

## New Advertiser Promotional Credits Incentive Promotion – Terms & Conditions

1. Amazon Seller Services Private Limited ("**Amazon**", "**we**", "**us**" or "**our**") is pleased to invite you to participate in the Amazon promotion ("**Promotion**") on Amazon.in ("**Amazon Site**").
2. The Promotion will commence from 00:00:00 hrs. (IST) on March 1, 2026 ("**Promotion Period**") unless revoked by Amazon in its sole discretion without any prior notice.
3. The Promotion will only be eligible for sellers who launch on Amazon Ads from 00:00:00 hrs. (IST) on March 1, 2026 ("**Eligibility Period**"). The month in which the seller launched on Ads will be "**Launch Month**".
4. To be eligible for the Promotion:
  - a. You need to be launched on the Amazon Ads portal during the Eligibility Period.
  - b. For the purpose of this Promotion, the sellers should have recharged prepaid seller ads wallet and / or spent in the Sponsored Advertisements as per the terms mentioned below.
  - c. Eligible spends on Sponsored Advertisements under this Promotion include spends through any free Sponsored Advertisement credits.

For the purposes of this Promotion, a seller will be considered to have launched on the Amazon Ads Site on the date on which the seller launched the first campaign on the Amazon Ads portal.

5. During the Promotion Period, sellers who meet the eligibility criteria specified under Section 4 above and meet the seller actions requirements set out below will be eligible for the following Rewards:
  - a. Initial sign-up Promotional Credits of INR 1000 (Rupees One Thousand only) will be credited on the Ads account within 72 hours from the date of launch on Amazon Ads portal.
  - b. Sellers can earn more Promotional Credits ("**Additional Promotional Credits**") (**APC**) based on the first recharge amount made on seller ads wallet and / or cumulative spends on Ads portal in the 3 months from the Launch Month.

### **Promotional Credits Incentive Structure –**

#	Action	Offer Structure	Promotional Credits Validity
1	Open Ads portal for the first time	Sign-up promotional credits worth <b>INR 1000</b>	180 days from date of credit
2a	<b>First recharge</b> amount on seller ads wallet in Launch + 2-month is between <b>INR 3000 &amp; INR 4999</b> OR	Get Additional Promotional Credits (APC) worth <b>INR 3000</b> & Eligible to get 1-time campaign creation support	2 months from date of credit
2b	<b>First recharge</b> amount on seller ads wallet in Launch + 2-month is between <b>INR 5000 &amp; INR 9999</b> OR	Get APC worth <b>INR 5000</b> & Eligible to onboard on <b>2-month free Accelerate Program</b> for New Advertisers	2 months from date of credit
2c	<b>First recharge</b> amount on seller ads wallet in Launch + 2-month is <b>INR 10000 &amp; above</b>	Get APC worth <b>INR 10,000</b> & Eligible to onboard on <b>2-month free Accelerate Program</b> for New Advertisers	2 months from date of credit
3	Cumulative <b>Ad spends in Launch + 2-month &gt; INR 50000</b> AND <b>first recharge as mentioned in point 2c above</b>	Get APC worth <b>INR 15,000</b>	2 months from date of credit

- c. 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 Promotion Period are also eligible to participate in the Promotion.
6. The APC for first recharge will be credited to your Amazon Ads Account within 3 workings from recharge. APC for cumulative spends will be credited between the 1<sup>st</sup> and 15<sup>th</sup> of the succeeding month from the end of the Launch + 2 months.
7. Sign up Promotional Credits will be valid for a period of 180 days after registration & the APCs will be valid for a period of 2 months from the date of credit. Any unused free credit will get expired after the validity period.
8. Under Accelerate Program for New Advertisers, eligible sellers will get 2-month free ad account management support from Amazon Verified Agency. Refer Annexure 1 for service pack & T&Cs of this program.
9. Advertisers must maintain a Sponsored Products account in good standing with Amazon, subject to the terms of the Amazon Services Business Solutions Agreement. This offer and the promotional credit are non-transferable, not for resale, and not redeemable for cash. Limit one promotional credit per one IN Sponsored Products account.

10. Once free ad credits are exhausted, Ads fees will be deducted from sales proceeds in the same way that you currently pay for other marketplace services such as referral fees.
11. There are 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.
12. Each Reward/prize offered under this Promotion 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).
13. 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 Promotion.
14. Amazon reserves the right to terminate your participation under this Promotion, at any point of time, in its sole discretion, with or without cause, including if any one of the criteria outlined herein are not met.
15. 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.
16. 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 Promotion or any Promotion related activities and any benefits/ prizes provided hereunder.
17. By participating (or subscribing) in the promotion, 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 promotion, 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 promotion 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 promotion and shall not look to Amazon and/ or its affiliates for payment of the same and/or any dispute arising from the same.
18. 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.
19. Any disputes arising out of and in connection with this Promotion shall be subject to the exclusive jurisdiction of the courts at Bangalore only.

Frequently Asked Questions (FAQs) –

**FAQ 1 - How do I determine my launch month for the purpose of this offer?**

A: The launch month is the month in which the seller created the first ad campaign. For example, if the seller launches the first ad campaign on 10-Mar-2026, the launch month is Mar'26. L+2-month period is Mar'26, Apr'26 & May'26.

**FAQ 2 – I used my promotional credits for the first recharge & crossed the INR 50000 spends in L+2 months. Will I be eligible to get the INR 15000 offer?**

A: Yes, the seller will be eligible to get this offer. Sign up & additional promotional credits can be used for ad spends to be eligible for the offer.

**FAQ – 3 How do I enroll on Accelerator Program for New advertisers?**

A: Once the recharge amount as per the eligible criteria is made, an Ad agency in the Amazon Ad Partner Network will be allocated. The partner will reach out on the registered contact number of the seller for onboarding procedure & service pack kick off.

## **Annexure 1 – Accelerate Program for New Advertisers**

Under this program, the eligible seller is entitled to get 2-month free ad management service from Amazon Verified Ad agency. The eligible seller will be entitled to free service for Ads Optimization & basic inputs on cataloguing only. The advertising spend on Amazon will be deducted from your Account as always. The partner will provide the following services –



**Account Health check report** including ads account analysis, diagnose & fix basic catalogue & listing issues



**Account Audit & Planning** Audit campaigns for performance & plan for 2 months



**Biweekly Keyword Optimization** to identify and add top performing keywords, negative keywords and remove nonperforming keywords



**Biweekly Bids, Budgets & Targeting optimization** basis performance, placement level bidding strategy



**Min 2 New Ad Campaigns** created by experts



**Weekly Performance Report** with sales, Ad Spends, RoAS, Impressions & Click CTR data.



**Access to educational webinars** on Amazon Ads



**Min. 2 Calls per month** from your account manager to review performance

In order to avail the service, the seller will have to share the view and edit access of the advertising account with the ad agency. This will allow the agency to review and make changes to your campaigns.

### **Terms and Conditions**

- This service can only be claimed within 2 weeks of receiving an e-mail or 1 week of receiving the Agency call, whichever is later.
- Eligible seller will be assigned an agency to render mentioned service.
- Seller cannot claim any monetary compensation in lieu of not utilizing the service. The program cannot be combined with any other offers.
- Amazon doesn't endorse any service provider or their services.
- Unless mentioned otherwise, the advertising recharge has to be done by the seller and service provider's scope will be as defined in the service card.