

Why it is important to sell from multiple regions of India on Amazon?

Amazon had incorporated **Regional Visibility** into their Search algorithm a few months ago. As a result, your products may not be listed in the initial few pages of search results & may not be visible as “Prime” offer even if you have opted for those services. All this will have an impact on your Sales, and you might have seen a decline in sales in the last few months. You might have also seen an increase in your Amazon Sponsored Ad expenses to maintain the sale volume.

What are the benefits of Selling from different regions?

- Improves **Product Visibility** in the regions where you sell from. You will see an increase of a minimum 20-30% in your sales volume and we've seen people growing to 2-3X over the last 1 year when they sell from 5-9 States/GSTIN.
- Customers often get **1-2 Day delivery** options instead of getting 3-5 days delivery
- **Shipping Fee** expenses will reduce drastically since most of the shipments will be shipped under Local/Regional Shipping Fee slabs. Savings from a couple of months shipping fee alone will help you to cover the additional expenses you may incur for Shipping to warehouses, GST and other compliance in those states, Annual rent for PPOB/VPOB. As of now, 60-70% of your orders must be shipped under the 'National' Shipping Fees slab which will reduce drastically.
- **Amazon Sponsored Ad expenses** will go down since you need to spend less to get your products displayed in the initial pages of Search Results.

Will this increase GST & other compliance burdens on us? How can we manage it?

Of course, it will increase GST and compliance burden on you. Of course, this would be considered in the cost. Like we've mentioned, 2-3 months of savings from the Shipping Fee alone will help you to cover these expenses.

We're specialized in eCommerce GST since last 3.5 years and, we can take care of all these headaches on behalf of you. We can help you with the process to follow for Stock Transfers if you're not clear from the compliance perspective.

- We provide services for over **100+** eCommerce entities from 16 states.
- We've filed more than **7,500+** eCommerce GST returns (as of Jul 2021).
- Over **80% of our processes are automated** through our in-house developed system for eCommerce GST, including the integration with GST Portal for uploading data and filing returns.
- We take care of everything related to eCommerce GST compliance, right from Data Reconciliation using raw marketplace reports, and we do all possible validations & reconciliations (like TCS vs Turnover Reconciliation, GSTR-2B & 2A reconciliation for ITC) before we finalize the returns every month.
- Since we spend very less effort on data entry tasks & focus more on validation & reconciliation, we can assure you the highest level of accuracy for your filing.
- We also provide TDS Calculation & e-TDS filing as an add-on service to our GST Filing Services.

Please reach out to us at compliance@fidesloop.com or on **959 144 3993** ([WhatsApp](#)) if you wish to know more about our GST, TDS and other add-on services.

How can we start selling from other states via Amazon?

For availing FBA services in other states and to sell from a state which is different from your Primary Business State, you would need to apply for a new GSTIN in that state. Amazon had made this process easier by launching Go Local Program where they help you get started with GST Registration, APOB etc through their partnered CA companies. Refer Page 2-6 for a step-by-step process for the same.

As a generic trend, we've seen that the sales from southern part of India along with Maharashtra contributes to almost 60-65% of your overall sales. In some cases, we've seen Maharashtra & Karnataka alone contributes to over 45% of your sales. If you wish to go with new GST Registrations, our recommendation is listed in its order. We would highly recommend you do proper research to find out the regions from where you get maximum sales and proceed with the registrations accordingly.

