



Confederation of Indian Industry



CII Marketplace

Connecting Buyers & Sellers Worldwide



Introduction to CII Marketplace

Online B2B Platform

An online Platform Launched to connect buyers and suppliers across the world.

CII Members & Non-Members

CII Market Place serves both CII Members and Non-Members, providing a platform to e-connect with each other at no cost.

Business Network

Facilitates buyers and sellers, the opportunity to build a new business network, find suppliers and customers, and grow their business.

Verified Members

The USP of CII Market Place platform is its verified members who offer authentic products and services which are globally competitive.



Benefits of CII Marketplace

Zero Cost E-Networking

Connect with global markets at no cost.

Accessibility

Connect buyers and sellers anytime, anywhere

Exclusive Access

Link to a network of over 9500 member companies and their vast employee base.

Diverse Marketplace

Access a wide range of products and suppliers

Visibility and Advertising

Showcase and advertise your products and services.

Brand Credibility

Elevate your brand's credibility and generate valuable leads

Business Growth

Enhanced visibility creates substantial business opportunities.

Ease of Business

Simplify operations and enhance the ease of doing business

Who can Join?

Any business, small/large organizations, institutions, or startups who are looking to expand their reach and grow their business globally can join CII Marketplace.

CII Member Companies

- CII Members can register both as sellers and buyers.
- They can showcase their products and services at no cost.
- They can e-connect with global buyers for business requirements.

Non-Member Companies

- Non-Members can register as buyers and search for required products and services.
- They can also showcase their products after obtaining CII membership or by taking annual subscription at nominal charges.
- They can e-connect with sellers for business requirements and other details.

Statistics

- CII Market Place **connects 10,000+ CII Member Companies** with global buyers.
- **3000+ Companies** have already registered at this platform.
- **Over 6000 Products and Services** are currently available and this number is continuously increasing.
- **Reach of over 1 million** global users



Login/Register

- CII Members and registered Non Members can login to CII Marketplace with their MyCII User Credentials.
- Unregistered non-members must sign up to obtain their user ID and password and then can login to CII Marketplace.



Login to CII Marketplace

Kindly note that your user ID to access CII Marketplace is your registered email address in MyCII.

Email *

Password *

By logging in, you agree to the [Terms & Conditions](#)

I'm not a robot  reCAPTCHA
Privacy - Terms

[Login with Password](#) OR [Login with OTP](#)

[Forgot Password?](#)

Don't have a CII Marketplace account?

[Sign Up Now](#)

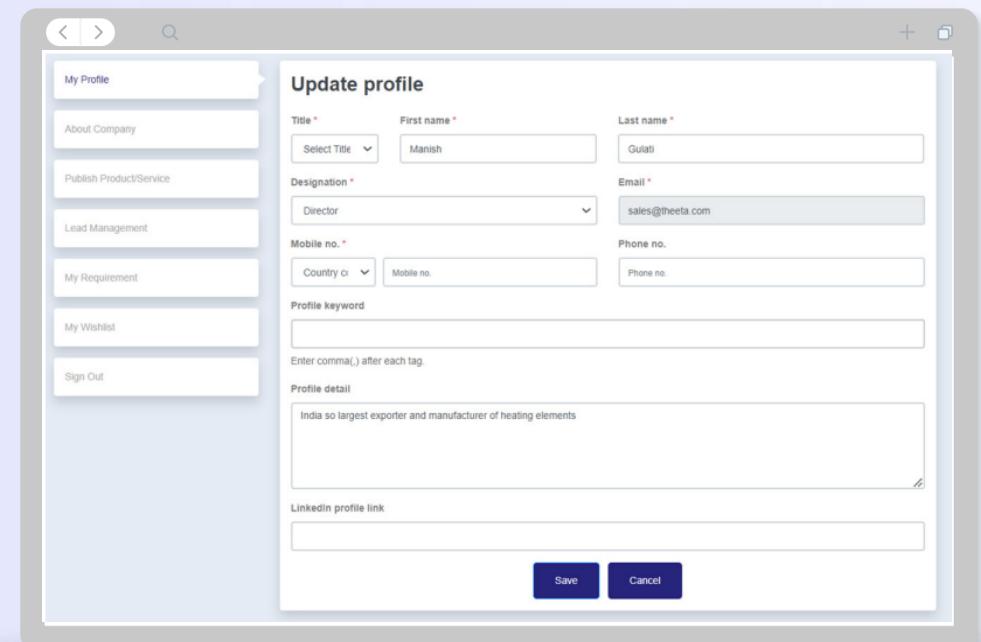


CII Marketplace User Manual

A complete guide for CII Marketplace is available at home page so that users can seamlessly use this B2B Platform to connect with buyers and sellers worldwide.

