



# Merchant Onboarding

# WHY SHOPCLUES ?

## Exclusive ShopClues Offers



### Free Sign up

- Zero registration fee
- Pay only when you make a sale



### Branded Microsite

- Own an online storefront
- Showcase your merchant ratings & reviews



### Secured Payment cycle

- Easy & hassle-free payments
- Weekly payments



### Fulfilment & Packaging services

- We pick, pack & ship for you
- 3 convenient Fulfillment modes



### Wholesale Marketplace

- Sell in bulk at wholesale prices
- Grow your business multifold



### ShopClues University

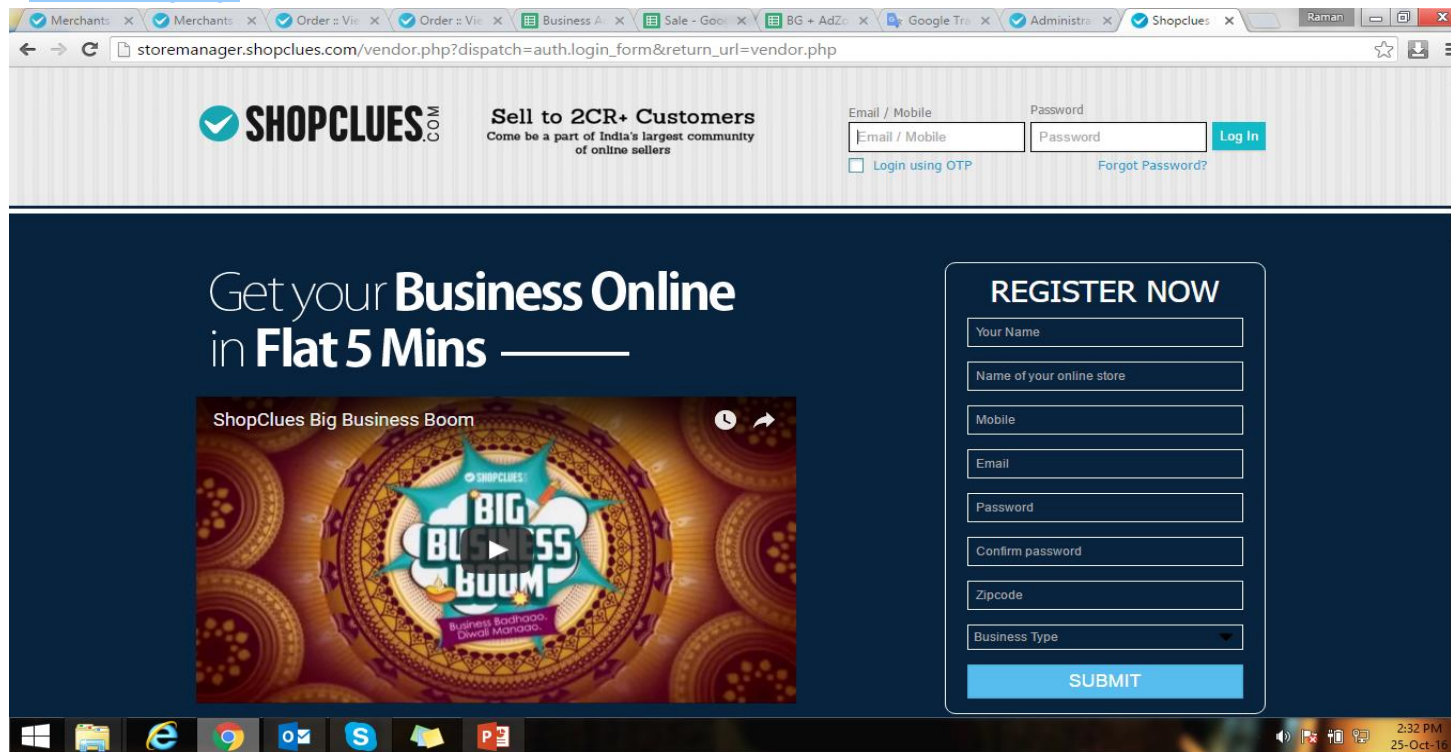
- Learn A-Z of online selling
- Admission open 24x7

# ShopClues Registration

## Simple Steps to Build Your Business on ShopClues

Register by clicking Sell with Us on [www.Shopclues.com](http://www.Shopclues.com) or using URL below

[http://storemanager.shopclues.com/vendor.php?dispatch=auth.login\\_form&return\\_url=vendor.php](http://storemanager.shopclues.com/vendor.php?dispatch=auth.login_form&return_url=vendor.php)



ShopClues Big Business Boom

Get your **Business Online** in **Flat 5 Mins**

**REGISTER NOW**

Your Name

Name of your online store

Mobile

Email

Password

Confirm password

Zipcode

Business Type

**SUBMIT**

- Your Name
- Your Company Name
- Mobile No
- Your email address
- Password
- Confirm Password
- Category you want to sell in
- Click on Submit after filling above details

