



# NAVATIES

Simplifying International  
Trade & Engagement



# ARE YOU EXPORT READY?

Whatsapp @+91 7411554965



# Ecommerce & Digital Marketing

Satish Kota

Navaties

A Fully qualified support system to help businesses to trade between India and Other Countries

[www.navaties.com](http://www.navaties.com)



# Who Am I?

- Promoter of Navaties
  - An International Trade and Engagement Platform
- Promoter of IndiaTIES Media
  - News & Information related to International business
- Trainer & Speaker
  - For Government Bodies
  - Trade Bodies
- Author
  - The Reputation Builder



# Agenda

- Introduction
- Section 1 – Understanding Markets
- Section 2 – Ecommerce Way
- Section 3 – Digital Marketing Way
- Section 4 – NavaTies



# Introduction

- What to sell
- When to sell
- How to sell



# Introduction - What to sell

- Textiles, Handloom, Apparel
- Leather & Leather Goods
- Handicrafts & Home Décor
- Beauty & Personal Care
- Semi precious Jewellery & Accessories
- Automotive Parts
- Ayush & Herbal Products



# Introduction – What to sell

- Spices and Food Products
- Tea and Coffee
- Engineering Goods
- Religious Artifacts



# Introduction – When to Sell

- Events

Event	Region
New Years Sale	World Wide
Boxing Day Sale	Americas, Europe, Australia, Parts of Africa
Halloween	Americas, Europe
Black Friday	Americas, Europe
Valentines Day	World Wide
Mothers Day / Fathers Day	World Wide
Jour XXL Day	France
Good Weekend	Latin America





# Introduction – When to Sell

- Festivals

Event	Region
Diwali	Indian Diaspora
Thanks Giving	Americas and Europe
Christmas	Americas, Europe, South East Asia
Easter	Americas, Europe, South East Asia
Chinese New Year	China, Malaysia
Ochugen Japan	Japan
Eid / Ramadan	South East Asia, South Asia, Middle East, North Africa



# Introduction – How to sell

- Understanding Markets
  - The Indian Diaspora
- Ecommerce Way
- Social Media



# SECTION 1



# Section 1 – Understanding Markets

- 1 Dimension – Top Importing
- 2 Dimension – Best Rates
- 3 Dimension – New Opportunities
- 4 Dimension – Growth Opportunities



# The Indian Diaspora



# The Indian Diaspora

- USA – 4 M
- UAE / Dubai – 3 M
- Saudi Arabia – 3 M
- Malaysia – 3 M
- European Union – 2.8 M
- United Kingdom – 2 M
- Srilanka – 2 M
- Myanmar – 2 M
- South Africa – 2 M
- Canada – 2 M
- Kuwait – 1 M
- Australia – 0.5 M
- Russia – 23K
- China – 56 K
- Brazil – 5K





# SECTION 2



## Section 2 – The Ecommerce Way

- Every Country has an Ecommerce
- Many Ecommerce websites have multi-country platform and multi-country deliveries
- For International Sales Amazon, Alibaba & Wallmarts are good entry points
- Government has now allowed upto 10Lac/transaction for ecommerce exports
- Use Foreign Post Office to engage





# Alibaba- Global B2B Marketplace

The screenshot shows a web browser window with the URL <https://india.alibaba.com>. The page features a large banner with the text "Source from India" and "The right place to find Indian suppliers". Below this is a search bar with a dropdown menu set to "India Suppliers" and a search button labeled "Search". Under the search bar, there are two featured industry hubs: "Jewelry Tools & Equipment" from Jalanchar, India, and "Funeral Supplies" from Moradabad, India, both with "Source Now" links. A blue bar at the bottom of the page contains the text "Effective OEM/ODM & multi-category sourcing tool." and the "AllSourcePro" logo. The Windows taskbar at the bottom shows various application icons and the system clock indicating 6:53 AM on 10/21/2016.

India Suppliers, Factories: x

← → ↻ <https://india.alibaba.com>

Industry Services Fabrication

## Source from India

The right place to find Indian suppliers

India Suppliers ▾ What you are looking for from India... 🔍 Search

Industry Hubs  
View all >

Jewelry Tools & Equipment  
Jalanchar, India  
Source Now >

Funeral Supplies  
Moradabad, India  
Source Now >

OR

AllSourcePro

Effective OEM/ODM & multi-category sourcing tool.

Windows taskbar: 6:53 AM 10/21/2016

# Amazon Global Selling

(8) WhatsApp x New Tab x px Store Online Ecommerce - Free v x a Amazon Global Selling| Benefits c x +

services.amazon.in/services/amazon-global-selling/benefits.html?id=ASINAGSSEM\_AGS\_Branded\_Export\_broad\_secondday&Id=ASINAGSSEM\_519X\_b\_c\_4635154292...


