

## Signing up as a premium member on Alibaba.com was one of the best decisions I've ever made.



Member: Mr. Lekhraj Khatri, Managing Director

Company: [DharaJyot Stone Art](#)  Gold Supplier

Country: [India]

Industry: Construction&Real Estate

Products: Garden water fountain,BathTub,Sandstone,Window Sill,marble slab,column,Monuments,Tombstone,fireplace

DharaJyot Stone Art is a leading manufacturer, exporter and supplier of marble and granite monuments, jali, zarokha, statues, stone temples, stone garden ornaments, stone seats and tables, architectural stone work, pedestals, plinths and carving stones. In 2003, Mr Lekhraj Khatri, Managing Director of DharaJyot Stone Art decided that it was time to expand his business and start trading internationally.

"We started out as a free member on Alibaba.com but were only getting a few enquiries per month," said Lekhraj. "However, since we really liked the services offered on Alibaba.com, we took a risk and upgraded to the Gold Supplier membership in 2004. At the time, the investment was not too high and we estimated that we could make it back with just a few successful orders. It turns out that signing up as a Gold Supplier member on Alibaba.com was one of the best decisions I've ever made."

Once Lekhraj became a Gold Supplier member, the enquiries started to roll in. "We started receiving about 25 -30 quality enquires a week, coming from the US, Canada, Germany, UK, France, Australia, Europe and many other Gulf countries, just to name a few," said Lekhraj. "Many of these orders have been converted into real orders, and still more are under negotiation."

"What surprised me a lot was that not only were we getting enquiries from overseas, but also from local customers in India who operated in the same town as us! Some had never heard of us and some just didn't know enough to approach us, but once they found us on Alibaba.com, we were automatically connected," said Lekhraj. Nowadays, trading on Alibaba.com has become the core of his daily business activities.

Lekhraj highly recommends Alibaba.com's Gold Supplier membership to other SMEs. "Being a Gold Supplier member helps me gain buyers' trust, which in turn leads to more enquiries. Buyers get satisfaction in knowing that they are dealing with a real and genuine supplier when they see the TrustPass logo on our Company Profile page." Another helpful tip of Lekhraj's is to make sure to respond to buyers within the same day, as it shows your company's professionalism and goes a long way toward establishing trust.