

Sell on **amazon**
A BEGINNER'S GUIDE



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WELCOME TO SELLING ON AMAZON.IN!

If you're reading this guide, you are probably looking to sell on Amazon.in. This guide will help you start your online business with Amazon.in.

- Amazon.in is the most visited online shopping marketplace in India. Most of the customers rely on Amazon.in for online shopping.
- Amazon.in has customers in 100% serviceable pin-codes in India.
- Amazon.in has become the online destination for small and medium enterprises.



Why should you sell on Amazon.in?

- Crores of people buy from Amazon.in.
- Secure payments & brand protection.
- Sell globally & reach **180+** countries.
- Services & tools to grow your business.



Did You Know?

More than **15,000** sellers have become millionaires and over **3500+** sellers have become crorepatis by selling on Amazon.in.

BEFORE YOU GET STARTED

Now before you start selling, you need to have all your details and documents handy.

Checklist to get started

- ✓ Active Mobile Number
- ✓ GST Number*
- ✓ Pan Details
- ✓ Active Bank Account
- ✓ Email ID

And that's it! Complete this checklist to start your registration.

What is GST?

GST is the Goods & Service tax imposed on the supply of goods and services. It is an indirect tax that replaces several others in India like excise duty, VAT, services tax, etc. to make taxation easier for people.



Did You Know?

Not all products need GST to be sold on Amazon.in. There are certain products like books, certain handicrafts, some edible goods, etc. that are exempted from GST.

*Not applicable for GST exempt categories

How to obtain your GST Number?

← → ↻ www.gst.gov.in

If you do not have a GST No., go to www.gst.gov.in and follow the three-step process to register your business for GST.



Generate your GST application



Fill the GST application form



Post the application

Get the detailed GST application process [here](#).

Get GST assistance with ClearTax

Amazon.in has partnered with ClearTax to help you with your GST registration & tax returns.





[Visit ClearTax for exclusive offers on GST.](#)

FEE FOR SELLING ON AMAZON.IN

There are different types of fees associated with selling on Amazon.in.

Selling On Amazon Fee = Referral Fee + Closing Fee + Shipping Fee + FBA Specific Fee

- **Referral Fee:** Fee charged by Amazon.in as a percentage of the sales made by selling any product. It varies for different categories.
- **Closing Fee:** Fee charged in addition to Referral Fee, based on your product price.
- **Shipping Fee:** Fee incurred for delivering your order through any channel.
- **FBA Specific Fee:** FBA fee to pick, pack & store your orders.

	Easy Ship Fees	Self Ship Fees & Shipping Cost	FBA Fees
 Referral Fee	Starts from 2%; varies by category	Starts from 2%; varies by category	Starts from 2%; varies by category
 Closing Fee	Varies by product price range	Varies by product price range	Reduced closing fee for FBA; varies by product price range
 Shipping Fee	Starts at Rs. 38 per item shipped; varies by item volume & distance	Cost you will incur for shipping your order through a 3rd party carrier of your choice	Reduced shipping fee for FBA; starts at Rs. 28 per item
 FBA specific Fee	-	-	Pick, pack, & storage fees




Want to know your selling cost?

Calculate your selling fee using Amazon.in's [Fee Calculator](#).

Fill in the details and your shipping mode to know how much it will cost you to sell your product.


HOW TO REGISTER & LAUNCH YOUR BUSINESS

1




Go to amazon.in/sell

2



Click on **Start Selling**

3




Choose **'Create a new account on Amazon.in'**

4



Enter the legal **company name** provided in your GST

5




Verify your **mobile number** through OTP

6



Provide your **store name, product & your business address**

7




Enter your tax details, including your **GST & PAN No.**

8




Select the **'Products to sell'** option from the dashboard & click **'Start listing'**

9



Enter your **product name or barcode number** to search for it on the existing catalog of Amazon.in

10



If you can't find your product in the existing catalog, choose **'I'm adding a product not sold on Amazon'** to create a new listing

11




Enter your **product price, MRP, product quantity, condition, & your shipping option**

12



Click **'Save and Finish'** to add the product to your inventory

13



Go to your selling dashboard, add any **remaining details**, & upload your **digital signature**

14






Click on **'Launch your business'**

**Congratulations!
You're now a seller
on Amazon.in.**

TIME TO OPTIMIZE YOUR LISTING

Set up your product page to start selling. You can edit product details from the 'Manage Inventory' section of your Seller Central dashboard.

Why do product details matter?






-  Customers compare different products before making a purchase.
-  Customers look at the product image, video, and specifications to decide if it suits their needs.
-  Providing complete & accurate product details helps them buy your products, generating more sales.

