

Sell on **amazon**

A BEGINNER'S GUIDE



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
- 12 lakh+ businesses, big and small, from 17,000 pincodes in India sell on Amazon.in
- Delivery to 100% of India's serviceable pincodes



Why should you sell on Amazon.in?

- Crores of customers on Amazon.in
- Expand globally to 200+ countries
- Transparent pricing and secure, regular payments
- Tools & services to grow your business



Did You Know?

More than 18,000 sellers have become crorepatis by selling on Amazon.in. Out of these, 5,100 sellers became crorepatis in 2022

BEFORE YOU GET STARTED

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

Checklist to get started

- ✓ Email ID
- ✓ Active Mobile Number
- ✓ GST or PAN Number
- ✓ Active Bank Account

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](#).





Everything you need to know about GST to Sell on Amazon - [Refer to this GST guide](#)

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 + Weight Handling Fee + Other Fees +

- **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:** Closing Fee is charged every time your product is sold on Amazon based on the price range of the product.
- **Weight Handling Fee:** Fee incurred for delivering your order through any channel.
- **Other Fees:** Fee consists of Pick & Pack fee, Storage fee and Removal fee and varies with product type, shipping speed and floor space usage.

	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
 Weight Handling Fee	Amazon will deliver your products to the customer and charge you a fee	Cost you will incur for shipping your order through a 3rd party carrier of your choice	Amazon will deliver your products to the customer and charge you a fee
 Other Fees	-	-	Pick, pack, storage & removal fees



Want to know your selling cost?

Learn how to calculate your selling fee by referring this [page](#)

HOW TO REGISTER & LAUNCH YOUR BUSINESS



Go to amazon.in/sell



Click on **Start Selling**



Either you can sign in or Choose **'Create a new account on Amazon.in'**



Enter your **'GST number'**



Verify your **'GST number through mobile OTP'**



Choose your **'Amazon store name'**



Choose your **'Pick up address'**



Choose your **'Shipping method and shipping fee preferences'**



Add your **'Bank account details'**



Add **'Default tax rate'**



Click on **'Add your products to start listing'**



Once listing is done, **'Your store is live on Amazon.in'**

[See step-by-step guide](#)

TIME TO OPTIMIZE YOUR LISTING

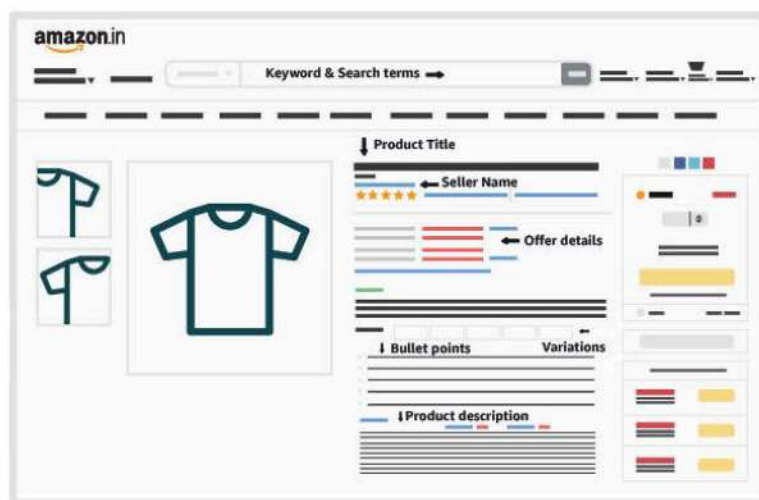
Set up your product page to start selling. You can edit product details from the 'Manage Inventory' section of your Seller Central dashboard.

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.

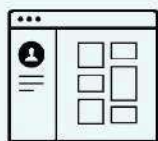


Product image specifications

-  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.

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.

Offers for Sellers

Sell on Amazon with limited period **launch offers** for sellers.



