

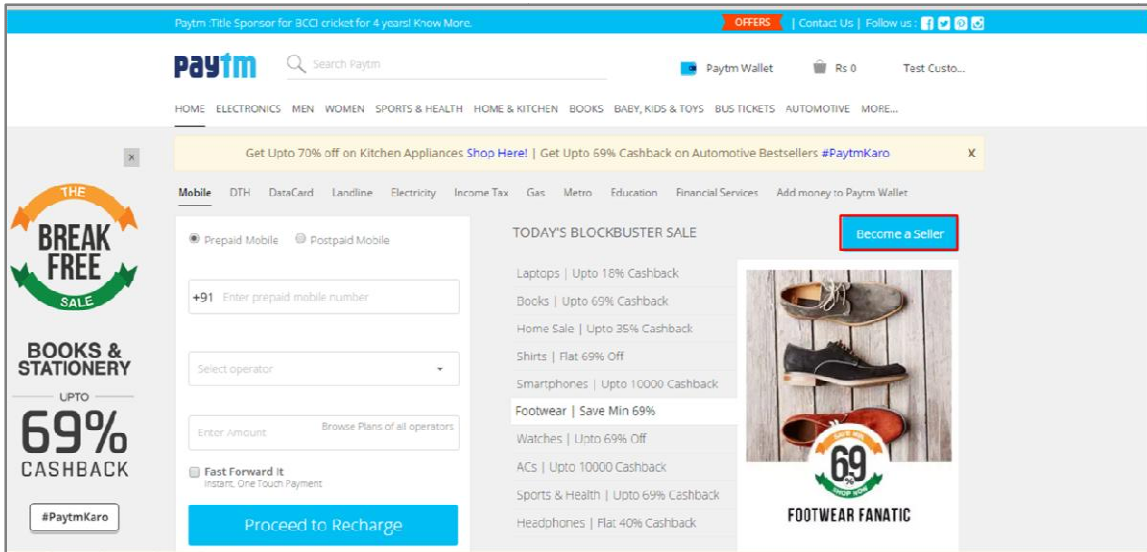
Paytm DIY Seller Sign Up

Purpose

Now, you can directly sign up with Paytm as a seller, upload your documents and even create your catalog in one go. This user guide explains how you can use this **Do It Yourself (DIY) Seller Sign Up** feature.

Step List

STEP I: From the Paytm home page, click the **Become a Seller** button to go to the [seller home page](#).

