

# India & Its Backbone – The Small & Medium Businesses



Total  
SMBs

47 Mn

Total Internet  
Addressable SMBs

10M

Online SMBs

21%

# SMB Contribution to Indian Economy



**22%**  
of GDP

India's total GDP = **\$ 2.6 Trillion\***

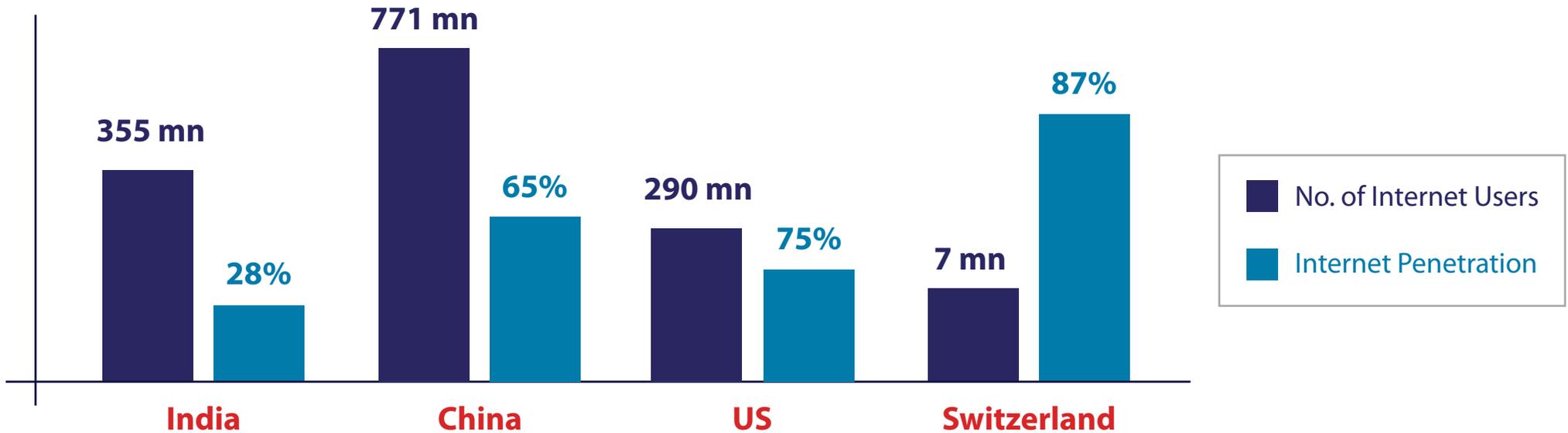
**40%**  
of Total Exports

India's total Exports = **\$275.8 Billion\***

**45%**  
of Manufacturing

India's total manufacturing = **\$420 Billion\*\***

# India – the second largest online market in the world



## Internet Users In India



Greater than

1.1x

the population of US

4x

the population of Germany

6x

the population of UK

40x

the population of Switzerland

# Indian B2C & B2B market size



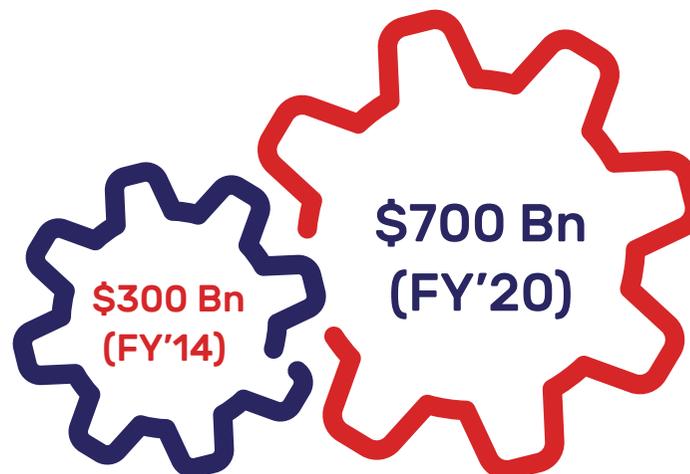
## Indian B2C\*

**\$38.5 Billion**  
expected to be



**\$200 Billion**  
by 2026

