

**GET UNBEATABLE  
REACH  
WITH AMAZON  
START  
SELLING**



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# WELCOME TO \_\_\_\_\_

# SELLING ON AMAZON.IN!



If you're reading this guide, you are probably looking to sell on Amazon.in. This guide will help you start your online business with Amazon.in.

- Amazon.in is the most visited online shopping marketplace in India. Most of the customers rely on Amazon.in for online shopping.
- With Amazon sellers deliver to 100% serviceable pincodes\*
- Amazon.in has become the online destination for small and medium enterprises.



# WHY SHOULD YOU SELL ON AMAZON?



Crores of people buy  
from Amazon.in



Secure payments &  
brand protection



Sell globally & reach 18+  
global marketplaces



Services & tools to grow  
your business



**DID YOU  
KNOW?**

More than  
15,000 sellers have  
become millionaires  
and over 3500+ sellers  
have become  
crorepatis by selling on  
Amazon.in\*

# BEFORE YOU **GET STARTED**

Now before you start selling, you need to have all your details & documents handy.

## **Checklist** to get started

**Active Mobile Number**

---

**GST Number\***

---

**Pan Details**

---

**Active Bank Account**

---

**Email ID**

**WHAT  
IS**

**GST**

GST is the Goods & Service tax imposed on the supply of goods and services. It is an indirect tax that replaces several others in India like excise duty, VAT, services tax, etc. to make taxation easier for people.

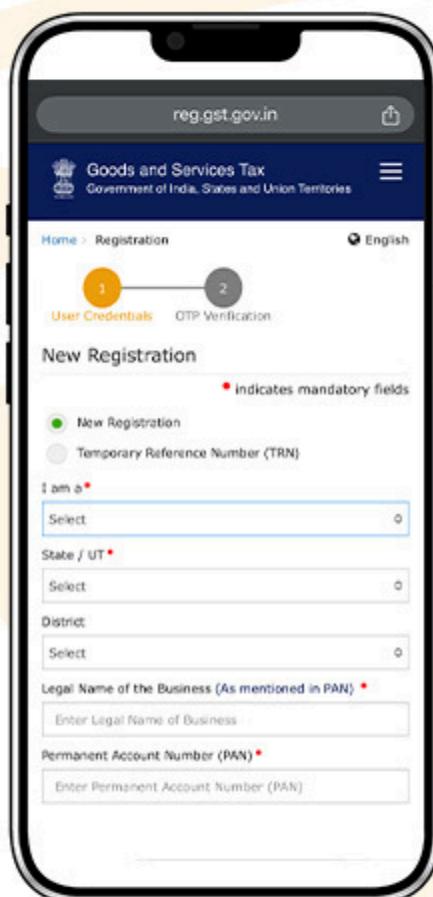
# How to obtain your **GST Number?**

**www.gst.gov.in** 🔍

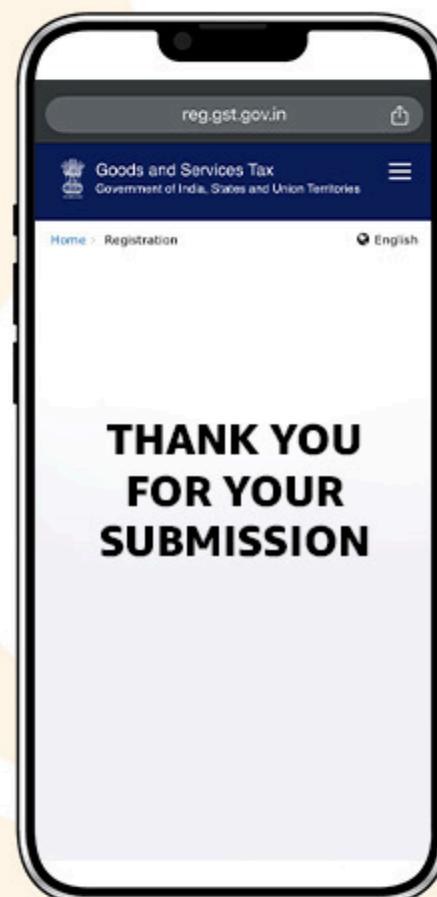
If you do not have a GST No., go to **www.gst.gov.in** and follow the three-step process to register your business for GST.



**Generate your  
GST application**



**Fill the GST  
application form**



**Post the  
application**

Get the detailed GST application process [here](#).

