Confederation of Indian Industry

CII Market Place

User Manual

1.0

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User Manual

Introduction to CII Market Place

CII Market Place is a platform for connecting buyers from across the globe with sellers from CII Member Companies. CII has over 9,500 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sector and industry bodies. Through this platform, buyers and sellers can e-network with each other at no cost. The platform facilitates both buyers and sellers the opportunity to build new business network, find suppliers and customers and grow their businesses.

The USP of CII Market Place is its verified Members who offer authentic products and services at reasonable prices. The products and services offered by CII Member Companies are globally competitive. They follow business ethics and good corporate governance practices. The credentials of CII Member Companies are well established for reliable business dealings.

With over 3,000 companies and 6000 products & services already registered, the CII Market Place product catalogue is very comprehensive covering major categories such as engineering services, industrial machinery & supplies, agriculture & farming, textiles & apparel, housing & construction, architecture & interiors, business services, education & training, cosmetics and personal care products, home appliances, drugs & pharmaceuticals, medicines, medical equipment, leather products, metal & mineral products, automobile parts and spares, electronics & electrical, electrical equipment, telecom equipment, computer & IT solutions, fashion, food & beverages, furniture, gems & Jewellery, transportation & logistics, travel & tourism, and much more.

The portal is growing fast and gaining popularity among buyers and sellers. It also provides advertising opportunities for all registered users - members and non-members. The platform lets users promote their brand to unique business visitors.

How It Works:

The CII Market Place serves both CII Members and Non-Members, providing a platform to e-connect with each other. Both CII Members and Non-Members can register as buyers on this platform. However, only CII Members can register as sellers on this platform.

Member companies can login to the CII Market Place portal using their MyCII credentials. They can register their products and services for buyers by entering contact details, adding products to the catalogue. Similarly, buyers can register at this platform, search for required products & services and e-connect with the sellers.

Non-Members can register their products and services after obtaining CII Membership or after paying subscription charges.

The CII Market Place serves both CII Members and Non-Members, providing a platform for them to showcase their products & services and connect with potential buyers. Members enjoy enhanced features within the portal compared to non-members.

Both members and non-members can use their existing My CII login credentials to login to the CII Market Place and access its features. Members can publish their products and services to connect with potential buyers.

Unregistered Non-members can register at MyCII Platform (www.mycii.in) to login to CII Market Place and connect with the sellers.

Member Access:

Upon arriving at the CII Market Place, a user can seamlessly access their account using their MyCII user ID and password, eliminating the need for a separate registration process. In case of a forgotten password, users have the option to log in through a one-time password (OTP) sent to their registered email address and mobile number.

Login to CII Market Place
You can login using **MyCII login** credentials.

Email *

Password *

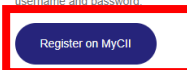By logging in, you agree to **Terms & Conditions** of CII Market Place.

[ ] I'm not a robot — reCAPTCHA — Privacy · Terms

[Login with Password]   OR   [Login with OTP]

Forgot password? Click here to recover.

Don't have MyCII Account?

Register on MyCII and after successful registration, you can login here with MyCII username and password.

[Register on MyCII]

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

Non-Member Access:

The CII Market Place extends access to both members and non-members. Non-members who are already registered on the MyCII platform can use their credentials to login to CII Market Place.

Unregistered non-members must register on MyCII portal by clicking on Login/Register and then click on 'Register on MyCII' button, to obtain their user ID and password.

After Successful registration on MyCII, non-members need to go back to CII Market Place portal "https://www.ciimarketplace.in/" to login.

Access Dashboard:

Once logged in as either a member or non-member, users can access their respective dashboards. Within the dashboard, updating the profile is made easy by simply clicking on 'Edit' button markedin red box. Additionally, changing or updating the profile photo is a seamless process accomplished by clicking on the photo icon marked in red box.

As the CII Market Place portal enables B2B networking, users need to update their profile and provide additional details by filling in all required fields highlighted with red "*".


