

The logo is a red circle with a white border, centered on a light gray world map. Inside the circle, the word "trade" is in white and "india." is in yellow. Below this, the text "INDIA'S LARGEST B2B MARKETPLACE" is written in white, with "B2B" in yellow.

**trade
india.**

INDIA'S LARGEST **B2B**
MARKETPLACE

About Tradeindia

TradeIndia is an online Business to Business (B2B) portal for small businesses based in India and around the globe.

The portal was started in 1996 by Bikky Khosla and is maintained and promoted under the flagship company, Infocom Network Ltd. The company is headquartered in New Delhi, India, and has branch offices in 35 cities across India. It employs over 1200 professionals.

The screenshot displays the TradeIndia website interface. At the top left is the 'trade india.' logo. To its right is a location selector showing 'All Cities' with a dropdown arrow, followed by a search bar with the placeholder text 'Search for a product, category or service' and a magnifying glass icon. Further right are links for 'Login' and 'Sign Up', along with a grid icon for navigation. Below the header, on the left, is a 'Top Categories' sidebar listing various business sectors with corresponding icons: Industrial Supplies, Electronics & Elec..., Apparel & Fashion, Machinery, Food & Beverage, Construction & R..., Packaging & Pap..., Home Supplies, Health & Beauty, Chemicals, Hospital & Medic..., Agriculture, Consumer Electr..., and Mineral & Metals. The main content area features a large blue banner for 'Instant Business Loans' with the text 'Trusted by 90,000+ businesses' and 'Up to ₹ 50,00,000 in 48 hours', accompanied by a red 'Apply now' button and an image of a smiling man in a suit pointing. To the right of the banner are two promotional cards: a yellow one for 'Looking for a Product?' with a 'Post Buy Requirement' button and a red one for 'Want to grow your business 10X Faster?' with a 'Sell on TradeIndia' button. At the bottom, a 'More Value Adds' section contains four tiles: 'TradeIndia Catalogs', 'TradeIndia Buy Leads', 'TradeIndia Membership Plans', and 'TradeIndia Book Domain', each with a small icon.

About Tradeindia

#HumHaiNa

Making Indian MSMEs Digitally Saksham

We are one of India's largest and oldest B2B e-commerce platforms that connects buyers and suppliers to create a customer-driven value chain for all businesses, including SMEs, large enterprises and individuals.

We integrate businesses into global value chains by bringing them together from across the world, on a single platform to interact and conduct the business smoothly, securely and effectively.



