Amazon.in

**Why Sell on Amazon?**

* **Crores of customers across the world**
* **Fast and Stress free Shipping**
* **No fixed costs. Pay when you sell.**
* **Secure and Timely Payments**
* **Professional services to help you through every step of selling online**

**How can Amazon help grow your business?**

1. **Set up your store**

Set up your store on Amazon.in. Showcase and sell your products online across India and the world by using our easy to use listing tools or through our professional Service Partners

1. **Sit back and relax**

We take care of shipping and delivery for you so that you can focus on your business

1. **Hassle-free Payments**

We deduct our fees only after you make a sale and ensure you get timely payments

1. **Sell Globally**

Take your products global and sell online in the US through Amazon.

**Product Selling In Amazon.in:-**

Listing is an essential part of setting up your business on an online marketplace like Amazon.in. It is the process of creating your product catalogue by detailing out the product description and other mandatory features to present it online for purchase by customers. As a retailer, you may have hundreds of products to sell and listing them one by one can seem difficult and time consuming. But it doesn’t have to be like that! You can use Amazon’s pre-set excel templates ([available in Seller Central](https://sellercentral.amazon.in/hz/inventory/addproducts/download?ref=as_in_blog_post15&ld=NSGoogle) ) to create listings all together in bulk. All you need is to follow three simple steps:

* Download the Inventory File from Seller Central
* Input information about your products in the file
* Upload the file to Amazon.in via your Seller Central Account

**Download the Inventory File from Seller Central**

Once you [log on to your Seller Central account](https://sellercentral.amazon.in/gp/homepage.html/ref=as_in_blog_post15?ld=NSGoogle)  ( or [click here to register and create your account](https://sellercentral.amazon.in/gp/homepage.html/ref=as_in_blog_post15?ld=NSGoogle) ), you can click on **Inventory**, and then click on **Add products via upload.** You can click on the product category you plan to list, download the file and save it on your desktop.

**Input information about your products in the file**

Once you open the excel file, you can go to the instructions sheet that has all the step-by-step information required to list the products for that specific category. The **Data Definition sheet** gives detailed information on the use of each field that you are required to fill in to create the product listings. Finally, you can click on the **Template Sheet** and start filling in the product details such as Title, SKU, Product ID, Product ID type, Product Format etc. All mandatory data required for listing are clearly highlighted in bold. However, it is highly recommended to provide as much data available as possible. Once all the necessary columns are filled, you can save the file on your desktop and make sure while saving you follow the file format as mentioned in the excel.

**Upload the file to Amazon. In via your Seller Central Account**

Once again, [log on to your Seller Central account](https://sellercentral.amazon.in/gp/homepage.html/ref=as_in_blog_post15?ld=NSGoogle) and click on **Inventory**. Continue on to the **Add products via upload** page and under the **Upload Your Inventory File** tab, go to **File Type** and select **Inventory Files.** Then click on the browse button, select the saved and edited excel file and click on the **Upload Now** button. Do keep an eye on the **Upload Status** and keep monitoring it. Once done, you will receive a confirmation message indicating that your file has been uploaded successfully and that your bulk listing is complete. It’s that simple!

if you need more information about listing or cataloguing, you can [read this easy blog post](https://services.amazon.in/resources/seller-blog/think-cataloging-is-difficult.html). If you are out of time and need professionals to assist you with listing, you can reach out to our third party [Service Provider Network](https://sellercentral.amazon.in/spn/?ref=spn_hp&ld=NSGoogle).

You can also learn to set up your online business [all by yourself](https://services.amazon.in/resources/seller-blog/do-it-yourself.html). Lastly, as always, you can get in touch with our [Seller Support team](https://sellercentral.amazon.in/hz/contact-us?_encoding=UTF8&ref_=ag_contactus_shel_home&ld=NSGoogle) in case you need any further assistance with anything.

Happy Selling!

**Add a Product:**

  
  
1. Log in to your seller account, on the Inventory tab, click Add a Product.  
  
2. Determine whether your product already exists in our catalogue by copying its UPC or ISBN or EAN in the Find it on Amazon search box. If your product search does not locate an existing match, click the Create a new product button.  
  
3. The tool will prompt you to select a category from a list to classify your new product detail page, choose the categories carefully as it is not possible to edit these after the page is created.  
  
4. Add product details in the Vital Info, Offer, Images, Description, Keywords, and More Details tabs. Required information will be marked with an asterisk and vary depending on the product type. If you need help or examples, each field in the form provides a link to more information.  
  
