E-commerce Seller Readiness Checklist

Everything an Indian business needs before listing on Amazon, Flipkart, Meesho or ONDC.

BUSINESS IDENTITY

- [ ] PAN card (yours or your business's). The name must match your bank account and GST records exactly.
- [ ] Aadhaar linked to a working mobile number, for e-KYC and OTP verification.
- [ ] GSTIN, or a GST enrolment ID if you will only sell within your own state.
- [ ] Proof of address for the place orders will be picked up from.

BANK AND PAYMENTS

- [ ] A bank account in the same name as your PAN and GST.
- [ ] A cancelled cheque or recent bank statement for verification.
- [ ] Net banking or UPI access to pay for ads and receive marketplace payouts.

PRODUCT COMPLIANCE

- [ ] An HSN code and GST rate for every product you plan to sell.
- [ ] FSSAI registration or licence if you sell food, drinks or supplements.
- [ ] MRP, net quantity, manufacturer or packer details, customer-care contact and country of origin printed on packaging and shown on the listing (Legal Metrology).
- [ ] BIS certification if your category is covered by a Quality Control Order, such as toys and some electronics.
- [ ] A trademark registration or application if you want brand-protection tools such as Amazon Brand Registry.

CATALOG

- [ ] Clear product photos on a plain white background, at least 1000 px on the longest side, plus lifestyle and detail shots.
- [ ] Packaged weight and dimensions for every product (they decide your shipping fees).
- [ ] Variants (size, colour, flavour, pack size) with a unique SKU code for each.
- [ ] A list of the words buyers type when they search for your product.

OPERATIONS

- [ ] A pickup address, packaging material and a daily dispatch routine.
- [ ] Stock you can commit to without overselling.
- [ ] Someone who checks orders, returns and buyer messages every day.
- [ ] A return and refund approach you are comfortable with for each platform.

GST and product-compliance rules change and depend on your business. Confirm registrations with your CA before you apply.

Want it done for you? Book a free consultation and we'll check your documents and set up your seller accounts.
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