

# LIST OF DETAILS REQUIRED FOR THE CENTRAL SELLER SYSTEM

## 1) BUSINESS DETAILS

- Legal business/company name
- Store name (check availability)
- Primary product category
- Address (check if pin code is valid for shipping, if not provide an option to ship using own courier).

The screenshot shows the Amazon Seller Central India registration page. The browser's address bar displays a URL with a long token. The page header includes the Amazon Seller Central India logo and a language dropdown set to English. The main heading is "Register and Start Selling". Below this, a note states: "Please have the following ready before you begin:" followed by a bulleted list: "• Your bank account details for receiving payments from Amazon" and "• Tax (GST/PAN) details of your business". A reminder says: "Please ensure that all the information you submit is accurate." The section "Enter details below to continue registration" contains a text input field for "Company/Business name". Below the field is a small instruction: "Enter the company/business name as registered in GST/PAN". The "Seller Agreement" section has a checkbox for "I have read and agree to comply with and/or be bound by the terms and conditions of Amazon Services Business Solutions Agreement, Easy Ship Service & Runway Terms and Conditions and Amazon Business (B2B) Terms & Conditions". A "Continue" button is located below the agreement. At the bottom, there is a link: "Like to create new account? Click here" and a "Privacy Notice" link. The Windows taskbar at the bottom shows the search bar, task view, and several application icons, including Chrome, File Explorer, and the Amazon Seller Central app. The system clock indicates 20:00 on 03-04-2020.

amazon seller central India

### Register and Start Selling

Please have the following ready before you begin:

- Your bank account details for receiving payments from Amazon
- Tax (GST/PAN) details of your business

Please ensure that all the information you submit is accurate.

#### Enter details below to continue registration

Company/Business name

Enter the company/business name as registered in GST/PAN

#### Seller Agreement

☐ I have read and agree to comply with and/or be bound by the terms and conditions of Amazon Services Business Solutions Agreement, Easy Ship Service & Runway Terms and Conditions and Amazon Business (B2B) Terms & Conditions


Continue

Like to create new account? [Click here](#)

[Privacy Notice](#)

amazon seller central India

Phone Verification ☒ Seller information ☐ Tax Details ☐ Dashboard

 Tell us about your business

Store Name  [Check Availability](#)

Select Product Category

Choose Primary Category

Enter your address

☒ #488 S1 SECOND FLOOR RIDAA RESIDENCY, BENGALURU, KARNATAKA, 560098, IN  
[View all saved addresses](#)


☐ Add a new address

[Continue](#)

FAQ

- Can I change Store Name?
- Can I change the category later?
- Which address should I enter?
- What products are not supported by Amazon Easy Ship?
- My Address is not eligible for Amazon Easy Ship, what should I do?
- Can I enter multiple pickup addresses?

Help Center

 CONTACT US

Product categories:

Automotive

Baby Products

Beauty

Books

Camera and Accessories

Clothing and Accessories

Computer and Accessories

Consumer Electronics

Everything Else

Fine Art

Furniture

Gift Card

Grocery and Gourmet Food

Handbags

## 2) TAX INFORMATION

→ GST number

→ PAN number

amazon seller central  
India

English 

Settings

 Phone Verification

 Seller Information

 Tax Details


 Dashboard



### Update your Tax details

☒ I have GST number

Enter your tax details

KARNATAKA 

GST Number [What's this?](#) 

PAN number [What's this?](#) 

☐ I will Update Later

☐ I sell in GST Exempted Category.

☐ I don't have it handy and will update later.

☐ I have never registered for GST.

Next

### FAQ

[Which PAN should I enter?](#)

[Why is GST required?](#)

[Why is my PAN/GSTIN non-editable?](#)

### 3) PRODUCT INFORMATION

→ Categories to sell in(include other categories as well if required)

✓ Products to sell

**!** In order to serve our customers' most urgent needs in Covid-19 situation, we are temporarily only allowing products to be added in Household Staples, Packaged Food, Health Care, Hygiene, Personal safety categories currently. Please see [link](#) for more details.