About Company:

Once users complete their individual profile details, the next step involves providing comprehensive information about their company. This includes uploading visually appealing company images or logos for a profile wall, update the company logo, and provide relevant details such as joint ventures, collaborations, standards, etc.
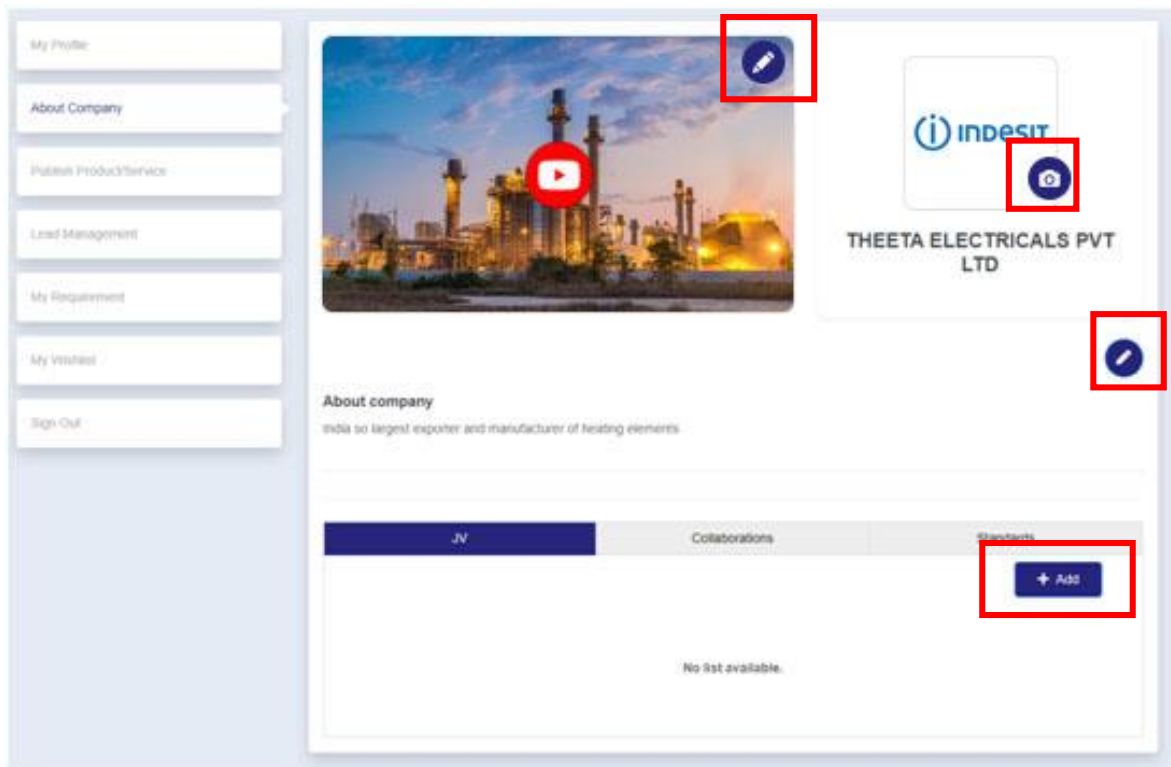
Lead Management:

Members can see their leads by navigating to the 'Leads' tab, where they can view the number of leads received in their inbox. Additionally, members can track their inquiries in the 'Enquiries Sent' tab, generated from their interest in others' products or services. It is important to note that these features are exclusive to members and are not accessible to non-members.
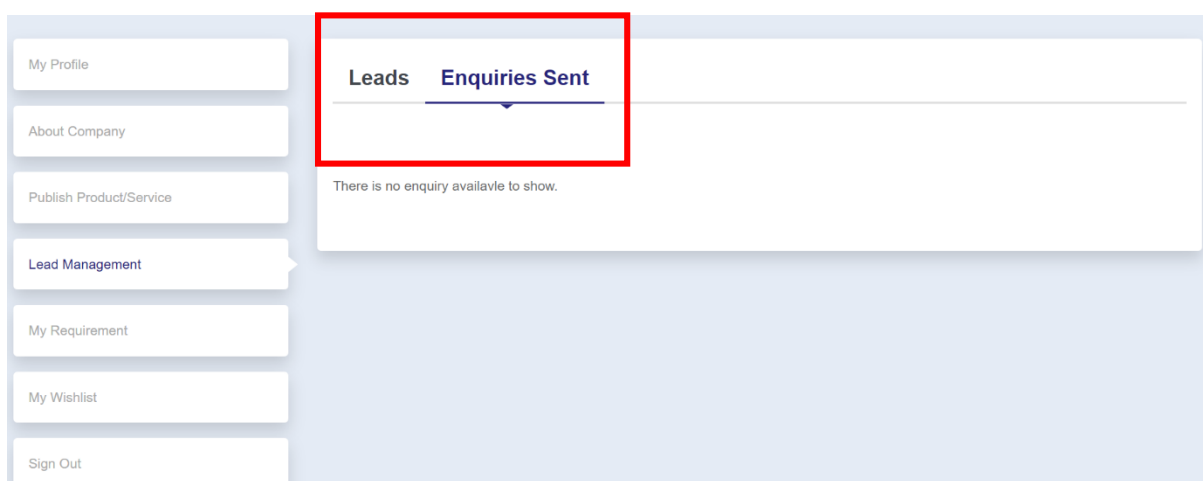
Menu Bar Tabs:

Register Product:

Once the company profile is finalized, it's time to add products. Users can click on "Register Product Button" and then can initiate the process by clicking on 'Publish Product/Service' button, clearly marked within a red-coloured box. It is important to note that this feature is exclusive to CII Member Companies.

To add products and services, a user has to complete all required details of product marked in red "*". Members are advised to add correct and complete information to receive maximum sales enquiries.

To register products/services, please follow 4 steps as follows:

Step 1: Basic Details

Step 2: Product image and video

Step 3: Seller Contact Details

Step 4: Product Specifications

B2B Opportunities:

To post or view any business opportunity, click on tab"B2B Opportunities" and its drop down options are as follows:

Post Requirement- Users can add their specific business requirements by clicking on 'Post Requirement' tab.

Browse Requirements- Users can browse the requirements of others using "Browse Requirements" option and can contact them through contact details which are provided there.

B2B Networking- Users can view all forthcoming CII events in which B2B meetings are scheduled. These face to face B2B meetings provide opportunities to strengthen ties and enhance business outcomes.

Products Tab: On clicking "Products" tab, users can view whole range of products and services offered by the companies. They can also see details of sellers, prices, brochures etc, whatever seller has uploaded for that product. Users can add the products in their wish list also or can share it by clicking on the buttons which are provided there against each product.

Users can click on 'Get Best Price" button to connect with sellers and to know about all details of product and its best price offered by the seller. Buyers can send enquiry about any product by clicking on this button and can write any message also for seller.

Product Reviews section
The Product Reviews section on a website allows customers to share their experiences and feedback on products they've purchased, helping to guide future buyers in their decision-making process.
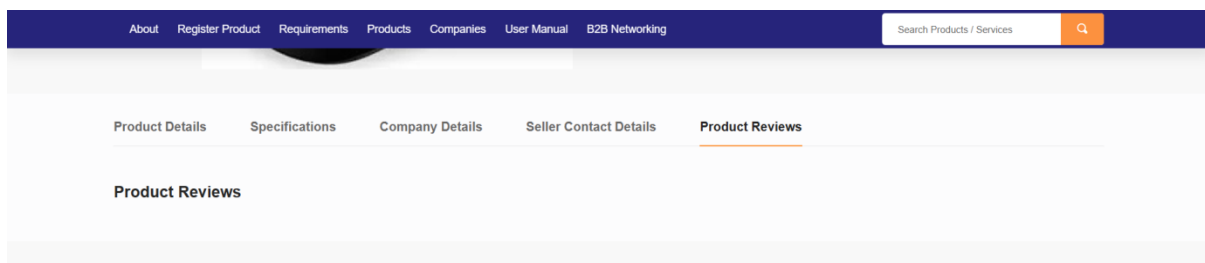
Companies Tab: on clicking "Companies" tab, users can view whole list of companies who are registered at this platform. Many filter options are available to search companies by alphabetical order, name etc.