# FEE FOR SELLING ON AMAZON

There are different types of fees associated with selling on Amazon.in.

**Selling On Amazon Fee =**

**Referral Fee + Closing Fee + Shipping Fee + FBA Specific Fee + Other fee (if applicable)**

- **Referral Fee:** Fee charged by Amazon.in as a percentage of the sales made by selling any product. Varies for different categories.
- **Other Fee:** Fee Only applicable for certain Fulfillment Channel, and/or optional programs or services subscribed to.
- **Closing Fee:** Fee charged in addition to Referral Fee, based on your product price.
- **Shipping Fee:** Fee incurred for delivering your order through any channel.
- **FBA Specific Fee:** FBA fee to pick, pack & store your orders.



## Want to know your selling cost?

Calculate your selling fee using Amazon.in's Fee Calculator. Fill in the details and your shipping mode to know how much it will cost you to sell your product.

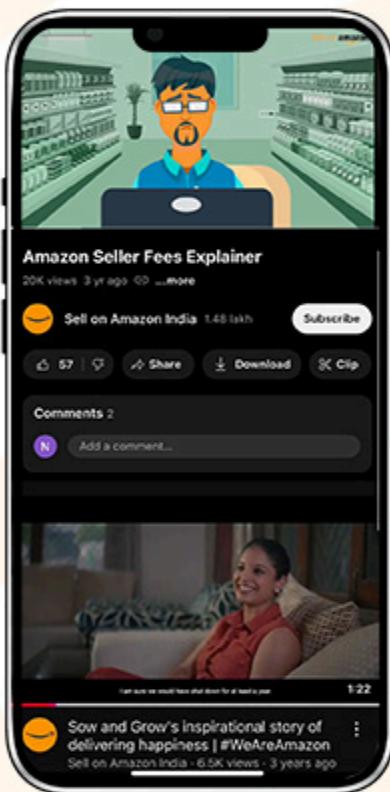
	<b>Easy Ship Fees</b>	<b>Self Ship Fees &amp; FBA Fees</b>	<b>Shipping Cost</b>
<b>Referral Fee</b>	Starts from 2%; varies by category	Starts from 2%; varies by category	Starts from 2%; varies by category
<b>Closing Fee</b>	Varies by product price range	Varies by product price range	Reduced closing fee for FBA; varies by product price range
<b>Shipping Fee</b>	Starts at Rs. 43 per item shipped; varies by Fee & distance	Cost you will incur for shipping your order through a 3rd party carrier	Reduced shipping fee for FBA; starts at Rs. 29 per item
<b>FBA specific Fee</b>	-	-	Pick, pack, & storage fees
<b>Other fee</b>	If applicable	If applicable	If applicable

# HOW TO REGISTER & LAUNCH YOUR BUSINESS



# TIME TO OPTIMIZE YOUR LISTING

Set up your product page to start selling. You can edit product details from the **'Manage Inventory'** section of your **Seller Central dashboard**.



## Why do product details matter?

- Customers compare different products before making a purchase.
- Customers look at the product image, video, and specifications to decide if it suits their needs.
- Providing complete & accurate product details help them buy your products, generating more sales.

## Quick tips

While creating your product page, think about what customers come looking for. This will help you in putting down the relevant information for customers.

## Restricted products

The restricted product category includes items that cannot be sold on Amazon.in  
Examples - Animals, weapons, narcotic drugs, etc.  
[Click to read more](#) about restricted products.



# PRODUCT IMAGE SPECIFICATIONS

AT LEAST 500 PIXELS AND LESSER THAN 10,000 PIXELS ON THE LONGEST SIDE, PREFERABLY IN JPEG FORMAT. IDEAL SIZE IS 1,000 PIXELS FOR ZOOM CAPABILITY.



**MAIN PRODUCT IMAGE:** PURE WHITE BACKGROUND, SHOW 85% OF THE PRODUCT, AND CONTAIN NO TEXT, LOGOS, OR PROPS



**CONTENT GUIDELINES:** ALL IMAGES MUST MATCH THE PRODUCT TITLE AND ACCURATELY REPRESENT WHAT IS BEING SOLD.



**GUARDRAILS:** NO NUDDITY, CUSTOMER REVIEWS, OR AMAZON LOGOS ARE ALLOWED.



**IMAGE VARIETY:** INCLUDE AT LEAST ONE IMAGE ON A WHITE BACKGROUND, ONE IN AN ENVIRONMENT, AND ONE WITH PRODUCT INFORMATION (E.G., DIMENSIONS).



