

IndiaMART's 'Home Decor Gifts & Crafts' Sourcing Guide for global buyers unveiled at Mega Macao 2007

Date: 10-22-2007 01:38 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

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



Hong Kong, China, October 19, 2007: Reassuring its commitment to connect Indian suppliers with buyers worldwide, IndiaMART – India's largest online B2B marketplace - launched its third in series 'Home Decor, Gifts & Crafts' Sourcing Guide. The guide was launched at one of the largest international trade fair in Asia- Mega Macao 2007, to ensure maximum exposure to Indian manufacturers and suppliers. The guide content reflects the variety, capacity and prowess of Indian handicraft manufacturers & suppliers, and was received with a lot of interest from global buyers at the fair.

'Home Decor, Gifts & Crafts Sourcing Guide' is the first of its kind from India offering comprehensive coverage of pre-verified Indian suppliers in the industry. The guide contains rich database of Indian suppliers that have been handpicked after due diligence regarding their authenticity in domains of Home Decor & Furnishings, Gems, Jewellery, Crafts and Gifts. "India MART Sourcing Guide is aimed to assist global buyers in their quest to find reliable suppliers from India. We have put in a great deal of time and effort in researching variety of suppliers for our global buyer

Mega Macao is Macao's largest international trade exhibition where companies from over 25 countries meet face-to-face with potential global buyers. This year, nearly 1400 exhibitors in Mega Macao' are expected to connect with thousands of visitors from countries like Germany, Italy, France, Spain, Korea and China. "Mega Macao is strategically timed at this time of the year to fit in with sourcing trips of overseas and domestic buyers. And, leveraging Macao's geographical advantage and affinity to China, the fair attracts huge number of buyers from around the world and create ample business opportunities for exhibitors", says Mr Herbert Ip, Chairman of Kenfair International, the organizers of the trade fair.

IndiaMART, with its Guide, is representing Indian manufacturers and suppliers to global buyers, importers, buying houses, distributors, and retailers including chain stores and mass merchandisers in the three-day-long trade exhibition. "Home Décor Gifts and Crafts happens to be one of the first verticals that IndiaMART forayed into with its online B2B marketplace in 1997. Expectations from both suppliers and buyers in the industry since then have been high from us. We hope to measure up to the same with global circulation of our printed Sourcing Guide in addition to our already popular online presence," puts in Mr. Dinesh Agarwal, Founder & CEO, IndiaMART.com.
s", says Lalit Masta – Head, Sourcing Guide.

The Guide carries details & contacts of over 2000 credible suppliers from the industry. To further ensure buyer confidence, IndiaMART has physically identified and marked high credibility suppliers with its 'TrustSEAL' in the Guide. "The demand of

Indian handicrafts, home furnishings, crafts & gifts is growing overseas and IndiaMART's initiatives to provide world class exposure to its customers is truly commendable. This will certainly mean more exposure to our exports business globally," says Mr. Amit Malik, CEO, Saisaara Handicrafts and a member of IndiaMART. Buyers can also access detailed information about suppliers by viewing suppliers' online company profile and product catalogs on IndiaMART.com.

Reference URLs:

www.indiamart.com/press-section/

For further assistance/information, please contact:

Arun Tyagi

Marketing & PR

Email: aruntyagi@indiamart.com

Mobile: +91.9312806160

Phone: +91.120.2424945 (Extn. 306)

To get more information on IndiaMART Sourcing Guides, email to:

sourcing@indiamart.com

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.

[You can find this press release here](#)