



Social

Fostering enduring bonds of trust

At IndiaMART, we nurture strong relationships with both suppliers and buyers across India. As part of our commitment to growth, we align our operations to extend extensive assistance to small businesses thereby, empowering them through our platform to improve both their operations and traction.

Additionally, we prioritise enhancing the accessibility and availability of quality education while initiating infrastructure development for our community members residing in underserved regions.

SDG linkage	Stakeholders impacted
 4 QUALITY EDUCATION	 Suppliers
 5 GENDER EQUALITY	 Buyers
 8 DECENT WORK AND ECONOMIC GROWTH	 Community
 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	 Employees
 10 REDUCED INEQUALITIES	
 11 SUSTAINABLE CITIES AND COMMUNITIES	
 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	
 17 PARTNERSHIPS FOR THE GOALS	

Lending a helping hand to suppliers

Challenges faced by suppliers

Small suppliers in India confront numerous challenges while operating in the country's dynamic business environment. These often impede their ability to effectively compete and affects their growth potential. These challenges include limited access to financing options and the struggle to cater to a wider market, primarily due to a lack of resources for marketing and promoting their products. Small businesses also lack proper infrastructure, inadequate transportation and storage facilities, which collectively lead to higher costs, delays in operations and sometimes poor-quality products caused by improper storage.

Many small suppliers operate their businesses on their own or with very few employees, handling everything from production to sales and marketing. However, managing all these aspects alone, they often miss out on opportunities to grow and reach new customers because of limited technology adoption. The hesitation towards investing in new technology stems from a lack of awareness about its benefits, the perceived high costs of such investments and the

inadequate hardware and software infrastructure required to utilise these technologies efficiently. Furthermore, the complexity of regulatory requirements adds an additional layer of difficulty, complicating their business activities and compliance efforts.

Empowering small suppliers

At IndiaMART, our mission is to empower small businesses by establishing their digital presence and enabling them to advertise in a highly cost-effective manner. Recognising that many of these businesses may face a lack of technological expertise, we proactively engage with them, offering guidance and education to facilitate their transition from offline to online operations, thereby facilitating expansion of the businesses.

Central to our mission is the objective to boost the visibility of small suppliers by urging them to sign up as free suppliers on our platform.

Once onboarded, our dedicated customer support team provide them with continuous support, assisting them in navigating the platform and

addressing any concerns they may have. Further, we incorporate AI/ML technology into our matchmaking model to enhance the overall user experience by connecting relevant buyers to suppliers and ensuring optimal outcomes.

55k

Small scale suppliers onboarded in FY2024

Strategic support to generate leads

Through online business leads generation, at IndiaMART, we offer a wealth of opportunities to small businesses. We offer suppliers access to a diverse range of avenues for generating business leads, including calls, direct inquiry forms and Request for Quotations (RFQs). Additionally, we extend our assistance by marketing their businesses online, providing visibility online to buyers from different geographical regions and enabling them to cater to a wider audience through our top-notch search engine optimisation strategies.

520Mn

Business Enquiries Delivered

Our dedicated teams remain committed to assisting suppliers in enriching their catalogues by constantly adding new products, updating pricing, specifications and images, as well as refining supplier details. These efforts are geared towards enhancing the authenticity and visibility of suppliers on our platform.



Knowledge-driven support


We help small suppliers understand the benefits of having an online catalogue, provide them with access to affordable technology solutions and offer training and support to use IndiaMART's platform productively. Additionally, suppliers have access to our Help Centre and Seller Academy, which can be accessed right from their IndiaMART dashboard and includes numerous instructional videos aimed at guiding them through various aspects of seamlessly utilising our platform.

Moreover, we regularly create and share videos on media channels, offering insights into getting the most out of IndiaMART. These resources are consistently shared with newly onboarded suppliers to facilitate their transition from offline to online channels.

Encouraging women entrepreneurs

The growing number of women entrepreneurs augurs well for the economic development of the country. Women in India encounter multiple challenges as business owners, from safety concerns regarding operating in offline markets to time management in balancing life at work and home. At IndiaMART, we recognise these challenges and seek to empower women to tackle the hurdles in the business world by bringing offline markets to the comfort and safety of their homes through digitisation and facilitating sales and marketing through online channels. We help women entrepreneurs establish their online business presence and reduce the gender disparity prevalent within the entrepreneurship ecosystem.


Over the years, we have been supporting numerous women who have embarked on their entrepreneurial journeys through our platform. We have effectively revolutionised the role of women beyond domestic confines and facilitated their active participation in the mainstream economy.



“ From Village to Victory

Madhugi Kadam
Owner of Robust Enterprises


By leveraging the platform of IndiaMART, our business has significantly benefitted. The platform allowed us to reach a larger audience and significantly grow our business. Currently, 95% of our business comes from IndiaMART and we are grateful for their support in handling our online marketing needs and assisting us to succeed in this competitive market.




