

The Technology That Actually Helps When You Source From India



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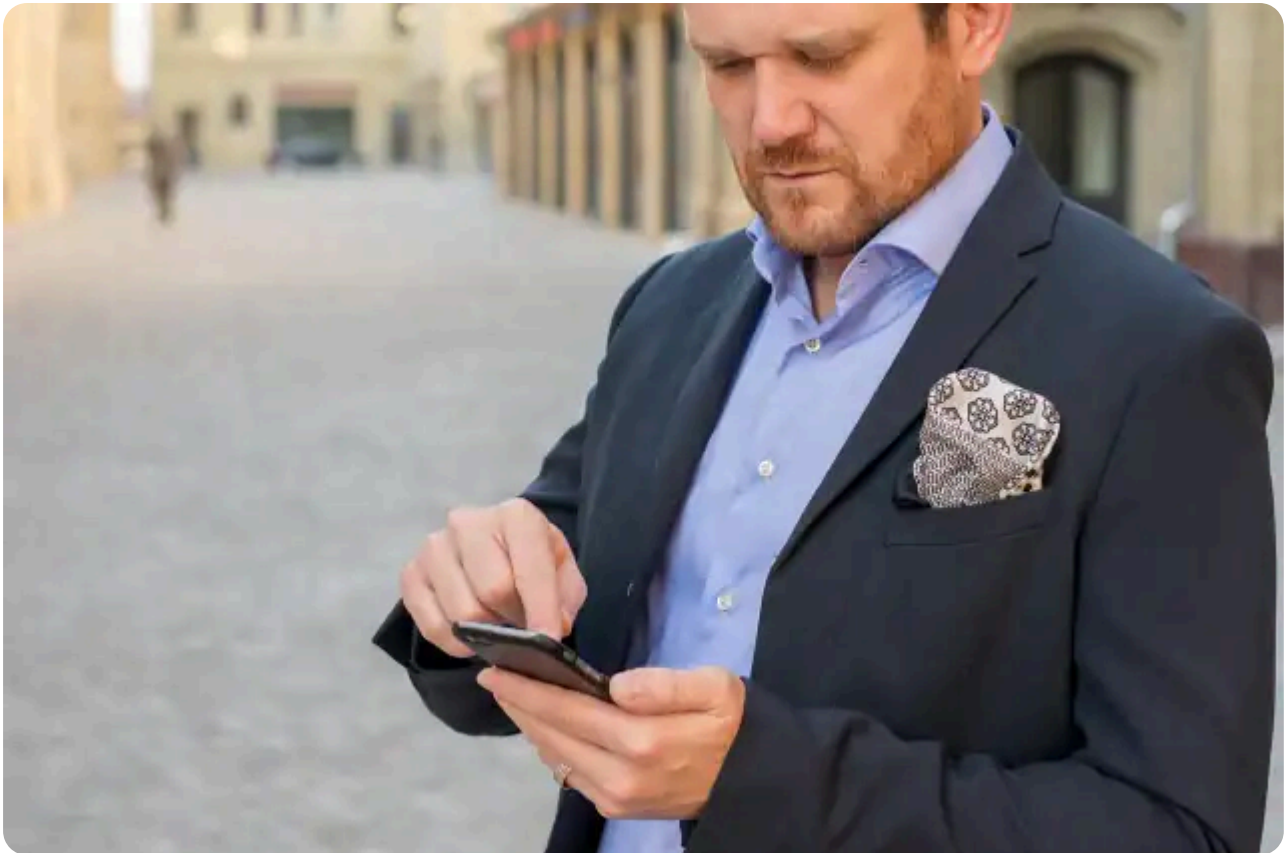
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Which tools help a foreign buyer source from India and which ones work against you. It covers B2B directories, WhatsApp and video calls, free government registries, remote quality control, digital certificates of origin and payments, and where a partner on the ground still fits.

The Short Version

- On lead-selling directories your enquiry is the product, so use them to find names and check them elsewhere.
- A video call that walks the factory floor is the cheapest factory check you can do.
- Free government lookups for GST and the export code show who you are dealing with, not their quality.
- Certificates of origin are issued digitally through DGFT eCoO 2.0, so ask for the electronic copy.
- Pay by bank transfer to the exporter's own corporate account and confirm any change of bank details by phone.

A Middle East buyer posted a requirement on an Indian B2B directory, and a "supplier" messaged him on WhatsApp soon after. He paid about US\$900 in Bitcoin and never saw the goods ([r/Scams, 2021, about a 2019 order](#)). Every bit of technology in that story did exactly what it was built to do, just for the wrong person.



In this piece I'll go through the tools that help a foreign buyer source from India, and the ones that quietly work against you – the platforms, the messaging and video habits, the free public records, remote quality control and India's digital paperwork. One honest caveat first. None of it replaces a person who knows the supplier, and the best a tool can do is make that person faster.

