



**indiamart<sup>®</sup>**



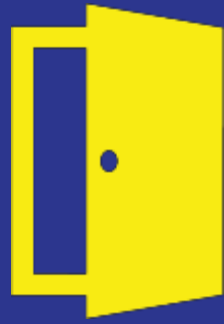
# Agenda

01



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

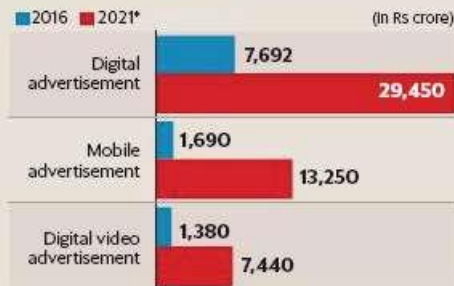


## Digital ad spends set to rise in India

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.

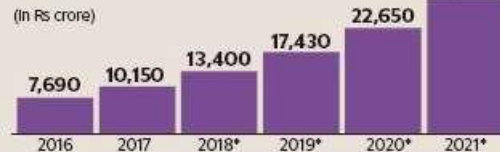


### Growth in digital advertisement spend in India and its constituents



### 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, allorganic.



# Digital Destination For Businesses



- Machines & Equipments
- Textile & Garments
- Control Equipments



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



- Pipes
- Business Projectors
- Thermic Fluid Heaters



- Rental Services
- Repair Services
- Oxygen Cylinders



- Household Equipments
- Kitchen Utensils Plastic
- 



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



- Container Consolidation & Packing Services
- Household Goods Shifting Services
- Package Moving Services



- Labs & Libraries
- Nurse Services
- Healthcare Consultancy



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



- Agro Machineries
- Seeds & Plantation Products
- Horticulture Tools



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



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



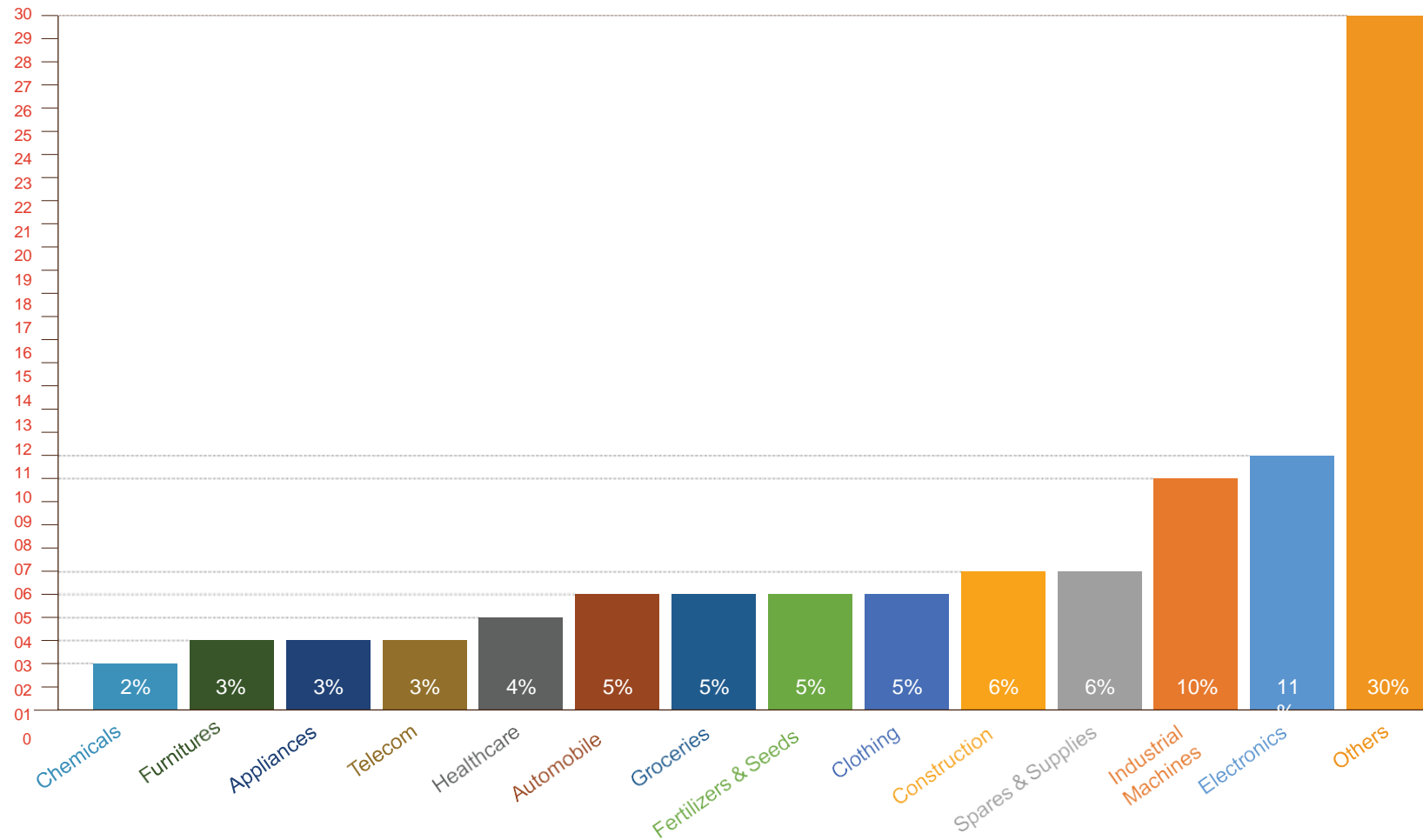
- Machines & Equipments
- Textile & Garments
- Control Equipments
- 