95%

Business via IndiaMART


What IndiaMART has meant for Madhugi Kadam?



Helping the business to grow



Easing Robust Enterprises' online marketing



For supplying the products nationwide

Our support to buyers

Buyers in small or rural areas face numerous challenges due to limited product availability, as many manufacturers and service providers are not present in these regions. This scarcity forces them to pay higher prices, accept lower-quality products or spend considerable time and resources acquiring goods and services from larger cities. They also suffer from restricted access to information on products and services, which impacts their ability to make informed purchasing decisions, often leading to overpaying or purchasing unsuitable products. Additionally, inadequate local infrastructure, especially in transportation, exacerbates these concerns, increasing transportation costs and causing delays.

With a vast buyer base spread nationwide, our suppliers can expand their reach through IndiaMART, leading to a significant increase in demand for their products and providing better fulfilment for small city buyers.

Unlike traditional offline models limited by geographical constraints, our platform connects buyers and suppliers across distant regions, supported by the digital presence offered by IndiaMART. This is particularly beneficial for buyers in small towns who struggle to find suppliers for specific products. By posting their requirements on our platform, they can digitally connect with numerous suppliers dealing in their desired product and conduct price comparisons, facilitating informed purchasing decisions. This enables buyers to procure materials in a time-efficient manner, avoiding long distances and expensive

business travel while achieving the optimal cost and quality of the product needed. They are able to reinvest the time and money saved in this process by using IndiaMART to further expand their business opportunities.

We have 194 Mn buyers registered on the platform and these buyers are well diversified across India.

~45%

Buyers from small cities

100%

Free assistance provided to buyers

Boost Profitability and Optimize Logistics with IndiaMART

Sourcing materials for our housekeeping products was challenging and not very profitable. IndiaMART improved our operations by connecting us with reputable companies, enhancing product quality, and saving us 30-50%. This allows us to keep competitive prices for retail shops and boost profitability. IndiaMART's nearby distributor feature also optimizes our logistics.

Amit and Sumit

Do you know?

IndiaMART.com helps discover products aligned with the UN SDGs.



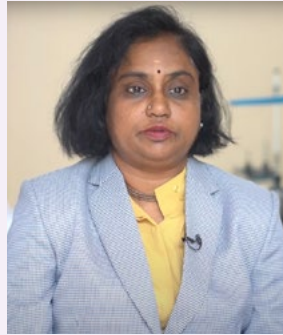
27 Lakhs
Business Enquiries

82 Lakhs
Products on IndiaMART

8.4 Lakhs
Suppliers on IndiaMART

5%
of Total Paying Suppliers



A Tale of Perseverance

Bhuvaneshwari Kannan
Founder of Matt Designers and Consultants, Pune

Amidst the uncertainties of 2020, with no job in hand, Bhuvaneshwari Kannan's fated encounter with IndiaMART's representative proved to be a turning point for her. Guided by IndiaMART's support, she embarked on a journey of entrepreneurship. From a humble beginning with modest packages, she received her first order within a week and swiftly transformed the Company into a successful enterprise.

Specialising in crafting various uniforms, including industrial, security and hospital uniforms, Matt Designers and Consultants has swiftly fortified its position in the market. Bhuvaneshwari's determination, coupled with IndiaMART's guidance, led her to overcome challenges. Recognising her potential, IndiaMART suggested exploring export opportunities, a decision that transformed her into an established exporter, serving clients in eight countries.



From the beginning of my transition from an ordinary woman to a successful businesswoman, IndiaMART has remained a steadfast ally, providing unwavering support and tailored solutions. I acknowledge IndiaMART as the reason behind our success story, offering valuable guidance and assistance throughout my journey."

100%

Business Via IndiaMART

What IndiaMART has meant for Matt Designers and Consultants?

Enabling access to global markets

Started Entrepreneurship journey through IndiaMART



Continuous support and guidance from IndiaMART at all stages



Facilitating community development through education

From education to employment, we support the 'journey of each child'. Our programmes range from providing quality education and **school infrastructure support**. We equip young people with employability skills as they transition into adulthood. Moreover, we conduct training sessions for parents as well, teaching them about new technologies and their uses. Together, we aim to nurture 'stronger communities'.

1.1+ Million

Total Beneficiaries impacted in FY 24



School Upgradation
Aiming to create joyful learning space for the students



Primary Education
Promoting education by providing quality primary education



Secondary Education
Empowering children through transformative educational initiatives, including the provision of scholarships and the development of infrastructure



Teachers Mentoring
Supporting teachers to enhance classroom experiences



Science content creation
Empowering students with a world-class education, we partner with Khan Academy India to create native language content



Parental support
Leveraging technology to empower parents with valuable tools so that they can support their children's education




Entrepreneurship
Developing leadership skills among government school students by introducing entrepreneurial empowerment initiatives




Youth employability
Elevating the employability of deserving candidates through skill development sessions—thereby helping improve the income of families.