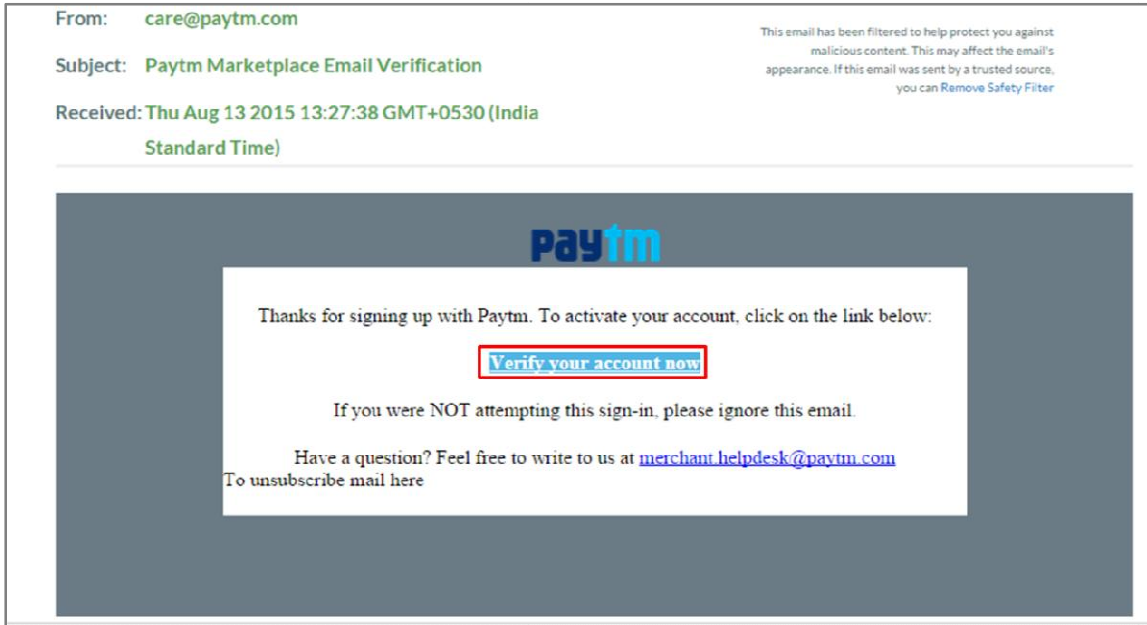


STEP II: On the seller home page, add your **email ID**, **name**, **mobile number** and **password** to sign up as a new seller. Once done, click the **Sign up now on Paytm** button.

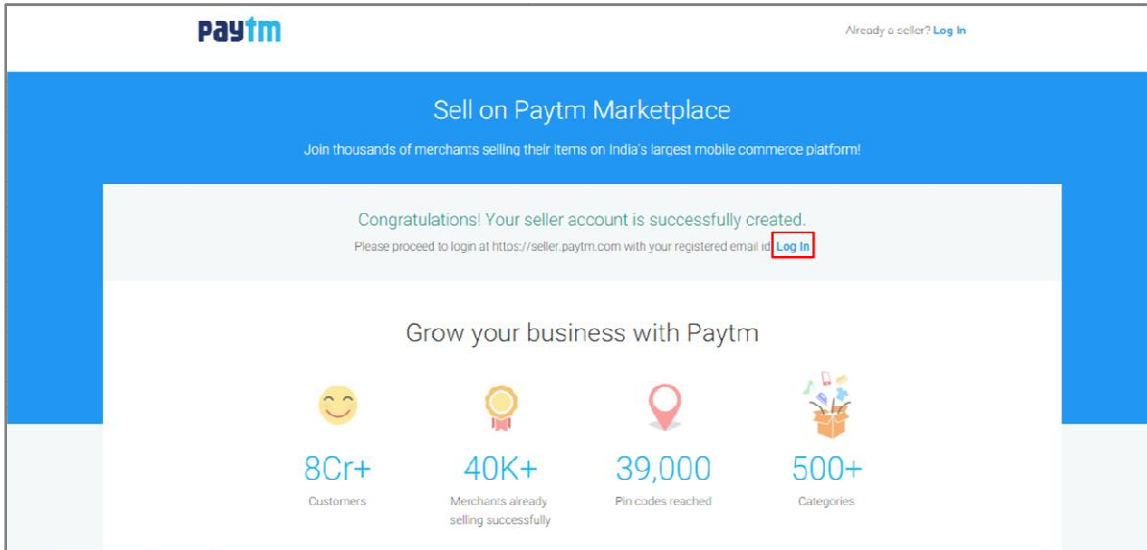
A screenshot of the Paytm Seller Sign Up form. The form is titled 'Sell on Paytm Marketplace' and includes a sub-header 'Join thousands of merchants selling their items on India's largest mobile commerce platform!'. Below the header, there is a promotional message: 'Signup on 0% marketing fee, avail other benefits like free photoshoot and promotion on website!'. The form itself contains fields for 'Email ID' (with a sample email 'paytm.seller@mailinator.com'), 'Name' (with a sample name 'Paytm Seller'), 'Mobile Number' (with a sample number '8800000088'), and 'Password'. A 'Sign up now on Paytm' button is located below the form. At the bottom of the form, there is a link for 'Already a seller Log In'. The form is framed by a blue border.

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You will receive a verification link from care@paytm.com on your registered email ID. Click the **Verify your account now** link in the email, and you will be redirected to the seller home page.