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amazon services

Sell v How to... v Learn More v Have a Seller Account? v IN v

Amazon Global Selling

Benefits How it Works Logistics FAQs In the News Start Selling




**Expand your business to 200+ countries & territories!**  
**Start selling from India to the world.**

**Register Now**

**"We are going to use Amazon's global footprint to export \$10 billion of 'Make in India' goods by the year 2025"**


Jeff Bezos  
Founder & CEO, Amazon



# www.Exportersindia.com









Indian Trade Portal x Apparel Industry x Directorate General of Foreign Trade x B2B Marketplace - India x

← → ↻ ⓘ www.exportersindia.com ☆

 **ExportersIndia.com**  
LARGEST SEARCHABLE B2B MARKETPLACE

Enter keyword to search Products / Services Search Post Buy Requirement

### Browse our product categories

 <b>Agriculture</b> Agriculture Seed Agro Products Vegetables Food Grains Fruits	 <b>Apparel &amp; Fashion</b> Men's Clothing Women's Clothing Casual Wear Sportswear Fashion Accessories	 <b>Automotive &amp; Auto Parts</b> Auto Parts Automotive Tools Auto Exterior Accessories Auto Interior Accessories Auto Electrical System	 <b>Chemicals</b> Agrochemicals Chemical Equipment Industrial Chemicals Organic Chemical Textile Chemicals
 <b>Construction &amp; Real Estate</b> Building Hardware Construction Equipment Construction Machinery Wood and Lumber	 <b>Food Product &amp; Beverages</b> Beverages Confectionery Products Food Products Sweets & Namkeen	 <b>Furniture</b> Antique Furniture Garden Furniture Kitchen Furniture Institutional Furniture	 <b>Handicrafts &amp; Gifts</b> Gifts Flower Gifts Wooden Handicrafts Paintings & Sculptures

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**Ladies Ethnic Wear & Skirt**

Manufacturer, Exporter & Supplier

Windows taskbar: 7:20 AM 10/20/2016



# Trade India

WhatsApp x TradeIndia - Indian Exporters, Me x +

tradeindia.com

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trade india.

Post Buy Requirements For Buyers For Supplier Need Help

Sign In | Join Free

Registered Users: 55,54,005

## India's Best Sourcing Marketplace

All Cities Search product or service... Voice Search

### Trending Categories

Hand Wash, Gloves, Mask, Christmas Tree, Power Tools, Infrared Thermometer, Toy Figures, Jacket

Trade India logo



# IndiaMart

WhatsApp

IndiaMART-Indian Manufacturers

+

my.indiamart.com





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 All India  Enter product / service to search  Search  Get Best Price

 Covid-19 Supplies  Sell  Help  Messages  Hi 

### Tell us what you Need

Get Quotes From Sellers

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You may be looking to buy


375 MI Wine Glass Bottle


Id Card Printer


500 MI Glass Bottles


Amber Glass Bottle 500ml


Amberglass Bottle 500ml


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 Hospital & Diagnostics

 Food & Agriculture



 Industrial Machinery



 Industrial Supplies

 Electronics & Electrical

View All Categories 


**CORONA COVID-19 Prevention & Care Supplies**

 Mask, Sanitizer & Other Hygiene Supplies 

 Hospital Consumables & Diagnostics 

Featured Categories

Featured Recommendations



# SECTION 3



# Section 3 – The Digital Marketing



# Which Media to Select?

- Decide which media is right for you
- Build a Presence
- Engage with people in that platform
- Generating Sales through engagement





# Section 3 – The Digital Marketing Way

1. Website or Blog
2. Social Media
3. Tracking the Google
4. Search Engine Optimization (SEO)
5. Industry Listing Websites
6. Review & Rating Websites
7. Community Forums & Groups
8. Online Press Releases