# SELLER CENTRAL

## YOUR SELLER PORTAL

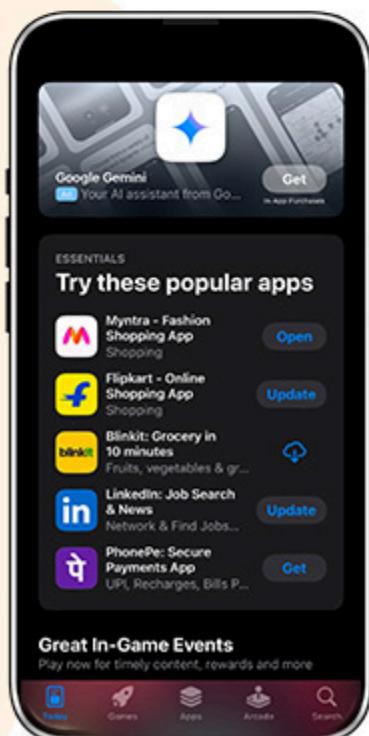
### What is Seller Central?

Once you register as an Amazon.in seller, you get access to your Seller Central dashboard. This is where you manage your entire business. From adding your first product to finding tools to grow a successful brand, you'll find everything in here to run your business.

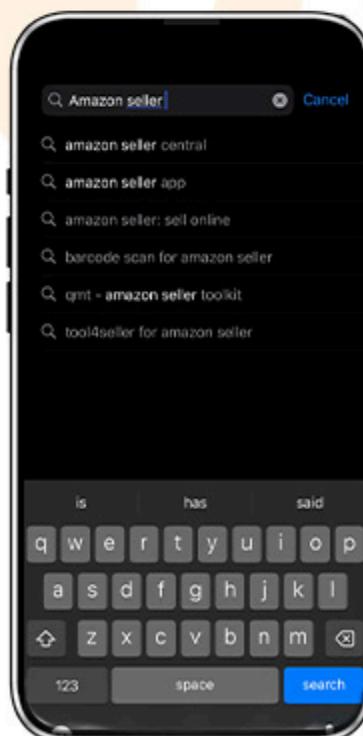
### Seller App

You can also have your seller dashboard on-the-go. Download your Seller App on your phone and manage your business anywhere, anytime!

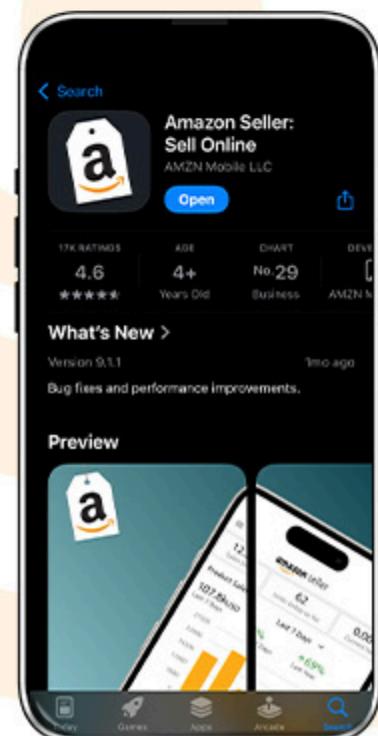
Go to the App Store



Search for Amazon Seller App



Install the App



# WHAT'S YOUR FULFILLMENT/ SHIPPING OPTION

Fulfilling your orders includes storing inventory, packaging products, shipping and delivering orders. Amazon.in has **3 fulfilling options:**



## Self Ship

- You will store your products in your warehouse.
- You will pack your products.
- You will deliver your products using your delivery associates or a third-party carrier.

## Easy Ship

- You will store your products in your warehouse.
- You will pack your products.
- You will schedule a pickup & an Amazon/Delivery agent will deliver your product to the customer.

## FBA

- Amazon.in will store your products at a Fulfillment Center (FC).
- Amazon.in will pack your products.

