

## New Seller Incentive Promotion (Promotion 4) – 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**" promotion ("**Promotion**") under the Amazon Seller Rewards Program ("**Program**") on amazon.in ("**Amazon Site**").
2. These Promotion terms and conditions ("**Terms**") are in addition to terms and conditions of the Program ("**Rewards Program Terms**") accepted by you. Only with respect to this Promotion, in the event of any conflict in the provisions of the Rewards 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 Rewards Program Terms.
3. The Promotion will commence at on February 1<sup>st</sup> 2025 00:00:00 hrs. and end at 23:59:59 hrs. (IST) on \_31<sup>st</sup> July 2025\_("**Promotion Period**") (IST) onwards, unless revoked by Amazon in its sole discretion without any prior notice.
4. The Promotion will only be eligible for all India-based sellers who are launched on the Amazon Site (as defined below) after January 1<sup>st</sup> 2025 00:00:00 hrs (IST) ("**Eligibility Period**")
5. To be eligible for the Promotion:
  - (a) You need to be launched on the Amazon Site during the Eligibility Period
  - (b) You need to be registered for the Program. Login [here](#) with your seller central credentials to register;
  - (c) You must subscribe to the Promotion. Click the '[Participate now](#)' button on the Promotion page;
  - (d) You need to be registered for Fulfillment by Amazon ("FBA").

For the purposes of this Promotion, seller will be considered to have launched on the Amazon Site on the date his/ her first listing is live on the Amazon Site\*

6. During the Promotion Period, sellers who meet the eligibility criteria specified under Section 4 and 5 above and meet the requirements set out below will be eligible to receive certain Rewards as set forth:
  - (a) Sellers who have listed non-generic selection and have inbound such non generic selection inventory into any Amazon Fulfillment Centre where such inventory is worth an amount specified in the table below, within 62 days from launch date, will be eligible to receive the corresponding Rewards

Worth of FC inventory inbounded (INR)	Reward (INR)
>=50,000	1000
>=100,000	3000
>=200,000	5000

Worth of inventory is calculated as ASP\*units inbounded

  - (b) Seller must keep that inventory (if not sold) for the entire 62 days period.
  - (c) The maximum reward a seller may receive under this Promotion is worth upto INR 5,000.

7. 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 or any incentive, marketing offer, contest or promotion related to FBA program (such as Try FBA for Free for 3 months etc) during the Promotion Period are not eligible to participate in the Promotion.
8. The Rewards will be credited to your Amazon Seller Rewards Balance on the 1<sup>st</sup> week of the succeeding month from the end of the launch date + 62 days.

\*based on Sell On Amazon Launch Date

9. Rewards get accrued in the seller's "Rewards Balance" on the Amazon Seller Rewards' website (<https://seller-rewards.amazon.in>). Sellers may redeem their Rewards online at Amazon Seller Rewards' website in accordance with the Rewards Program Terms.
10. 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.
11. 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).
12. Any Rewards and prizes offered in this promotion will be subject to required taxes and tax deduction as specified in Income Tax Act, 1961 or any other relevant laws.
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 criterion 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.