INTERIOR CHOWK

Welcome to Seller's Chowk

SELLER'S GUIDE

#MeridukaanMerikamai

If you've come across this guide, it's likely that you're interested in becoming a seller on **InteriorChowk**. This comprehensive guide aims to assist you in launching your online business on the **InteriorChowk** platform.

Why sell on InteriorChowk ?

Selling at 0% Commission*
Sell your products with the added benefit of a 0% commission.

Zero waiting for payments
Receive your payment instantly once we have received it from our payment gateway.

One stop solution
InteriorChowk is not just an app; it's a platform where a multitude of architects, interior designers, and contractors actively recommend your products to their customers.

Quick support
Our committed Seller Support team is here to address all your queries and concerns.

Buisness **Management**

Dedicated Personnel to assist Your Business on InteriorChowk who will help you on Account creation, product listing, Shipping, accounts related query etc.

Seamless User **Interface**

InteriorChowk Seller Panel, Designed with the seller's needs in mind, our platform offers an intuitive and effortlessly navigable interface.

INTERIOR CHOWK

Expand Sales Nationally

We currently offer shipping services nationwide within PAN India, covering 24,000+ PIN codes, and collaborate with 25+ reliable courier partners.
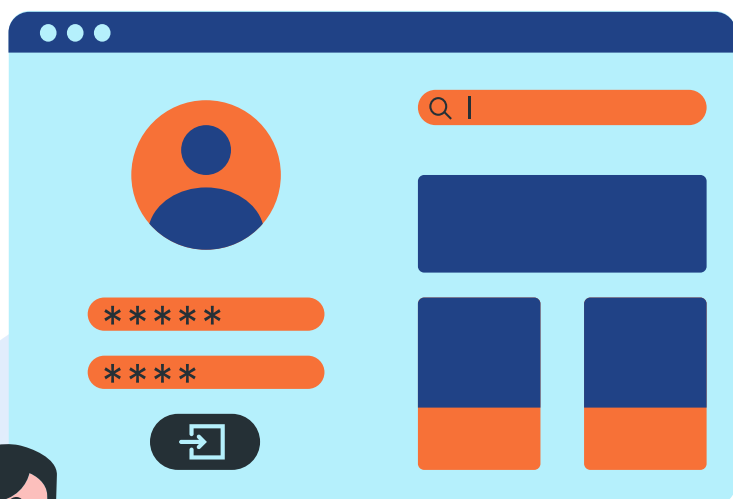
Free branding & promotion*

InteriorChowk is committed to supporting your growth journey, and our free branding and promotion services aim to boost your presence in the competitive market.

BEFORE YOU START

Before you begin the selling journey, it's essential to ensure that you have all your details and documents readily available.

- ☑ **Valid Email ID**
- ☑ **Active Mobile Number**
- ☑ **GST Number**
- ☑ **PAN**
- ☑ **Active Bank Account**

And there you have it – finalize this checklist to initiate your registration process.

OUR SELLING PROCESS

INTERIOR CHOWK

Register your business
Add your personal and business details including GST/PAN and active bank account.

Product listing
List your products by providing complete details including Brand, price, features etc.

Order and shipping
Get order from customer and shipped timely.

How to register your business.

STEP 1. **Go to https://interiorchowk.com/seller'schowk**
and click on **"Start selling now"**.

STEP 2. **Fill the following personal information.**

- Your full name

- Valid E-mail address
(This will be consider as your user ID)

- Active mobile number
(Ensure that given mobile no. is active for OTP verification)

- Create password
(Use a password that is at least 8 characters long. Include a mix of
alphabets, numbers & special characters such as !, @, #, $, %, ^, &).

- Click on **NEXT** tab to fill business information.

STEP 3. **Fill the following business information.**

- Your business name
(As per GST cetificate and same will be used for invoicing)

- Enter your pick-up address.
(Where our delivery partner will pick up your product for shipping)

- Enter GSTIN

- Enter PAN

- Enter Bank details
(Account holder name must match with the GSTIN certificate)

STEP 4. **Upload documents**

- GSTIN Certificate

- PAN

- Copy of cheque
  (Cheque details must match with the bank information you've entered in business information.)

- Click on **PREVIEW** tab to check the entered information.

- Click on **SUBMIT** tab and start business with us.

Note : Upload documents in a commonly accepted format, such as PDF, PNG, or JPG.

Steps to List Your Products

STEP 1. Go to **https://interiorchowk.com/site/seller-chowkogin**

STEP 2. Enter your login credentials.
(Your user ID is your registered Email ID)

After **successfully logging** in, you will be entered into the **InteriorChowk seller panel**.

STEP 3. Go to **Main menu ➤ My store ➤** Complete your profile

STEP 4. Navigate to Seller Dashboard **➤ Products ➤ Add new products**

STEP 5. Enter the following details

- Enter the product title & Description.

(Product **title** may contains product name, type, brand, size, colour, special feature. And **description** contains about product detail , quality, features, specifications, about manufacturer and warranty)
Example of title :- ABC Furniture store H Queen Size Bed with Box Storage and 2 Side Stand Box for Bedroom || Blue white || 78x60 inches.

