

Portal Sponsorship

Proposal

**Sponsorship & Promotion through Product / Industry Specific
Portals of IndiaMART.com**

New Delhi, 15th April, 2006

1 Facts Every Seller Needs to Know

- Large buyers prefer comprehensive, industry / product focussed portals over a small and multi-product site
- Buyers are not just looking for product photos, but also at extensive product specific information, main production centers, industry overview, trade statistics etc.
- Large buyers want the facility to send business enquiry, view online directory & product catalogs and create & respond to trade leads from one common place
- Large buyers prefer to visit and use those places from where they can ask for quotation from multiple suppliers for their needs

2 Product / Industry Specific Portals Sponsorship Program

IndiaMART.com's product / industry specific portal sponsorship is a carefully crafted solution that addresses all the challenges faced by sellers today. It offers you the following:

- Large, focussed product / industry portal, completely dedicated to the sponsorer ... **at zero development cost to you !**
- Comprehensive content, information and its regular updation ... **without you spending time, effort & money !**
- Dynamic tools for large buyers like online directory, trade leads, product catalogs etc with highly conceptualised graphical & text base top listing for you... **without paying for its development & maintenance !**
- Affiliation, linking and buyer traffic from IndiaMART.com ... **at no extra cost for it !**
- 100-200 (15 to 30 pages) product catalog/ Dynamic Product Catalog dedicated to the sponsorers company & product information ... **get direct enquiries from he portal !**

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Commercials

1. Portal sponsorship with 100* Products **Static** Catalog

Half Yearly	:	1,45,000.00
Yearly	:	2,15,000.00

Query Assurance : 180 to 240 per year

2. Portal sponsorship with 100* Products **Dynamic** Catalog

Half Yearly	:	1,65,000.00
Yearly	:	2,35,000.00

Query Assurance : 180 to 240 per year

Advantages of Dynamic Catalog in portal:

- You can add/edit/delete the products anytime
- Products will be displayed on trade-express.com for direct enquiries
- B2B enquiry basket

** Upgrade to 200 products catalog at an additional charge of Rs. 20,000*

3. Top banner Position in all the pages

Half Yearly	:	1,10,000.00
Yearly	:	1,80,000.00

No Query Assurance

Premium Listing in B2B Product Portals

2nd, 3rd & 4th positions in listing pages - Rs. 1500 per month, per category

No Query Assurance