STEP III: On the seller home page, click the highlighted **Log In** link to access Paytm Seller Panel.



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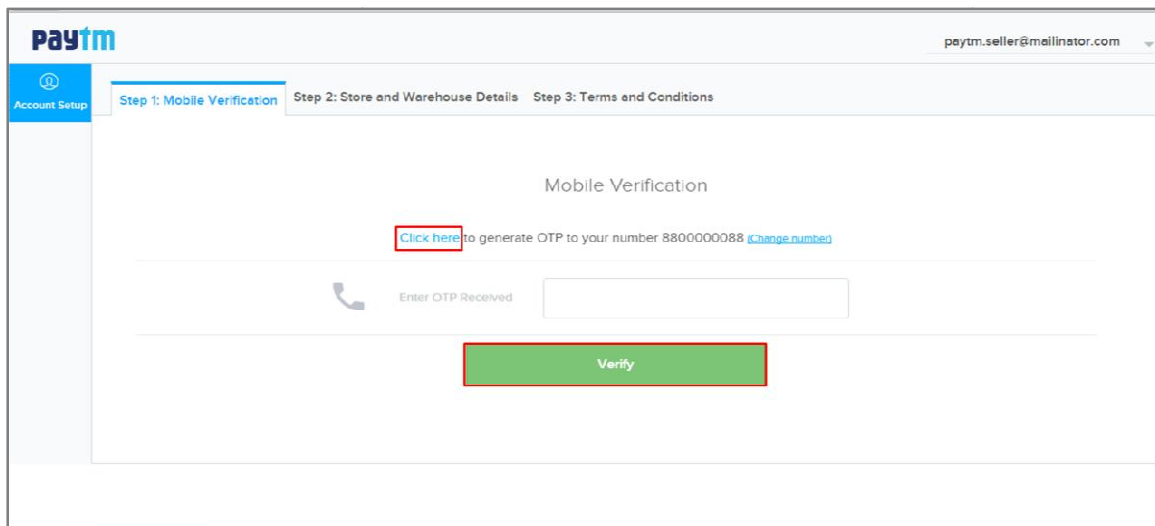
The sign in page opens in a different window. Enter your registered **email ID** and **password**, and click the **sign in** button. The **Account Setup** tab displays within the seller panel.



The screenshot shows a web browser window titled "Mozilla Persona: A Better Way to Sign In - Google Chrome". The address bar displays "https://persona.paytm.com/sign_in". The main content area has a light gray background on the left and a blue background on the right with the text "seller.paytm.com". On the left, there is a "Persona password" section with two input fields: the first contains "paytm.seller@mailinator.com" and the second contains ".....". Below these fields, there is a link "By proceeding, you agree to Persona's Terms and Privacy Policy." and a link "Forgot your password?". A blue "sign in" button is positioned to the right of the "Forgot your password?" link. At the bottom, there is a Mozilla Persona logo and the text "Mozilla Persona. Simple sign-in from the non-profit behind Firefox. Learn more→".

STEP IV: You will now need to set up your seller account. This step is further divided into three steps:

- Step 1: Mobile Verification – Click the **Click here** link to receive an OTP on your mobile number for verification. Enter the OTP and click the **Verify** button to go to step 2.



The screenshot shows the Paytm Account Setup page. The top navigation bar includes the Paytm logo, the user email "paytm.seller@mailinator.com", and a dropdown menu. Below the navigation bar, there are three tabs: "Step 1: Mobile Verification", "Step 2: Store and Warehouse Details", and "Step 3: Terms and Conditions". The "Step 1: Mobile Verification" tab is active. The main content area is titled "Mobile Verification". It contains a link "Click here" to generate an OTP to the user's number "8800000088" (with a "change number" link). Below this, there is a section "Enter OTP Received" with a text input field. A green "Verify" button is located at the bottom of the form.

