

**The Authentic Seal of Trust**

**Benefits**



Dear Member,

**Sub: Online D&B Trust Seal - Unique Opportunity from MCCIA to establish your credibility globally!**

As a valued member of MCCIA, we are pleased to bring you a new suite of solutions from Dun & Bradstreet (D&B), the world's leading provider of global business information, knowledge and insight. **This special offer is exclusive to MCCIA members at a highly discounted introductory price.**

Establishing credibility with a new business partner is a challenge faced by most enterprises today who are trying to integrate globally and exploit the opportunities for expansion. India's B2B e-commerce market itself has grown rapidly and is expected to touch US \$89 billion by December 2009 at a CAGR of 8.77%!

Your company's website is one of the first sources a new business partner will visit in order to gain more information on your company. However, the open, largely undefended market environment of the Internet limit a company's ability to build trust in the authenticity of the information it displays on its website. Availability of relevant, verified information on a prospective business associate is the key to enhance and encourage online trade.

MCCIA has tied up with D&B India, due to its proven expertise in providing business information and risk management solutions. It is the ideal third party to provide required authentication to Indian businesses, especially those looking at attracting global partners. D&B's Online Trust Solutions (OTS) are an innovative suite of solutions that help position businesses as 'trusted' and 'credible trading partners' in the online universe.

They cover the following services:

**D&B D-U-N-S Registered™** - An electronic mark displayed on your website, in the form of a joint MCCIA - D&B D-U-N-S Registered™ logo. A click on the logo, displays information about your company that has been verified and validated by D&B.



**D&B D-U-N-S Registered™ - Electronic Certificate Solution** - Helps companies that do not have a website to capitalize on the opportunities available online. D&B dedicates a unique webpage to the company on its own website. This webpage contains the MCCIA - D&B D-U-N-S Registered™ Logo which displays the company's validated profile when clicked. A company can also use the link to this webpage as a signature in its emails and in all its marketing and corporate communications.

**Benefits:**

By using D&B D-U-N-S Registered™ or Electronic Certificate Solution, companies can:

- Market their credibility and authenticity online since the profile is hosted on D&B's own site.
- Enhance confidence of their potential customers/suppliers/business partners to do business with them.
- Stand out in the age of information explosion and differentiate themselves from peers that have not opted for D&B D-U-N-S Registered™.
- Increase export / import opportunities as a result of increased visibility and transparency.
- Attract more attention from the worldwide market by getting listed on the D&B Global Database.
- Shorten the decision making cycle of one's potential customers by proactively displaying information before companies seek in-depth D&B Reports on them.

Companies could opt for either a basic or a comprehensive profile.

We invite our members to avail of this suite of solutions at the following special introductory prices:

		Standalone	Special Offer
<b>D&amp;B D-U-N-S Registered™</b>	Basic Profile	Rs 6,000	<b>Rs 4,500</b>
	Comprehensive Profile	Rs 8,000	<b>Rs 6,000</b>
<b>D&amp;B D-U-N-S Registered™ - ECS</b>	Basic Profile	Rs 7,000	<b>Rs 5,500</b>
	Comprehensive Profile	Rs 9,000	<b>Rs 7,000</b>

**Click here for your Response Form.**

You could find out more about **D&B Online Trust Solutions** by clicking on this link or on the link provided on the MCCIA website [www.mcciapune.com](http://www.mcciapune.com)

For documentation please contact [ots@mail.dnb.co.in](mailto:ots@mail.dnb.co.in) or call **022-6676 5566 / 1800 209 8999 (Toll Free)** and a D&B representative would be glad to help you complete the documentation formalities. For any questions you may also call MCCIA at **020-2570 9000** and speak to me or to **Ms Manjari Desai**.

Going forward, members may also refer to the MCCIA Newsletter/Website for more details of this product.

We hope you will take advantage of this special initiative from MCCIA and Dun & Bradstreet.

Best Regards,

**Mr. Anant Sardeshmukh,**  
Addl Director General, MCCIA, Pune