- 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



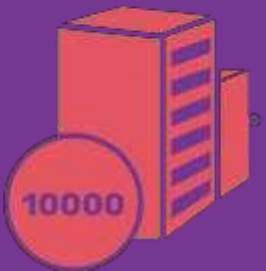
Medium Enterprises (5 lakh)



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

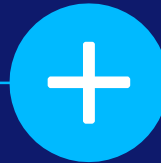


Best after sales service with dedicated Account managers and ROI managers

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



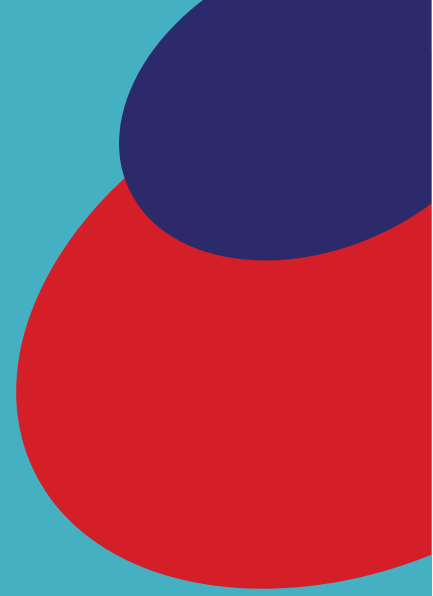
Verified Lead  
B2B/Bulk  
Self Serve  
Available