Dashboard Access

Upon a successful login, members can access their dashboard, where they can create and manage their company profile, publish products & services, and engage in various other functionalities.

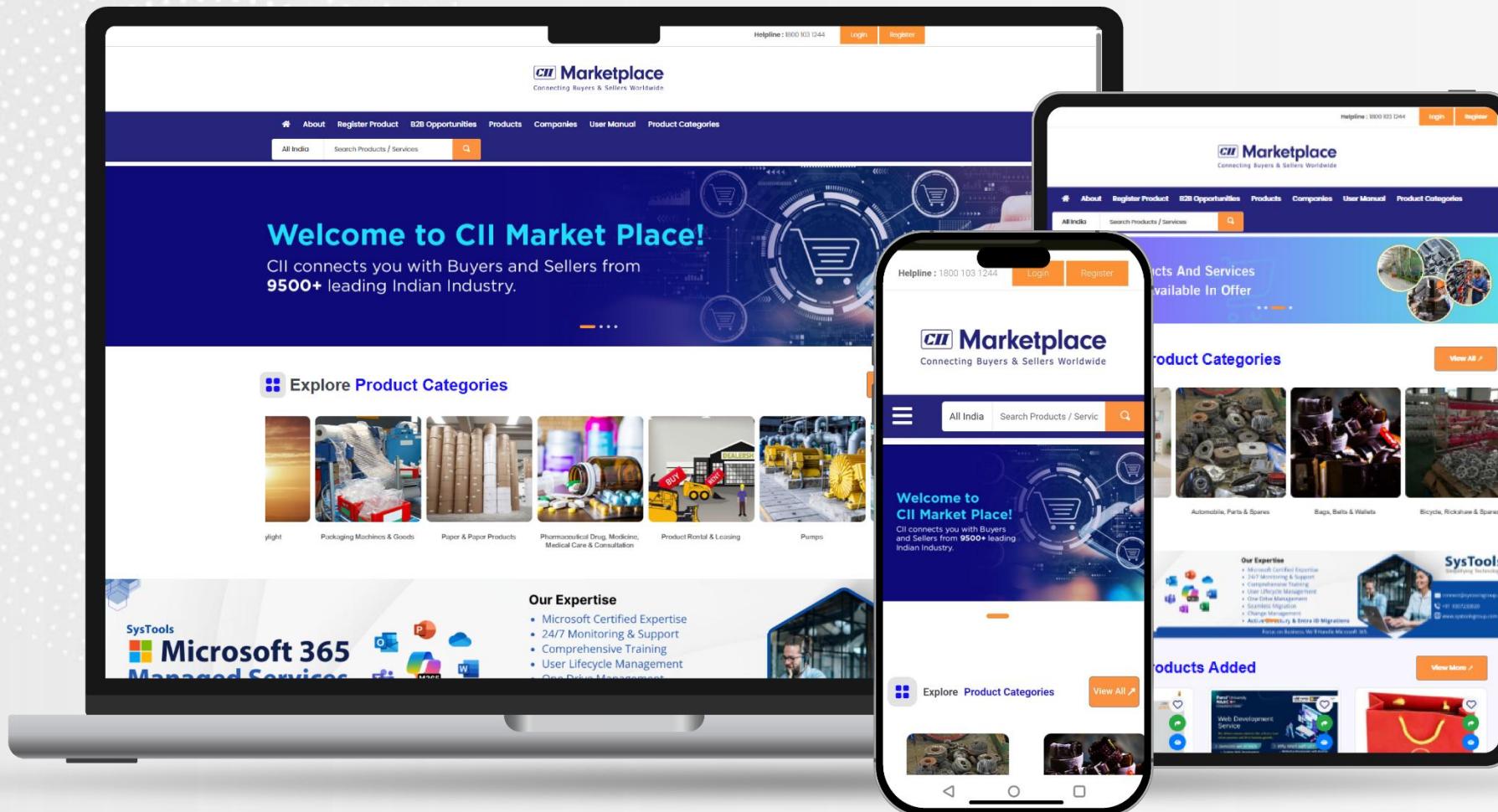


The screenshot shows a 'Update profile' form within a web-based application. The left sidebar lists navigation options: My Profile, About Company, Publish Product/Service, Lead Management, My Requirement, My Wishlist, and Sign Out. The main 'Update profile' section contains the following fields:

- Title:** Select Title (dropdown) - Manish
- First name:** Manish
- Last name:** Gulati
- Designation:** Director
- Email:** sales@theeta.com
- Mobile no.:** Country: India, Mobile no.: 9876543210
- Phone no.:** Phone no.: 9876543210
- Profile keyword:** Enter comma(,) after each tag
- Profile detail:** India so largest exporter and manufacturer of heating elements
- LinkedIn profile link:** [Input field]

At the bottom are 'Save' and 'Cancel' buttons.