Product Categories Tab: Users can explore products categorized by product category or subcategory. Clicking on any category will display all products related to that specific category.
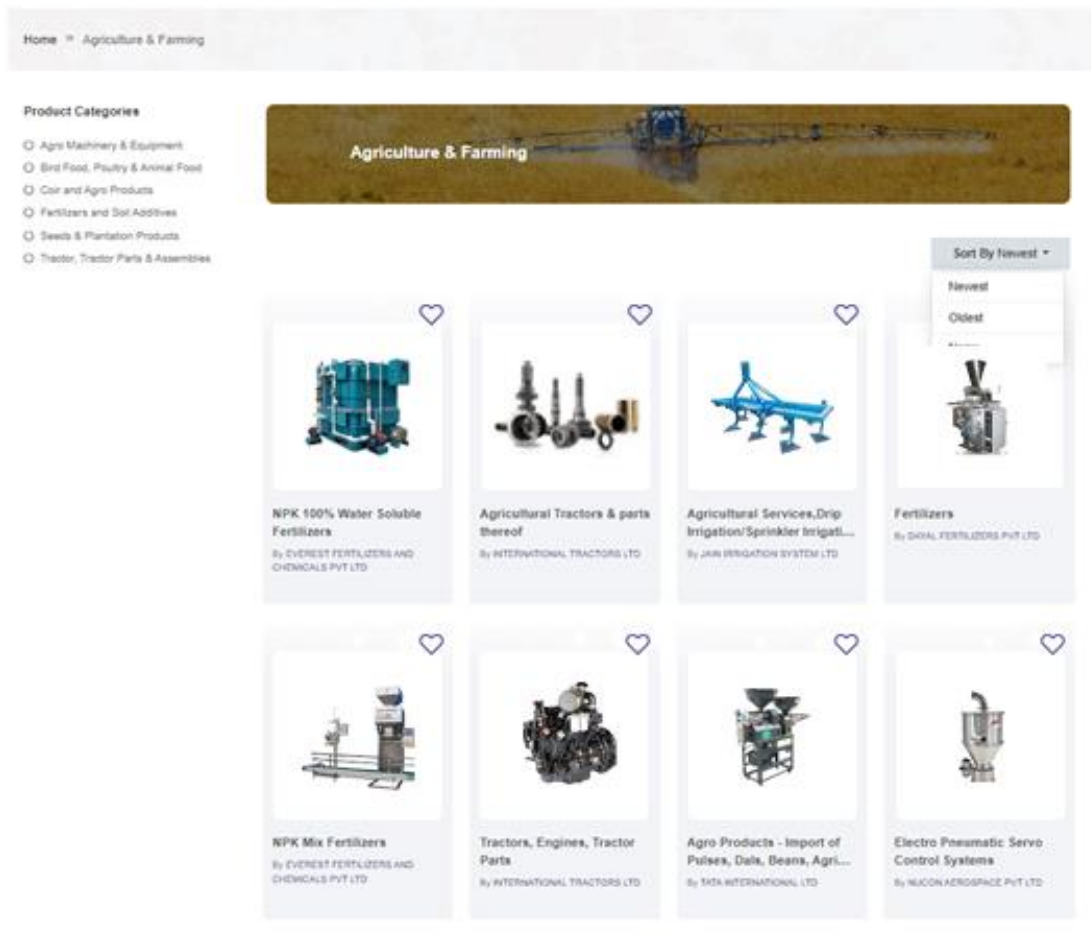
Search Bar Tab – Using this tab, users can easily search products or services whatever they wish to find.

Navigation:

Home Page

Once you have completed your profile, you are ready to explore the website, starting with the home page. Navigate through product categories to find items of interest. Utilize the search bar to easily locate specific companies or products. Access your profile dashboard by clicking on the 'Profile' tab. Explore various menu options to access features such as products & services, company information, and details about CII.

Explore Product Categories:

This section on a website displays products into distinct categories, making it easier for users to browse and find what they're looking for. To view all categories, click on "View All" button.

Latest Products Added:

This section on a website showcases the most recently added items, keeping visitors up to date with new inventory or product launches.

Most Viewed Products:

This section on a website highlights the products that have received the highest number of views/clicks, reflecting customer interest and popularity.

On clicking "Get in Touch" button – Your query will be submitted and CII representative will get back to you for that query.

Registered Companies:

In this section, Users can check complete list of registered companies by clicking on "View More" button.

Advertising Opportunities:

CII is offering advertising opportunities on homepage of CII Market Place**.** Separate dedicated spaces are available and there are many options like placing AD Banners and Featured Brands and Products section. More detailed information regarding these options, please reach out to marketplace[at]cii[dot]in.

For website details, visit**: (https://www.ciimarketplace.in/**)

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes. CII is a non-government, not-for-profit,

industry-led and industry-managed organisation, with around 9,700 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sectoral industry bodies.

For 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains, including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2025-26, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 250 counterpart organisations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

CONFEDERATION OF INDIAN INDUSTRY

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