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

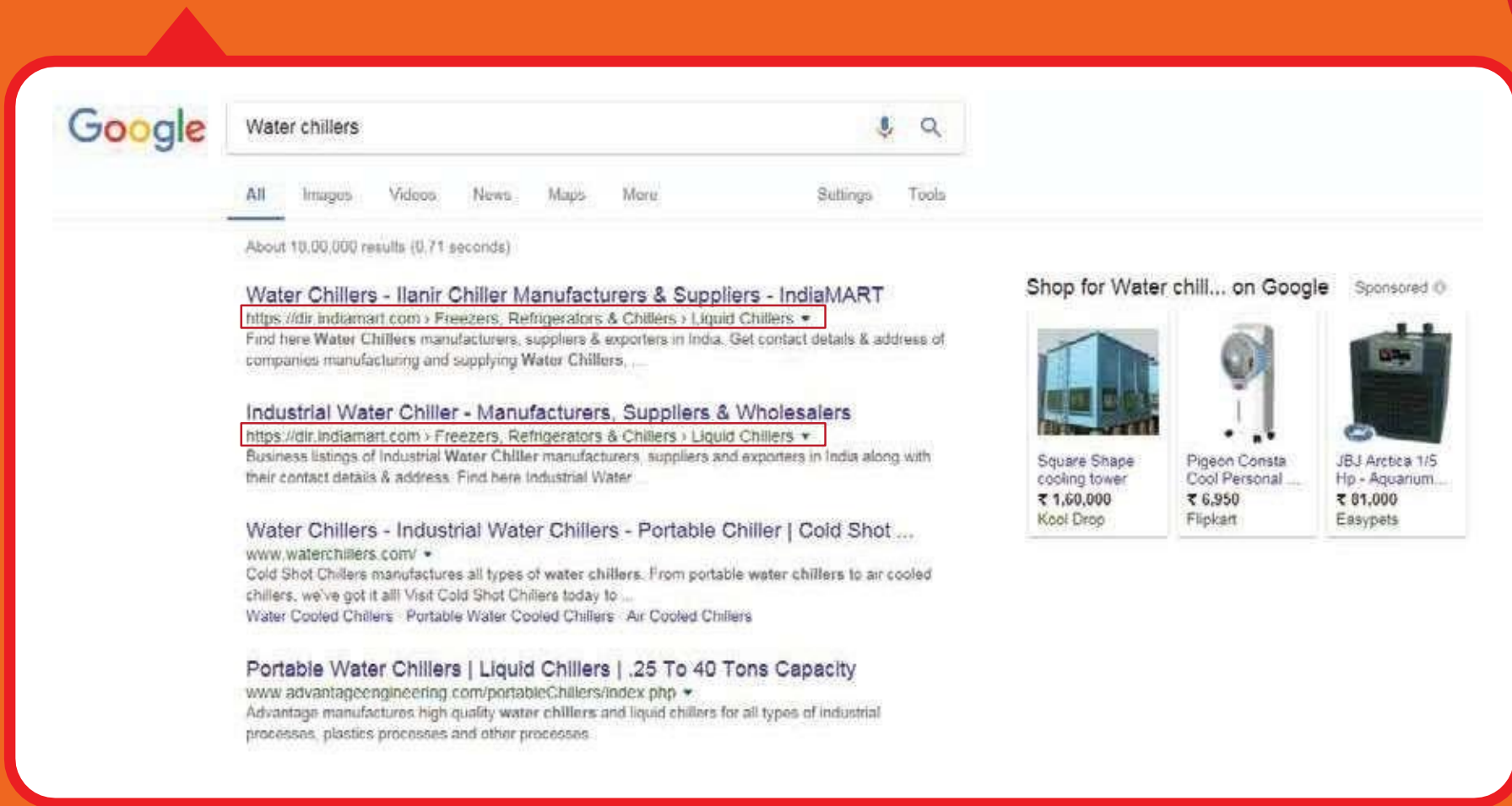


Branding & Awareness  
Solutions





# Leverage the IndiaMART SEO: Get featured in top searches



# 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

The screenshot shows a B2B marketplace interface with a grid of product listings. The top listing is for a Mahindra TORRO 31 Truck, which is highlighted with a red border. Below it are four other listings: Truck Alignment, Dual Cabin Truck, Commercial Truck (Open And Full Body Available), and Eicher Trucks And Buses. Each listing includes an image, a title, a brief description, the company name, location, and a 'Send Enquiry' button.

Product Name	Company Name	Location	Contact Number
Mahindra TORRO 31 Truck	Mahindra & Mahindra Ltd. (Truck & Bus Divis...	Worli, Mumbai	08048553131
Truck Alignment	Innato Enterprises	Coimbatore	09643336833
Dual Cabin Truck	Sonal Motors Private Limited	Khurda, Buzaffarpur	08046040568
Commercial Truck (Open And Full Body Available)	Yadav Road Lines Corporation	Chanderiya, Chittaurgarh	08045335216
Eicher Trucks And Buses	Eicher Motors Private Limited	Mumbai	08048552027