Home Page of CII Marketplace



Menu Bar Tabs

Register Product

Sellers can register their products and services by clicking on “Register Product” tab.

- All required details of the products can be uploaded as per the required category along with their images, prices and other specifications.
- Any brochure or video related to the products/services can also be uploaded here.
- Once all details are filled and submitted, the products will be displayed in ‘Products’ page.



Menu Bar Tabs

B2B Opportunities

Both Members and Non-Member companies can view business opportunities as well as post their requirements. Drop down options are as follows:

Post Requirement- Users can add their specific requirements by clicking on 'Post Requirement' which can facilitate them to connect with the sellers. They can add their location and can attach any document also related to the requirement.

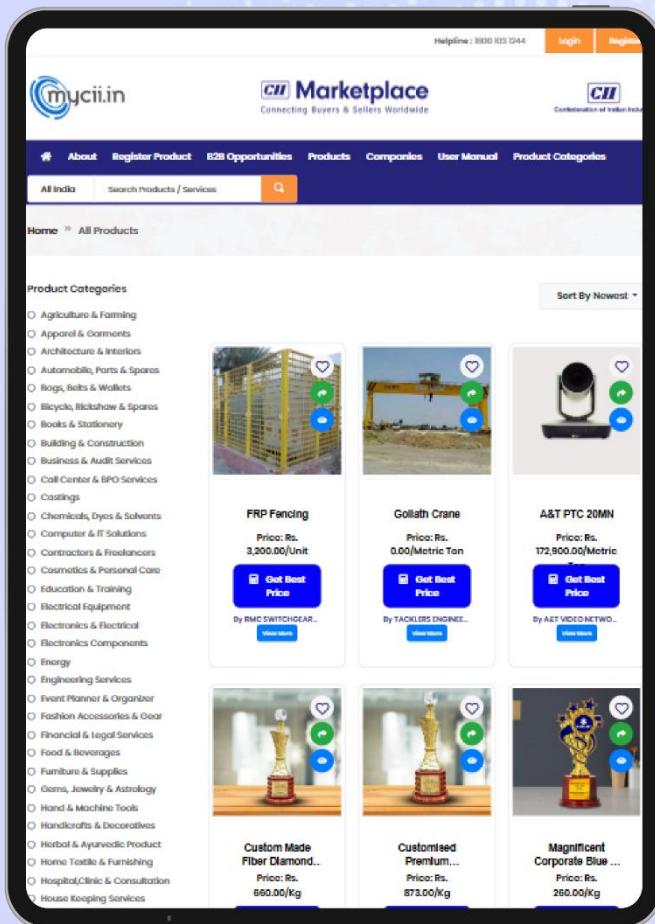
Browse Requirements- Users can browse the requirements of others also using "Browse Requirements" option and can contact them through contact details which are provided there. You can also see many B2B opportunities here like global tenders, proposals for partnerships etc. which can be of your interest.

B2B Networking- Users can view all forthcoming CII events in which B2B meetings are scheduled.

Menu Bar Tabs

Products Tab

Users can find range of all available products and details of their sellers by clicking at “Products” tab.



- Users have the option to bookmark products of interest and add them to their wishlist.
- Buyers can click on “Get Best Price” to connect with seller for best price and to know more details about products or services.
- Buyer can send enquiry of any product by clicking on the button “Get Best Price” and can write message also for seller. On clicking “Submit” button, alert will go to the seller about that enquiry and seller can contact the enquirer for that.
- Buyers can view product/company details as well as contact details of sellers and can contact sellers directly also.
- Users can see all the other products of that company also by clicking on “View More” tab under each Product.
- Additionally, users have the option to sort products by newest, oldest, and by name.