Note that the Product Description field on the Description tab is not the place to add details about the specific item copy you are listing. Other sellers will list their items against the product detail page you have create, so the information Product Description field needs to be very general. Put all details specific to your particular copy of the product in the Condition notes field on the Offer tab.  
  
5. When you are finished entering all of the required information, click Save and finish.&amp;quot; You will see a Success message letting you know your page is created.  
  
All product detail pages should be created within fifteen minutes; however, it can take up to 2-4 days for pages to become searchable on the website. Images can take up to 24 hours to appear.  
  
If you would like to upload your products in bulk, please refer to the help page given below from the search section of your seller account -   
  
Download Upload Inventory Files

Do you have Universal Product Codes (UPCs) for all your products?

[What is UPC?](https://sellercentral.amazon.com/sw/SSR/Profiling/step/Products+Information)

Yes

No

Do you manufacture and brand the products you want to sell on Amazon?

[What does this mean?](https://sellercentral.amazon.com/sw/SSR/Profiling/step/Products+Information)

Yes

No

Some of them

How many different products do you plan to list?

1-10

11-100

101-500

More than 500

**Tell us about your products**

Skip for now

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**Tell us about your products:-** here you can give the product information.

[**What are the charges for selling on Amazon?**](https://services.amazon.in/services/sell-on-amazon/faq.html?ref=as_in_soa_sticky_nav_faq)

We charge you when you get an order.

* Referral Fee starting from 3%Varies by category.
* Fixed Closing Fee of Rs.10/unit sold Varies by category and price band
* Shipping Fee starting at Rs. 30 per item shipped Varies by volume and distance
* Delivery Service Fee of 1.25%

Local rate will be applicable where the pickup and delivery happen in the same city i.e. intra-city pickup and delivery.

Regional zone consists of 4 regions. This fees will apply if shipment moves within the same region and the service is not within the same city.

* Region1 - (Chandigarh, Delhi, Haryana, Himanchal Pradesh, Jammu and Kashmir, Punjab, Rajasthan, Uttar Pradesh and Uttarakhand)
* Region2 - (Chhattisgarh, Dadar and Nagar, Diu and Daman, Goa, Gujarat, Madhya Pradesh, Maharashtra )
* Region 3 - (Andaman and Nicobar, Andhra Pradesh, Karnataka, Kerala, Pondicherry, Tamil Nadu, Telangana, Lakshadweep)
* Region 4 - (Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Sikkim, Tripura, West Bengal)

National fee will apply if shipment moves across regions.

Minimum chargeable weight is 500 gms. In case of items that weigh more than 500 gms, you will be charged in multiples of the price applicable for each 500 gms. For example, the Amazon Easy Ship Fees for 800 gms package being shipped to a regional location will amount to Rs.80 i.e. Rs.45 (charge for first 500 gms) + Rs. 35 (charge for next 500 gms).

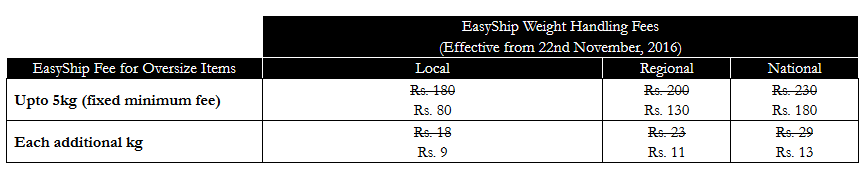
Amazon Easy Ship Fees is computed on volumetric or actual weight, whichever is higher. Volumetric weight is calculated as Volumetric Weight (kg) = (Length x Breadth x Height)/5000 where LBH are in cm.

[**How does selling on Amazon.in work?**](https://services.amazon.in/services/sell-on-amazon/faq.html?ref=as_in_soa_sticky_nav_faq)

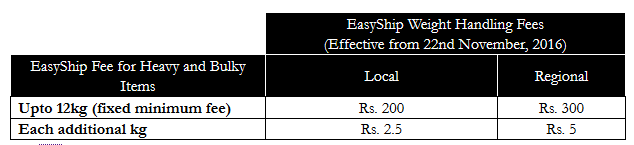
**Selling on Amazon is simple.**

You can start selling in minutes. All you need to do is provide your business details,  
bank account details and your tax information.

**EasyShip Weight Handling Fees Oversize items:-**



**EasyShip Weight Handling Fees Heavy and Bulky items**



* Seller agreement
* Seller Information
* Billing / Deposit
* Tax information
* Products information

**We Pick and Ship your Products**

Your Sell on Amazon account already comes powered with Amazon Easy Ship - an end to end delivery service for sellers. All you need to do is keep your product packed and ready and let us manage the logistics and customer service.