3500 +  
Verified Leads



Organic Queries  
& Calls



A Few Million  
Impressions



Dedicated  
Microsite



City & Keyword  
Driven Targeting

# Products We Sell: Premium Listings Only

**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** ▲

### Connect with Suppliers for Laptops

**Thinkpad L470 i3 4GB RAM - WIN 10 PRO - 1TB HDD Laptops**

*Industry Leader*

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**

*Industry Leader*

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 3568 Laptop Intel Core i5 8gb 256 Gb SSD**



3500+  
Guaranteed RFQs



A few thousands  
of organic queries



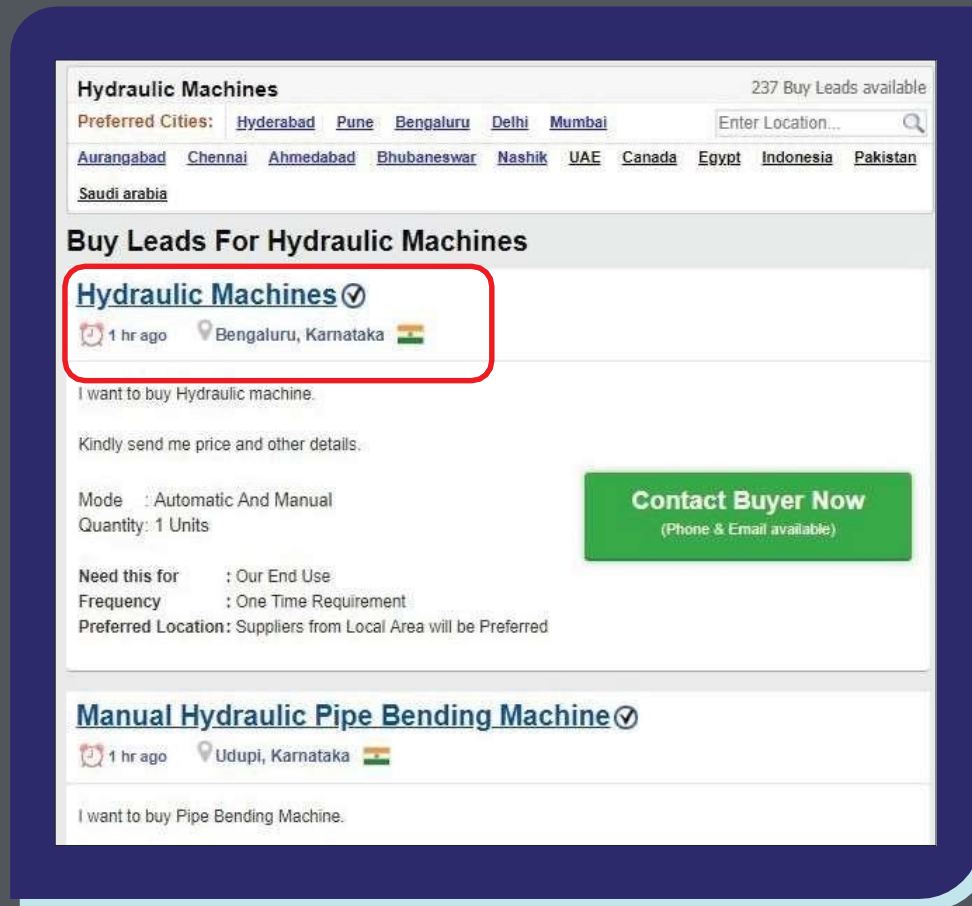
Millions of  
impressions



Immensely  
low CPLs



# Buy Lead Packages- ROI



The screenshot shows a search result for 'Hydraulic Machines' on the IndiaMART platform. At the top, it indicates '237 Buy Leads available'. Below this, there are filters for 'Preferred Cities' including Hyderabad, Pune, Bengaluru, Delhi, and Mumbai, along with a search bar for 'Enter Location...'. A list of other cities like Aurangabad, Chennai, Ahmedabad, Bhubaneswar, Nashik, UAE, Canada, Egypt, Indonesia, Pakistan, and Saudi Arabia is also visible. The main listing is for 'Hydraulic Machines' with a verified status (checkmark icon), posted '1 hr ago' in 'Bengaluru, Karnataka'. The buyer's message reads: 'I want to buy Hydraulic machine. Kindly send me price and other details.' The listing includes details: 'Mode: Automatic And Manual', 'Quantity: 1 Units', 'Need this for: Our End Use', 'Frequency: One Time Requirement', and 'Preferred Location: Suppliers from Local Area will be Preferred'. A green button labeled 'Contact Buyer Now (Phone & Email available)' is present. Below this, another listing for 'Manual Hydraulic Pipe Bending Machine' is partially visible, also posted '1 hr ago' in 'Udupi, Karnataka'.