1. Maharashtra
2. Karnataka
3. Haryana/Uttar Pradesh/Delhi
4. Telangana/Tamil Nadu
5. West Bengal
6. Gujarat

Step 1: Login to **Amazon Seller Central** Portal → Click on Account Info page

The screenshot shows the Amazon Seller Central home page for a user named FidesBox | India. The top navigation bar includes the Amazon logo, a search bar, and a settings gear icon. A dropdown menu is open from the settings gear, with 'Account Info' highlighted in a red circle. The main dashboard features several widgets: 'MARKETPLACES' (1), 'ORDERS' (0), 'TODAY'S SALES' (₹0.00), 'BUYER MESSAGES' (0), 'BUY BOX WINS' (--), 'CUSTOMER FEEDBACK' (5 stars, 0 reviews), and 'TOTAL BALANCE' (-₹1,547.73). Below these are sections for 'News', 'Promote with Coupons', 'List Globally', 'B2B Product Opportunities', and 'Seller Forums'. The URL at the bottom is https://sellercentral.amazon.in/gp/seller/configuration/account-info-page.html/ref=xx_acctinfo_dnav_xx.

Step 2: Click on **Manage** link under **Your Services** Section

The screenshot shows the 'Seller Account Information' page in Amazon Seller Central. The page is divided into several sections: 'Welcome FidesBox® Your Seller Profile (Edit)', 'Listings Status' (Current Status of Listings: Inactive (Listings not available for sale on Amazon) On vacation), 'Your Services' (with a 'Manage' link circled in red), 'Payment Information' (Bank Account Information), 'Business Information' (Business Address, Invoice Address, Your Merchant Token), 'Shipping and Returns Information' (Return Information, Shipping Settings, Easy Ship Settings), 'Tax Information' (Manage GST Details, Place of Establishment, RFC ID), 'FAQ' (with several links), and 'Account management' (Notification Preferences, Login Settings, User Permissions, Downgrade Account, Close account). The URL at the bottom is https://sellercentral.amazon.in/gp/on-board/configuration/subscription/modifyplan.html?ref=macs_modplan_cont_acinfohm.

Step 3: Click on **Click here to add FC to your account** link to get started with the process.

The screenshot shows the 'My Services' section of the Amazon Seller Central dashboard. It lists several services and their status:

- Sell On Amazon:** Professional (Amazon.in)
- Fulfilment by Amazon:** Registered (Amazon.in). A red circle highlights this service, and a yellow box highlights the link [Click here to add Fulfillment Center \(FC\) to your account](#).
- MFN Gold:** Registered (Amazon.in)
- Sponsored Products:** Sponsored Products (Amazon.in)
- Amazon Business:** Registered (Amazon.in). Below this, it states: "Amazon Business is free with your professional selling account. It provides exclusive access to features that enable you to target hundreds of thousands of business customers." and includes a link to [Opt out of your Amazon Business account and lose all the features.](#)
- Runway:** Registered (Amazon.in)

At the bottom of the page, there is a 'Cancel' button and a 'FEEDBACK x' button.

Step 4: Select the State where you wish to Register & Click on **Continue Registration** Button

The screenshot shows the 'Register for Amazon Fulfillment Centre' page. It features a navigation bar with 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', 'REPORTS', 'PERFORMANCE', and 'SERVICES'. A prominent banner reads: **Register and Try FBA for FREE* now!** with a 'Limited time offer' tag. Below this, it states: "Register below and get free transportation, storage, packing and removals for first 3 months or 100 units. *T&C Apply. Eligibility : All sellers trying FBA for the first time (i.e. never sent any shipment to fulfillment centre till date)." and includes a [Learn more](#) link.

A section titled "Need help with FBA registration? [Click here](#) to get assistance for FREE!" is also present.

The main registration section includes an information icon and the text: "Sell on FBA with lower closing fee in certain categories. Effective 1st Dec'20, the closing fee in FBA for certain categories has reduced. [Click here to know more.](#)"

Below this, there is a "Register for Amazon Fulfillment Centre" section with a "Select your state" dropdown menu showing "HARYANA" and a "Continue Registration" button, which is highlighted with a red circle.

At the bottom, there is an "FBA Registration" section with links for "About FBA", "Fees", "FAQs", and "Take a guided tour". A box displays "Maharashtra Fulfillment Centre" with a red warning icon and the text "Awaiting tax details update."