Quick Tip

While creating your product page, think about what customers come looking for. This will help you in putting down the relevant information for customers.



Product image specifications

-  Colored image
-  Features should be clearly visible
-  Height & width should be 1000 pixels or larger to enable zooming
-  Images must not exceed 10,000 pixels on the longest side
-  Accepted formats - JPEG (.jpg), TIFF (.tif), preferred format - JPEG



Successful Registration



Complete Product Page



Successful Launch

Restricted Products

The restricted products category includes items that cannot be sold on Amazon.in.

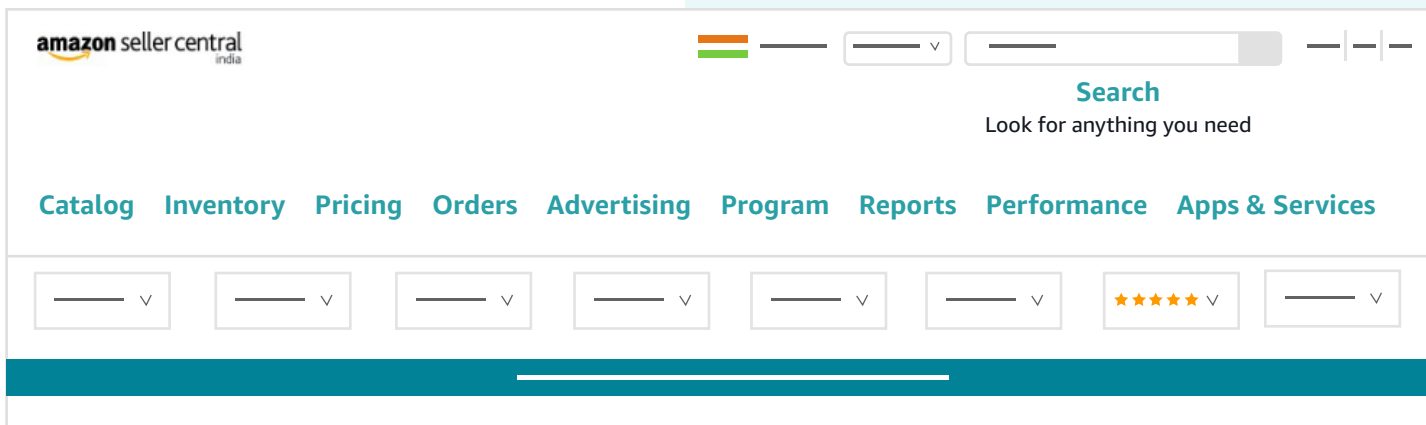
Examples - Animals, weapons, narcotics drugs, etc.

[Click to read](#) more about restricted products.

SELLER CENTRAL – YOUR SELLER PORTAL

What is Seller Central?

Once you register as an Amazon.in seller, you get access to your Seller Central dashboard. This is where you manage your entire business. From adding your first product to finding tools to grow a successful brand, you'll find everything in here to run your business.

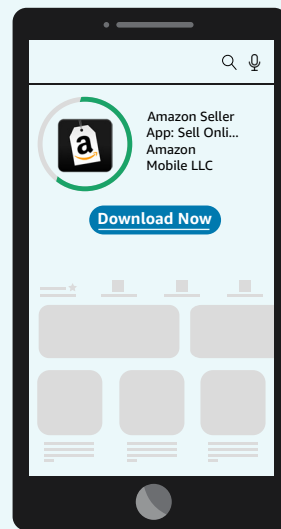
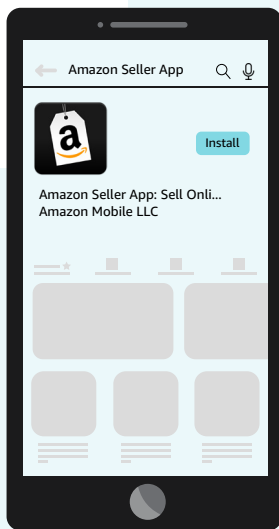


Seller App

You can also have your seller dashboard on-the-go. Download your Seller App on your phone and manage your business anywhere, anytime!

To download the App:

1. Go to the App Store
2. Search for Amazon Seller App
3. Install the App



WHAT'S YOUR ORDER FULFILLING/SHIPPING OPTION?

Fulfilling your orders includes storing inventory, packaging products, shipping, and delivering orders. Amazon.in has 3 different order fulfilling options:

Self Ship

- You will store your products in your warehouse.
- You will pack your products.
- You will deliver your products using your delivery associates or a third-party carrier.