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



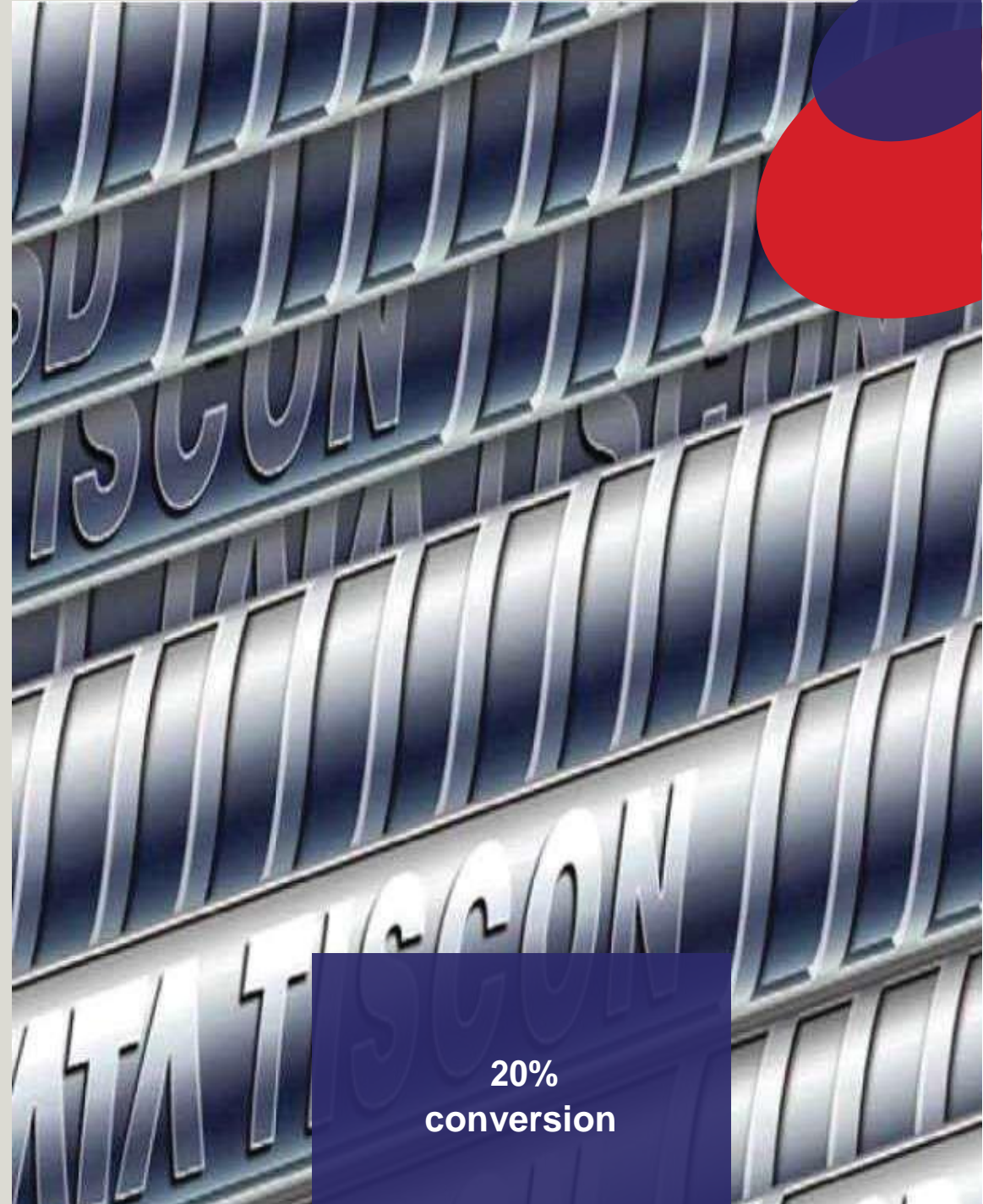
ARVIND







// 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.