Menu Bar Tabs

Companies Tab

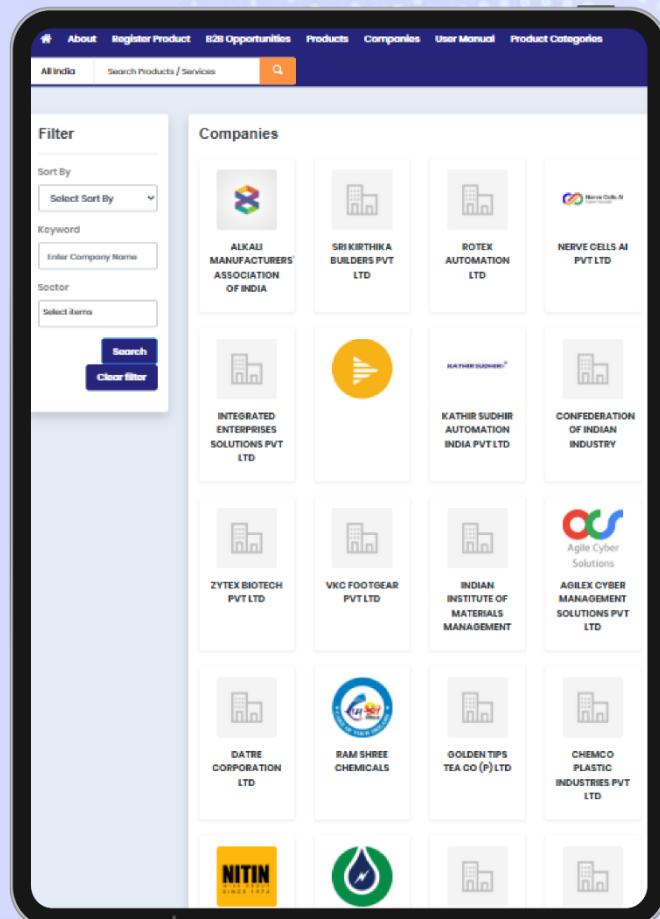
- Users can check complete list of companies by clicking on ‘Companies’ tab.
- They can refine the search using filter options like name of company, sector of interest etc.

Product Categories

- Users can explore all the products categorized by product category. Clicking on any category will display all products related to that specific category.
- Users can also refine their search further by checking its subcategories.

Search Bar

- Users can utilize the search bar to easily locate specific companies or products/services.



Product Categories

This Page displays a comprehensive list of product categories and their subcategories which can be further added as per the user requirements.

Some of the main categories are listed below:

- Agriculture & Farming
- Apparel & Garments
- Architecture & Interiors
- Automobile, Parts & Spares
- Bags, Belts & Wallets
- Bicycle, Rickshaw & Spares
- Books & Stationery
- Building & Construction
- Business & Audit Services
- Call Center & BPO Services
- Castings
- Chemicals, Dyes & Solvents
- Computer & IT Solutions
- Contractors & Freelancers
- Cosmetics & Personal Care
- Education & Training
- Electrical Equipment
- Electronics & Electrical
- Electronics Components
- Energy
- Engineering Services
- Event Planner & Organizer
- Fashion Accessories & Gear
- Financial & Legal Services
- Food & Beverages
- Furniture & Supplies
- Gems, Jewelry & Astrology
- Hand & Machine Tools
- Handicrafts & Decoratives
- Herbal & Ayurvedic Product
- Home Textile & Furnishing
- Hospital, Clinic & Consultation
- House Keeping Services
- Housewares & Supplies
- HR Planning & Recruitment

Product Categories

- Industrial Plants & Machinery
- Industrial Supplies
- IT & Telecom Services
- Kitchen Utensils & Appliances
- Lab Instruments & Supplies
- Leather Products
- Marble, Granite & Stones
- Mechanical Parts & Spares
- Media, PR & Publishing
- Medical Essential, Safety & Protective
- Clothing and Apparel
- Metals, Alloys & Minerals
- Packaging Machines & Goods
- Paper & Paper Products
- Pharmaceutical Drug, Medicine, Medical Care & Consultation
- Product Rental & Leasing
- Pumps
- R&D and Testing Labs
- Rail, Shipping & Aviation
- Security Systems & Services
- Sports Goods, Toys & Games
- Telecom Equipment & Goods
- Textiles, Yarn & Fabrics
- Transportation & Logistics
- Travel, Tourism & Hotels
- Water

Advertising Opportunity

- CII is offering advertising opportunities to showcase your brand and products at CII Market Place.
- Separate spaces are dedicated mainly for advertisements and several options are available for this.
- Both CII Member Companies and Non-Member Companies can avail advantage of this opportunity at competitive rates.
- More detailed information and rate card for advertisements can be shared separately.



