



PROVEN WAYS TO

**ATTRACT CUSTOMER FOR  
YOUR MANUFACTURING**

BUSINESS IN

**AHMEDABAD**



**Saves You At least ₹70,000 Spent On B2B Lead Portals Like Indi Mart**



# Thank You

Thank you for downloading this eBook.

If you're reading this, you're already thinking beyond third-party lead portals and price-based competition.

This guide is designed to help manufacturers attract the right customers, build trust, and create consistent demand using practical, real-world strategies.

# Disclaimer

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# Author

I'm Krushanpalsinh Sisodiya, and I help manufacturers and B2B businesses attract high-intent buyers without relying only on B2B Lead platforms like IndiaMART.

This Report shares clear, actionable insights based on real buyer behavior — not theory.  
Let's get started.

Krushanpalsinh Sisodiya



# WHAT YOU'LL GAIN FROM THIS REPORT

1. Why third-party lead portals create price wars and low-quality enquiries
2. The hidden cost of shared and non-serious leads
3. The difference between renting enquiries and owning customer demand
4. How serious buyers actually search for manufacturers today
5. The 5 proven channels that attract better, exclusive enquiries
6. Why Google works better than lead portals for long-term growth
7. How to build a controllable, scalable customer acquisition system

## You've Already Tried IndiaMART. Here's What Usually Happens Next.

If you're a manufacturer in Ahmedabad, chances are you have already invested in:

- IndiaMART
- TradeIndia
- Justdial
- Agents, brokers, or referrals

At first, the enquiries feel good.

But after some time, reality hits 📌

- Same enquiry goes to multiple suppliers
- Customers only ask for the lowest price
- Many enquiries never convert
- Renewal calls start coming again

Yet every year, money is spent again — without clarity or control.

This report exists because most manufacturers don't lack capability.

They lack a customer acquisition system they control.

# **The Real Problem With Third-Party Lead Portals (Nobody Explains This Clearly)**

## **1. You Never Own the Customer Enquiry**

When a customer submits an enquiry on a portal:

- It is shared with 10–15 manufacturers
- Everyone competes on price
- No one builds brand trust

You are not building an asset. You are renting enquiries.

## **2. Many Enquiries Are Not Serious Customers Most manufacturers receive:**

- Trial enquiries
- Very low-quantity requests
- Traders posing as end customers
- Irrelevant product enquiries

Your sales team spends time, follow-ups, and energy — with little return.

This hidden cost is never calculated.



### 3. Cost Increases, Results Drop

To stay visible, portals push you to:

- Renew packages
- Upgrade plans
- Buy add-ons

Many manufacturers end up spending ₹50,000–₹1,50,000 per year, yet enquiry quality keeps falling.

On average, ₹70,000+ every year is avoidable spend.

### 4. No Control = No Growth

On portals:

- Lead flow is unpredictable
- Quality cannot be controlled
- Scaling is impossible

This is not a growth strategy. This is dependency.





# WHAT GROWING MANUFACTURERS DO DIFFERENTLY

Successful manufacturers don't wait for enquiries.

They position themselves where customers are already searching.

They focus on:

- Direct customer access
- Exclusive enquiries
- Systems they can control and scale

This is where Google becomes powerful....

# The 5 Proven Ways Manufacturers Attract Customers (Without Portals)

## 1. Google Ads - Customers Who Are Ready to Buy

When someone searches:

- “Manufacturer in Ahmedabad”
- “OEM supplier Gujarat”
- “Industrial product supplier near me”

They are not browsing.

They are actively looking for a supplier right now.

Google Ads puts your business in front of these customers instantly.

***Funny fact: Before someone becomes an enquiry, they first search on Google – so yes, your “lead” actually came from Google 😊***

## **2. Google SEO - Free Enquiries Over Time**

SEO helps your website appear organically on Google.

Once ranked:

- Enquiries come without paying per lead
- Trust increases
- Dependency on portals reduces

This is long-term visibility, not rented attention.

## **3. Email Marketing - Repeat & Bulk Orders**

Most manufacturers ignore past enquiries.

Email helps you:

- Reconnect with old customers
- Nurture serious prospects
- Increase repeat and bulk orders

Cheapest channel with the highest lifetime value.

## 4. Meta Ads (Facebook & Instagram) - Demand Creation

Many customers don't know who to contact yet.

Meta Ads help you:

- Stay visible in your market
- Build familiarity before price comparison
- Create demand before Google search

This supports long-term brand recall.

## 5. A Manufacturer-Focused Website - Trust & Conversion

Your website should clearly answer:

- What you manufacture
- Who it's for
- Why customers should choose you

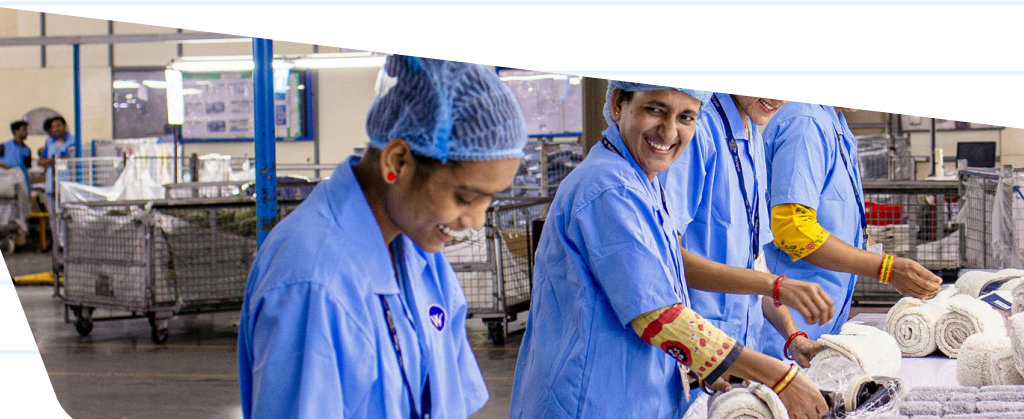
Not a visiting card — a sales asset that converts enquiries into customers.



# Why Google Works Better Than Lead Portals (The Core Reason) ?

- Enquiries come only to you
- No shared competition
- Higher buyer intent
- Full control over budget, location, and products
- Measurable ROI

You stop chasing leads. Customers start finding you.



# FINAL THOUGHT

Stop Paying to Compete.  
Start Building Control.

Third-party portals are designed to sell packages  
— not to grow your manufacturing business.

If you want:

- Predictable enquiries / Predictable Sales
- Better quality customers
- Lower long-term acquisition cost
- Freedom from yearly renewals

The solution is not another portal upgrade.

The solution is a direct customer generation  
system built around Google.



# NEXT STEP

## Free Manufacturing Customer Audit

If you are a manufacturer in Ahmedabad and want to know:

- How many customers are already searching for your product on Google
- What exact search terms they use
- How much it would realistically cost to get exclusive enquiries
- Whether Google can reduce or replace portal dependency
- 

**REQUEST A FREE MANUFACTURING  
AUDIT (CLICK OR WHATSAPP  
+91 7861902166)**

In this audit, you'll get:

- Real demand data for your product
- A clear enquiry potential estimate
- A practical roadmap (no theory)
- Honest guidance — even if Google is not right for you

No sales pressure.  
Only clarity.

