

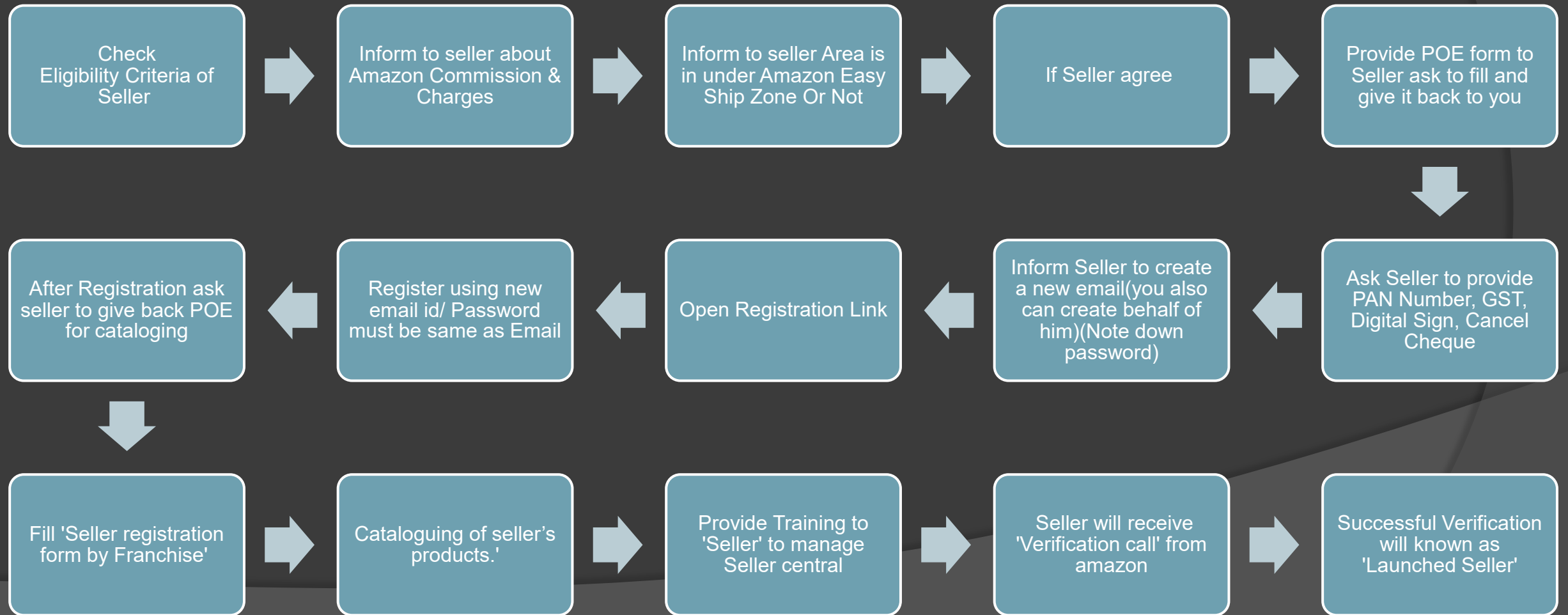
Registration, Cataloging, Go Live!



SELLERS ONBOARDING PROCESS

Nature of Job	:	Amazon Seller listing
Work type	:	Merchant registration
Data	:	Provided
Eligibility	:	Company or firm or Individual
Duration	:	11 Months Contract
Total Working days	:	25 Working days per month
Work Flow	:	2 per day per person
Minimum no. of slot	:	5 or 10
Rate per Listing	:	Up-To 7,500 Per Merchant
Data Transfer	:	Client Server/FTP (Monthly Basis)
Billing Cycle	:	Each of 16th date of every month
Signup	:	Onsite/online
Data Charges for 5-10 seats	:	Applicable

Algorithm of Onboarding on amazon.in



Payout Slab

Core Payout

SKUs at launch	Payout per seller
1-14	INR 0
15-49	INR 2500/-
>= 50	INR 3500/-

Criteria

- You will be eligible for 1 of the 3 slabs for every seller launch. For SKU count calculation, we will not consider combo pack and bundle offers.
- Per seller in case seller is launched with $\geq 70\%$ of selection in the preferred categories
 - Watches, Shoes & Handbags, Beauty, Sports & Outdoor, Luggage and Toys & Games
 - will be made in case the seller is launched in any of the following categories (No Payout categories)
 - Clothing & Accessories, Office supplies, Home improvement, Garden & Outdoor or BISS (Business, Industrial & Scientific supplies)
- Category list in the above 2 criteria will change regularly and will be communicated in advance.

Order Fulfillment Payout

Payout component	Parameter	Payout per seller for each criterion met	
		ATES SCR $\geq 10\%$	ATES SCR $< 10\%$ *
Order Fulfillment	≥ 1 order shipped in 30 days	0	1,000
	≥ 3 orders shipped in 30 days		1,000

$$\text{ES Portfolio SCR\%} = \frac{\text{Total orders cancelled by all sellers launched in the previous month}}{\text{Total number of orders received by all sellers launched in the previous month}}$$

* Limited period offer - For Nov & Dec 2017 you can earn INR 500 per seller with ≥ 1 order shipped in 30 days of launch if ATES portfolio SCR is between 10% - 25%

The Order fulfillment payout will be paid at a 1 month lag (Launch +1 Month)

Penalty

Criterion	Claw back
100% SCR for seller cancelling ≥ 2 Orders	100% of eligible payout for the seller
Inactive Sellers due to seller suspension, staging, vacation, blocked listings	100% of eligible payout for the seller
Sellers not logging in Seller Central / Mobile app at least once within 30 days	100% of eligible payout for the seller
Non - Compliant Launch – Fake Launch / seller not aware of launch / Launched with dummy listings / incorrect ASIN-category mapping	200% of eligible payout for the seller

- In case of Non-compliant launches, penalty will be applicable for all cases and the ATES will be suspended on the 3rd such instance.
- The penalty will be deducted in the same month (if the seller is inactive at the time of billing cycle) or Launch +1 month.

How to earn INR 7500 per seller?

What to do?	What you earn?
Launch sellers with ≥ 50 SKUs	INR 3500
Launch sellers in preferred categories	INR 1000
Ensure seller fulfills his First order	INR 500*
Ensure at least 1 order fulfillment for every seller launched & your portfolio SCR $\leq 10\%$	INR 1000
For every seller who fulfills ≥ 3 orders	INR 1000
Launch sellers from 5 states – HR, TN, GJ, TS, WB	INR 500*
Total	INR 7500

Business Category

- ① Unique (Branded, Some Non-Branded)
- ① Overlapping (Fresh Product or New Product or Non Branded)

Requirements for Franchise

- Minimum FE: 5 or 10 (Must have good Knowledge of amazon)
- Laptop/Tab : 5 or 10
- Internet Connectivity: Min 2 Mbps
- Printer: 1

FAQ

1. Where do I check Amazon Pricing or commission?

A: You can check easily on provided link.

2. What is POE?

A: POE mainly known as Point of Engagement. It is a form which seller need to fill to list his product on amazon.in

3. What happen if I register seller from direct amazon link?

A: Franchise will not paid for the launch if registration completed using any another link instead of provided registration link

4. Who will pay for photography?

A: It is depend upon Franchise whether they are asking payment from seller or not. Most of the case seller will provide the cost of photography

5. How many days will take to go Live for Seller?

A: Unique: 07 BD & Overlapping: 03 BD

Thank You