## Sign up Process

- You will receive below message on screen on successful signup

**Information** Thanks for signing-up with ShopClues.com as a merchant. You will receive user name and password for Store Manager in next 2 minutes. In case you do not see an email from ShopClues in your mailbox, please check the junk folder. Also, add/save users@shopclues.com email ID in your mailbox to avoid ShopClues emails landing in junk folder. [Log In](#)

- You will receive a mail mentioning your registered username and password

Username : [sweta.agarwal@gmail.com](mailto:sweta.agarwal@gmail.com)

Password : shopclues

Sign in using this username and password

# ShopClues *Registration – Three Step Process*

Getting Started

Get Started

Request Store Approval

3 simple steps below to launch your online store & start selling

## Step 1: Store Setup

Seller Information  
Bank Details  
Service Fee Agreement

## Step 2: Upload Products

Upload Product Catalog  
0 Product Uploaded

Minimum of 2 Active products are required to request store approval. You can upload all of your products first and then request store approval too (recommended).

Not yet eligible to Request Approval

## Step 3: Store Approval

Store Verification  
Payment Verification  
Fee Agreement Verification

Store Status Pending

*1: Store Setup*

*2: Upload Products*

*3: Store Verification*

For any Assistance:

New Registration: 1860-500-6000

Technical Support: 01244669777

[shopclues.com/sellersupport](https://shopclues.com/sellersupport)

# Start Your Business on ShopClues

## *Step 1: Store Setup*

### *Seller Information*

- ✓ *Basic Information – Name & Contact*
- ✓ *Order Pick-up Address*
- ✓ *Store Timings*

### *Bank Details*

- ✓ *KYC – PAN details and Financials*
- ✓ *Bank Account Details*

### *Service Fee Agreement*

- ✓ *Selling Service Fee*
- ✓ *Fulfillment Service Fee*

# Seller Information

1 Seller Information

2 Bank Details

3 Service Fee Agreement

## Basic Information

Enter information about your Company and your Contact person's information.

Name of your online store: \*

Company Legal Name: \*

Please enter registered business name of your company,  
ShopClues invoices will be made on this name.

Contact Person Name: \*

Phone: \* +91  

Order Related Email: \*

Newsletter and Announcements Email: \*

☐ Same as above

Mobile Number and Email Address will  
be verified by the OTP

Fill your basic information like

- Online store name
- Company's legal name
- Name of contact person
- Contact number
- E-mail address

# Seller Information

1 Seller Information

2 Bank Details

3 Service Fee Agreement

## Order Pickup Location

Please provide address and contact person information from where ShopClues or its courier partners will pick-up items sold by you at ShopClues.com.

Pickup / Dispatch \*  
Address1:

Pickup / Dispatch  
Address2:

City: \*

State: \*

- Select state - ▼

PIN Code: \*

Provide Order dispatch address in order pickup section



# Seller Information

1 Seller Information

2 Bank Details

3 Service Fee Agreement



Click here if Registered Address is different from Order Pickup/Dispatch Location Address

## Registered Address

Please provide your office address for all official communication.

Address:

City:

State:

Zip/postal code:

## Your Store Timings

Working Days:

- ☒ Monday
- ☒ Tuesday
- ☒ Wednesday
- ☒ Thursday
- ☒ Friday
- ☒ Saturday
- ☐ Sunday

From Time:

To Time:

Save

Save & Go To Next Step

or [Back](#)

If your office address is different from order dispatch address click at check box and fill required information.

Fill the store timing (ideally for successful online business you should be operating all seven days of the week)

Click on Save & Go to Next step to proceed further with registration process

# Bank Details

1 Seller Information

2 Bank Details

3 Service Fee Agreement

## KYC For Merchant

PAN Number: \*

Name on PAN: \*

Date Of Birth on  
PAN(yyyy-mm-dd) (?): \*

Enter your Annual  
Turnover: \*

What best describes  
you: \*

Type of Business Entity: \*

## Banking Information

Account Holder's Name  
(?): \*

Account Number (?): \*

Re-enter Account  
Number (?): \*

Account Type: \*

IFSC Code: \*

[I don't have my IFSC code](#)

Select Bank (?): \*

State (?): \*

City (?): \*

Branch (?): \*

Fill your PAN card details  
under KYC for merchants

Fill your Bank details under  
Banking Information

## Bank Details

1 Seller Information 2 Bank Details 3 Service Fee Agreement

Please ensure that you fill-in correct information in the form. By clicking in the space provided you are giving an under-taking for the correctness of information



I hereby agree that the banking information provided to ShopClues is correct.

In case of discrepancy raised due to my banking information, ShopClues shall not be liable.

Save

Save & Go To Next Step

or [Back](#)

# Service Fee Agreement

1 Seller Information → 2 Bank Details → 3 Service Fee Agreement

Currently for your online store at ShopClues, we are not charging any one-time set-up fee and no monthly recurring fee or store rental charge for items sold at ShopClues.com. We charge a fulfillment fee per package delivered by us to customer on your behalf.