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- Step 2: Store and Warehouse Details – Enter essential information about your store and warehouse, and shipping details. Once done, click the **Continue** button to go to step 3.

paytm seller@mailinator.com

Step 1: Mobile Verification ☒ Step 2: Store and Warehouse Details ☒ Step 3: Terms and Conditions

Store Details

Store Proprietorship: Test Paytm Seller

Store Name: Radical Electronics

Address: A-1156, Sector 100

Pincode: 201301

City: Noida

When will your order dispatch time be? 2 days

Do you want to use Paytm's logistics services? ☒ Yes ☐ No

☐ My warehouse address is same as above

Warehouse Details

Warehouse Address: B-111444, Sector 143

Warehouse Name: Udyog Nig

Pincode: 201301

City: Noida

Continue

- Step 3: Terms and Conditions – Read the terms and conditions of the Paytm Marketplace agreement and view the standard commissions for each category. Click the **I Accept** button to set up your account.

paytm seller@mailinator.com

Step 1: Mobile Verification ☒ Step 2: Store and Warehouse Details ☒ Step 3: Terms and Conditions ☒

Commercials

Standard Commercials

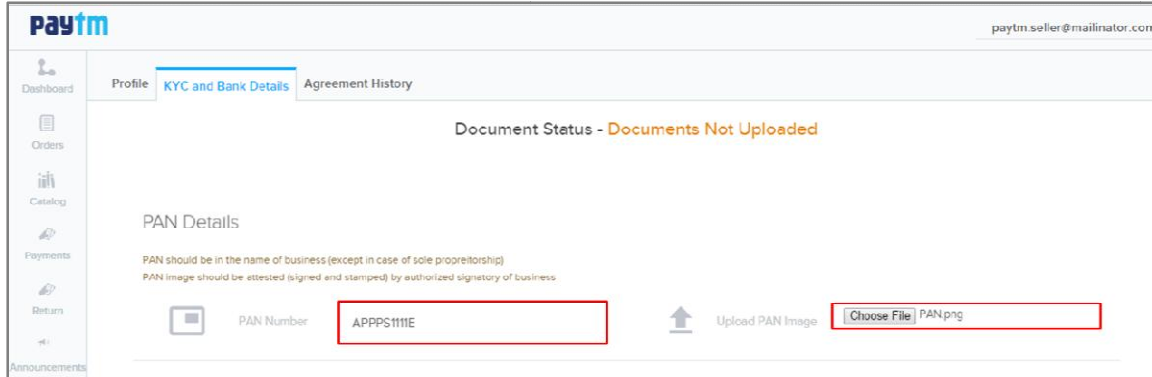
Main Category	Category	Marketplace Commission	Payment Fees
Men->Clothing->	T-Shirts	14.17 %	3.03 %
Men->Clothing->	Jeans	14.17 %	3.03 %
Men->Clothing->	Shorts & 3/4ths	14.17 %	3.03 %
Men->Clothing->	Innerwear & Sleepwear	9.1 %	3.03 %
Men->Accessories->	Hats & Caps	14.17 %	3.03 %
Men->Accessories->	Wallets	14.17 %	3.03 %
Men->Accessories->	Scarves, Shawls & Mufflers	14.17 %	3.03 %
Men->Footwear->	Slippers & Flip Flops	11.97 %	3.03 %
Men->Footwear->	Sandals & Floaters	11.97 %	3.03 %

I Accept

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STEP V: You will now be redirected to the **KYC and Bank Details** sub-tab within the **Settings** tab of the seller panel. Here, you will need to upload all your essential documents, such as PAN, VAT/TIN, etc.