List the products you wish to sell on Amazon.in

**Start selling in these categories:**

Books

[Start Listing](#)

**Learn how to list your products**



[Add / Remove categories](#)

☐ I have products without product ID (GTIN / barcode)

[Learn more about Amazon's charges](#)

Edit categories

Select categories in which you have products to sell

**Books, Movies & Games**

- ☒ Books
- ☐ Movies
- ☐ Musical Instruments
- ☐ Music
- ☐ Video Games

**Home, Garden & Tools, Furniture**

- ☐ Home
- ☐ Large Appliances
- ☐ Pet Supplies
- ☐ Kitchen
- ☐ Furniture

**Electronics & Computers**

- ☐ Consumer Electronics
- ☐ Mobile Phones
- ☐ Personal Computers
- ☐ Office Products
- ☐ Software

**Clothing, Shoes & Jewelry**

- ☐ Clothing
- ☐ Shoes
- ☐ Watches
- ☐ Jewellery
- ☐ Luggage

**Beauty, Health & Groceries**

- ☐ Beauty
- ☐ Grocery
- ☐ Health
- ☐ Personal Care Appliances

**Toys & Baby, Sports**

- ☐ Baby
- ☐ Toys
- ☐ Sporting Goods

**Automotive and Industrial Supply**

- ☐ Automotive
- ☐ Industrial Supply

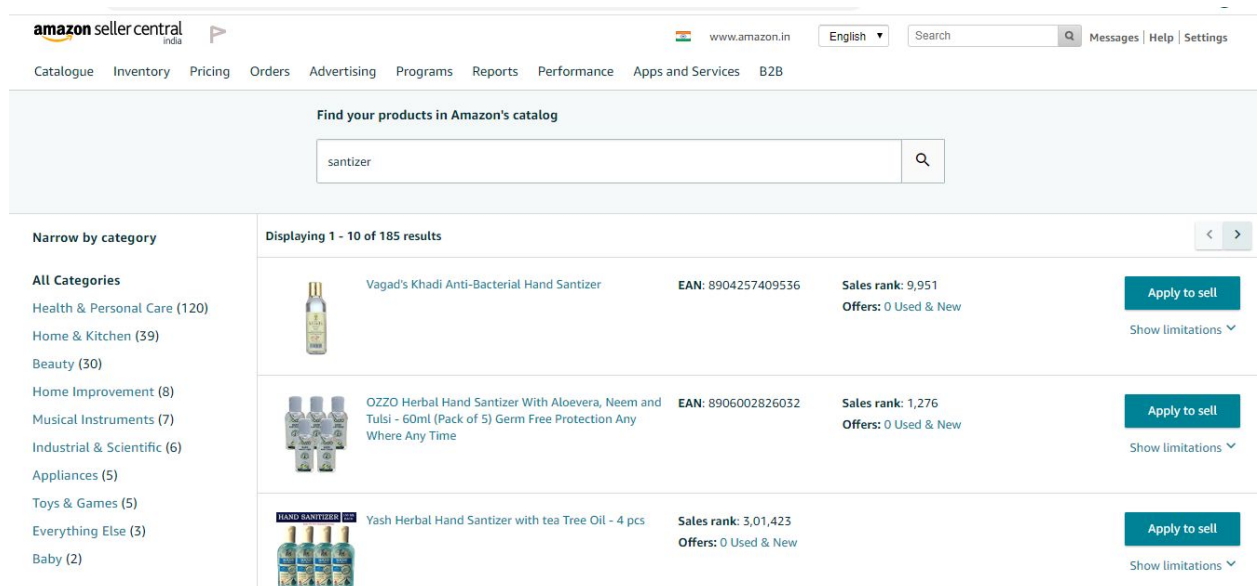
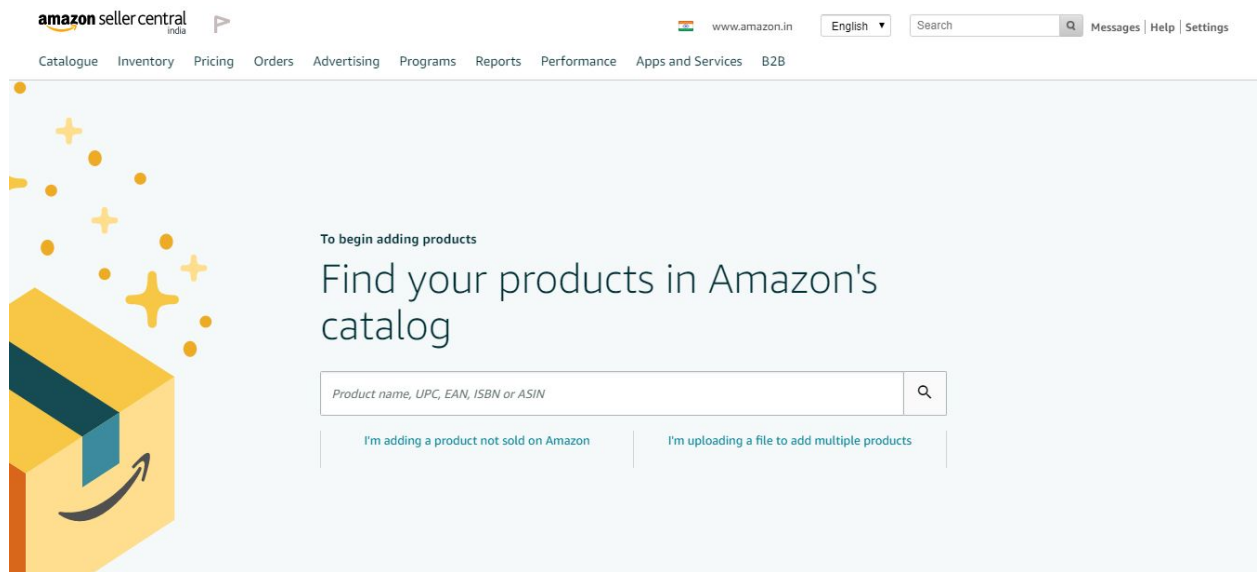
**Other**

