

## Premium Listing



# Top-Ranking Your Business Online

## ‘Taming Internet for your Business’ Series

---

There are millions of global buyers online looking for cost-efficient suppliers of their hot selling products. India is one of the most preferred destinations for such buyers.

**Are you doing enough to reach out to these potential customers of your products/service?**

Read on to find out how you can grow your business opportunities online...

## Opportunities galore on Internet

Imagine opening a stand-alone shop in a deserted area with no roads or road-signs leading to your shop. Result: there would be no buyers, no matter how good your products are or how beautiful our spacious your outlet is. Alternately, imagine the kind of business you can generate by opening a small shop in a busy marketplace that is frequented by thousands of buyers everyday! The same is true for websites.

The IndiaMART online B2B marketplace offers:

- Over six million business visitors from across the globe contributing 55 million pageviews a month
- Generate 10,000+ global B2B enquiries every day for its members
- Successfully initiated Rs 100 billion worth of cumulative business

Being India's largest online platform for global business community, each time a buyer searches for a product online, we ensure he does not miss our directory of Indian suppliers in the category. We therefore act as a matchmaking platform between global buyers and Indian suppliers.

IndiaMART attracts over 55 million pageviews every month from buyers across the globe and routes them to the suppliers listed in its directories.

## Does your Website pull enough buyer queries?

- Do you generate enough response from your web-presence?
- Do your potential buyers consider you a more credible supplier than your competitors?
- Does your website standout amongst all competing websites?

The key objective of investing in a business website is to attract buyers and generate more revenues from it. However, you must have realized by now that there are thousands of competing websites that share the same global market with you, which prevent your buyers from reaching your website.

### Simple formula to online business success:



#### Website Investment - Online Promotion

▶▶ Low Traffic, Little Queries, Wasted Investment



Website Investment + Online Promotion (i.e. Marketplace Presence + Search Engine Visibility)

▶▶ Relevant Traffic, More queries, High Return on Investment



## How to get visitors to click on your listing?

IndiaMART.com online B2B directory lists over 300,000 companies under more than 500 different categories/sub-categories. This means on an average, there are hundreds of suppliers listed under each category (which is why the buyers love us!). We also list catalogs (10,000+ nos.), trade offers (100,000 + nos.) and products (150,000+ nos.) offered by our member suppliers separately.

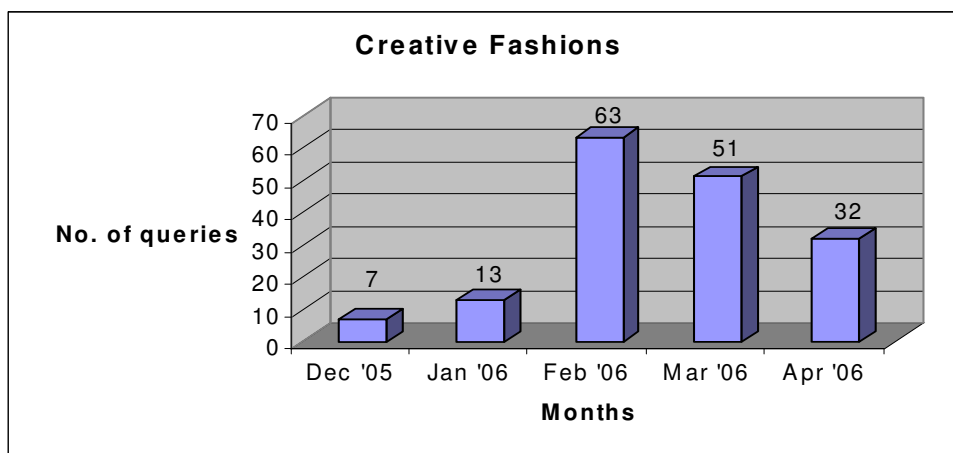
Going by statistics and browsing behavior analysis, the top listed companies receive more clicks than the other companies appearing in the list. **Premium placement** in directory listings thus has a direct impact on your accessibility, resulting in more enquiries from buyers.

IndiaMART  
 Online B2B  
 Directory lists  
 more than  
 3,00,000  
 businesses  
 under 500+  
 industry  
 categories &  
 sub-categories

## How does Premium Listing benefit you?

Premium Listings at IndiaMART offers the following:

- Genuine potential buyers by ensuring premium position in relevant directories/listings
- Marked increase in number of serious business inquiries
- Your placement above the competitors and thus a chance to position yourself as the market leader
- Almost a direct promotion/access to buyers from popular search engines
- Higher return on investment made on your website
- High recall value and brand building with repeat exposure to buyers



'Creative Fashions' New Delhi, is engaged in manufacturing & exporting of home furnishings and has a website with IndiaMART - [www.creative-fashions.net](http://www.creative-fashions.net). Website launched in Dec. 05 and FPL taken on 25th Jan 06 for 2 months

Getting a  
 premium  
 position in a  
 business  
 directory is  
 like opening  
 your sales  
 outlet in a  
 prime  
 location. The  
 buyer  
 response  
 increases  
 multi-folds!

## Premium Listing options at IndiaMART

IndiaMART offers two types of Premium Listings. As a Premium Member, you enjoy secured top positions in various listings at IndiaMART B2B marketplace.

### Featured Premium Listing

- Listing for top 3 positions i.e. No. 1, 2, 3, positions in a specified category/ subcategory on dir.indiamart.com, catalogs.indiamart.com and in featured catalogs on all platforms
- These 3 positions rotate among themselves in a loop and are free from any other criteria
- Listing contains their name, contact information, little description about his business and direct link to his catalog

### Normal Premium Listing

- Listing in next 6 positions i.e. No. 4, 5, 6, 7, 8, 9 positions in a specified category/ subcategory on dir.indiamart.com, catalogs.indiamart.com
- These 6 positions rotate among themselves in a loop and are free from any other criteria
- Listing contains name, contact information, small description about the business and direct link to website / catalog

Businesses that appear in the top 5% space in the directory listings get upto 70% of the total buyer queries.

	Type 1	Type2
Premium Member Position in	Featured Premium	Normal Premium
IndiaMART Directory	1/2/3	4/5/6/7/8/9
IndiaMART Catalogs Listing	1/2/3	4/5/6/7/8/9
IndiaMART Trade Leads	1/2/3	None
Pricing (per month per category)		
For Main Category	Rs 10,000	Rs 7,000
For Product/Micro Category	Rs 5,000	Rs 3,000