* Pick up from your doorstep
* Handle returns and respond to buyers
* Cash On Delivery (COD) payments

**Add the power of FBA to your account**

FBA is a service that helps you gain access to our world - class storage and fulfillment facilities, fast and free delivery options and trusted customer service. All you have to do is simply send your products to an Amazon fulfillment centre. We will store your inventory for you and will pick, pack and ship your orders across India to your customers, once an order is placed.  
  
We have also recently launched Amazon Prime in India. With Amazon Prime, you can enjoy better product visibility as well as premium delivery options for your products. Once you become an FBA seller, you automatically become a Prime seller with absolutely no fees involved for Prime.

**Start Advertising with  
Amazon Sponsored Products**

When you start selling on Amazon, boosting visibility of products is easy. Advertise the products you sell on Amazon through Amazon Sponsored Products. You promote your products through keyword targetted ads and pay only when your ad is clicked.



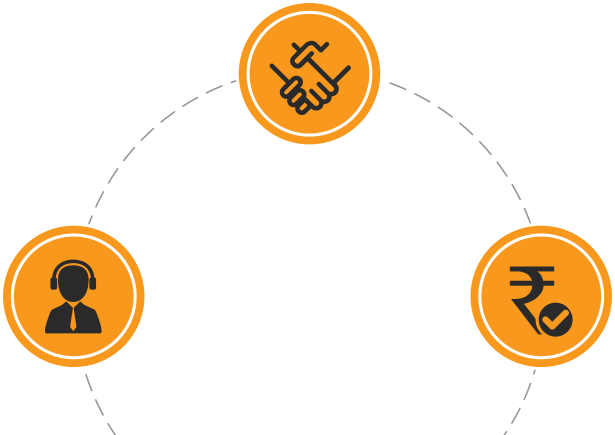
**Why Sponsored Products?**

Thousands of sellers on Amazon.in are using sponsored products to make their products stand out from the crowd.

* Your chance to get on page 1 of Amazon Search results.
* Deliver highly relevant and targeted ads and increase your sales.
* You get free impressions and you only pay when your ad is clicked.
* Get reports and measure your results real time inside Seller Central.
* Advertise to customers across PC and mobile
* You can start bidding from Re.1.

Our network of qualified third party service providers will help you with everything you need to be successful on the Amazon marketplace. From shooting great images for your products to transporting them to Amazon fulfillment centers, our service providers help you with every step of selling online.

* Get support at the time and place of your choice
* Over 200 Amazon empanelled experts ensuring great quality
* Pay only when the job is done



Our Professional Services  
Providers and trained experts can help you with

SERVICES

* Amazon helps you protect against fraudulent orders placed on your products and payment fraud.
* Customers can leave feedback. Maintaining a high feedback rating is a critical factor for success on Amazon.in. It’s the best way for customers to identify you as a trustworthy seller. Your rating appears on the Offer Listing Page and is one of the first things that customers see. In other marketplaces, we have observed that customers are more likely to purchase products from sellers with higher ratings. Your feedback rating is a key metric used by Amazon.in to measure your performance.
* If you are not currently selling on Amazon. in and want to learn more, you call us on mobile no. 1800-419-7355 and provide your details. We will respond to you after reviewing your information with next steps. You can also contact seller support once you complete your registration through your Seller Central account.
* VAT and CST are required to sell online in accordance to Indian laws. You need to provide VAT and CST number to Amazon at the time of registration. However, if you are selling only VAT exempted categories, then this may not be required. Note that if you start selling any taxable goods you need to register for VAT and CST as per sales tax law and provide VAT and CST to Amazon.
* We have 3rd party providers who are trained on Amazon’s imaging and cataloging guidelines and can assist you in creating high impact listings. They also have preferential rates and offers for Amazon sellers. You can contact them anytime through your Seller Central account once you complete registration.
* You can buy Amazon branded packaging material from [here](http://www.amazon.in/b?node=9840007031&ref=spks_0_0_872693967&qid=1460090206&pf_rd_p=872693967&pf_rd_m=A21TJRUUN4KGV&pf_rd_t=301&pf_rd_s=desktop-auto-sparkle&pf_rd_r=0MG2T4R9WJN446SQ1M51&pf_rd_i=amazon%2Bbranded%2Bpackaging&ld=NSGoogle). You can also search for Amazon branded packaging material on Amazon. In and select the appropriate packaging material according to your packaging requirements.