# HOW FBA WORKS?

- Send products to Amazon FC\*
- Amazon stores products
- Customer Orders
- Amazon packs & ships
- Amazon handles customer service
- Amazon manages returns

<b>FBA</b>	<b>Easy Ship</b>	<b>Self Ship</b>
Unlimited fast & free deliveries is eligible for customers.	Fast and safe delivery of Amazon	Complete control on your business
You store your products in Amazon Fulfillment Centers and we take care of the rest - picking, packing, & shipping	You retain control over your inventory with no storage cost	Use your own resources for operations
Customer service & returns managed by Amazon	Customer service and returns are managed by Amazon.in	Amazon will manage customer service & returns
Eligibility for Prime	Eligibility for Prime*	Eligibility for Prime*

\*Condition Apply

# WHAT TO DO AFTER **MAKING YOUR FIRST SALE?**

## **Your first order**

Congratulations! You made your first sale. The first thing you might expect is your payment. Your first Amazon.in payment! So exciting, right?

## **Getting your payment**

- Payment generated through Automated Clearing House (ACH) or electronic transfer.
- Payment is received within 5-7 business days.
- Get payment reports & summary on the Seller Central.



# MANAGE YOUR BUSINESS

Once you start making sales, you need to monitor your business to observe its performance and implement strategies to improve and grow into a successful brand.



- ✓ Measure business performance through sales dashboard & reports.
- ✓ Observe your account health - order completion rates, sales, returns, etc.
- ✓ Ensure compliance with Amazon.in policies.
- ✓ Monitor product reviews through feedback manager.
- ✓ Use the voice of the customer to identify any highlighted product issue.



Better Performance

=



Better experience for your customers

=



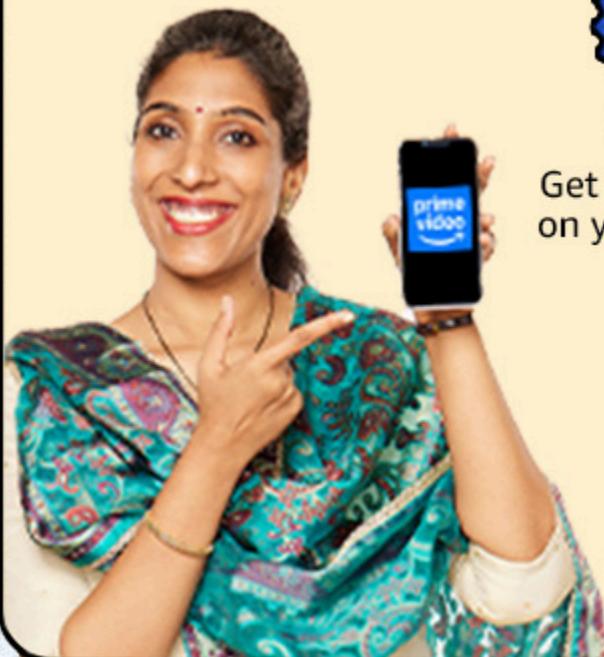
Better ranking

# AMAZON PRIME

— YOUR BUSINESS'S BEST FRIEND! —

## What does prime hold for sellers?

Becoming a Prime seller opens up **new growth opportunities** for your business that brings various **advantages** to help **boost your business**.



Get Prime badge on your products



Offer free & fast deliveries to your customers



More product visibility through your badge prime



Get a head start during the sale events to increase your sales



Get a chance to be a part of the Prime Day sale every year

## primeday

Prime Day orders are delivered fast and free, thanks to Amazon's extensive global transportation network. As a Prime member in India, you can enjoy the fastest delivery speeds ever. For most 2-tier cities, Prime delivery is available within 24 to 48 hours. Remarkably, Amazon's delivery network also reaches some of the most remote locations in India \* as per 2024

In 2023, **Over 90,000 SMB** sellers received orders from Prime members across 19,000+ pin codes.



**DID YOU  
KNOW?**

# How to become a prime seller?

Depending on the mode of your business operation, you can join Prime in either of these 4 ways:

**1.**



**Fulfillment  
by Amazon FBA**

**2.**



**Self Ship Prime**

**3.**



**\*Seller Fulfilled Prime (SFP) Get your Prime badge for your Easy Ship products through an Invite Only Program**

**4.**



**\*Seller Flex is an invite-only program. Eligible ASINs and Products are available for FBA**

**DID YOU  
KNOW?**

**A Prime Badge Seller gives customers fast delivery, customer support & returns**

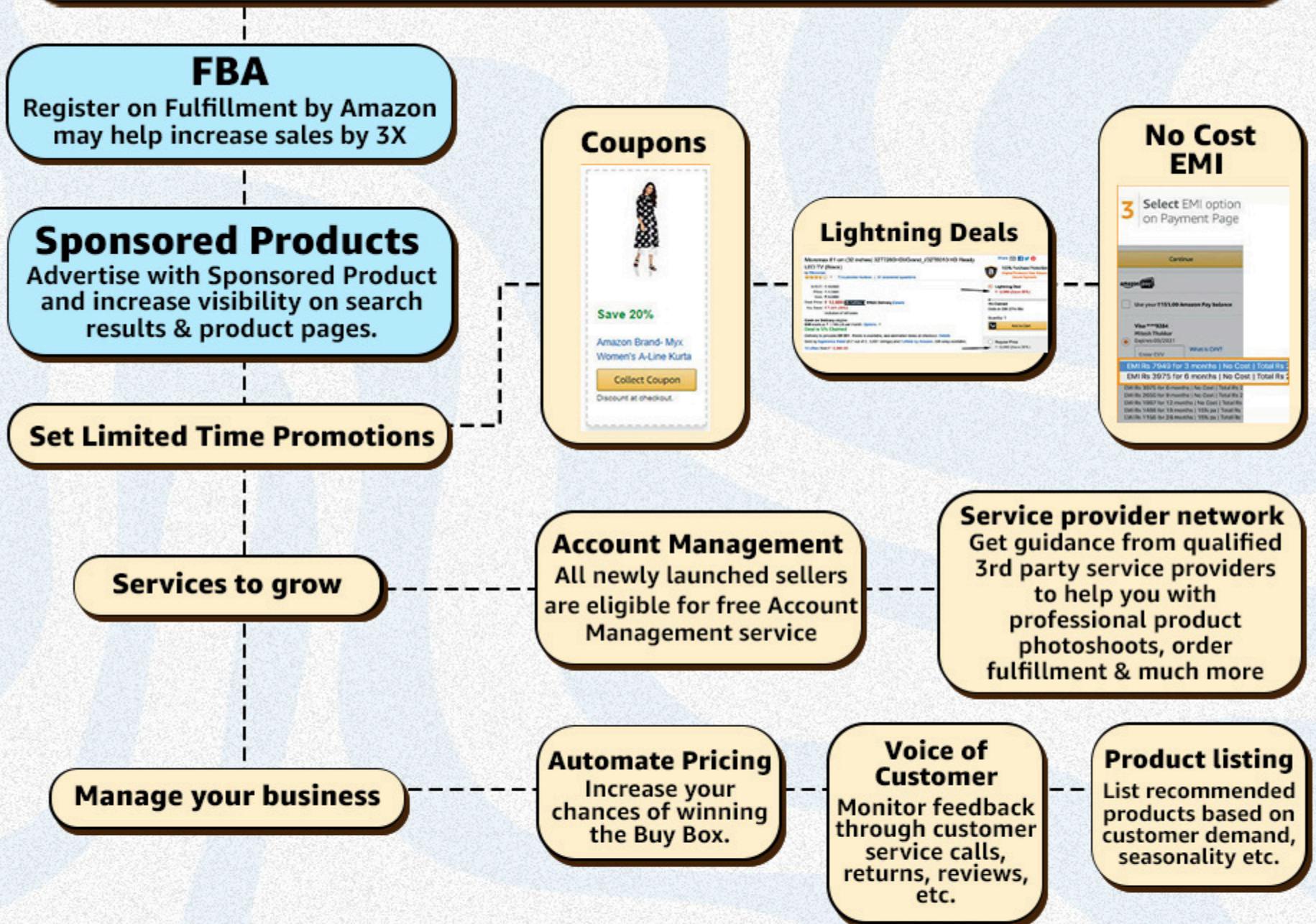
*\*Invite only programs*

# GROW YOUR BUSINESS

## ON AMAZON.IN

Amazon.in is always there to help you grow your business to new heights. As you join Amazon.in, you get access to various tools and services to enjoy numerous growth possibilities with Amazon.in. You also get help at each step to transform from a new seller to a growing business.

### Recommendations to help you grow your business on Amazon.in



# — AMAZON —

# STEP PROGRAM

**STEP** is a performance-based benefits program which simplifies your experience by providing customized and actionable recommendations, helps you improve key customer experience metrics.

## How does it work?

1



It is a performance-based benefits program.

2



Amazon.in provides you with customized and actionable recommendations that can help you improve your key customer experience metrics and your growth.

3



The STEP program has different levels, starting from 'Basic' and goes on to 'Standard', 'Advanced', 'Premium' & higher levels, as your performance improves.