Cultivate an Entrepreneurial Spirit

We are trying to foster an entrepreneurial mindset by partnering with **Udhyam Learning Foundation**. By investing over ₹10Mn in promoting entrepreneurship, we are empowering government school students in Delhi with creative thinking skills and business knowledge. This enables IndiaMART to create a meaningful impact on the communities we serve.

8Lakh+

Students served under EMC (entrepreneurship mindset curriculum)

2.5Lakh+

Students registered in Business Blasters



Kasturba Gandhi Balika Vidyalaya is a Government of India initiative aimed at providing quality education to girls from disadvantaged communities in India. The concept revolves around setting up residential schools specifically for girls in rural areas where the female literacy rate is low and gender disparity in education is prevalent.

72K+

Girls from KGBVs benefited

746

Kasturba Gandhi Vidyalaya Reached

Elevate Learning in Every Corner

We are present in all districts of Uttar Pradesh, including **eight aspirational districts**. Our partnership with **Khan Academy India (KAI)** aims to improve the learning experience for students in underserved communities. We support and empower teachers to maximise the use of the KAI platform in public schools, enhancing student engagement. Our main focus is to provide students with world-class education and create content in native languages to improve their understanding.

Empowering Education for Transformative Change in Government Schools

Through a transformative partnership with **SAAJHA**, a NGO focused on education and empowerment NGO, we are actively driving meaningful change in Delhi's government school system. Through our joint programme, we are leveraging technology to empower parents with valuable tools and resources, fostering greater engagement and supporting their children's education.



45k

Parents benefitted



I am a homemaker living in Okhla Vihar and Saajha has been helping me support my daughter, Anshika. I try to help her with her studies whenever I can, but balancing household chores makes it challenging. The Saajha facilitator listened to my concerns and helped create a study timetable for Anshika. They also encouraged me to spend more quality time with her. It has been

a year with Saajha and I have noticed a significant improvement in Anshika. She used to be shy, but now she is much more confident. I am hopeful about her future and want to keep associating with Saajha to support her.

Sunaina

Help educate a child (HEAC)

We provide school children with notebooks, scholarships and improve their school infrastructure by installing desktops, tables and chairs. These initiatives benefit primarily the beneficiaries of Karnataka's tribal belt, including MM Hills.



Hello everyone, I am Pavitra. Over the past two years, IndiaMart, in collaboration with Help Educate A Child, has been my guiding light. I am thrilled to share that I have achieved distinction in my second PUC at JSS Girls' College, Kollegala.

Coming from the remote village of Padasulanatha, where even basic access to transportation is a distant dream, my community had to walk over seven kilometres for any form of transportation. But despite these challenges, my journey to success has been

marked by resilience and determination due to the continued support I have received.

I am deeply grateful to IndiaMART for their support and encouragement throughout this journey. Their partnership with Help Educate A Child has truly transformed my life.

Thank you, IndiaMART, for believing in me. I hope my story inspires others to pursue their dreams against all odds.

2,000+

Students served till March 2024
1st to 10th Classes covered



We are enhancing educational infrastructure in primary schools and intermediate colleges in Uttar Pradesh and Delhi. Our efforts include providing safe drinking water facilities, furnishing classrooms with desks and establishing computer labs to ensure optimal learning environments for students at every level.

Modernising UP School Facilities

With a strong focus to improve the educational landscape, particularly in aspirational districts like Bahraich in Uttar Pradesh, we have installed safe drinking water facilities and established a computer lab equipped with 15 desktops, at Jan Jagriti School. We have taken direct actions to enhance educational opportunities in rural Uttar Pradesh, by providing essential resources to support students in their career growth.

1,500+

Students benefitted



Schools in Delhi

We support in the development of educational infrastructure of primary schools managed by the Municipal Corporation of Delhi. We have distributed a total of 600 desks to the MCD Primary Girls School in old Seemapuri, in Delhi.

Do you know?

90% of the students under MCD primary schools belong from minority and economically weaker sections (EWS), thereby IndiaMART extends help in every possible way to provide them an environment to gain knowledge and quality education.

1,300+

Students benefitted



Through our initiatives, we have transformed school environments by building new washrooms and revamping classrooms with vibrant paint. Moreover, we have equipped students with desktops, kindling their enthusiasm for learning. These improvements have not only enhanced the physical infrastructure at schools but have also cultivated a sense of excitement among children, motivating them to attend school regularly.

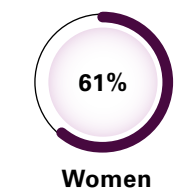


Crafting Futures: Skill-Building for Success

We have established **SMART Centres** across multiple states in India, offering employability programmes for skill development in partnership with **Tech Mahindra Foundation**. Both men and women benefit from these centres by securing an average salary ranging from ₹10,000 to ₹30,000 thereby helping improve the income of families.

1,300+

Beneficiaries



₹11 Mn

Amount invested in developing smart centres