



Own your success

Start your own business and become an Amazon Delivery Service Partner, delivering smiles across your community.

Visit logistics.amazon.in to get started.





The opportunity to lead

Amazon is seeking entrepreneurial individuals across the country to launch and operate their own package delivery business. The Delivery Service Partner (DSP) program provides an opportunity for strong leaders who are passionate about developing a hardworking team to start their own business. Joining a robust community of small businesses, you will help deliver thousands of packages to customers every day.

Become an owner

If you're a customer-obsessed people person who loves developing teams in a high speed, ever-changing environment, becoming an Amazon Delivery Service Partner is an ideal opportunity for you. As an owner, you will operate with 40-100 delivery associates. You'll be fully responsible for selecting and building a group of high-performing, hardworking drivers, while we take care of getting you set up and ready to operate out of a delivery station in your city. You'll be expected to provide support for your drivers to ensure the successful delivery of parcels in a 7 days/week, 365 days/year operation.

Successful owners can expect:

STARTUP COSTS AS LOW AS

₹1.5L

ANNUAL REVENUE POTENTIAL

₹1.8Cr-3.6Cr

ANNUAL PROFIT POTENTIAL

₹19L-38L

*Figures are projections for owners operating with 40-100 Delivery Associates

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What to expect

Launching a business becomes that much easier with Amazon's delivery volume and resources behind you.

What you do

○ Set up your business

You can leverage a suite of exclusive Amazon-negotiated deals to start your business, and work with our network of top-in-class service providers to keep your operation rolling.

○ Build your team

You're a coach. This is your team. Your most important responsibility is recruiting and retaining solid drivers who will enable your ongoing success.

○ Deliver packages

*Your team of drivers may deliver up to 70 routes per day, serving thousands of customers.

○ Create your team culture

You lead with a can-do attitude that ensures your business reflects Amazon's high standards and customer-obsessed culture. Coach, develop, and motivate your team to exceed expectations on every delivery.

○ Grow your business

Deliver a great customer experience and get the opportunity to hire more people, deliver more packages, and grow your business.

What we do

○ Get you started

*Exclusive deals on comprehensive insurance and other services help you get your delivery business up and running.

○ Provide training

We provide two weeks of hands-on training to ensure you're set up for success, starting with a one-week of online training on introduction to Amazon, followed by one week in the field working alongside a community of existing owners and drivers to learn the tips and tricks of operating a successful delivery business from those who know it best.

○ Give you a comprehensive toolkit

We give you the tools and technology you'll need to run your business, designed to keep your operation running smoothly.

○ Offer on-demand support

Owners receive ongoing support from Amazon, including a comprehensive operations manual, driver assistance for on-road issues, and a dedicated Channel relationship manager.

○ Share our experience

Amazon brings more than 20 years of technology and logistics experience to guide you in one of the fastest-growing industries in the world.

What it takes to start your business

If you are selected, here are some of the steps you'll need to take to get your business up and running:



- **Create** your business entity and officially become a delivery business owner.
- **Set up the services** you'll need for hiring and managing a team of delivery associates, such as background check, payroll, and accounting services. Build your employee handbook, including determining how you will pay drivers and offer health benefits, and consult with legal and other advisors to finalize your plan.
- **Set up your account** in the DSP Portal. This will include providing your company's bank account details for payments, completing a tax interview, and uploading business documents.
- **Start interviewing**, vetting, and hiring your first delivery associates. This will be an ongoing process as you keep building your team and growing your business.
- **Train your team of delivery associates** on a customer-obsessed culture, along with the tools and processes they'll use to make deliveries.
- **Launch!** Start delivering.

A day in the life of an owner

Being an owner means leading your team in a high-speed and ever-changing environment.



Schedule your delivery associates based on availability and business needs.



Set up your team's routes and manage daily kickoff tasks, including checking in delivery associates and handing out devices, checking on the vehicles, and overseeing vehicle load out and dispatch.



Lead a daily morning huddle with delivery associates before they head out to inform, inspire, and keep your team in sync, and get everyone out the door promptly to start your day on the right foot.



Track your drivers' progress as they make deliveries and manage any issues that arise including general questions, flat tires, or drivers running behind.



Leverage Amazon's support as needed. Consult your Business Coach/Station Team for questions or issues with packages or routes



Manage your team's performance by reviewing business metrics, coaching, helping, and motivating your drivers to maintain a customer-obsessed culture and deliver smiles to our customers every day. You'll always keep recruiting and hiring as you continue to grow your business.



Conduct a route debrief and troubleshoot any undelivered packages. Ensure delivery associates submit cash to station.



Receive and provide feedback to your local delivery station team on daily operational and other administrative issues



Owner training program

Two weeks of comprehensive training to help kick-start your success.