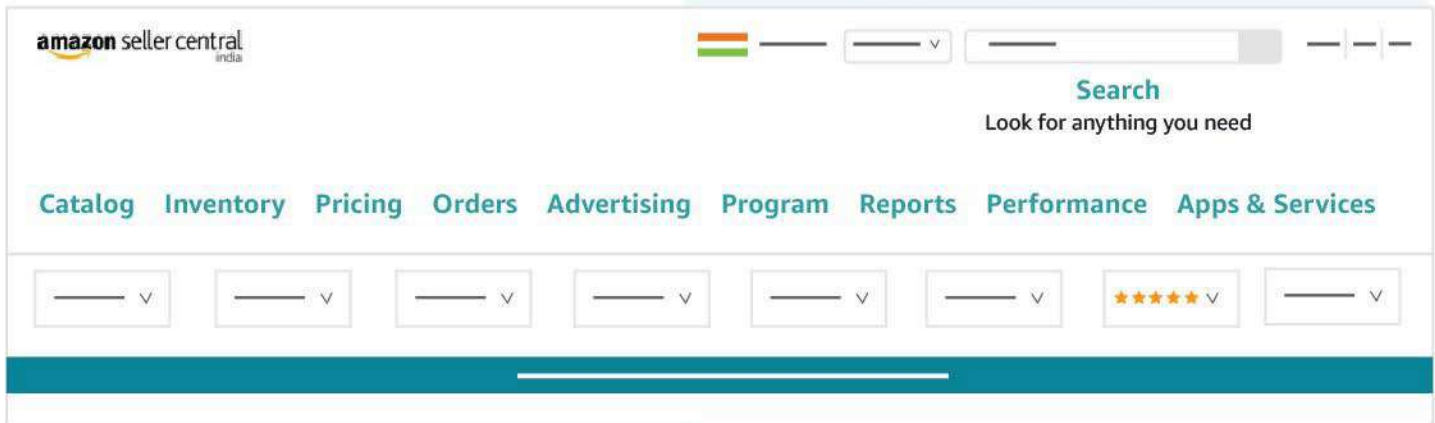
- **Launch**
- **Scale**
- **Grow**

We hope this guide helps you in starting your Amazon.in business. For any detailed information, visit amazon.in/sell.

SELLER CENTRAL – YOUR SELLER PORTAL

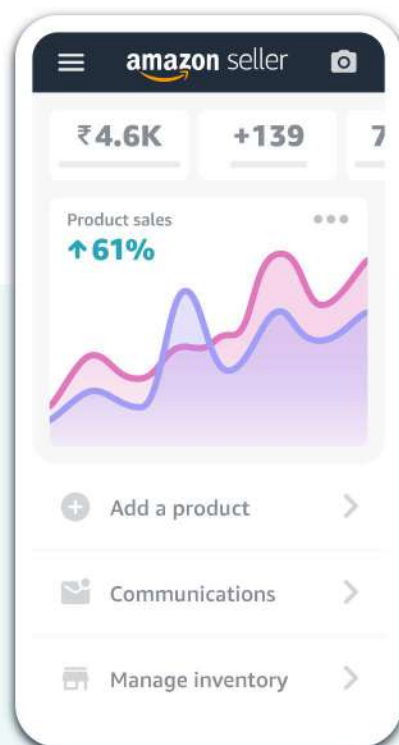
What is Seller Central?

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!



[Click to download Seller 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.



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.



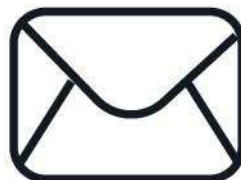
AT AMAZON.IN, HELP IS JUST A CLICK AWAY!



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.

MEET OUR SELLERS



Since the time I started selling 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

To uplift Odisha's handicraft artisans, I set up an online store on Amazon.in while working full-time. Its global prominence and higher margins compared to other selling e-commerce site helped the artisans and my organization to get better profits.

- Biswajit Swain & Co. Haastika - Handicrafts



Start your seller journey

Join our family of 12 lakh+ businesses who sell on Amazon.in.

[Start Selling](#)

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