

## **IndiaMART is appointing sales associates for acquiring new clients in its marketing expansion drive**

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

IndiaMART.com has started appointing direct sales associate in order to acquire new customers for its B2B marketplace. IndiaMART, already a fast growing company, is in marketing expansion drive to consolidate its leadership position in Internet B2B media. To give an extra impetus to its growth objective, the company has started including franchise model in its marketing strategy for selling its services. This model is in addition to already a well entrenched direct sales force it has, all over India. The company has not only a very attractive remuneration plan for the sales associates but also has very promising business model for them. The company is confident that people having interest and capabilities in advertising sales will benefit immensely from this opportunity.

IndiaMART.com is India's largest online B2B marketplace and has been assisting the buyers and suppliers from all over world in their mutual trade. Started in 1996 by Mr. Dinesh Aggarwal, the company has more than 4 lacs Indian suppliers registered on IndiaMART.com. The IndiaMART network generates more than 5 lacs business leads every month through buyers all over world.

The customer profile of IndiaMART include manufacturers, exporters, suppliers, traders, buying agents, service providers, consultants, travel agents and other B2B entities.

With an objective to achieve increased rate of customer growth, IndiaMART has started including franchise model in its marketing strategy for selling its services. This will not only help IndiaMART achieve its growth objective but will also benefit the people having interest and capabilities in advertising sales, immensely.

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