# SECTION 4





# NAVATIES

Simplifying International  
Trade & Engagement



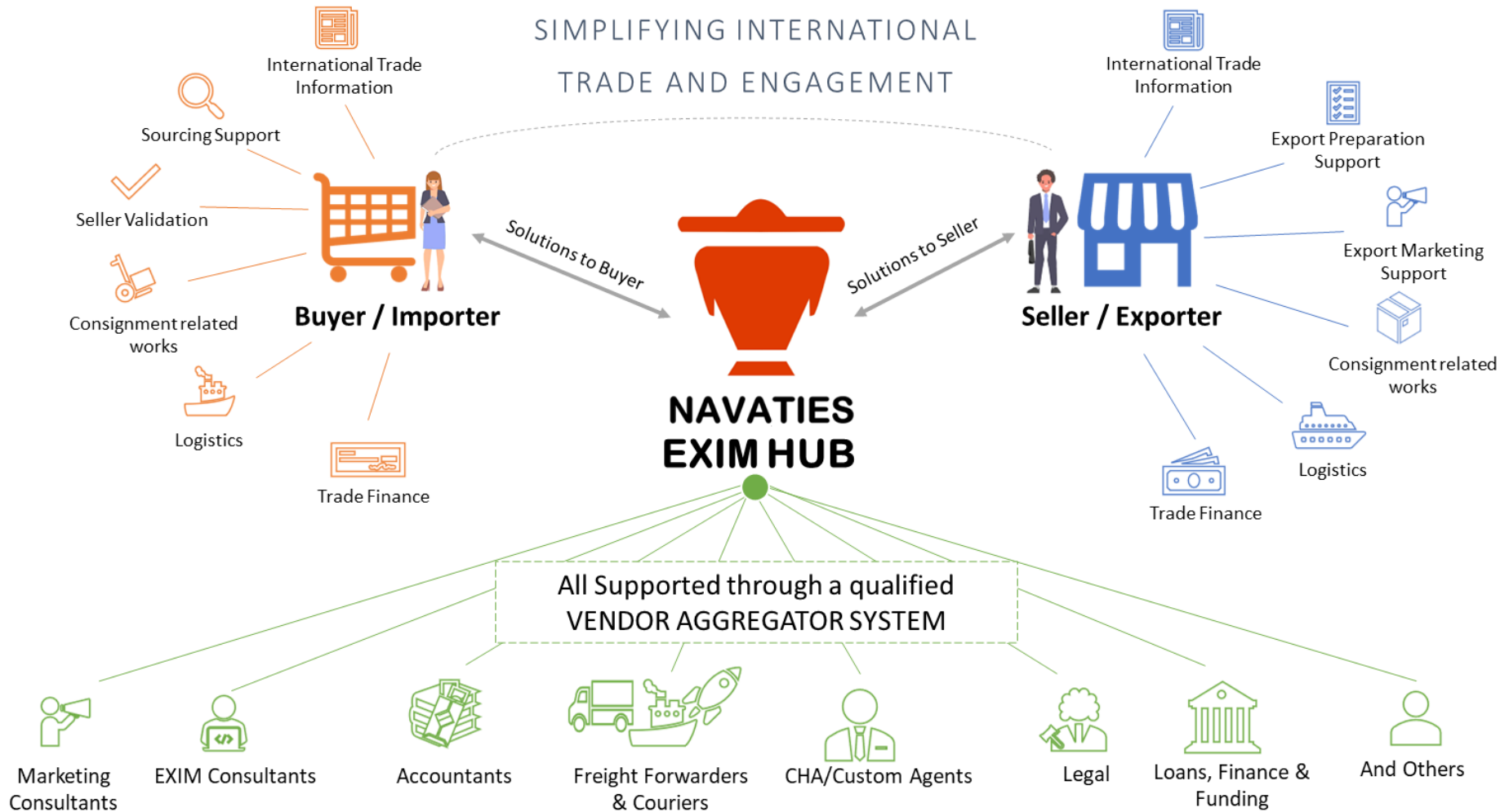
## ARE YOU EXPORT READY?

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- 36 Point Comprehensive evaluation
- Help you fix gaps and prepare you for exports
- FREE evaluation



## SIMPLIFYING INTERNATIONAL TRADE AND ENGAGEMENT



A Fully qualified support system to help businesses to trade between India and Other Countries



# NAVATIES Connect Platform

Welcome **Satish Kota**  
Logout (95)

Home News & Feed Marketplace Tools My Activities

Select type & select the service/solution you need.

For Exporter/Sellers For Importer/Buyers For Vendor/Service Providers

Find list of supported areas, services and features for Exporters to explore international markets

**Preperations & Documentations**

**Find Your Customer**

**Export Related Services**

**Consignments & Logistics**

**Trade Finance**

**Export Problem Resolution**

**Navaties Helpdesk**

**Build your Networks**

**Tips to use NAVATIES**

- Get to know more about Navaties. Take a look at our **HOW TO** videos
- Have you evaluated your Export/Import Preparedness? Take a **FREE COMPREHENSIVE EVALUATION** and be prepared for the international markets.
- You can bookmark a Publisher Content, an Ecosystem Bulletin, Posts from others or even a profile and tag them as per your needs in the future. You can find them under **My Bookmarks** section
- Did you find an issue in our platform or do you have a suggestion for us? You can send us your **Feedback** and we shall look into them.

more...

Register at : [www.navaties.com/india2world](https://www.navaties.com/india2world)



The screenshot shows the NAVATIES website interface. The browser address bar displays <https://www.navaties.com/home>. The website header includes the NAVATIES logo, a search bar, and user navigation links like 'Welcome Satish Kote' and 'Logout'. A sidebar on the left lists menu items: Home, India, International, Others, Invite, and Helpdesk. The main content area is titled 'International Engagement' and lists various services with icons: Intl Trade Stats, Export / Import, World Directory, Intl Ecosystems, Intl Events, India 2 World, Intl Contacts, Intl Services, Marketing Support, Registrations / Certifications, Funding / Loans, and Logistics / Transportation. A large, semi-transparent grey box is overlaid on the center of the page, containing the following text:

**World Directory**  
**1,20,000 Importers**  
**11,500 Intl Trade Bodies**  
**800 Intl Government Bodies**  
**207 International Ecosystems**

The Windows taskbar at the bottom shows the system clock as 22:24 on 16-09-2022, along with language and connectivity icons.

Register at : [www.navaties.com/india2world](https://www.navaties.com/india2world)



For appointments

**Call**

**741 1554969**

**Or Register Today**

**[www.navaties.com](http://www.navaties.com)**

