

New Seller Selection Incentive – Terms & Conditions

1. Amazon Seller Services Private Limited ("**Amazon**", "**we**", "**us**" or "**our**") is pleased to invite you to participate in the Amazon "**New Seller Incentive**" Mission ("**Mission**") under the Amazon Seller Rewards Program ("**Program**") on amazon.in ("**Amazon Site**").
2. These Mission terms and conditions ("**Terms**") are in addition to terms and conditions of the Program ("**Mission Program Terms**") accepted by you. Only with respect to this Mission, in the event of any conflict in the provisions of the Missions Program Terms and these Terms, these Terms shall prevail. All capitalized terms not defined in these Terms have the respective meanings set forth in the Missions Program Terms.
3. The Mission will commence at 00:00:00 hrs. (IST) on January 28th, 2026, and end at 23:59:59 hrs. (IST) on December 31st, 2026("Mission Period") (IST) onwards, unless revoked by Amazon in its sole discretion without any prior notice.
4. The Mission will only be eligible for India-based sellers who are launched on the Amazon site (as defined below) on or after 00:00:00 hrs. (IST) on January 1st, 2026. ("Eligibility Period")
5. To be eligible for the Mission:
 - (a) You need to be launched on the Amazon Site during the eligibility period.
 - (b) You need to be registered for the Mission. Login [here](#) with your seller central credentials.
 - (c) Click on "[Start Mission](#)" button to participate in the task
 - (d) You need to complete all the actions mentioned in the task as per the given Terms and Conditions
6. For the purpose of this Mission, the sellers should have listings available for sale on the Amazon Site as per the terms mentioned below.
7. For the purposes of this Mission, seller will be considered to have launched on the Amazon Site on the date his/ her first listing is live on the Amazon Site.
8. Only the sales done on the Amazon.in site will be considered for this task
9. Unless otherwise agreed in writing by us, the Missions reward will only be given directly to the eligible seller. The seller cannot sell, transfer or assign the reward to any other person.
10. During the Mission Period, sellers who meet the eligibility criteria specified under Section 5 above and meet the seller actions requirements set out below will be eligible for the Rewards:
 - (a) Sellers who have launched on the Amazon Site during the Eligibility Period;
 - (b) have added buyable selection and fulfilled orders (net of cancellations and returns) within 28 days from launch date as per the table below:

Selection Type	Selection Product Line	Selection Threshold	Orders fulfilled (net of cancellations and returns)	Rewards (in INR)
Non-Generic Selection	Softlines	>100 (L3)	>20	5000
		>50 (L2)	>20	4000
		>20 (L1)	>20	2000
			>15	1500
			>10	1000
	Others	>75 (L3)	>20	5000
		>30 (L2)	>20	4000
		>10 (L1)	>20	2000
			>15	1500
			>10	1000

* Non-generic selection is defined as selection with brand name not 'Generic';

* [Softline](#) & others are defined as the a category of Selection Product Line and

(c) Sellers should have a "[Late Dispatch](#)" rate of less than 2% during the Mission Period.

Example – If a seller is launched on 12th Jan 2026 (within eligibility period), lists 53 Branded products within 28 days from the launch date and fulfils 28 net order by keeping late dispatch rate below 2%, is eligible for a reward of INR 4000.

11. Sellers who are availing any other incentive, marketing offer, contest or promotion on Amazon Site or availing any other special terms of any nature including preferential fee rates from Amazon during the Mission Period are also eligible to participate in the Mission.
12. The Rewards will be credited to your Amazon Seller Rewards Balance on the 1st week of the succeeding month from the end of launch date+28 days
13. Rewards get accrued in the seller's "Rewards Balance" on the Amazon Seller Rewards' website (https://sellercentral.amazon.in/rewards/history?ref=srp_header_rewards_history). Sellers may redeem their Rewards online at Amazon Seller Rewards' website in accordance with the Rewards Program Terms
14. There is no cash or other prize alternatives available in whole or in part. However, in circumstances beyond our control, we may substitute a similar alternative prize of equal or greater value in our sole discretion.
15. Each Reward/prize offered under this Mission will be awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).
16. Any Rewards and prizes offered in this Mission will be subject to required taxes and tax deduction as specified in Income Tax Act, 1961 or any other relevant laws.

17. Amazon reserves the right to determine, in its sole and absolute discretion, whether or not you have successfully met all the criteria to avail the Rewards/ prizes under this Mission.
18. Amazon reserves the right to terminate your participation under this Mission, at any point of time, in its sole discretion, with or without cause, including if any one of the criterion outlined herein are not met.
19. You acknowledge and agree that at any point of time, Amazon reserves the right to cancel, modify, change, suspend or withdraw any of these Terms as it may deem fit, in part or in their entirety, with or without cause, without giving any prior notice without incurring any liability whatsoever.
20. Amazon does not waive any right under these Terms by failing to insist on compliance with any of the provisions of these Terms or by failing to exercise any right hereunder. To the extent permissible under any applicable law, Amazon waives and disclaims all responsibility and liability for any damages or losses arising out of any statute, contract or otherwise from or in connection with the Mission or any Mission related activities and any benefits/ prizes provided hereunder.
21. By participating (or subscribing) in the Mission, you will be legally bound hereby, to release from liability, and hold harmless Amazon and/ or its affiliates from any and all liability for personal injuries (including death), property loss or damage, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize/ Reward or participation in the Mission, even if caused or contributed to by our negligence. Once Amazon has fulfilled the prize distribution as per these Terms, no further liability may be held against Amazon and/or its affiliates. You further agree to abide by all Mission rules and regulations, as posted with these Terms made available on the Amazon Site. Further, you agree to bear all the personal taxation that might arise out of the winnings from this Mission and shall not look to Amazon and/or its affiliates for payment of the same and/or any dispute arising from the same.
22. Notwithstanding anything contained in these Terms, Amazon shall in no event be liable for any special, direct, indirect, consequential or incidental damages (including but not limited to damages for loss of business profits, business interruption, loss of business information, and the like) arising out of these Terms, any documents referenced in these Terms, or any addenda or amendment hereto even if Amazon had been advised of the possibility of such damages.
23. Any disputes arising out of and in connection with this Mission shall be subject to the exclusive jurisdiction of the courts at Bangalore only.