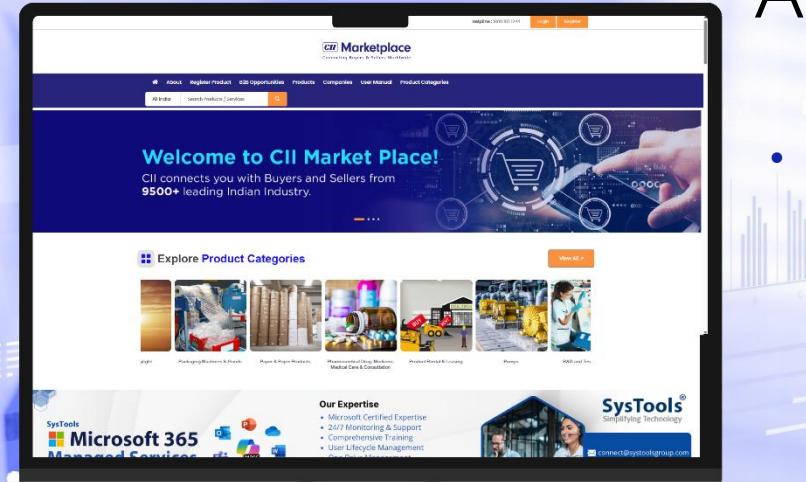
Advertising **Benefits**

- These will be visible to 10,000+ CII Member Companies along with vast network of their employees and also to global users.
- Can help to increase visibility of your brand & products to targeted clients.
- To elevate your brand's credibility to generate valuable leads.

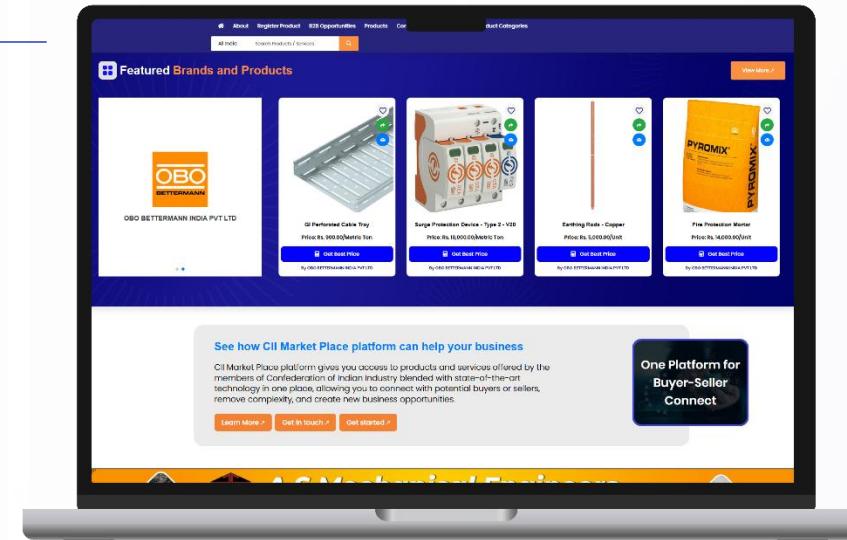
• Can increase the awareness of company's products/services to the global users.



Advertising Options



- Banner Advertisement of your brand on Home Page of CII Marketplace.
- Highlight your brand and Products and services in separate section on home page as - “Featured Brands and Products”.



New Features

- Smart matchmaking system for users regarding product enquiries, new requirements and other relevant opportunities.
- System generated Alerts to update Product or Company profile going on regular basis.
- WhatsApp notifications for important updates such as enquiries and requirements etc.
- Members can add/suggest new product categories if any related category not available.
- Advertising opportunities are available on the homepage as well as on inner pages to help you promote your brand effectively.
- Introduction of a new sign-up page for direct registration on the platform.

Matchmaking System

My Profile

About Company

Publish Product/Service

Lead Management

Matchmaking

My Requirement

My Wishlist

Sign Out

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146

1

RAJA NARAYANA BV

Manager - Inside Sales and Digital Marketing

SENSEL TELEMATICS PVT LTD

RAJANARAYANABV@SENSEL.IN

Connect on: 22 Jan 2026, 1:07 pm

Deepak Singh

Null

fragascence@gmail.com

Connect on: 21 Jan 2026, 6:04 pm

Chayadevi HM

Marketing Executive

MERRITT INNOVATIVE SOLUTIONS INDIA PVT LTD

marketing@merritt.in

Connect on: 21 Jan 2026, 3:28 pm

THANK YOU!

To know more details about CII Marketplace, visit
<https://www.ciimarketplace.in/>

For any query, you can reach out to:
jaskirat.singh@ciii.in