

IndiaMART launches Engineering & Industrial Sourcing Guide at EMO Hannover

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Press release from: [IndiaMART InterMESH Ltd.](#)

Hannover, Germany, September 26, 2007: After a splendid response from global apparel industry buyers at 'Sourcing at MAGIC', Las Vegas, IndiaMART - one of the top online B2B marketplaces - released their next in series 'Engineering and Industrial Sourcing Guide' at just concluded EMO Hannover 2007, Germany. IndiaMART's latest offering, which is committed to provide maximum exposure to Indian suppliers globally, opened up with a great response with many buyers showing trade interest in India.

The Engineering and Industrial Products Sourcing Guide will help importers and buyers across the globe by way of providing tips on sourcing and importing goods from India. The guide also incorporates updated pre-verified supplier data from its online marketplace for benefit of global buyers. "The success of our Apparel Sourcing Guide has boosted in more confidence and has encouraged us to present the second guide in a more presentable manner," says Lalit Masta, Head - IndiaMART Sourcing Guides.

Inaugurated by German President, Horst Kohler, EMO Hannover is the largest annual trade fair in the industry with participation from over 2118 exhibitors from nearly 42 countries. Nearly 166000 global visitors came to the mega event held from 17 September to 22 September. The fair is known for its splendid display of products and services from the global engineering industry, including machine tools, precision tools, control systems, and industrial electronics. Exhibitors from all over the world participated in the fair to put their best products and innovative ideas for international buyers.

"IndiaMART's initiative to present SMEs on the desk of global buyers with the launch of sourcing guide has exceedingly done well. I am very happy that Indiamart.com is representing us at such a huge platform which will surely be beneficial for engineering industry in India," says Mr Manish Mittal, CEO - Uni Auto International and a member of IndiaMART.

The Engineering and Industrial Sourcing Guide provides updated information and other relevant details of the listed Indian suppliers. Buyers can further short list suppliers marked with TrustSEAL that is given to select suppliers after validating their company records. This helps in building trust among buyers looking for new suppliers in distant markets. Buyers can even gather more detailed information about suppliers by viewing their online presence at IndiaMART.com. Next, IndiaMART is ready to launch its Handicraft Sourcing Guide at Hong Kong in the month of October which would include comprehensive information on the Indian Handicrafts industry.

For further assistance/information, please contact:

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About IndiaMART

IndiaMART is India's largest online B2B marketplace bringing Indian suppliers and international buyers together.

Established in 1996, IndiaMART is an ISO certified company with state-of-the-art web-development centre which is one of the largest in the world. With 750 employees and a network of 25 offices pan-India, IndiaMART offers value service to its 300,000 members and over 5 million global buyers.

With last financial year revenues at US\$ 7 million the company has grown at over 50% CAGR for the last 5 years. IndiaMART.com has been profitable all through the eleven years of its operations. IndiaMART's online success has been widely acknowledged by media such as CNBC, BBC, Business Money, CNN, Business World, Economic Times, Financial Express etc. Amongst its investors stands tall the Bennett, Coleman & Co. Ltd. (Times of India Group), India's largest print media group that has made a strategic investment in IndiaMART.com in 2006.

Reference URLs:

www.indiamart.com/press-section

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