

Lynkd Seller Fees & Commissions: Complete Breakdown

Selling on **Lynkd** is designed to be simple, transparent, and cost-effective. We aim to keep business overheads low while offering a high level of support and growth opportunities. Here's a detailed breakdown of **fees and commissions** to help you understand exactly what you'll pay for each sale.

1. Payment Cycle

Lynkd ensures **quick and secure payments**:

- **Payment Cycle:** Once your product is dispatched and picked up, the payment cycle begins. Expect payments to be credited directly to your registered bank account within *7 days**. (*Payment schedules may vary based on your seller tier.)
- **Payment Release:** Payments are processed weekly. Fees (fixed and commission) will be deducted before the transfer.

2. Fulfillment Options

The fulfillment method you choose will determine the fees associated with shipping, handling, and storage:

Fulfillment by Lynkd (FBL) via Shiprocket

- **Description:** In this model, Lynkd, partnered with **Shiprocket**, handles the storage, packaging, shipping, and delivery of your products.
- **Cost:** FBL incurs **higher fees**, covering warehousing, packaging, and delivery costs. Shipping fees are based on the weight of the product and the delivery location (local, zonal, or national).

Non-Fulfillment by Lynkd (NFB)

- **Description:** You manage the packaging and shipping of your products. This gives you more control over the logistics process.

- **Cost:** NFB generally has **lower fees** since you handle shipping, but you must ensure timely delivery and manage the logistics yourself.

3. Fee Structure

Fixed Fee (Platform Opportunity Fee)

The **Fixed Fee** varies depending on your seller tier and the fulfillment method (FBL or NFB). This fee supports platform maintenance, product innovation, and customer support.

Seller Tier	Non-FBL Fee	FBL Fee
Platinum	₹63	₹55
Gold	₹65	₹57
Silver	₹69	₹61
Bronze	₹69	₹61

Commission Fee (Category-Based)

The **Commission Fee** is a percentage of the product's final selling price. Below are the category-wise commission fees, modeled after **Amazon's** commission structure:

Category	Commission Fee (FBL & NFB)
Books	12%
Clothing (Apparel)	12-18%
Electronics (Mobile, Laptops)	5-10%
Home Appliances	8-15%
Furniture	12%
Health & Personal Care	15%
Jewelry	15%
Shoes & Footwear	12%
Sports & Outdoors	10%
Beauty & Grooming	15-20%
Toys & Games	12%
Automotive & Industrial	8%
Pet Supplies	12%

Handbags & Wallets	15%
Kitchen & Dining	12%
Baby Products	12%
Art & Crafts	15%
Books & Stationery	12%
Video Games & Consoles	10%

Example Commission Fee:

If you're selling a **mobile phone** for ₹20,000, and the applicable commission is **8%**:

- **Commission Fee** = ₹20,000 x 8% = ₹1,600

4. Shipping Fees

Lynkd offers **Shiprocket** for FBL fulfillment. Shipping fees are calculated based on **weight** and **destination (local, zonal, national)**. Shipping fees are broken down as follows:

Shipping Fee Calculation:

- **Volumetric Weight Formula:**

Volumetric Weight (kg) = Length (cm) × Breadth (cm) × Height (cm) / 5000
Volumetric Weight (kg) = 5000 / (Length (cm) × Breadth (cm) × Height (cm))

- **Free Shipping:** For products **under 500g**, Lynkd offers **free local and zonal shipping**.
- **Charges for Heavier Products:** For products over 500g, the shipping costs depend on the product's weight and the delivery location (local, zonal, or national).

Weight	Local Shipping Fee	Zonal Shipping Fee	National Shipping Fee
0-500g	₹0	₹0	₹16
0.5-1 Kg	₹5	₹20	₹25
1-1.5 Kg	₹20	₹20	₹30
1.5-2 Kg	₹10	₹20	₹20
Above 3 Kg	₹8 per kg	₹12 per kg	₹18 per kg

5. Gross Margin Calculation

To calculate your **gross margin**, you need to factor in all the applicable fees. Here's a breakdown of how to do that:

Formula:

1. **Total Fees** = Fixed Fee + Commission Fee + Shipping Fee (if applicable)
2. **Gross Margin** = Selling Price – Total Fees

Example Calculation:

Let's say you're a **Gold Tier seller** (FBL) selling a **mobile phone** for ₹20,000.

Step 1: Calculate Fixed Fees

- **Gold Tier FBL Fixed Fee:** ₹57

Step 2: Calculate Commission Fees

- **Commission Rate:** 8% for electronics
- **Commission Fee:** ₹20,000 x 8% = ₹1,600

Step 3: Calculate Shipping Fees

- **Shipping Weight:** **1kg**, shipping cost (national) = ₹25

Step 4: Total Fees

- **Total Fees** = ₹57 (Fixed Fee) + ₹1,600 (Commission Fee) + ₹25 (Shipping Fee) = ₹1,682

Step 5: Calculate Gross Margin

- **Selling Price** = ₹20,000
- **Total Fees** = ₹1,682
- **Gross Margin** = ₹20,000 – ₹1,682 = ₹18,318

6. Popular Categories to Sell on Lynkd

- **Mobile Phones & Accessories**
- **Clothing & Apparel**
- **Electronics (Mobile, Laptops, Cameras)**
- **Home Products & Furniture**
- **Beauty & Personal Care**
- **Toys & Games**
- **Jewelry**
- **Kitchen & Dining**
- **Health & Wellness**
- **Sports Equipment**
- **Books & Stationery**
- **Pet Supplies**
- **Automotive & Industrial Products**

7. Support & Growth Tools

- **One-Click Seller Support:** Access quick help whenever you face any challenges with sales, shipping, or account issues.
- **Promotional Tools:** Boost your visibility with featured listings, promotional offers, and discounts.
- **Growth Insights:** Use detailed analytics and performance reports to optimize your pricing, listings, and sales strategies.