- Enter HSN code, Return days, Category, Sub. Category, Sub sub Category, SKU code, Brand, Unit.

(If you are selling a Double bed and you can accept your return within 7 days)
Example:- HSN code is 9403, Return days-7, Category - Furniture, Sub category - Bed, Sub sub category - Double bed, SKU- 12345, Brand -ABC, Unit- Peice.

- Create product variations like colours, types, sizes etc.

Example:- Colour- Brown white, Blue white, Green white, Type- King, Queen, Size- 72x72, 78x72, 60x72 inches.

- Enter Product price & stock like MRP, Tax, Discount, Minimum quantity etc.
- Enter product dimensions and weight.
- Create Product Tags, SEO keywords.

  Example:- bedroom furniture, Upholstered Bed, Queen Bed, king bed, Stylish Bed, double bed, wooden bed.

- Upload Images and enter youtube link

  (Upload high-resolution product images from different angles, including close-ups for intricate details. Ensure accurate representation of colors and textures)

STEP 6. Click on **Submit** to send your listing to the admin for review.

Order and shipping process

STEP 1. https://interiorchowk.com/seller/auth/seller-login

STEP 2. Enter your login credentials.
(Your user ID is your registered Email ID)

STEP 3. Go to **Orders** to check the orders placed by customers.

STEP 4. Order preparing for shipment.
(Sellers prepare the ordered items for shipping, ensuring proper packaging to prevent damage during transit)

STEP 5. Check Pick-up schedule.
Go to **Orders** and select the specific order to check its pick-up date.
(Ensure that your shipment will be ready at the scheduled pick-up time)

STEP 6. Download shipping label.
Go to order details and click on **download lable**
(Sellers download shipping labels and affix them to the parcel. Sellers ensure that the labels are visible, containing accurate customer addresses and other necessary information)

STEP 7. Dispatch
(On the scheduled date, our delivery partner will arrive at your designated pick-up address to collect your parcel for delivery)

STEP 8. Go to **Orders** and select the specific order then click on **Track order** to monitor the progress of your order.

SELLER'S
EARNING
AND THEIR
CALCULATIONS

InteriorChowk adopts a seller-friendly fee and commission structure, ensuring fairness and accessibility. Sellers benefit from a competitive fee structure, with charges calculated as a percentage of the transaction value, and a standard commission applied to each sale. InteriorChowk is committed to maintaining a balanced and mutually beneficial relationship with its sellers.

FEES

Platform Fee : The platform fee is a strategic component of the InteriorChowk platform aimed at elevating the experience for both customers and sellers. This fee is instrumental in fostering product innovations, enhancing the overall platform infrastructure, and generating new avenues for growth for our sellers.

Rate : **Fixed 2.5% plus applicable Taxes**
Applicable on : Product listed MRP on app incl GST

Payment Gateway Fee : A payment gateway fee is a charge imposed on transactions processed through a payment gateway, which is a technology that facilitates the secure transfer of funds between a customer's bank account and the merchant's account during online transactions.

Rate   : Fixed 2.10% plus applicable Taxes
Applicable on : Net transaction value

COMMISSION

InteriorChowk use category-based commission structures to reflect the varying costs, complexities, and market demand associated with different types of products. For example, high-margin or high-demand categories might have higher commission rates, while lower-margin or less popular categories may have lower rates.

Rate   : Variable 0% – 29% plus applicable Taxes
Applicable on : Product listed MRP on app incl GST.

EARNING
CALCULATIONS

Example : Customer buy a LED clip lights which cost is Rs.90. Breakup of the order is given below. And applicable **commission rate is 8% on Lighting products.**

Customer billing calculation

Particulars	Amount in Rs.
Base value / Product listed MRP on app incl GST	90.00
Add : Shipping charges incl. GST	60.18
Net order value / Payable Amount/ Transaction value	**150.18**

A. Platform Fee
= Product listed MRP on app incl GST x 2.5%
= Rs.90 x 2.5%
= **Rs.2.25/-**

B. Payment Gateway Fee
= Transaction value x 2.10%
= Rs.150.18 X 2.10%
= **Rs.3.15/-**

C. Commission

= Product listed MRP on app incl GST x 8%

= Rs.90 x 8%

= **Rs.7.20/-**

Total Fee & Comm. Amount

= A + B + C

= Rs.2.25 + Rs.3.15 + Rs.7.20

= **Rs.12.60/-**

Seller earning calculation

Particulars	Amount in Rs.
Transaction value	150.18
Less : Total Fees and Commission (A+B+C)	-12.60
Less : Shipping Charges	-60.18
Less : GST @ 18% on Fee and comm. (Rs.12.60 x 18%)	-2.27
Net Earning / Receivable to Seller	**75.13**

Hooray!

Your onboarding process
is now finished.

Start Selling **Now**

INTERIOR CHOWK

Stay Connected: Follow Us for the Latest Updates!

Get Help Here: **support@interiorchowk.com**

9953 680 690