## Indian B2B\*\*



IndiaMART – One of the world's largest online marketplaces



Facilitated business worth

**\$10Billion\***

**0.4%** of India's GDP

\*In FY 2017 - 18

For Indian SMEs Internet means IndiaMART



**50%**

OF INTERNET ADDRESSABLE SMES  
ARE ON INDIAMART

**5 Mn**

registered Small & Medium Businesses



Every **24<sup>th</sup>**  
person in India is buying  
on IndiaMART

**55 Mn**  
Buyers

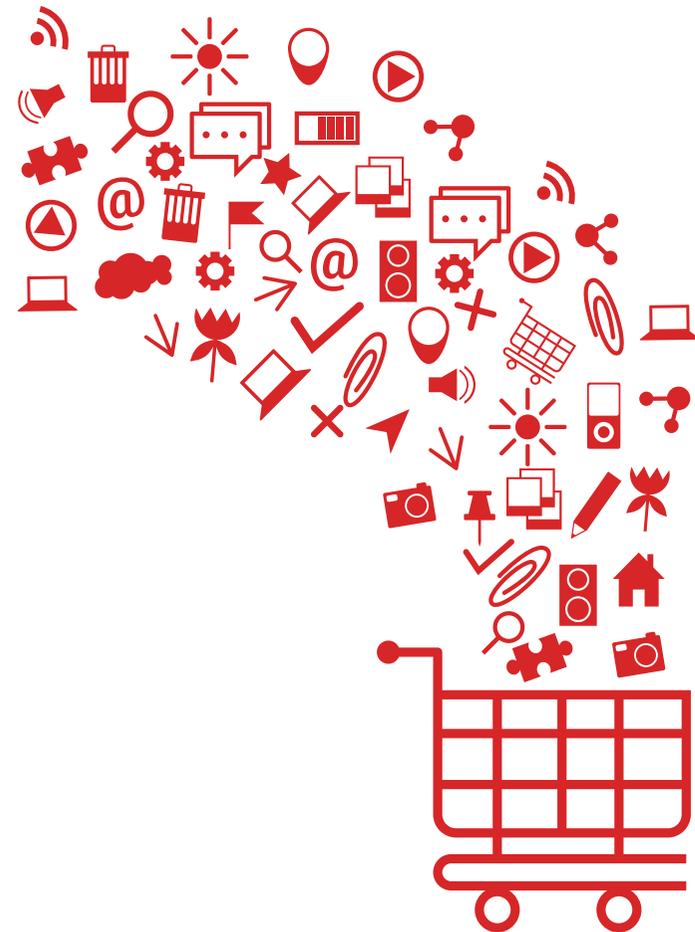
# Strong **Network & Community** Effect



India's Largest Assortment of Products



6 Mn  
products

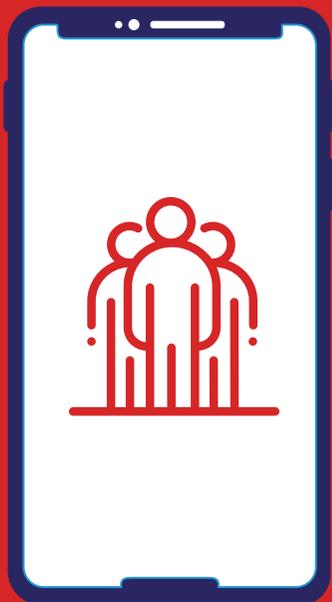


Performance driven virtual sales manpower



**36,000** business  
opportunities generated  
every hour

For Indian SMBs, IndiaMART is their Sales & Marketing Manager



**7 in 10**

people are accessing  
IndiaMART on Mobile

**70%** Mobile Traffic