

Why Online Reviews Make Indian Suppliers Look Worse Than They Are

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Updated 12 Oct 2026 4 min read

IndiaMART is not mostly scams, but its online reputation is worse than the B2B reality. Our forum audit found much of the scam noise came from grey-market medicine buyers, self-promoting agents and cold pitches. The real B2B problems are traders posing as factories, poor fit and no platform standing behind the deal.

Key takeaways

- IndiaMART is a lead directory that sells buyer enquiries and doesn't stand behind foreign-buyer transactions.
- Five or more scam threads in our audit came from medication buyers, not buyers of goods for resale.
- Requests for an India sourcing agent drew almost only self-promoting replies.
- Online reputation and factory quality are barely related, since many real makers have little online presence.
- Checks that don't depend on opinion, such as GST, IEC and one legal name across records, matter more than reviews.

IndiaMART isn't mostly scams, but its reputation online is worse than the B2B reality. When we audited forum threads about buying from India, a large share of the scam stories came from people buying grey-market medicines, and many "recommendations" came from agents promoting themselves. For a business buyer, the real problems are different and more ordinary: traders posing as factories, poor fit, and no platform standing behind the deal.



In October 2025 a foreign buyer posted on an Indian business forum asking for help. The replies were flooded with pharmacy offers, and he wrote "No matter how specific I am about the brand of medication" ([r/IndiaBusiness, 2025](#)). His thread, and the "I got scammed" stories like it, become the evidence that ranks for "is IndiaMART legit". I'll use it to show how much of the noise you can safely set aside, and what's left once you do. The caveat - B2B losses on IndiaMART are real too, and I'm not pretending otherwise.

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- 01** **Five or more of the IndiaMART scam threads in our audit were medication buyers, across scam, health and business forums, not buyers of goods for resale.**
(Our audit of 173 forum threads, Sep 2026)
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02 Forum requests for an India sourcing agent drew almost only self-promoting replies, and in one 2026 thread two accounts posted the same comment word for word. *(Same audit)*

03 Unsolicited "manufacturer" messages usually come from agents working import-data lists, not from vetted factories. *(Same audit)*

What we don't know yet

- The base rate: how often sourcing from India goes well for foreign businesses. No one has measured it with a weighted sample.

1. Is IndiaMART a Scam?

No. It's a lead directory that sells buyer enquiries to sellers, and it doesn't stand behind any transaction with a foreign buyer. That combination produces scam stories, but it doesn't make the suppliers on it scammers. One 2023 poster summed up how to use it: "Treat it like a directory of sellers" ([r/Entrepreneur, 2023](#)).

The protection part matters. IndiaMART's payment protection plan excludes foreign-buyer transactions in its own terms, which we cover in [is there a Trade Assurance for India?](#).

2. Whose Reviews Are You Reading?

Sort the voices before you count them. In our audit, three groups dominated the negative noise, and only one of them is you.



Medicine buyers. People ordering controlled or grey-market medicines from IndiaMART listings, and losing money. Their losses are real, but they tell you little about buying bed linen or brass hardware.

Agents selling themselves. Ask a forum for an India sourcing agent and you get a wave of agents. A procurement buyer reading one such reply asked "is this just a promotion or have you worked wit them?" ([r/procurement, 2026](#)). Many of these replies run down "the middlemen" to sell their own service.

Cold pitches. Once your company appears in import data, Indian exporters and agents find you. An Indian export agent wrote that "you can literally find 200 importers of your product in 5 minutes on any trade data platform" ([r/exportersindia, 2026](#)). A message in your inbox isn't a reference ([why "Indian manufacturers" email you](#)).

3. What Do Real Importers Actually Complain About?

Once you take those out, the complaints from business buyers look familiar. Sellers who are traders listing other people's products. Prices on listings that don't match quotes. Capability promised and not delivered. Delays. These are real, and they're the problems the checks below are built for. One UK importer with a company in India made the fairer point: "Most of the actual Manufacturers are not even there online or have hardly any presence" ([r/smallbusinessuk, 2026](#)). Online reputation and factory quality are barely related.

4. Which Checks Matter More Than Reviews?

Checks that don't depend on anyone's opinion:

1. Match the GST record, the invoice and the bank account to one legal name ([what an Indian GST number tells you](#)).
2. Look up the IEC.
3. Ask whether the supplier makes the goods or buys them in, and which unit does each step.
4. If you buy for the US, read the supplier's real shipments in public bill-of-lading data, minding that [top supplier lists are mostly forwarders](#).
5. Pay against events, not promises.

The full method is on [how to verify Indian suppliers](#), and a supplier being a trader is a normal model, not a warning on its own.

If you want those checks run on the ground, [SourcingSync](#) verifies Indian suppliers before you pay.

Questions Buyers Ask

Does IndiaMART's TrustSEAL mean a supplier is verified? ^

It's a paid seller package with a document check. IndiaMART itself says it doesn't verify product quality.

Are Google reviews useful for Indian factories? v

Should I trust a supplier who contacted me first? v

Back to the Medicine Spam

The buyer drowning in pharmacy replies wasn't seeing Indian manufacturing. He was seeing a directory that sells leads, and the people who buy them. Set that noise aside, run checks that don't depend on reviews, and India's suppliers look like suppliers anywhere: some good, some not, all checkable.