Easy Ship

- You will store your products in your warehouse.
- You will pack your products.
- You will schedule a pickup & an Amazon.in agent will deliver your product to the customer.



FBA

- Amazon.in will store your products at a Fulfillment Center (FC).
- Amazon.in will pack your products.
- Amazon.in will deliver your product to the customer.



How FBA works?



*FC – Fulfillment Center

Benefits of Fulfillment options

FBA	Easy Ship	Self Ship
Offer unlimited free & fast deliveries to customers	Fast and safe delivery of Amazon.in	Complete control on your business
You store your products in Amazon.in's Fulfillment Centers and we take care of the rest – picking, packing, & shipping	Control over your inventory No storage cost	Use your own resources for operations
Customer service & returns managed by Amazon.in	No third-party negotiation hassles	Manage customer service & returns on your own
Eligibility for Prime	Choose your own packaging	

Tip Time

Become a Prime seller with FBA and increase your sales by up to 3X.



WHAT TO DO AFTER MAKING YOUR SALE?

Your first order

Congratulations!
You made your first sale.

The first thing you might expect is your payment. **Your first Amazon.in payment!**
So exciting, right?

Getting your payment

- Payment generated through Automated Clearing House (ACH) or electronic transfer.
- Payment is received within 5-7 business days.
- Get payment reports & summary on the Seller Central.



- ✓ Measure business performance through sales dashboard & reports.
- ✓ Observe your account health - order completion rates, sales, returns, etc.
- ✓ Ensure compliance with Amazon.in policies.
- ✓ Monitor product reviews through feedback manager.
- ✓ Use the voice of the customer to identify any highlighted product issue.

The diagram illustrates the relationship between performance, service, and ranking. At the top, it shows: **Better Performance** = **Better Customer Service** = **Better Seller Ranking**. Below this, a man in a green shirt points towards a digital dashboard. The dashboard features a line graph with an upward-trending orange line. Surrounding the man and dashboard are various icons: a speedometer, a headset, a trophy, a lightbulb, a play button, a speech bubble, a mail icon, and a paper airplane. The background is light blue with scattered dots and arrows, suggesting growth and progress.

Now what? Manage your business

Once you start making sales, you need to monitor your business to observe its performance and implement strategies to improve and grow into a successful brand.

AMAZON PRIME - YOUR BUSINESS'S BEST FRIEND!

What does Prime hold for sellers?

Becoming a Prime seller opens up new growth opportunities for your business that brings various advantages to help boost your business.



Get Prime badge on your products



Offer free & fast deliveries to your customers



More product visibility through your badge



Get a head start during the sale events to increase your sales



Get a chance to be a part of the Prime Day sale every year

Prime Day





- Prime Day is a special sale event dedicated to Amazon Prime members. It's a two-day sale event where Prime members can buy products at huge discounts.
- As a Prime seller, you can participate in the Prime Day sale to give a remarkable push to your business growth.

Did You Know?

Over 10 lakh Prime members shopped from small businesses in the 14-day lead up to Prime Day 2020.

How to become a Prime Seller?

Depending on the mode of your business operation, you can join Prime in either of these 4 ways:

<p>Fulfillment by Amazon FBA</p> 	<p>Local shops on Amazon</p> 
<p>*Seller Fulfilled Prime (SFP) Get your Prime badge for your Easy Ship products through an Invite Only Program.</p> 	<p>*Seller Flex Join the Seller Flex program & get Prime and FBA services to your inventory.</p> 

Did You Know?