## Selling Service Fee by Category

The Selling Service Fee is charged on a successful sale of an item and there are different rates for different category. The standard service tax is added on top of the Selling Service Fee

<input type="checkbox"/>	Name	Selling Fee Rate
<input type="checkbox"/>	Auto Accessories	12.00%
<input type="checkbox"/>	Beauty	15.00%
<input type="checkbox"/>	Books	15.00%
<input type="checkbox"/>	Cameras	6.00%
<input type="checkbox"/>	Clothing	15.00%

### Selling service fee

- Select category you wish to sell and note their corresponding selling fee rate under selling service fee by category

# Service Fee Agreement

1 Seller Information

2 Bank Details

3 Service Fee Agreement

## Fulfillment Service Fees

ShopClues offers fulfillment services to merchants (delivery). For every package handled by ShopClues, we charge Fulfillment Service Fee from the merchant based on the below mentioned rate table, plus standard service tax.

For SCVP Merchant an additional Packaging Service Fee will be charges as follows:

**Regular items** : Rs. 29 per item (not per order) for most of the items sold at ShopClues.com

**Very small items** :Rs. 7 per item (not per order) for small items (under 35 grams and under 3 cubic inch e.g. SD Card or pen drive) Special handling items :You will pay on actuals for special handling items such as wooden crate for LCD/LED TV or large home appliances or special packing for glass and other breakable items. For special handling you will be charged on actual cost basis.

**Additional charges for Reverse Pick-up service:** You agree to pay additional charges Rs.50 per pick up for orders that require reverse pick up from customer's location besides regular charges for both forward and reverse fulfillment of an order as per rate table.

Package Weight	Fee For Prepaid Orders	Fee For COD Orders
0.0 Kg - 0.5 Kg	Rs. 55	Rs. 55
0.5 Kg - 1.0 Kg	Rs. 110	Rs. 110
1.0 Kg - 1.5 Kg	Rs. 165	Rs. 165
1.5 Kg - 2.0 Kg	Rs. 220	Rs. 220
2.0 Kg - 2.5 Kg	Rs. 275	Rs. 275

In case you want to avail Fulfilment service, understand fees for products of different size and type

# Service Fee Agreement

1 Seller Information

2 Bank Details

3 Service Fee Agreement

## MOU Agreement

### Memorandum of Understanding

This Memorandum of Understanding (**MOU**) is made by and between:

Clues Network Private Limited, a private limited company incorporated under the laws of India having its corporate and registered office at Clues Network Pvt. Ltd, Building No. 112, Sector 44, Gurgaon, 122 001, Haryana, India owning and operating **ShopClues.com**(hereinafter referred to as the **ShopClues**)

**AND**

The person (sole proprietor/company/partnership firm/limited liability partnership firm) who is accepting the terms and conditions of this MOU either himself or through a duly authorised signatory and who is legally allowed to do business in India (hereinafter referred to as the "**the Merchant**")

ShopClues and the Merchant are hereinafter individually referred to as **Party** and collectively as the **Parties**.

#### WHEREAS

Please accept the agreement by clicking on the checkbox below. The Save & Next Button will get active once you accept the terms.

☐

By clicking this checkbox, **I agree** with ShopClues [Policy & Rules](#), [User Agreement](#), [Privacy Policy](#), and MOU agreement above.

Name: \*

sss

Please Enter your Full Name (e.g., Anil Kumar Singh)

Name of your  
online store: \*

sssaaaaa

Save

Save & Go To Next Step

or [Back](#)

- Click on checkbox, by this you agree to ShopClues policies
- Enter your name and your Store name

# Start Your Business on ShopClues

## Step 2 – Upload Products

### Step 1: Store Setup

Seller Information  
Bank Details  
Service Fee Agreement

### Step 2: Upload Products

Upload Product Catalog  
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Store Status Pending

## Upload Products

Minimum 2 products are required to be uploaded for activating store  
There is no maximum number.

Note- Each product image should not be more than 2MB

# Start Your Business on ShopClues

## Step 2 – Upload Products

You can use any one procedure depending upon your requirement



- Note : Click on view product upload buyer guide for additional information on product upload or see videos by clicking below URLs

<https://www.youtube.com/watch?v=JQgexYnR6Ug>

<https://www.youtube.com/watch?v=u0AMnOUdGMw>

<https://www.youtube.com/watch?v=JLigxbZHyfc>

After uploading the products  
Request for Store Approval



# Start Your Business on ShopClues

## STEP 3 – Store Approval

**Getting Started** [Get Started](#) [Request Store Approval](#)

**3 simple steps below to launch your online store & start selling**

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**Step 3: Store Approval**

[Store Verification](#)  
[Payment Verification](#)  
[Fee Agreement Verification](#)

Store Status Pending

### Three step verification process done by ShopClues

- ✓ Store Verification
- ✓ Payment Verification
- ✓ Fee Agreement Verification

On Confirmation Store will be Active

THANK YOU