SourcingFrom Intelligence

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- 01 On lead-selling directories, your enquiry is the product.** Posting a requirement, or just leaving a phone number, can bring calls and WhatsApps from many unrelated sellers, scammers included. The fastest replies usually come from paid tiers that see your lead first. *(Buyers and Indian sellers on forums, 2019 to 2026, six or more voices)*
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02 **India's certificates of origin are already digital.** DGFT's eCoO 2.0 platform handles over 7,000 certificates a day across 125 issuing agencies, and non-preferential certificates have had to be filed on it since 1 January 2025. ([*PIB, 27 Jan 2025*](#))

What we don't know yet

- How often a remote video inspection catches what a physical one does. No one has published a comparison.

1. B2B Platforms Are Good for Finding Suppliers, Not for Trusting Them

India's big B2B directories list a huge number of sellers, and they're genuinely handy for seeing who makes what. The catch is how they make money. Many of them sell buyer enquiries to sellers, so the moment you post a requirement you become a lead that goes out to lots of sellers at once.

Buyers on forums describe the flood - "once they get your phone number, they really hound you" ([*r/FulfillmentByAmazon, 2019*](#)). An Indian seller explained the other side without any fuss: paid members see your lead first, and "whatever leads you will get will be after 24 hr of premium users" ([*r/IndianEntrepreneur, 2026*](#)).

So what should you do? Use the platforms to find names, then step off the platform to check them. Keep a separate email and number for enquiries, and treat anyone who contacts you first as unvetted, however polished they look. A badge on a listing usually proves the business exists and paid for a package, and that's about it. It says nothing about what they make. The full picture of who you'll meet is on [finding suppliers in India](#).

There are better starting lists, and they cost nothing. Export promotion councils publish member directories and India's trade fairs publish exhibitor lists, and while both are still self-declared, everyone on them at least bothered to register as an exporter. The fairs are on [India's trade fairs](#).

2. WhatsApp, Phone and Video Calls With Indian Suppliers

WhatsApp has more than 500 million users in India, and 94% of its Indian monthly users opened it daily in November 2025 (government data and Sensor Tower, via [TechCrunch, Dec 2025](#), Reported). In practice it's where Indian business actually happens. Buyers who hear nothing back by email often get an answer within the hour on WhatsApp, and there's more on that in [communicating with Indian factories](#).



Use it, but use it well. A chat thread makes a poor contract, so put every decision on specs, prices and dates in an email or on the purchase order too. Voice notes are fine for quick questions.

A video call is the cheapest factory check you'll ever do. An India-based agent's advice to a new brand was simply to ask the maker to "show you the

floor" ([r/streetwearstartup, 2025](#)). If the machines, the fabric and the people on the call match what you were told then good. If the camera never leaves the office, ask why.

The human side of it all – time zones, festivals and how "yes" works – is in [communicating with Indian factories](#).

3. Free Public Records That Show Who You Are Dealing With

This is the part of India I like most, honestly. The government runs free online lookups for a supplier's GST (tax) registration, its export code (IEC) and, in many sectors, its export council membership. The tax number and the export code share one identity key, so you can check that every record belongs to the same legal person, and no paid app does that better than the government's own sites.

What they can't tell you is quality. They show who you're dealing with, whether they're allowed to export and what they say they make. How to read the GST number itself is in [what an Indian GST number tells you](#), and the step-by-step checks, with what each record proves, are on [how to check an Indian supplier](#). Some deeper checks need an Indian login, which is one place a partner on the ground earns their keep.

4. Remote Quality Control With Photos, Videos and Real Inspections

Remote QC is far better than it used to be. You can ask for a video of a fabric weight test on unwashed cloth before cutting, a timestamped photo set of the packed cartons or a live walk down the line. All of those are worth asking for, and the ones that matter for garments are in [how to source from India](#).



Still, a supplier's photo is the supplier's photo. Buyers who've worked with India for years still pay an independent inspector before goods ship, and they tie the final payment to that report rather than to pictures on WhatsApp. That's the rule in quality control in India, and I'd follow it on any order you can't afford to lose.

