



Amazon.in Launches STEP to Empower and Accelerate Growth of 7 lakh Sellers

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- *Performance-based benefits program with customized recommendations for sellers to accelerate growth*
- *Empowers sellers to consistently improve performance & unlock benefits like fee waivers, faster disbursement cycle & free account management*
- *Transparent & seller actionable performance criteria, helping sellers of all sizes & tenure be successful*

Bengaluru, 16 November 2020: Amazon.in today announced the launch of STEP, a performance-based benefits program designed to help sellers accelerate their growth on Amazon.in. STEP simplifies the seller experience by providing customized and actionable recommendations which help sellers improve key customer experience metrics and in turn, their growth. By improving performance, sellers can unlock benefits across multiple levels like 'Basic', 'Standard', 'Advanced', 'Premium' & more. These benefits include fee waivers, faster disbursement cycles, priority seller support and world-class free account management. STEP puts sellers in charge of their success on Amazon.in by helping them track their performance, benefits and growth in real-time through the STEP Dashboard on Seller Central.

Using customized and actionable recommendations, STEP enables sellers to improve key seller controllable metrics like cancellation rate, late dispatch rate, return rate, among others. Based on their performance, sellers can access benefits like online and offline training, fee waivers, faster disbursement cycles, and free account management. Starting 1 December 2020, all sellers on Amazon.in will enjoy 'Standard' benefits up to 31 March 2021, and effective 1 April 2021 will be eligible for 'Basic', 'Advanced', 'Premium' and more based on their performance from 1 January to 31 March 2021. All sellers will get an opportunity to upgrade their level and corresponding benefits based on their performance every quarter.

Manish Tiwary, VP Amazon India, said, "STEP empowers sellers of all sizes and tenure to drive their growth on Amazon.in by focusing on their performance on key metrics which matter to customers. STEP provides objective and transparent criteria along with benefits designed to help sellers improve their performance on these metrics in a predictable manner. At Amazon, we believe that focusing on long term customer experience matters. We have spent time obsessing over every detail of the STEP program and carefully crafting each element to ensure our valuable sellers can provide a great customer experience and in turn, grow and be successful on Amazon.in."

With the launch of STEP, Amazon is introducing its revised fee structure, which was earlier deferred to after Diwali. The revised fees, effective 1 December 2020, are linked to STEP levels and include waiver on weight handling fees and lightning deal fees as part of STEP benefits. In addition, there will be reduction in closing fee charges for products in low price range (Rs 250-500) and zero disposal fees for items shipped from Amazon fulfilment centres.

Amazon.in has taken several initiatives this year to help its seller community of more than 7 lakh sellers overcome obstacles and get their businesses back on track. These include free Covid-19 health insurance (offered by Acko in partnership with Amazon), on demand payment disbursement, relaxation in performance metrics, fee waivers on inventory storage fees and 50% waiver on 'Sell on Amazon' fees for small sellers, and deferring its marketplace fee revisions to December 2020.

About Amazon.in

The [Amazon.in](#) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](#) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit www.amazon.in/aboutus

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About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

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