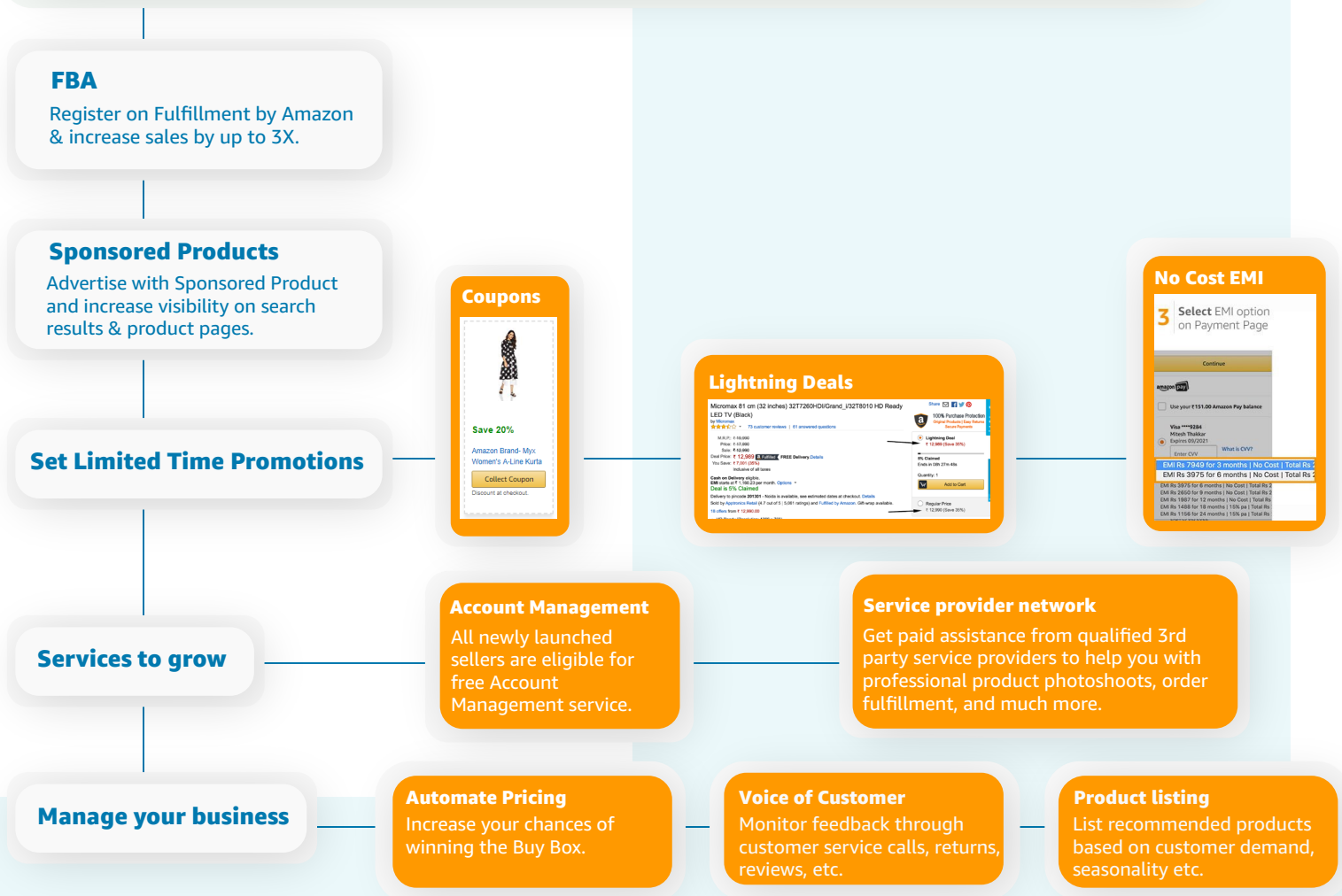
A Prime badge assures the customers of a quality experience - fast delivery, reliable customer support, and returns.

*Invite only programs

GROW YOUR BUSINESS ON AMAZON.IN

Amazon.in is always there to help you grow your business to new heights. As you join Amazon.in, you get access to various tools and services to enjoy numerous growth possibilities with Amazon.in. You also get help at each step to transform from a new seller to a known brand in no time.

Recommendations to help you grow your business on Amazon.in



Did You Know?

Sellers who have used programs/products of Amazon.in have grown their business by up to 10X.

AMAZON STEP PROGRAM

To help you grow at a faster pace and in the right direction, Amazon.in has launched the STEP program. The program is designed for your stepwise growth through performance tracking and recommendations.

How does it work?

It is a performance-based benefits program. Amazon.in provides you with customized and actionable

- recommendations that can help you improve your key customer experience metrics and your growth.

The STEP program has different levels, starting from 'Basic' and goes on to

- 'Standard', 'Advanced', 'Premium' & higher levels, as your performance improves.

- With each new level, you get access to various benefits.

Benefits of STEP



Performance tracking

Track your performance on-the-go to speed up your growth.



Unlock benefits

Get your hands on various benefits like weight handling & lightning deal fee waivers, faster disbursement cycles, priority seller support, free account management & more.



Get recommendations

Personalized and actionable recommendations for your business for continuous improvement and growth.



SOME FREQUENTLY ASKED QUESTIONS (FAQs) BY SELLERS

How to register as an Amazon.in seller?

If you already have an Amazon.in customer account, you can sign in with this Email Id / Phone No. and enter your customer account password to begin selling with the same account.



You can also choose to create a separate seller account with a different email address, phone number & begin registration. Visit [Amazon.in/sell](https://www.amazon.in/sell) to register.

How do I manage orders & returns?

