

Fulfillment Guide

ShopClues.com is India's first and the largest managed marketplace. That means, we provide fulfillment services to our merchants so that they can focus on growing their online business at ShopClues vs. getting distracted by fulfillment challenges such as packing, dealing with courier companies, billings, payments, and SLA tracking etc.

ShopClues provides world-class fulfillment services to all its merchants. We have world-class technology, system and process but also power of combined scale and scope so that merchants can see cost benefits.

ShopClues.com offers three variations of fulfillment services. Once you become a merchant at ShopClues, your store will be assigned to one of the three fulfillment variations based on your location of operations/warehouse.

These are three variations of fulfillment services offered by ShopClues.

ShopClues Velocity Premium SCVP). This fulfillment service is currently available in NCR and Mumbai, however, we are expanding SCVP in other major cities as well. Under SCVP, ShopClues will pick-up the items sold by you at your online store at ShopClues, bring to our fulfillment center, inspect, pack, and ship.

ShopClues Velocity Basic (SCVB). This fulfillment service is currently available in top 50 cities in India and we are in mid of expanding it to another 50. Under SCVB, you pack the items sold at ShopClues by you using ShopClues packing material, affix shipping label and hand it over to our courier partners. You will be responsible of checking each product before packing, match it against the order received (to make sure that you are putting right product in right box), putting shipping label and taping it properly.

Merchant Direct Fulfillment MDF). We typically do not allow merchant direct fulfillment to our merchants. We allow this only if the merchant has some amazing products to sell and our courier partners or we do not have network to pick those items from the merchant's location. In MDF, you will be responsible of handing end-to-end for inspection, packing, labeling, shipping and also updating AWB number at ShopClues Store Manager for customer to track the courier.