- ☐ My Category is not here

Cancel

Done

→ List your products -search using name /brand/category/product ID/barcode



A. Add price and quantity if product already sold on ecommerce site

Details required :

i) Seller SKU

ii) Price

iii) Quantity

iv) Condition (new, used etc)

v) Fulfillment channel - ship yourself, use e-commerce website shipping options

The screenshot shows the 'Offer' page in the Amazon Seller Central interface. At the top, there's a 'Press Esc to exit full screen' button and an 'Advanced View' toggle. The main form includes a 'Seller SKU' field with the example '101MyCollectible1'. Under 'Your price', it shows 'Lowest price for New' with a price of ₹180 + ₹0 shipping, a 'Match Low Price' button, and a price input field set to ₹100 with '+ ₹41 shipping'. The 'Quantity' is set to 20, and the 'Condition' is 'New'. The 'Fulfillment Channel' section has two radio buttons: 'I want to ship this item myself or use Amazon Easy Ship if it sells.' (selected) and 'I want to use Fulfilled by Amazon (FBA) to ship my items if they sell. Learn more'. A note at the bottom states: 'Fulfillment Channel : We will use your default shipping settings for this product.' On the right, a 'List Your First Product' sidebar provides instructions for new listings and a 'Got It!' button. At the bottom of the form are 'Cancel' and 'Save and finish' buttons. A dark banner at the very bottom says 'Click on Save and finish'. The video player controls at the bottom show a timestamp of 01:03 / 01:45.

B. Create new product page if product not sold on e-commerce site

Details required:

- i) UPC Code
- ii) Photographs
- iii) Dimensions and weight
- iv) Product description
- v) Keywords
- vi) Category

## 4) SHIPPING FEE DETAILS

→ Offer free shipping or set a price

✓ Shipping Fee Details

Set shipping fee you want to charge your customers  
[Learn more about Amazon's shipping charges](#)

☐ Offer free Shipping  
Free shipping will be highlighted on your offer

☒ Set Fee

1-3 days delivery

₹ 0.0

per order

3+ days delivery

₹ 0.0

per order

Save

## 5) BANK ACCOUNT DETAILS

→ Account holder name

→ Account type (Overdraft account / Current Account /Savings Account)

→ Account number

→ IFSC Code

✓ Bank Account Details

Account holder name ?

Name as on bank documents

Account Type

--Select Your Account Type--

Account number ?

Upto 34 characters.

Re-enter Account number

IFSC code ?

Example: ABCD0123456

Verify IFSC

Save

## 6) DEFAULT PRODUCT TAX CODE

→ Seller Central Account tax calculation system uses PTC to calculate the tax on the products or services a seller lists on the marketplace. This is the Tax amount which sellers will later have to remit to the GST authorities on the product or services sold/provided by them.

