

IndiaMART Dynamic Product Catalog

Offer Document

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1 **What is IndiaMART Dynamic Product Catalog?**

IndiaMART dynamic product catalog is an innovative solution that allows you to develop a website with full control over its product navigation and product information. It allows you to:

- ◆ Categorize the products as per your wish
- ◆ Add / Edit / Delete a product, its images and information
- ◆ Add / Edit / Delete blow-ups for products
- ◆ Publish the catalog in HTML format in real-time
- ◆ Attaching product related document for enhanced / sophisticated details

2 **Detailed Features of IndiaMART Dynamic Product Catalog**

2.1 Product Management System

The components of the Product Management System are as follows:

- Add a New Product
- Edit the Information / Photo of an Existing Product
- Delete an Existing Product
- Publish the Products in the Catalog
- Uploading of Product Graphics in the Database

We shall develop a system, which would replicate the current physical catalog and at the same time offer advanced technical and product information to the users of the catalog. An example of product information is given below:

1. Graphics of individual product / design
2. Blow-up for a specific product / design
3. General product / design information
4. Technical information on each product / design
5. Product price

6. Minimum Order Quantity

7. Availability of product

(The information to be presented will be as per the user's requirements. Above information is indicative.)

2.2 Display Management System

This involves development of a home page, profile page, enquiry form (and other static information pages) and product presentation layout, based on which the product catalog is displayed. Its importance can be judged from the fact that over 50% of catalogs designed worldwide have found little acceptance amongst the users because of non-user friendly design and navigation.

2.3 Order / Query Placement System - Ordering / Query Cart

The IndiaMART dynamic catalog can also have a standard order / query cart using which the visitor can select multiple products and add to the virtual cart and can send a consolidated order / query at the end and request a quote for the same.

3 Extra Features

In the complex world of ever changing designs & products, it is important to offer updated information to the channel partners, importers and buyers, fast. The IndiaMART dynamic product catalog comes with power-packed features like:

- **Personalized Design** - Unlike conventional catalogs that allow you to select from pre-defined templates only, we offer personalization of product & design layouts to suit your taste.
- **Personalized Category-wise Layouts** – Apart from personalized design, you can also have category wise theme-layouts to give your site a refreshing look.
- **Update as Per Your Convenience** - No more “*Monday - Friday, 9 - 5*” service... Change to ‘anytime anywhere’ lifestyle... With the catalog under your control, you can update your website whenever and wherever you want
- **Free Enquiry Basket / Query Cart** – Standard online enquiry basket / query cart is now an essential part of a B2B catalog website. We offer Free Enquiry Basket / Query Cart (standard version) with all plans.
- **Search Engine Promotion along with a Dynamic Catalog** - IndiaMART dynamic product catalog is a unique product (probably the only one in the market today) which allows you to enjoy the benefits of dynamic update with search engine promotion

4 Add-on Features

Some of the mostly common add-on features to the IndiaMART dynamic catalog are as under:

4.1 User Management System (UMS)

The User Management System controls enrollment in and access to the dynamic catalog, thereby making it more secure. The highlights of UMS are:

1. User Hierarchy

The user hierarchy of the system is used to establish both 'tenants' and the individual groups and users within each tenant. A tenant is most often an individual who is enrolled to use the system. Under each tenant or individual are often separate divisions or groups within the organization and their associated end-users within the groups.

2. User Permissions

User permissions shall assist the user hierarchy in defining the access to various parts / features of the system. Based upon the preferences of the administrator, these permission rights can be defined and implemented.

3. User Registration

User registration system shall facilitate the various types of users to register themselves for accessing and using the features of the system. This system would be seamlessly linked with the user hierarchy and user permission systems.

4.2 Product Search

The product search function helps to locate the right products much faster and more precisely than before. We generally implement a four-way search system:

- Product name based search
- Product ID based search
- Product description based search
- A combination of the above parameters based search

This four-way search system offers tremendous boost to the usability of the entire E-catalog to the users.

4.3 Payment Gateway Integration

If you wish to use the IndiaMART dynamic catalog for online product sales, it needs to be integrated with a payment gateway (like ABCPayments.com).

5 Commercials

Max. No. of Products	FREE Page Templates	Price (Client Adds Products with blowups)	Price (I'mart Adds Products without blowups)	Price (I'mart Adds Products with blowups)
30	4	50,000	65,000	70,000
50	5	70,000	90,000	95,000
75	6	86,000	110,000	115,000
100	7	100,000	120,000	135,000
150	8	125,000	150,000	175,000
200	9	147,000	180,000	205,000
250	10	167,000	200,000	230,000
300	11	185,000	225,000	250,000
400	12	215,000	255,000	280,000
500	12	240,000	295,000	310,000

SPECIAL OFFER – Free Enquiry & Request for Quote Form and Enquiry Basket with all packages

Several add-on features are also available at additional marginal cost. These are as under:

Add-Ons	Total Cost
Payment Gateway Integration (One time)	Rs 15,000
Dynamic Website Catalog Search	Rs 25,000
User Management System	Rs 25,000
Customized Query Cart	Rs 20,000