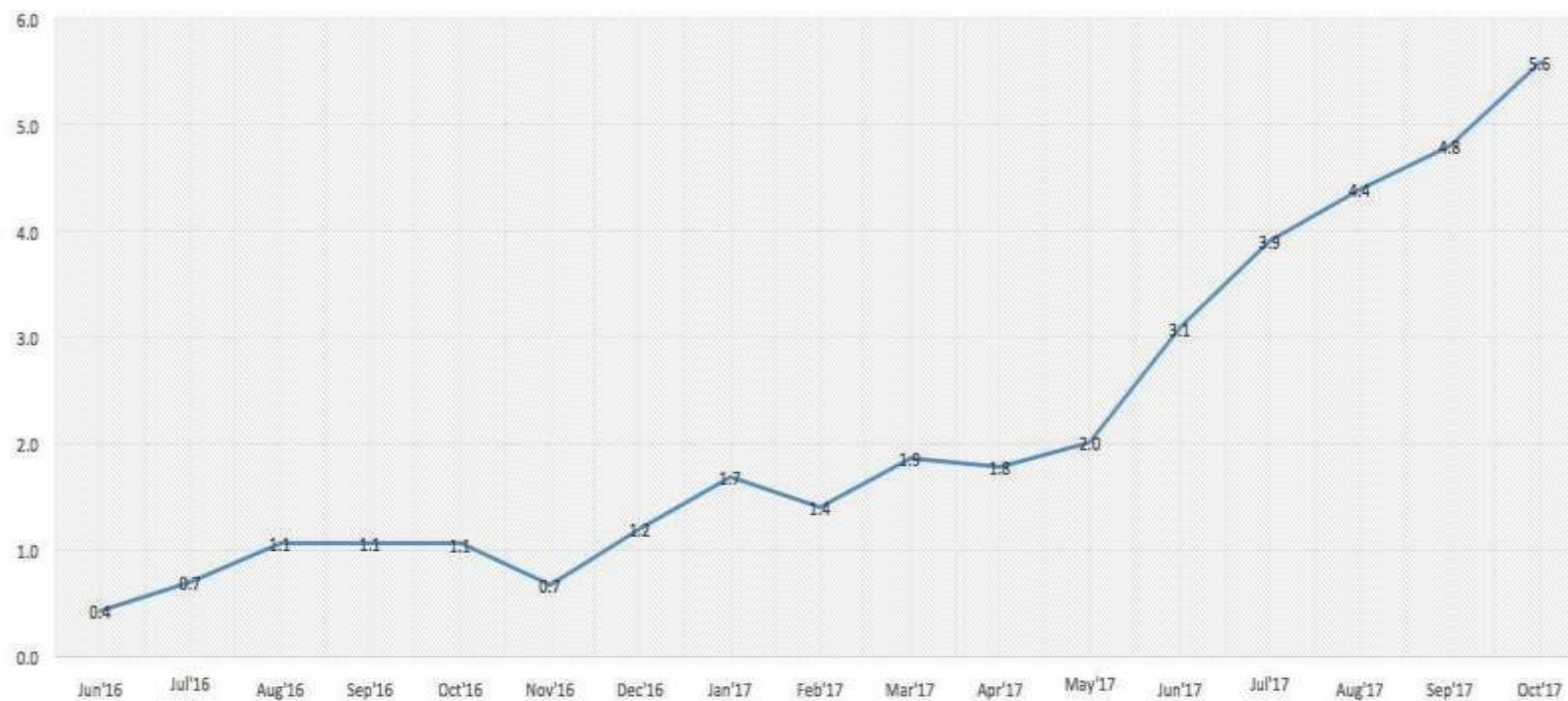
20%
conversion



The impact we create!

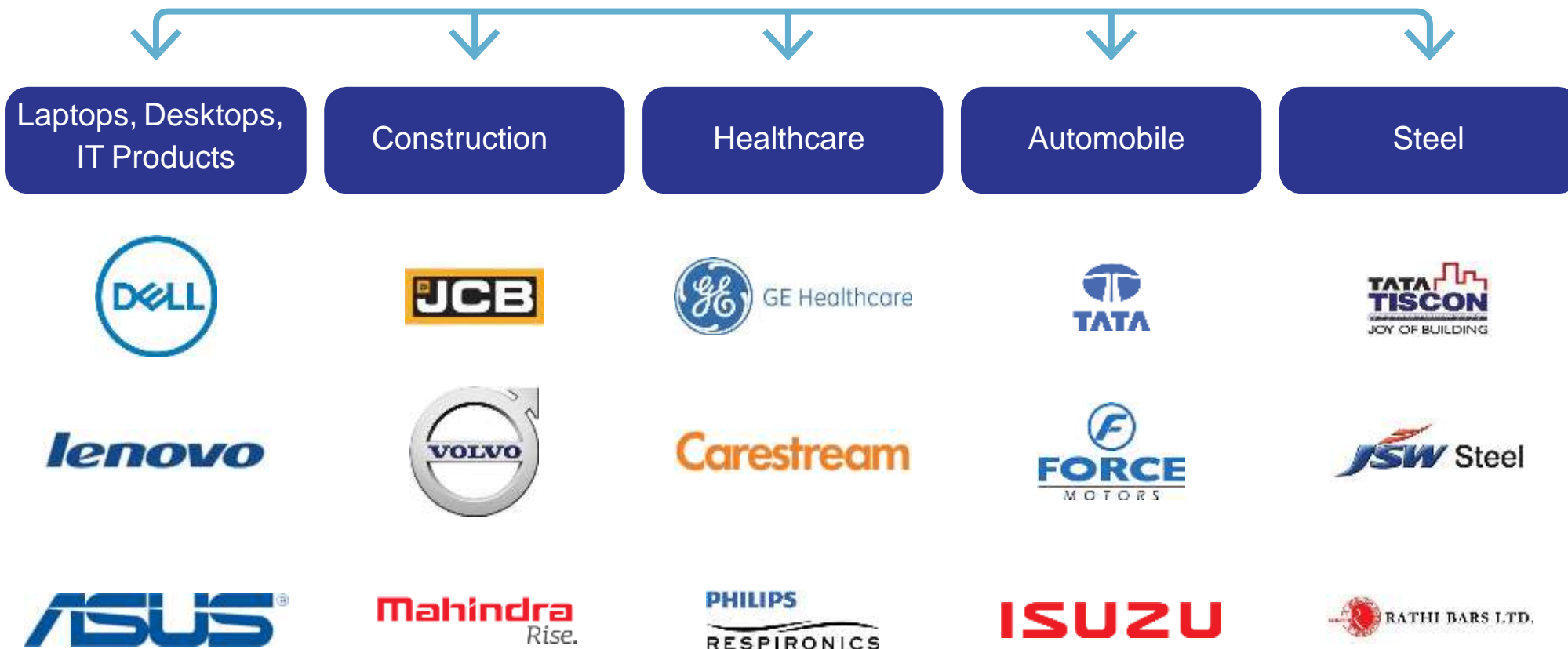
Mahindra
Rise.

Month on Month Leads generated on IndiaMART (in Thousands)



Performing Brands

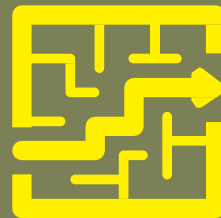
CAPITAL GOODS



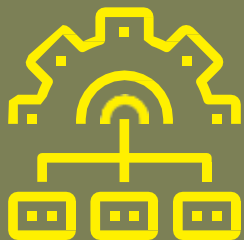
Partnership – Annual Turnover Mode



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



THANK YOU