WEEK 1

Your introduction to Amazon and starting your business

- **Discover** Amazon's customer-obsessed culture
- **Receive** valuable advice on setting up a new business from an expert
- **Deep dive** all the exclusive deals that Amazon has negotiated for you
- **Master** the best practices of hiring, training, and engaging a large team of employees
- **Learn more** about the ins and outs of running a delivery business

WEEK 2

In the field—learn how to become a successful Amazon Delivery Service Partner

- **Observe** the daily processes at an Amazon delivery station
- **Assist** in sorting and loading out Amazon packages
- **Work** alongside existing DSP owners to watch their dispatch and on-road management in action
- **Learn** about the tools used to manage a delivery business
- **Get acquainted** with delivery station personnel
- **Troubleshoot** common issues that your drivers and helpers may face on the road
- **Debrief** with station personnel after each day of deliveries, and gather tips and tricks on ways to improve delivery quality, safety, and efficiency

Costs and revenue you can expect as an owner

Here are some of the key startup costs, ongoing operations costs, and revenue structure, so you know what you'll need upfront, and what to expect going forward. Cost and revenue will vary based on the size of your business and where you operate.

Startup Costs

Your key startup costs for becoming an owner include the assets and services you'll need to officially create your business, start hiring your team, and get ready to deliver packages.

- Business entity formation and licensing
- Professional services - accounting costs and lawyer fees
- Setup supplies - laptop, timekeeping software
- Recruiting costs - job postings, drug and background checks, delivery associate training
- Travel to training

Ongoing Operation Costs

These are some of the key recurring costs you can expect as you run your business, continuing to hire and grow your team while ramping up your package deliveries.

- Delivery Associate costs - wages, payroll taxes, benefits, insurance, ongoing training
- Vehicle costs - routine maintenance, damages, insurance
- Other operational costs such as stationary, office expense etc
- Administrative costs - job postings and background checks
- Professional services, as needed

Revenue

Here's a look at our payment structure that'll drive your revenue from delivering Amazon packages.

- Learn how to troubleshoot common issues that your delivery associates may face on the road
- A route rate based on the length of your route
- A per package rate based on the number of successfully delivered packages



Access to exclusive deals

Leveraging Amazon's deals makes the entire setup process easy. We've negotiated exclusive deals on startup assets and ongoing business management services with top-in-class third-party providers to help you get your business started for as little as ₹1.5 Lakhs

- Business **Insurances**
- **Entity** Formation
- **Tax**, and **accounting** services
- **Legal** support
- **Recruitment** services
- **Payroll**
- **Background** Checks
- Health **Insurance** benefits





Become a DSP

Take the first step toward ownership.
Apply now at logistics.amazon.in

From starting your application to making your first delivery, becoming an owner can take as little as one month or as long as six months, depending on the availability of opportunities in your area.

- Submit your basic information and learn more
- Fill out a formal application
- Determine if it's the right fit
- Complete two weeks of hands-on training
- Set up your business and build a team
- Start delivering

Questions?

Please contact dsp-india-queries@amazon.com

*This is an evolving program, and the startup cost, revenue, and profit figures included in this brochure are projections only and are not based on actual results of delivery companies. We do not guarantee results of any kind, including that what a delivery company earns will exceed the owner's investment in his or her business. Each delivery company's results will differ, and results will depend on a number of factors, including the owner's efforts and management of expenses as well as the size of the company.

The startup cost figure includes the cost of items that we believe are essential to starting a delivery company that delivers Amazon packages, beginning with 20 Delivery Associates. Importantly, the startup cost figure assumes that a delivery company takes advantage of all third-party deals impacting startup costs that have been negotiated by Amazon in connection with this program, including with respect to delivery insurance, Payroll services etc. While a delivery company is not required to pursue any of the third-party deals impacting startup costs in order to participate in this program, the delivery company may not be able to achieve the startup cost figure without doing so.

The revenue range is based on rates offered in cities in which we operate, and actual revenues will differ based on a number of factors, including regional differences in the rates offered in connection with this program, the number of delivery vans that a delivery company operates, the number of delivery routes that a delivery company completes, the number of packages that a delivery company delivers, whether a delivery company meets or exceeds delivery performance metrics and whether there is variability in any of these factors over the course of a year. The revenue range is based on companies of various sizes (between 40 and 100 Delivery Associates), and the figures are annualized over a full year. As a result, a delivery company may not achieve revenue within the range until it operates a size of 40 to 100 Delivery associates for a full year, if ever.

The profit range is based on the same assumptions and subject to the same limitations as the revenue range. The profit range also incorporates our projections of the costs that a delivery company may incur to operate its business and further assumes that the fixed and variable components of the rate structure in connection with this program will cover a delivery company for all of its fixed and variable costs on a rupee for rupee basis. A delivery company may not achieve the profit figure if its expenses exceed these amounts.