

Envisioned as an Ultimate Software Oasis, ComponentIndia is one of the largest software repository showcasing software tools, utilities, products, applications and components across all industries. Its database contains an extensive list of software developers and companies and provides a cost effective and convenient e-marketing avenue for Publishers or Companies who wish to sell their software. Our reselling business model is designed to facilitate the marketing needs of each and every Publisher and customer offering tangible benefits and values across all levels.

## Service Offerings

### Marketing Services

- ◆ Product Listing
- ◆ Search Engine Submission
- ◆ License to use ComponentIndia Logo
- ◆ Product Launch Advertising (New Releases)
- ◆ Online Sales Tracking
- ◆ Reciprocal Links to your website
- ◆ Advertorial
- ◆ Direct feedback: Forums and Online Reviews
- ◆ Product Screen Shot Display

### Selling Support

- ◆ Access to ComponentIndia Contact Database
- ◆ Targeted Email Marketing
- ◆ Information on Events, Conferences, Industry
- ◆ Opportunity to meet key Industry contacts

### Catalog

- ◆ New Product Display
- ◆ e-Catalog
- ◆ Advertorial Listing
- ◆ Advertisement

### Publisher Information

- ◆ Publisher Information on ComponentIndia website
- ◆ Detailed Publisher Page

### Product Assurance

- ◆ ComponentIndia Tested Seal
- ◆ ComponentIndia Quality Seal

### Report & Management

- ◆ Online Sales Report
- ◆ Direct Marketing Collateral Management

### Newsletter

- ◆ Publisher Newsletter
- ◆ ComponentIndia Newsletter

### Measurable Marketing Metric

- ◆ Customer Survey & Feedback

ComponentIndia's Gold Package is designed to leverage market leading strategies to create a competitive advantage when you sell your products on our portal. To help achieve this we provide:

### Product Listing

Product Listing opportunities is available to every Software Publisher, enabling them to sell not just one software but all their products. Publishers can list their products via several different categories and types, and also have products appear under the relevant market segments.

### Search Engine Submission

By registering your product with key search engines, ComponentIndia's search engine marketing initiative ensures your product is listed on relevant search engines leading to an increase in your website traffic and visibility.

### License to use ComponentIndia Logo

Once you register in our Publisher Program, ComponentIndia grants Publishers a limited, nonexclusive, royalty-free license to use its logo as a link on your website or to promote the marketing of your products.

### Product Launch Advertising (New Releases)

Updated everyday, the New Releases showcases the latest service offerings and creates a unique opportunity for each and every Publisher to gain instant visibility and inform and update customers on their products.

### Online Sales Tracking

Registered Publishers featuring their products on ComponentIndia are offered the benefit of generating sales reports to track their sales. This tool offers Publishers easy access to see at a glance which products are generating more sales.

### Reciprocal Links to your website

Aimed at increasing web traffic, ComponentIndia provides reciprocal links to Publishers' websites. Reciprocal links help Publishers in two ways by increasing web site traffic from people who click on the links and also play a major role in boosting rankings in search engines.

### Advertorial

As a Gold Member you are automatically entitled to place an advertorial in ComponentIndia's newsletters or catalog.

### Direct feedback via Forums and Online Reviews

Publishers can obtain direct feedback on their Software via ComponentIndia's forums and customer review.

### Product Screen Shot Display

A product screen shot is provided with every software a Gold member sells on the ComponentIndia website.



To find out more log onto our website at:  
[www.ComponentIndia.com](http://www.ComponentIndia.com)



Or give us a call at:  
+91-98113-71068



## SELLING SUPPORT

ComponentIndia provides a rich set of tools and deliverables to help sell your software via our portal. With an established client database, we help sell your software in identified target industries via various marketing initiatives. As a Silver member you are automatically entitled to:

### ◆ Access to ComponentIndia Contact Database

A Contact Database containing key contacts and their information is maintained and updated regularly by ComponentIndia's marketing team. Publishers are provided access to this database and can send direct mailers to identified market segments best suiting their product offering ensuring that information they wish to share is reaching the right audience.

### ◆ Targeted Email Marketing

ComponentIndia's targeted email marketing is designed to help Publishers easily distribute information they want to share with targeted market segments. With the help of our Contact Database, Publishers have the choice of deciding what information they would like to distribute and can include direct mailing pieces ranging from newsletters, email blasts, discount offers, schemes, updates, product information etc.

### ◆ Information on Events, Conferences, Industry

Gold Members are provided regular information updates on opportunities with regards to events, conferences and industry news that is of relevance to the Software Publisher.

### ◆ Opportunity to meet Key Industry Contacts

ComponentIndia provides and arranges for opportunities through which Software Publishers can regularly meet Key Industry Contacts to increase visibility, credibility and create a platform to facilitate future marketing opportunities.

## Catalog

ComponentIndia publishes an **e-Catalog** twice a year and distributes it to key IT and software companies in India. The catalog contains information on **Product Updates, New Releases** and relevant information useful to Software Publishers. As a Gold member you are automatically entitled to the e-catalog and can also request to have a copy emailed to all your customers. **Advertorials** and **Advertisements** can also be placed by a Gold Member in the e-Catalog.

## Publisher Information

Silver Package Members are provided access to display their personal information (**Publisher Information**) via the ComponentIndia website. A **detailed Publisher page** which is an additional webpage is also available to Publishers who wish to have a customized listing of their product information or any other information they would like to display.

## PRODUCT ASSURANCE

### ComponentIndia Tested Seal



ComponentIndia tests each and every software submitted and provides a Tested Seal specifically designed to show your software has passed all compliance and conformance requirements giving you the credibility that customers rely on.

### ◆ ComponentIndia Quality Seal



A quality seal is also provided to Gold Members which distinguishes itself from the ComponentIndia Tested Seal as software that has undergone supplementary and additional quality tests and standards.

## REPORT & MANAGEMENT

### ◆ Online Sales Report

Registered Publishers featuring their products on ComponentIndia are offered the benefit of generating sales reports to track their sales. This tool offers Publishers easy access to see at a glance which products are generating more sales.

### ◆ Direct Marketing Collateral Management

As a Gold Member, Publishers are entitled to create their own marketing collateral and can directly upload their materials onto the ComponentIndia website. This can then directly be mailed to customers using ComponentIndia's contact database.

## NEWSLETTER

ComponentIndia provides 2 Newsletters; Publisher Newsletter and ComponentIndia Newsletter to all its Silver Members.

### ◆ Publisher Newsletter

The Publisher Newsletter entitles Publishers to create their company or product specific Newsletter and distribute it to ComponentIndia's customers.

### ◆ ComponentIndia Newsletter

The ComponentIndia Newsletter is designed and created by ComponentIndia and is distributed to all its customers and Software Publishers.

## MEASURABLE MARKETING METRIC

### ◆ Customer Survey and Feedback

ComponentIndia conducts customer surveys on a regular basis. Based on questions compiled by ComponentIndia's marketing team, these surveys provide a measurable marketing metric that can be used by Publishers to determine what the current market trend is. In addition it can provide valuable statistics for Software Publishers who are unable to monitor the market trend and provide insight on future growth and sales.