✓ Default Product Tax Code

PTC (Product Tax code) are codes which are mapped to GST rates notified by the government (i.e. the percentage of taxes which are applicable for the sale of products or services). Seller Central Account tax calculation system uses PTC to calculate the tax on the products or services a seller lists on the marketplace. This is the Tax amount which sellers will later have to remit to the GST authorities on the product or services sold/provided by them

Default Product Tax Code

A\_GEN\_EXEMPT (0%)

A\_GEN\_JEWELLERY (3%)

A\_GEN\_MINIMUM (0.25%)

A\_GEN\_PEAK (28%)

A\_GEN\_PEAK\_CESS12 (28% + 12%)

A\_GEN\_PEAK\_CESS60 (28% + 60%)

A\_GEN\_REDUCED (12%)

A\_GEN\_STANDARD (18%)

A\_GEN\_SUPERREDUCED (5%)

[Seller's Tax Calculation Methodology](#)

## 7)SIGNATURE

→ Draw/Upload

✓ Signature

☒ Draw my signature on the screen

☐ Upload my signature

Use your finger/mouse to draw your signature on the screen which will be used on the invoices sent to customers

Launch your business



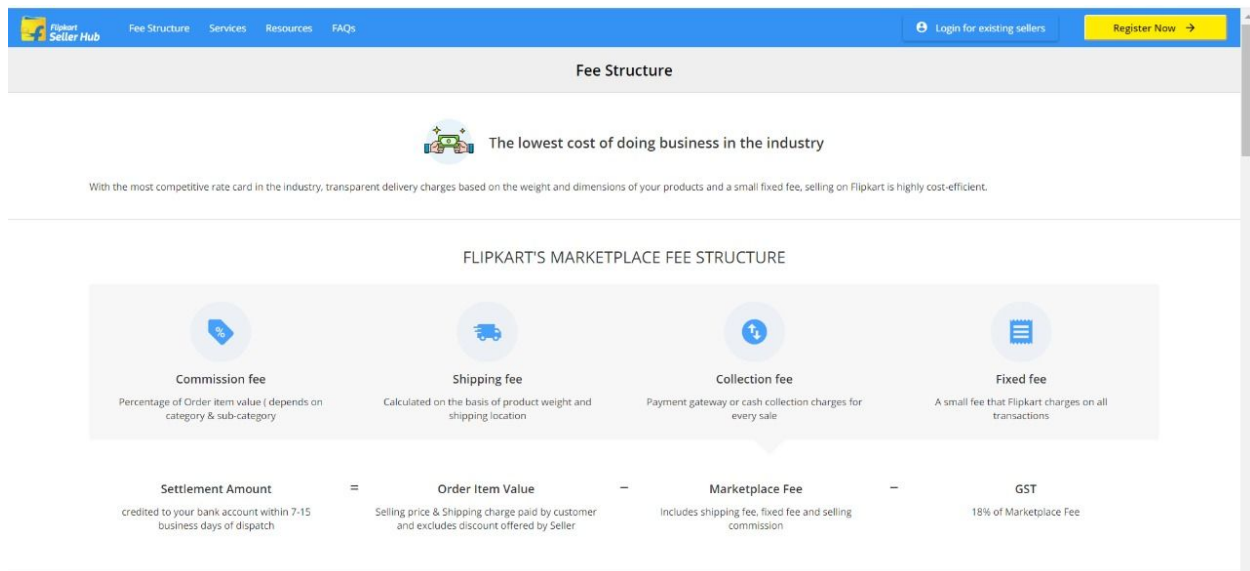
## 8)EXTRAS

→ Options to register as different types of businesses :

We have following option to register our business as legal :-

- Register as Sole Proprietorship Firm
- Register as Partnership Firm
- Register as Limited Liability Partnership
- Register as Private Limited Company


→ Pricing/Fee structure of different e-commerce sites :



The screenshot shows the 'Flipkart Seller Hub' interface. The top navigation bar includes links for 'Fee Structure', 'Services', 'Resources', and 'FAQs', along with 'Login for existing sellers' and a 'Register Now' button. The main heading is 'Fee Structure'. Below this, a message states 'The lowest cost of doing business in the industry' with a note about competitive rates and transparent delivery charges. The core section, 'FLIPKART'S MARKETPLACE FEE STRUCTURE', details four fees: Commission fee (percentage of order value), Shipping fee (based on weight and location), Collection fee (payment gateway or cash charges), and Fixed fee (small fee per transaction). At the bottom, a formula calculates the 'Settlement Amount' as the 'Order Item Value' minus the 'Marketplace Fee' (which includes shipping, fixed fee, and commission) and 'GST' (18% of marketplace fee).





**Flipkart Seller Hub** Fee Structure Services Resources FAQs Login for existing sellers Register Now →

### Fee Structure

 The lowest cost of doing business in the industry

With the most competitive rate card in the industry, transparent delivery charges based on the weight and dimensions of your products and a small fixed fee, selling on Flipkart is highly cost-efficient.