Go to 'Manage Order' on the Seller Central page. Track all your shipments status, shipping service, payment mode here & keep yourself updated to avoid any mismanagement.



To manage returns, go to 'Return Reports' under the Reports section. Track your return shipments and refunds. Or you can join FBA for a hassle-free experience.



How do I make products more visible?

You can get more visibility to your products by:

1. Using relevant keywords - Include keywords in your product title that people type in while searching to get on their top search list.
2. Advertising - Activate Sponsored Product ads to make your product appear at multiple places.



How do I make sure my customers don't buy a fake or counterfeit product?

Amazon.in has initiated a Transparency Program to identify fake products. All you need to do is register in the program and get Transparency codes for your products.



What is the Buy Box?

Buy Box is the box on the right side of an Amazon.in product, from where a customer can buy or add it to their cart. Since there can be multiple sellers selling the same product category, the Buy Box goes to one seller only, for which they need to compete on certain parameters and win.



AT AMAZON.IN, HELP IS JUST A CLICK AWAY!



Get Support

If you are stuck somewhere during the registration process, you can seek help from [Amazon.in's quick guide](#).

Just choose your issue from the list and get a detailed answer to speed up your launch process.



Support on Facebook

To get more help on selling on Amazon.in, join [Amazon India Sellers](#), a Facebook group for sellers on Amazon.in to share information, tips, experiences, and best practices with each other. It notifies you about new products and services to help grow your business.



Seller University

Learn A to Z of Amazon.in selling on the [Seller University](#). Find everything you need in detail through the online and offline classes. Attend your classes in your regional languages and record your sessions to catch up later.



Service provider network (SPN)

To offer more expert help for your business, Amazon.in has established a [network of third-party service providers](#).

It's a paid assistance service with over 800 service providers to help you with professional product photoshoots, order fulfillment, and much more.

BEST PRACTICES TO SELL ON AMAZON.IN

Becoming a great seller means knowing your marketplace inside out. Make sure you do not miss out on any important information that can make your business successful.

Here's a checklist to keep in mind as you step into the Amazon.in selling world.

- ✔ Great customer service is the most important part.
- ✔ Check your Seller Central account health timely.
- ✔ Join FBA to enjoy premium services for your business & offer a rich customer experience.
- ✔ Use advertising tools to improve your brand presence.
- ✔ Expand to other product categories to maximize your profits.
- ✔ Take advantage of sale events with attractive pricing & offers to increase sales.
- ✔ Use the Automate Pricing tool to set a competitive price & increase the chances of winning Buy Box.
- ✔ Always, always listen to what customers say about your product.

Digital Starter Kit

Make a perfect start to your selling journey with Amazon.in's [Digital Starter Kit](#).

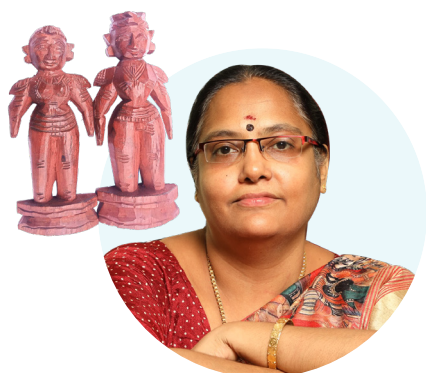
The Kit is a complete package of all the services and support you may need for your business.



- **Launch**
- **Scale**
- **Grow**

We hope this guide helps you in starting your Amazon.in business. For any detailed information, visit [amazon.in/sell](https://www.amazon.in/sell).

MEET OUR SELLERS



Living in a small town did not stop me from achieving my dreams. I became the first Amazon.in seller from Periyakulam, Tamil Nadu. I just create the shipment, load my goods on to a lorry, and send my employee to deliver it. If I were to only sell offline, buyers would come only from in and around Periyakulam. But because I sell online, I get buyers from even Kashmir to buy my goods. Today I get at least 1500 orders per month and I am satisfied with that.

- Rani Ravindran Silks, Kar - Wooden Toys

Looking at the diminishing demands in the local art and craft, I decided to uplift the life of handicraft artisans in Odisha. While still holding my full-time job in Noida, I set up an online store on Amazon.in. I understand from my experience and knowledge that Amazon.in is the best e-commerce website in the world. Amazon.in also gives better margins compared to other e-commerce websites. I can bring better revenue, better margin, and better profits to my artists and organization.

- Biswajit Swain & Co. Haastika - Handicrafts



Start your seller journey

Join our family of 6 lakh+ businesses who sell on Amazon.in.

Start Selling

It takes only 15 minutes to set up your account



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