

What Do a B2B Directory's Badges and Prices Actually Tell You?



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Neither the badge nor the price on an Indian B2B directory listing tells you much about your order. Where a listing platform explains its "verified" or trust badge at all, it is part of a paid seller package backed by a document check, which shows a legal business exists but not a factory, capacity or product quality. One large Indian directory says so in its own terms. A listed price is not an offer. Buyers report prices set low to attract enquiries or published once and never updated, and the quote has to cover your quantity, spec, packing and Incoterm. Use the listing to find names, then run your own record checks and get a written quote.

The Short Version

- Sellers on forums describe directory badges as part of a paid seller plan, backed by a document check.
- A document check proves a registered business exists. It does not prove manufacturing or quality.
- One large Indian directory states its badge covers business authenticity, not product quality.
- A directory employee said on a forum that some listings are built from bought data, so even the page itself may not come from the business.
- A listed price is an advert, not an offer. Buyers report quotes well above it.
- Ask for the running-line price before you customise. One buyer found stock about 25% below his custom price.
- Free public records (GST, IEC, RCMC) tell you more than any badge, and they cost nothing.
- Never build landed-cost sums on directory prices. Get a written quote to a named place.

Less than they seem to. Where an Indian B2B listing platform explains its "verified" or trust badge at all, it is part of a paid seller package, and the check behind it confirms papers such as registration, tax and bank details. The listed price was never an offer either, and buyers report prices set low to pull in enquiries, or published once and never touched again.

So the badge tells you a legal business exists, and the price tells you it sells something like your product. Neither says whether that business runs machines, can make your order or makes it well, or what you'll pay. Two voices from opposite sides of the table make the point. A Chennai industrial-hardware seller upgraded to his directory's trust-badge plan in 2026 and found he had no more business than he did on the basic plan ([r/IndiaBusiness, 2026](#)). "Once you inquire, the price quoted is never what was published, its usually significantly higher," a South-East Asian importer wrote in 2023 ([r/india, 2023](#)). Nobody in that thread was surprised.

Two caveats. We couldn't find published badge criteria for several Indian directories, so what follows on badges is the common pattern, not a rule for every site. And nobody publishes how far listed and quoted prices differ, by product or directory, so we give the reasons and the questions, not a typical gap.

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01 Directory trust badges are sold as seller packages. Paid sellers on Indian forums describe moving up to a directory's trust-badge plan as a subscription upgrade. *(Our review of forum threads, 2025 to 2026 · Reported, supplier-side)*

02 One large Indian directory says in its own terms that its badge covers whether the business is genuine, not product quality. *(The directory's own published terms, read September 2026, recorded in our playbook gaps research)*

- 03 **Some supplier pages are created by the platform from bought data**, according to a directory sales employee in a 2026 forum AMA. (*Our review of forum threads · Reported, one voice*)
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- 04 **Directory prices are either bait or stale, depending on who you ask**. One US buyer called them "marked down prices just to attract the customer". Another voice said a directory's staff published trade-fair brochures "once - and never bother to update it". (*[r/manufacturing, 2023](#), [r/india, 2023](#)*)
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- 05 **A maker's running stock can cost well under a custom order of the same item**. One Tiruppur buyer was later offered existing stock at nearly 25% below what his custom run cost. (*[r/Tiruppur, 2026](#) · Reported, one order*)
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What we don't know yet

- What each Indian directory checks before showing a badge. Several publish no criteria we could find. We plan to compare them.
- The size of the listed-to-quoted gap by product. We plan to measure it with matched enquiries in three clusters.

1. What Does a Verified Badge Check?

Papers. The seller supplies registration and tax documents, perhaps a bank statement and contact details, and the platform confirms they're genuine and belong together. That's worth something, because it weeds out the wholly fake listing with no legal entity behind it.

