

If you're looking to expand your business by selling directly to government buyers, the Government e-Marketplace (GeM) is your gateway. But to truly succeed, you need to master the art of GeM portal products listing. In this guide, we'll walk you through everything you need to know about the GeM Portal Products List, how to list your products and services, and tips for making your product listing on GeM stand out.

Why GeM Portal Product Listing Matters

The GeM portal is India's official online marketplace for government procurement. With thousands of buyers from government departments and public sector units, being part of the GeM portal products list opens up massive opportunities. But it's not just about being present; it's about presenting your offerings in the best possible way so you get noticed and chosen.

Understanding the GeM Portal Products List

The <u>GeM Portal Products List</u> is essentially the catalogue of all goods and services available for government buyers. This list is constantly growing, covering everything from office supplies and IT equipment to consultancy and facility management. To feature in this list, your product or service must be accurately listed and approved on the portal.

Step-by-Step Guide: Product Listing on GeM

1. Register as a Seller

First, sign up on the GeM portal with your business credentials. Registration is open to manufacturers, resellers, and service providers.

2. Prepare Your Product Details

Before you start, gather all the information you'll need:

- Product name, model, and category
- Detailed description and specifications
- HSN code (for products) or SAC code (for services)
- SKU ID
- High-quality images (white background, multiple angles)
- Quantity available
- Maximum Retail Price (MRP) and your offered price (must be at least 10% lower than MRP)

3. Add Your Product or Service

- Log in to your GeM seller account.
- Click on 'Catalogue' > 'Products' > 'Add New'.
- Search for the right category. If your product isn't listed, you can request a new category.
- Fill in all product details as per the portal's requirements.