



Confederation of Indian Industry



CIITrade.in B2B e-commerce platform powered by cloudBuy opens for business

Online marketplace enables Indian buyers & sellers to trade domestically and globally

April 28th 2016: cloudBuy plc, the global provider of cloud-based e-commerce solutions, announced that CII (the Confederation of Indian Industry), India's largest Industry Association has opened www.CIITrade.in, a B2B e-commerce platform, which will enable its members and other businesses to trade online. CIITrade.in brings together B2B buyers and sellers on a common platform to trade domestically in India as well as globally.

The platform was first announced at the 2015 GES (Global Exhibition on Services) in New Delhi. At the recent 2016 GES event CIITrade.in was officially opened for business during the MSME session. CIITrade.in is now registering suppliers wishing to trade in India and internationally. Product categories currently represented on the platform include: Manufacturing; Services; Engineering; Healthcare; Energy & Water; Technology; Tourism & Hospitality; Transport; Agriculture; Trading; Finance.

Nilesh Gopali, cloudBuy Country Head, India said at the launch, *"This new CII gateway will not only accelerate the increase in trade within India and globally, but will also drive a sea change in the way business will be transacted. CIITrade.in will increase the possibilities for online B2B business, offering the option for both offline and online payments, and will create new opportunities for organisations of all sizes. I am very excited to be part of the change."*

Sujith Haridas, Deputy Director General, CII, said, *"CII has a long history of innovation. CII has partnered with cloudBuy for the technology which powers the CIITrade.in platform. This will enable secure e-commerce for organisations of all sizes and has the potential to substantially increase trade between CII members and global buyers. I look forward to Indian businesses deriving great benefits from CIITrade.in."*

Visit www.ciitrade.in to register as a supplier or buyer and begin trading online.

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Press contacts:

cloudBuy India: Phone 26827776

cloudBuy UK: Email peter.robertshaw@cloudbuy.com



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About cloudBuy plc

cloudBuy, (AIM: CBUY), provides cloud solutions for buyers and sellers – and brings them together to trade securely and ethically via an increasing number of public e-marketplaces and private purchasing portals around the world, powered by cloudBuy e-commerce technology.

cloudBuy solutions for buyers help B2B purchasers understand and control their spend, to reduce costs and increase value. Our cloudSell solutions enable sellers of all sizes, from startups to corporates, reach new customers and grow their business.

cloudBuy's technology platform powers web sites, public marketplaces and private purchasing portals that enable all types of online interactions and relationships including, citizen and business to government; consumer to business; and business to business.

For more information, visit: www.cloudbuy.com

Twitter: @cloudbuyplc