5. Export Documents Are Digital, So Ask for the File

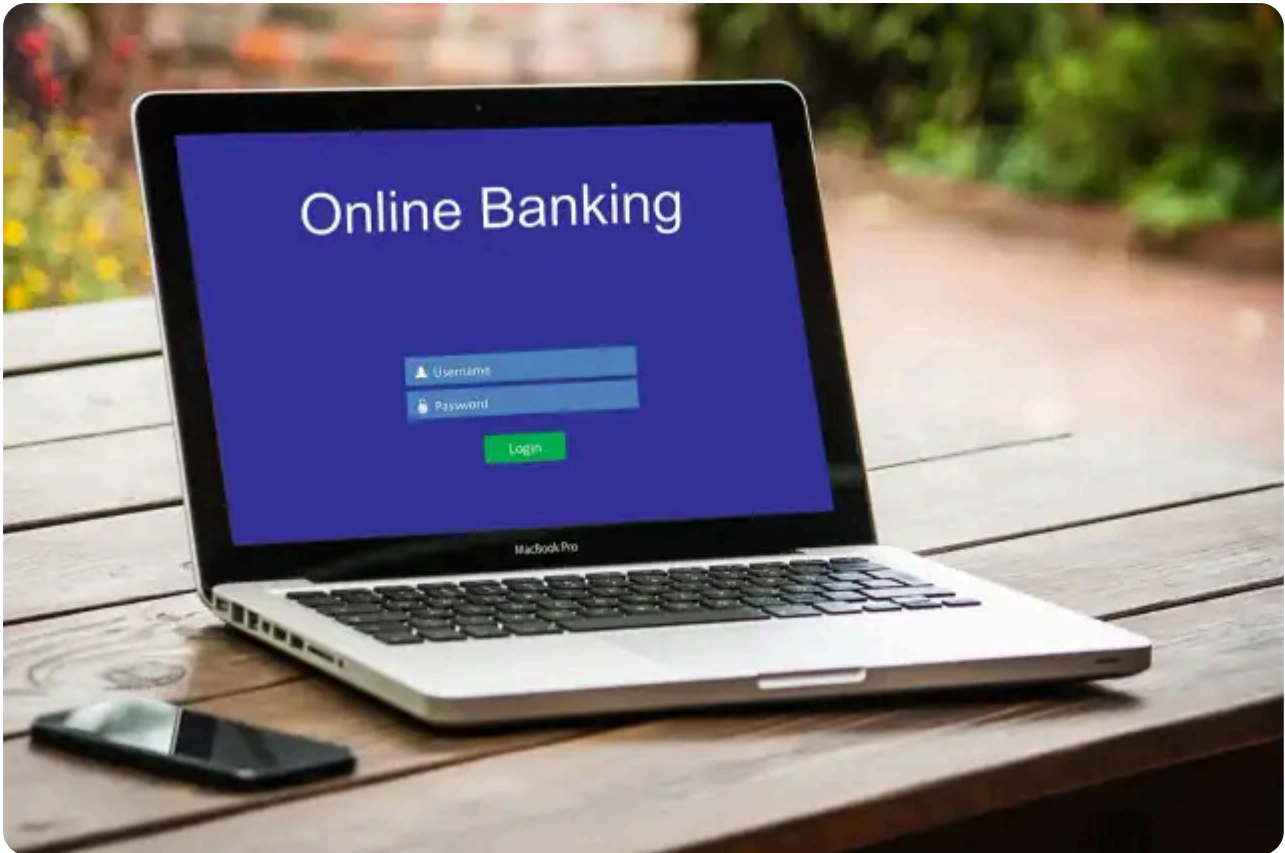
India's export paperwork moved online faster than most buyers realise. Certificates of origin go through DGFT's eCoO 2.0 platform, which handles over 7,000 a day and connects 125 issuing agencies and every Indian exporter (PIB, Jan 2025). Shipping bills are filed with customs electronically, and larger exporters' GST invoices carry a government-issued reference number.

So what does that mean for you? When a supplier says the paperwork is "in process", ask for the application reference. When you need a certificate of origin to claim a lower duty at home, ask for the electronic copy as soon as it's issued and check it against your invoice before the goods land. Which document each market needs is on [certificates of origin](#).

6. Paying Your Indian Supplier Safely

When it comes to paying, boring is good. Pay by bank transfer to a corporate account in the exporter's legal name, or by letter of credit on bigger orders. Crypto, payment apps and "my cousin's account" don't belong in a trade deal, and the Middle East buyer's Bitcoin is exhibit A.

The most common payment fraud in India doesn't even need a dishonest supplier. Someone gets into an email or WhatsApp chat and sends "new bank details", and the money goes somewhere else entirely. Confirm any change of account by phone, on a number you already had, before you send a single rupee. The methods and what each one protects are in [how to pay an overseas supplier safely](#).



7. Where a Technology-Enabled Partner Fits

Put the pieces together and the gap is easy to spot. Platforms find names and registries check identity, a video call shows you the floor, an inspector checks the output and digital documents prove origin. But who joins them up? Someone still has to chase the sample, read the registry result, book the inspection on the right day and notice when the chat goes quiet.

That's the job SourcingSync was built for. It's a technology-enabled sourcing company that runs the execution in India - supplier checks, samples, inspections, documents and shipping - with people on the ground and the data in one place. You can do every step in this post yourself, and SourcingFrom will keep explaining how. If you'd rather someone else ran it, that's what Sync is for.

The Middle East buyer had every tool he needed. What he was missing was one check between the WhatsApp message and the payment, and once

that check is in place, whoever runs it, the same tools start working for you.