Step 5: Choose warehouses you wish to register under the Selected State (preferably, all FCs available) & click on **Continue**

The screenshot shows the 'Choose Your Fulfillment Center In Haryana' page in Amazon Seller Central. The breadcrumb trail is 'Choose FC' > 'Business Details' > 'Register FCs' > 'Upload Documents'. The page title is 'Choose Your Fulfillment Center In Haryana' with a link to 'Need Help - Take a guided tour'. Below the title, there is a recommendation: 'We recommend you to register for ALL the FCs in FBA to avoid space issues in peak sale season. There is NO additional charges for registering in more FCs.' Three fulfillment centers are listed, each with a checked checkbox: DEL5, DEL4, and DEL2. Below the list is a checkbox for 'Do you wish to send Food products to fulfillment center?' which is currently unchecked. A 'Continue' button is at the bottom left. On the right side, there is a 'FAQ' section with three questions, a 'Help Center' section with a 'CONTACT US' button, and another 'Need Help - Take a guided tour' link.

Step 6: Check **I don't have GSTIN** checkbox and **I need to apply for GST** checkbox as well

The screenshot shows the 'Business Details' page in Amazon Seller Central. The breadcrumb trail is 'Choose FC' > 'Business Details' > 'Register FCs' > 'Upload Documents'. The page title is 'Business Details' with a link to 'Need Help - Take a guided tour'. Below the title, there is a sub-header 'These details will be used to process your request'. The 'Legal Name (as in GST certificate, if applicable)' field contains 'GadgetsNCases Retail LLP'. The 'GSTIN' field is empty. There are two checkboxes: 'I don't have GSTIN' (checked) and 'I need to apply for GST' (checked). Below these is a section 'Don't have GST?' with a checkbox for 'Sell in GST exempted categories' (unchecked) and a checkbox for 'I need to apply for GST' (checked). On the right side, there is a 'FAQ' section with four questions, a 'Help Center' section with a 'Contact Us' button, and another 'Need Help - Take a guided tour' link.

Step 7: You will be assigned an Amazon Partnered CA company to take care of the Registration Process in the selected state. As you can see, you will need to pay the amount displayed (might be different for different state) and this includes the fees for the below services, and it is for 1st one year. From Second year onwards, the company might charge you a nominal rent for maintaining the address on your behalf. You may expect about 12,000/- as rental expenses per year (1,000/- per month)

- (1) Setting up a Principal Place of Business (PPOB also known as VPOB) in the state selected including Rental Agreements, NOCs etc.
- (2) Rent for 1st Year (And you need to renew the rental agreement every year like how we do with our main office)
- (3) Taking new GST Registration in the State
- (4) Adding all selected Amazon Warehouses as APOB

You can click on **Make Payment** and pay via Amazon for availing the service under '**Go Local**' Program. And you will need to enter the Payment Transaction Reference Number to confirm the payment.

Once the process is completed, the designated CA Company will get in touch with you and will take care of the registration related formalities.

The screenshot shows the Amazon Seller Central interface for registering an additional place of business (APoB) in Haryana. The main heading is "Register FCs As Additional Place Of Business". Below the heading, it states: "It is a mandatory govt. requirement to register the Amazon FCs as Additional Place of Business (APoB)."

The "Recommended" section contains the following information:

- Apply via certified service provider**
Rs 7900 ~~Rs 13500~~ (exclusive of all taxes)
Launch on FBA in a new state. [Click here](#) to know more.
Professional CA will contact you and will submit application on your behalf on GST portal.
- Third party service provider contact**
Mevada & Co | Contact: 9558866677
To know more about service provider, [click here](#).

A red circle highlights the "Make Payment" button. Below it, there is a text field labeled "Enter payment transaction number [Where to find?](#)".

The right sidebar contains a "FAQ" section with questions like "Why is it necessary to add Amazon FC addresses as your additional place of business?" and "How to register Amazon FCs as additional place of business?". Below the FAQ is a "Help Center" section with a "CONTACT US" button and a "Need Help - Take a guided tour" link.