PAN Details



paytm seller@mailinator.com

Dashboard Profile **KYC and Bank Details** Agreement History

Document Status - Documents Not Uploaded

PAN Details

PAN should be in the name of business (except in case of sole proprietorship)
PAN Image should be attested (signed and stamped) by authorized signatory of business

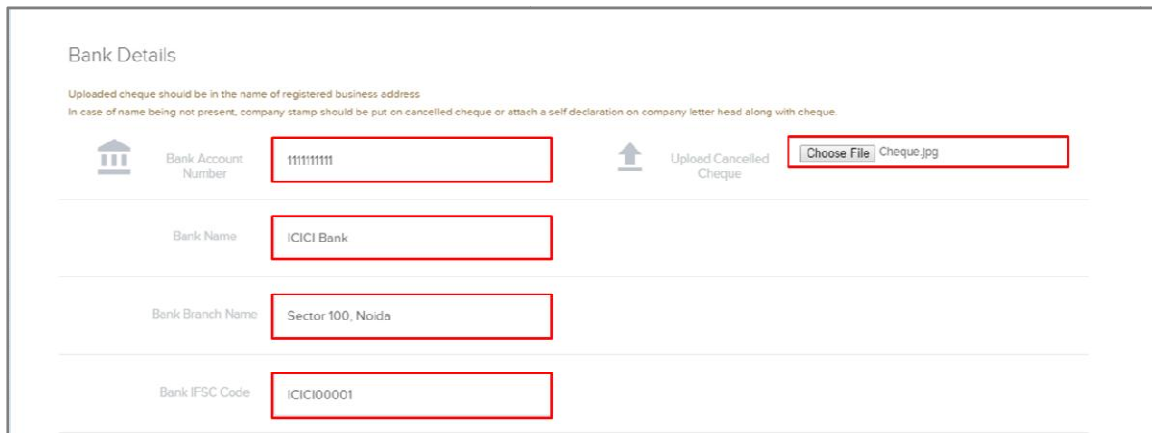
PAN Number APPS1111E Upload PAN Image Choose File PAN.png

Note: You must follow the below guidelines while uploading your PAN image:

- PAN should be in the name of your business (except in case of sole proprietorship).
- PAN image should be attested (signed and stamped) by authorized signatory of business.

Bank Details

You will need to add your bank details and upload a scanned copy of a cancelled cheque for account verification.



Bank Details

Uploaded cheque should be in the name of registered business address
In case of name being not present, company stamp should be put on cancelled cheque or attach a self declaration on company letter head along with cheque

Bank Account Number 1111111111 Upload Cancelled Cheque Choose File Cheque.jpg

Bank Name ICICI Bank

Bank Branch Name Sector 100, Noida

Bank IFSC Code ICICI00001

Note: You must follow the below guidelines while uploading a cancelled cheque image:

- Uploaded cheque should be in the name of registered business address.
- If your business name is not present, company stamp should be printed on cancelled cheque, or self declaration should be attached on company letter head along with the cheque.

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VAT/TIN Details

If you do not have a valid VAT/TIN, you will need to download and print a Self Declaration form on your company letter head; sign and stamp it; and upload its scanned copy.


VAT/TIN Details

Do you have valid VAT/TIN number? ☐ NO

No problem, you can become a seller by submitting a self declaration. Please follow steps listed below

Step 1 Download Self Declaration form. 

Step 2 Print the form on company letter head, fill it as per instructions and don't forget to sign and stamp it.


Step 3 Upload Picture of duly filled form  Upload Self Declaration Declaration_Form.jpg

If you have a valid VAT/TIN, you will need to enter the details and upload a scanned copy of your VAT/TIN.

VAT/TIN Details

Do you have valid VAT/TIN number? ☒ YES

VAT/TIN image should be attested (signed and stamped) by authorized signatory of business

VAT/TIN of Merchant  Upload VAT/TIN VAT.jpg

Note: You must follow the below guideline while uploading your VAT/TIN image:



- VAT/TIN image should be attested (signed and stamped) by the authorized signatory of the business.

Address Proof

You will also need to upload a scanned copy of your address proof. Once you have uploaded all required documents, click the **Submit** button to complete the documentation process.