#### FLIPKART'S MARKETPLACE FEE STRUCTURE

Icon	Fee Type	Description
	Commission fee	Percentage of Order Item value ( depends on category & sub-category)
	Shipping fee	Calculated on the basis of product weight and shipping location
	Collection fee	Payment gateway or cash collection charges for every sale
	Fixed fee	A small fee that Flipkart charges on all transactions

Settlement Amount	=	Order Item Value	-	Marketplace Fee	-	GST
credited to your bank account within 7-15 business days of dispatch		Selling price & Shipping charge paid by customer and excludes discount offered by Seller		Includes shipping fee, fixed fee and selling commission		18% of Marketplace Fee

## SHIPPING FEES

To ensure ease of selling and the best possible customer experience, we mandate delivery to all customers via our logistics partners and deduct the shipping cost from the selling price before making a payment to you. Shipping fee is calculated on actual weight or volumetric weight, whichever is higher. This is to account for items which are lightweight but occupy a lot of shipping space.

$\text{Volumetric Weight (kg)} = \text{Length (cm)} \times \text{Breadth (cm)} \times \text{Height (cm)} / 5000$

WEIGHT SLAB	LOCAL (INTRACITY)	ZONAL (INTRAZONE)	NATIONAL (INTERZONE)
0-500 grams	₹30	₹46	₹66
+0.5kg upto 1kg	₹18	₹23	₹27
+0.5kg upto 3kg	₹8	₹10	₹15
+1kg upto 12kg	₹8	₹10	₹15
+1kg beyond 12kg	₹4	₹5	₹8

### Note:

- Shipping rate for forward shipments is applicable for **Bronze Sellers** only.
  - There is 20% and 10% discount on the forward shipping fee for **Gold** and **Silver Sellers** respectively.
  - Mentioned rates are exclusive of all taxes.
- Local (intracity): Item shipped within a city.
  - Zonal (intrazone): Item shipped within the borders of a zone (North, South, East, West).
  - National (interzone): Item shipped across zones.

## COLLECTION FEES

A small payment collection fee is charged to you for all prepaid and postpaid orders that you receive. The Collection fee will vary depending on the payment type chosen by the customer (Prepaid/Postpaid). For a prepaid order - Based on Payment gateway. For a postpaid order - Based on cash collection charges. The collection fee will be calculated on the final selling price of a product. The final selling price is a sum of the amount paid by the Customer including shipping charges, if any (Price of product + Shipping charges). This will remain the same for all sellers irrespective of the category and tier.

Selling Price	Prepaid	Postpaid
0-750	2%	₹15
>750	2%	2%

## FIXED FEES

Fixed Fee is a small amount charged for every successful sale transaction. A successful sale transaction is an order which has been successfully delivered to the customer and has not been returned. In case of customer or courier returns, this fee will not be charged. The Fixed fee will vary based on the order item value irrespective of category and seller tier.

Order Item Value	Rate
0-500	₹5
500-1000	₹15
>1000	₹30

→ Uls of different sites

## Register on Paytm!

Transform & Grow your Business with India's Largest  
Mobile Commerce Platform.

- 1** **Be Ready**  
with your Paytm credentials (visit Paytm.com if you are a first-time user)
- 2** **Get In**  
by logging in with your Paytm credentials
- 3** **Say Hi**  
just enter the name and email ID you want to register with
- 4** **Documents please**  
submit the requested documents
- 5** **Welcome aboard**  
your account will be live post document verification

Sell on Paytm

## How it is simple to sell on Snapdeal



### Step 1: Register yourself and List your products

- Register your business for free and create a product catalogue
- Sell under your own private label or sell an existing brand
- Get self-serve training
- Order Packaging material from our website to start selling



### Step 2: Get support from professional service provider

- Get your documentation & cataloging done with ease from our Professional Services network across India
- Increase your product visibility with high-quality product photo-shoot by our Partnered Photographers



### Step 3: Receive orders & Schedule a pickup

- Once listed, your products will be available to millions of users across India
- Get orders and manage your online business via our Seller Panel and Seller Zone Mobile App



### Step 4: Receive quick payment & grow your business

- Receive quick and hassle-free payments in your account once your orders are fulfilled
- Expand your business with low interest & collateral-free loans



Start your business  
with Snapdeal & reach  
customers across India

START SELLING NOW