

Indian Business Portal and IndiaMART are the two prominent digital marketplace for Indian Exporters and Foreign Buyers to identify new markets for their products and one stop expert solution for their business needs. Brief information along with user guide for both the platform is given below for information.

Indian Business Portal

Federation of Indian Export Organizations (FIEO) has designed and developed the “Indian Business Portal” an International Trade Hub for Indian Exporters and Foreign Buyers. This is a B2B digital marketplace to empower SME exporters to identify new markets for their products and grow their sales with new buyers.

Objective

1. Enable Online presence for every exporter
2. Make exportable products and services discoverable online by buyers across the globe
3. Maximize the leverage of exporter’s existing infrastructure, production capacities and supply chains.

Key features of IBP

- An International Trade Hub for Indian Exporters and Foreign Buyers
- A B2B digital marketplace by FIEO set up to empower SME exporters to identify new markets for their products and; grow their sales with new buyers
- Diverse Product Mix: Consumer & Lifestyle Products, Industrial Products, Business Services and GI Products
- Buyer registration process for agent and foreign buyers to request and schedule meetings with suppliers listed on IBP
- 12000+ SMEs are registered on the FIEO GL platform and 2000+ have already joined Indian Business Portal for pilot before launch.

If you are a foreign trade body and would like to explore partnership opportunities with us, kindly write to FIEO at pratiknavale@fieo.org or ibp@fieo.org

If you are a foreign buyer looking to source products & services from India, you can follow the below 3-step process to register on the Indian Business Portal.

Step 1: Open <https://www.indianbusinessportal.in/>

Step 2: Click on My Account >> Sign Up

Step 3: Fill out the information in the Buyer Registration form. After filling out the details and clicking on ‘Register’ you also have to do an OTP verification of your mobile number. This will complete your registration on the Indian Business Portal.

Foreign buyers can browse all products & services categories on the portal and also search via products name, ITC HSN code or Supplier Name.

If you are a foreign buyer and are interested to connect with an Indian exporter, then one of the easiest ways is to schedule a meeting. Once you have identified the Indian supplier you want to connect with, you need to click on their business name. This will open their profile. Here you have to click on ‘Request Meeting’ which will open up a simple form that you need to fill out.

IndiaMART - India's largest marketplace and a one-stop expert solution for all business needs, empowering 8 million suppliers by connecting them with close to 200 million buyers across the nation.

Step-by-step guide for logging into IndiaMART and finding suppliers:

1. Visit IndiaMART Website homepage: www.indiamart.com.

2. Create an Account / Log In

- If you already have an account, click on the Login button at the top-right corner of the page.
- If you don't have an account, click on Join Now and follow these steps:
- Provide Details: Enter your phone number and email address, and create a password.
- Verification: IndiaMART may send you a verification code via SMS or email. Enter the code to complete your registration.

3. Enter Your Business or Buyer Profile – When creating a new account, IndiaMART will ask you to set up your profile. This could be as a Buyer or Supplier. Choose your option based on your needs. If you're looking for suppliers, you'll select Buyer.

4. Search for Suppliers

- Once logged in, use the search bar at the top of the page to look for the product or service you need. Type in the product name or category you are interested in (e.g., "machinery," "electronics," "textiles").
- IndiaMART will then show a list of suppliers offering that product.

5. Filter and Refine Your Search

- Use the filters on the left-hand side to narrow down suppliers by location, business type, or certifications (e.g., verified suppliers).
- You can also filter based on price range, MOQ (Minimum Order Quantity), and other parameters that suit your buying requirements.

6. Contact Suppliers

- Click on the supplier's profile to see more details about their offerings.
- IndiaMART provides an option to contact suppliers directly via the Contact Supplier button. You can send an inquiry detailing your requirements, and suppliers will get back to you via email or phone.

7. You may also **download IndiaMART Mobile Application** which is available both in Apple Store and Google Play Store.

8. You may post your queries, register complaints, share feedback, contact customer care via call and chat under "Help" tab on Home Page.