Address Proof

Please upload address proof of registered business address.
Address Proof image should be attested (signed and stamped) by authorized signatory of business

 Address Proof  Upload Address Proof Electricity_Bill.jpg

You must follow the below guideline while uploading your address proof:

- Please upload address proof of registered business address.
- Address Proof Image should be attested (signed and stamped) by authorized signatory of business.

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Once you have submitted your documents, the status changes to **Document Pending**. It takes around 48 hours for us to validate your document.

Document Status - **Verification Pending**

PAN Details

PAN should be in the name of business (except in case of sole proprietorship)
PAN image should be attested (signed and stamped) by authorized signatory of business

PAN Number: APPPS1111E

Upload PAN Image: PAN.jpg

Doc Uploaded: PAN_88367

If your document is not accepted, the document status will change to **Verification Failed** with the reason of rejection. You can re-upload your documents so your account can be successfully verified.

Document Status - **Verification Failed**
Reason - PAN Card scan is not clear, please provide fresh scan

PAN Details

PAN should be in the name of business (except in case of sole proprietorship)
PAN image should be attested (signed and stamped) by authorized signatory of business

PAN Number: APPPS1111E

Upload PAN Image: PAN.png

If your document is accepted, the document status will change to **Verified**.

Document Status - **Verified**

PAN Details

PAN should be in the name of business (except in case of sole proprietorship)
PAN image should be attested (signed and stamped) by authorized signatory of business

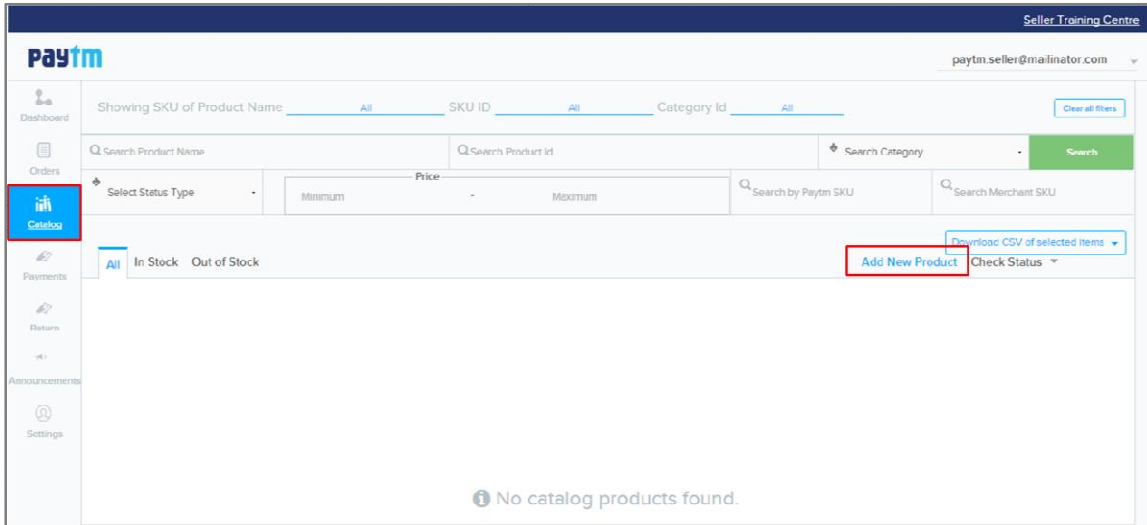
PAN Number: APPPS1111E

Upload PAN Image: PAN.png

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STEP VI: While your documents are being verified, you can also add products to your own catalog. You do not have to wait for your documents to be verified. Your catalog will be uploaded in 7 to 10 days if your documents are successfully verified.

To use the Catalog DIY feature, click the **Catalog > Add New Product** tab and create your own catalog. For more details, go to **Adding New Products** within the **Listings Product** tab in [Seller Training Centre](#).



However, if you wish to upload a catalog manually, you can fill our catalog template and share it with your BD SPOC. The BD SPOC will reach out to you within 48 hours of your document submission. For catalog templates, go to **Catalog Templates** within the **Listings Product** tab in [Seller Training Centre](#).