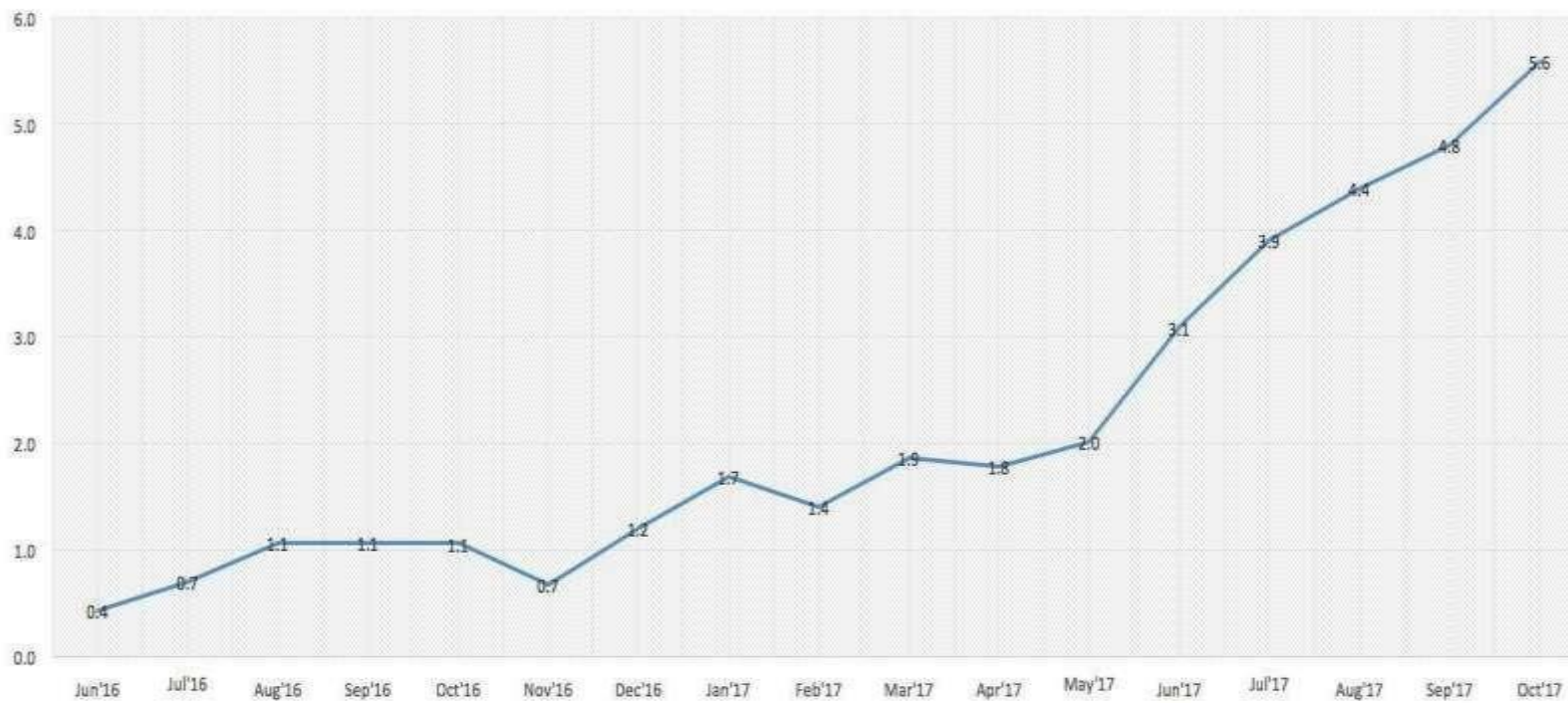
20%  
conversion



# The impact we create!

**Mahindra**  
Rise.

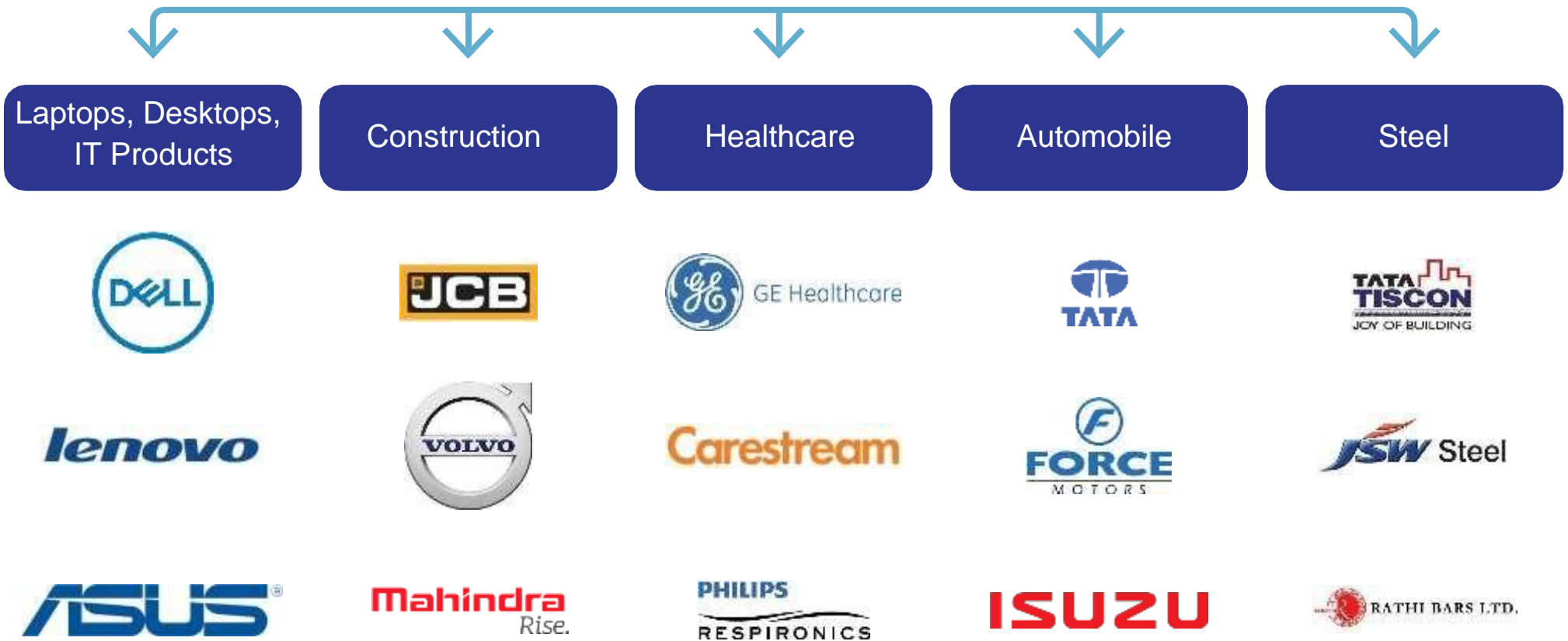
Month on Month Leads generated on IndiaMART (in Thousands)



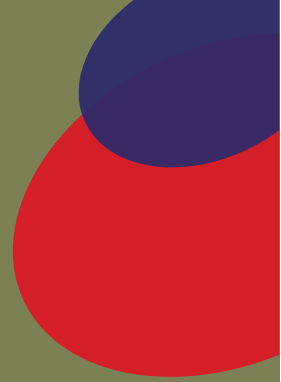


# Performing Brands

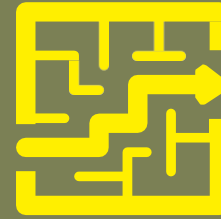
## CAPITAL GOODS



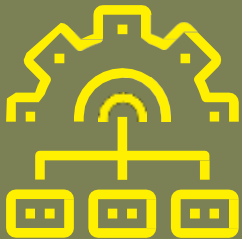
# Partnership – Annual Turnover Mode



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/enterprise-solutions](http://www.indiamart.com/enterprise-solutions)

✉ [shankar.surya@indiamart.com](mailto:shankar.surya@indiamart.com)



THANK YOU