4



With each new level, you get access to various benefits.



# BENEFITS OF STEP



amazon step

**1 Performance tracking**  
Track your performance on-the-go  
to speed up your growth.

**2 Unlock benefits**  
Get your hands on various benefits like weight  
handling & lightning deal fee waivers, faster  
disbursement cycles, priority seller support,  
free account management & more.

**3 Get recommendations**  
Personalized and actionable  
recommendations for your business for  
continuous improvement and growth.

# SOME FREQUENTLY ASKED QUESTIONS BY SELLERS



## How to register as an Amazon.in seller?

You can create your account on Amazon Seller Central where you need to put your Name, Mobile number & password. Visit [sell.amazon.in](https://sell.amazon.in) to register.

## How do I manage orders & returns?

Go to 'Manage Order' on the Seller Central page. Track all your shipment status, shipping service, payment mode here & keep yourself updated to avoid any mismanagement.

To manage returns, go to 'Return Reports' under the Reports section.

Track your return shipments and refunds. Or you can join FBA for a hassle-free Experience.

## How do I make products more visible?

You can get more visibility to your products by:

1. Using relevant keywords - Include keywords in your product title that people type in while searching to get on their top search list.
2. Advertising - Activate Sponsored Products, Coupons & Deals to make your product appear at multiple places.

## How do I make sure my customers don't buy a fake or counterfeit product?

Amazon.in has initiated a Transparency Program to identify fake products. All you need to do is register in the program and get Transparency codes for your products.

## What is the Featured Offer?

The Featured Offer is an offer for new products that we display on a product detail page with an Add to Cart button that customers can use to add items to their shopping carts. When one of your items appears in this way on a product detail page, we call it the Featured Offer.



# — RESOURCES AVAILABLE FOR — **HELPING SELLERS**



## **Get Support**

If you are stuck somewhere during the registration process, you can seek help from [Amazon.in's](#) quick guide. Just **choose your issue** from the list and **get a detailed answer** to speed up your launch process.



## **Support on Facebook**

To get more help on selling on Amazon.in, join [Amazon India Sellers](#), a **Facebook group** for sellers on Amazon.in to share information, tips, experiences, and best practices with each other. It notifies you about new products and services to help grow your business.



## **Seller University**

Learn **A to Z of Amazon.in selling on the Seller University**. Find everything you need in detail through the online and offline classes. Attend your classes in your regional languages and record your sessions to catch up later.



## **Service provider network (SPN)**

To offer more expert help for your business, Amazon.in has established a **network of third-party service providers**. It's a **paid assistance service** with **over 800 service providers** to help you with professional product photoshoots, order fulfillment, and much more.

# BEST PRACTICES TO SELL ON AMAZON.IN

Becoming a great seller means knowing your marketplace inside out. Make sure you do not miss out on any important information that can make your business successful. **Here's a checklist to keep in mind as you step into the Amazon.in selling world.**



**Great customer service is the most important part.**



**Check your Seller Central account health timely.**



**Choose the best fulfillment channel to offer best customer experience**



**Use advertising tools to improve your brand presence.**



**Expand to other product categories to maximize your profits.**



**Take advantage of sale events with attractive pricing & offers to increase sales.**



**Use the Automate Pricing tool to set a competitive price & increase the chances of winning Buy Box.**



**Always, always listen to what customers say about your product.**

# MEET OUR SELLERS



Living in a small town did not stop me from achieving my dreams. I became the first Amazon.in seller from Periyakulam, Tamil Nadu. I just create the shipment, load my goods on to a lorry, and send my employee to deliver it. If I were to only sell offline, buyers would come only from in and around Periyakulam. But because I sell online, I get buyers from even Kashmir to buy my goods. Today I get at least 1500 orders per month and I am satisfied with that.

**- Rani Ravindran Silks, Kar - Wooden Toys**



Looking at the diminishing demands in the local art and craft, I decided to uplift the life of handicraft artisans in Odisha. While still holding my full-time job in Noida, I set up an online store on Amazon.in. I understand from my experience and knowledge that Amazon.in is the best e-commerce website in the world. Amazon.in also gives better margins compared to other e-commerce websites. I can bring better revenue, better margin, and better profits to my artists and organization.

**- Biswajit Swain & Co. Haastika - Handicrafts**

# — START YOUR — **SELLER JOURNEY**



Join our family of 14 lakh+ sellers who sell on Amazon.in.

**START SELLING**



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