Nobody walks the floor, though. Nobody checks that the machines in the photos belong to the seller, that the "factory" address makes anything, or that the products on the listing come out of it. A trading company with a clean GST record passes the same check as a 300-machine plant. How the directories work as a channel, badges included, is on [where to find Indian suppliers](#).

2. Does a Badge Mean the Supplier Is a Real Manufacturer?

No, and that's the most common misreading. Our review of forum threads found buyers treat a trader as the default seller on Indian directories, and a badge doesn't change that, because a trader's documents are just as real as a maker's. Trading is a normal business model, so the badge isn't hiding anything wrong. It simply isn't answering the question you're asking, which is who makes the goods.

3. Why Is the Listed Price So Far Below My Quote?

Sometimes the listing was never written by the business. A directory sales employee said in a 2026 forum AMA that the platform "buys data and creates a supplier account" itself ([r/IndiaBusiness, 2026](#), one voice). Another forum voice said a different directory published trade-fair brochures once and never updated them ([r/india, 2023](#)). That explains the dead numbers, discontinued products and wrong prices buyers run into, and why a listing's age means little. Other listings are low on purpose. Some sellers list a low number because a low number ranks and gets clicks, and the real conversation starts on the phone. From the outside you can't tell which.

Either way, the quote has to price your order, which the listing never saw.

- **Quantity.** A listed price may assume a volume far above yours, or a domestic minimum that has nothing to do with an export order.
- **Spec, label and packing.** The listing shows the seller's standard item. Your material grade or finish, branded packaging, barcodes and export cartons add set-up costs.
- **The Incoterm and the place.** A listing written for Indian buyers isn't an FOB price at Nhava Sheva.

- **Who you're buying from.** If the seller is a trader, its quote includes its own margin on the maker's price. That's a fair charge for a real service.

Each of these is a reason, not a trick. The steps a price climbs, from listed to quoted to custom to paid, and what sits inside an export quote, are on [MOQ, pricing and payment terms in India](#).

4. What Should I Check Instead of the Badge?

India's own public records, which are free and don't depend on anyone's plan.

What you want to know	What answers it	Where
Is this a real, active business?	GST status and filing table	<u>GST taxpayer search</u>
Can it export under its own name?	IEC status, same legal name	DGFT <u>View Any IEC</u>
Does it claim to make the goods?	Manufacturer-exporter RCMC from its export council	DGFT e-RCMC lookup
Is the money going to the right place?	Bank account in the GST legal name	The proforma invoice

The manufacturer-exporter RCMC matters most here, because the export council asks for evidence of manufacturing before it registers a maker rather than a merchant ([DGFT Handbook of Procedures, para 2.79\(a\), July 2026 revision](#), Verified). How to read each record is on [how to verify Indian suppliers](#), and the GST part in five minutes is on [what an Indian GST number tells you](#).

None of these records proves quality either. That still takes a sample made to your spec, a video walk-through or a visit, and an inspection before

shipment. If you want someone to run the records and see the factory, [SourcingSync](#) verifies Indian suppliers and says exactly what it checked and when.

5. How Do I Get From the Listed Price to a Real One?

Give the supplier less to guess. Send a written spec, your real quantity and the Incoterm with a named place, and ask for an itemised quote that shows unit price, packing and any one-off costs separately. Then ask the question that worked for the Tiruppur buyer - what does your running-line or stock version cost, and what exactly does my custom version add? Quite often a small change to your spec brings you back onto the maker's standard line.

Before any deposit, get it in writing as the all-inclusive price to the named place, including export packing. That closes the last rung, the charges that appear after you've paid, which is the subject of [why a supplier raised the price after you paid](#).

Questions Buyers Ask

Is a badged supplier safer than an unbadged one? ^

Slightly, in that a legal business sits behind it. Many good Indian makers have no badge at all, and some barely list online.

Does the badge mean the directory protects my payment? v

Should I ask a supplier about its badge? v

Can I hold a supplier to its listed price? v

Should I use listed prices to compare suppliers?



Is a much higher quote a sign of a scam?