Vision



120 Million+

Inquiries Every Year



10 Million+

Registered Users



80,000+

Product Categories



20

Category Rank



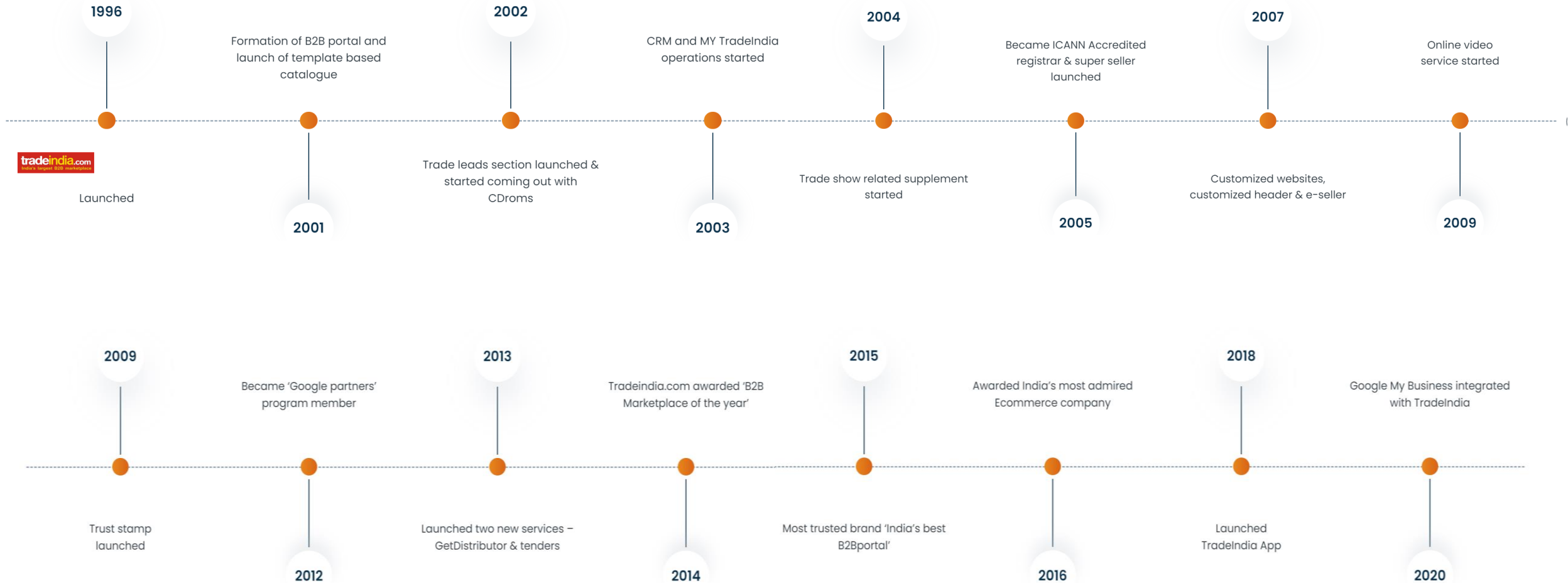
Our Vision

Let's enable 63 million+ SMEs to go digital

With technology and innovation as enablers, we endeavour to help our users reinvent businesses to compete and win, with digitization at the core. We also pride ourselves to be the only marketplace offering 360° digital marketing solutions to MSMEs to help them be tech-enabled.

With a robust pan- India as well as global presence in 10+ countries , we also assist global buyers to locate Indian suppliers, manufacturers and exporters.

Journey



Team



Bikky Khosla
Founder & Chairman

Bikky Khosla is a first-generation entrepreneur who has revolutionised the dot-com industry with a vision to serve India's trade community in 1990, which is TI today. He also serves as the chairman of ASSOCHAM's e-commerce committee. He is also the editor of SME Times and is well-versed in how investors should invest in early-stage companies.



Sandip Chhettri
Chief Executive Officer

Sandip Chhettri is an MSME expert with over 20+ years of experience. Known as an innovator and a visionary, he is an acknowledged leader in digital transformation and the force behind the success of TradeIndia. He has been recognised as an 'Emerging Voice' for his extensive writing on the recovery and survival of Indian MSMEs in a post-pandemic world.



Zille Elahi
Chief Revenue Officer

Zille Elahi is a dynamic & seasoned business leader with over 2 decades of work experience in sales of products and services. He oversees the organisation's revenue and drives initiatives leading to revenue and is highly result oriented and a growth leader. He has also been instrumental in contributing to making a diverse and inclusive work culture at TradeIndia.

Core Values



Integrity Integrity has always been the underlying principle of our business. We are admired and respected for our commitment to honesty, trust and transparency. We do the right thing – even when no one is watching.

By the Customers. For the Customers. The commitment to our customers is the key for us. All our processes exist to bring the best user experience through technological transformations and innovation. We work with a unified purpose of building long-term associations to create an impact that is not limited to customer's business; an impact that touches their lives.

People Focused. We strive to create a culture of belongingness, establishing trust at all levels. We're not limited to providing growth opportunities or flexible working conditions; we let people take their ideas, see them through and lead with entrepreneurial spirit. Our people push their own boundaries and pitch in whatever it takes to move forward the company.

Contact Us

Get a quick solution to all your queries.

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Branch Offices

Get in touch with our sales representative. Kindly Contact Our Nearest Branch Office