

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 includes an extensive list of software developers and companies, providing a cost effective and convenient e-marketing avenue for Publishers or Companies who wish to sell their software. ComponentIndia's Silver Package is designed to provide Publishers a suite of value added services and tangible benefits which allows maximum flexibility to meet the mission-critical demands of today's competitive business environment.

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

Selling Support

- ◆ Access to ComponentIndia Contact Database
- ◆ Targeted Email Marketing

Catalog

- ◆ New Product Display
- ◆ e-catalog

Publisher Information

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

Product Assurance

- ◆ ComponentIndia Tested Seal
- ◆ ComponentIndia Quality Seal

Report & Management

- ◆ Online Sales Report

Newsletter

- ◆ Publisher Newsletter
- ◆ ComponentIndia Newsletter

To create a competitive advantage for your software, ComponentIndia promotes your software to thousands of prospective buyers and provides marketing leading strategies giving you visibility and access to increase market share and revenue. Services include:

Product Listing

Product Listing opportunity 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.



Log onto our website at: 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.

e-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 Silver member you are automatically entitled to the e-catalog and can also request to have a copy emailed to all your customers.

Publisher Information

Silver Package Members are provided access to display their personal 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 & Quality Seal ComponentIndia Tested Seal ComponentIndia Quality 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.

Silver Members are also provided with a **ComponentIndia Quality Seal**, which distinguishes itself from the ComponentIndia Tested Seal as software that has undergone supplementary and additional quality tests and standards.

Management & Reporting Capability

◆ 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.

Newsletter

◆ Publisher Newsletter & ComponentIndia Newsletter

ComponentIndia provides 2 Newsletters; Publisher Newsletter and ComponentIndia Newsletter to all its Silver Members. The Publisher Newsletter entitles Publishers to create their company or product specific Newsletter and distribute it to ComponentIndia's customers. The ComponentIndia Newsletter is designed and created by ComponentIndia and is distributed to all its customers and Software Publishers.