

PLS Partner Incentive Structure

1. Performance based Payouts

Performance based payouts are linked to the seller performance (Gross Merchandise Sales (GMS)) during launch + 2 months.

1.1 GMS based payout

Partners can earn up to **Rs.75000** per seller basis the GMS delivered by seller during Launch + 2 months. Please find below the GMS slab wise payout details: -

GMS Slab (in INR)	Payout
>=10L	INR 75000
5L to <=10L	INR 50000
3L to <=5L	INR 40000
1L to <=3L	INR 25000
50K to <=1L	INR 10000
25K to <=50K	INR 5000
15K to <=25K	INR 3000
10K-15K	INR 2000
5K-10K	INR 1000
<5K	INR 0

Terms and Conditions

- 1) New GMS Slab will be applicable from January'24 Launches
- 2) Net Fulfilled GMS (excluding returns/refunds) of Launch+2 months will be considered for determining the payout slab
- 3) No Payout for the seller suspended/non-compliant/with inactive listings in the L+2 months period and at the time of payout calculation.

Monthly pro-rata payouts are applicable for performance pay incentives until the completion of the PLE period or L+2 months. A portion of the payout will be retained for L+0M and L+1M, which will be paid out with the final payout on PLE completion (L+2M). For L+0M, the payout slab will be determined based on the GMS achievement, and a fixed 20% will be retained. For L+1M, the cumulative GMS achievement of L+0M and L+1M will be considered to determine the payout slab. From the total payout, the previously paid-out amount will be deducted, and 20% will be retained. The resulting payout amount will be published. Intended for L+2M, the cumulative GMS achievement of L+0M, L+1M, and L+2M will be considered to determine the final payout slab. The previous paid amounts of L+0M and L+1M will be deducted. The retained amounts will be added to the resulting payout before publishing the final payout amount. This monthly pro-rata payout calculation will continue until the completion of the PLE period (L+2 months). (Note: Retention % can vary in the future and differ from partner to partner.)

Example:

For a seller launched on January 20, 2024:

- In Feb 2024 (L+0), the payout will be based on the GMS achieved until January 31, 2024, after retaining X% amount.
- In Mar 2024 (L+1), the payout will be based on the GMS achieved until February 29, 2024, adjusted by deducting previous payouts and after retaining Y% amount.
- In Apr 2024 (L+2 or PLE end), the final payout will consider the GMS achieved until March 31, 2024, adjusted by deducting previous payouts and adding any applicable retention amount.

1.2 High Value Seller payout

High value sellers are distributors of reputed & pan India presence brands, resellers of P0 brand list (shared over email) and private labels with Brand Registry. These sellers usually receive higher sales on Amazon. By launching high value sellers (HVS), partners can earn higher GMS based payout along with the HVS payout of up to **Rs.5000**.

HVS M	
Condition 1:	Payout (INR)
HVS M with >=20 selection at L+1 week and >=INR 15K GMS in L+2M	4000
Condition 2:	
HVS M with >=20 selection at L+1 week, >=15K GMS in L+2M and SP Spends >=5K in L+2M	5000

HVS D	
Condition 1:	Payout (INR)
HVS D with >=20 selection at L+1 week and >=INR 15K GMS in L+2M	4000

1.3 FBA Payout

Fulfillment by Amazon (FBA) is a service that helps sellers grow by providing sellers access to Amazon's logistics network. Sellers send products to Amazon fulfillment centers and when a customer makes a purchase, Amazon handles receiving, packing, shipping, customer service, & returns for those orders. FBA sellers get access to the 'Prime Badge' & 'Fulfilled by Amazon' tag. Partners can earn up to **Rs.4500** per FBA launch.

FBA Launch Timeline	Criteria	Payout
Within L+1Month	VOGS* >=15K	INR 1000
	VOGS >=50K	INR 2000
	VOGS >=1L	INR 3000
	L+2M GMS >=15K	INR 1500
Between L+1 or L+2Month	Min VOGS >=15K and L+2M GMS >=15K	INR 2500

*VOGS refers to value of goods sent to FBA which is calculated basis selling price of the products.

Maximizing earnings through FBA explained through an example:

- Case a: Partner 1 launched a seller in April and did not launch the seller on FBA. Seller received a GMS of Rs.90,000 during Launch+2months and partner receives a payout of Rs.10,000 in July.
- Case b: Partner 2 launched a similar seller in April and launched the seller on FBA in the same month with shipment value greater than Rs.15000. Seller received a GMS of Rs.270,000 during launch+2 months. Partner earns a total payout of Rs.27,500 [25000-GMS based payout & 1000+1500 -FBA payout]

Terms and Conditions

- a. All FBA payouts applicable only if the first shipment value is min. Rs.15000
- b. "L" is defined as the SOA launch month of the account
- c. If seller is onboarded on FBA within L+1 month (for example< seller launched in April, within L+1M means within April or May), partner will receive Rs.1000 in next month payout and remaining Rs.1500 if the seller crosses Rs.15000 GMS during L+2M period.

2. Non generic Payouts per Launch

- Non generic payouts do not have a condition on performance of sellers (no GMS criteria)
- All PODs Non-Generic Selection Payouts
- Partners can earn a fixed payout of up to RS.2250 by launching sellers with Non-Generic selection basis the selection slabs mentioned below:

Selection Slab	Payout
50-74	INR 1000
75-99	INR 1500
100-150+	INR 2250

Example-

1. Partner 1 launched a seller with 160 SKUs from SL selection in April. Partner will receive a payout of Rs.2250 in July.

Terms and Conditions:

1. At the end of the engagement period (launch + 2 months), payouts will be computed. Non-generic selection should be maintained for the duration of the L+2 period.
2. No payout for sellers- who are audit not cleared/ suspended / non-compliant / with inactive listings in Launch +2 Months.
3. Please ensure we follow all listing guidelines & best Cataloging practices. In case ASINs are suppressed due to non-adherence, such ASINs won't be eligible for payouts.
4. For 100% seller cancellation rate for sellers with greater than or equal to 2 orders, there will be a penalty of Rs.500.