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 **9591443993** (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. Prefer 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%

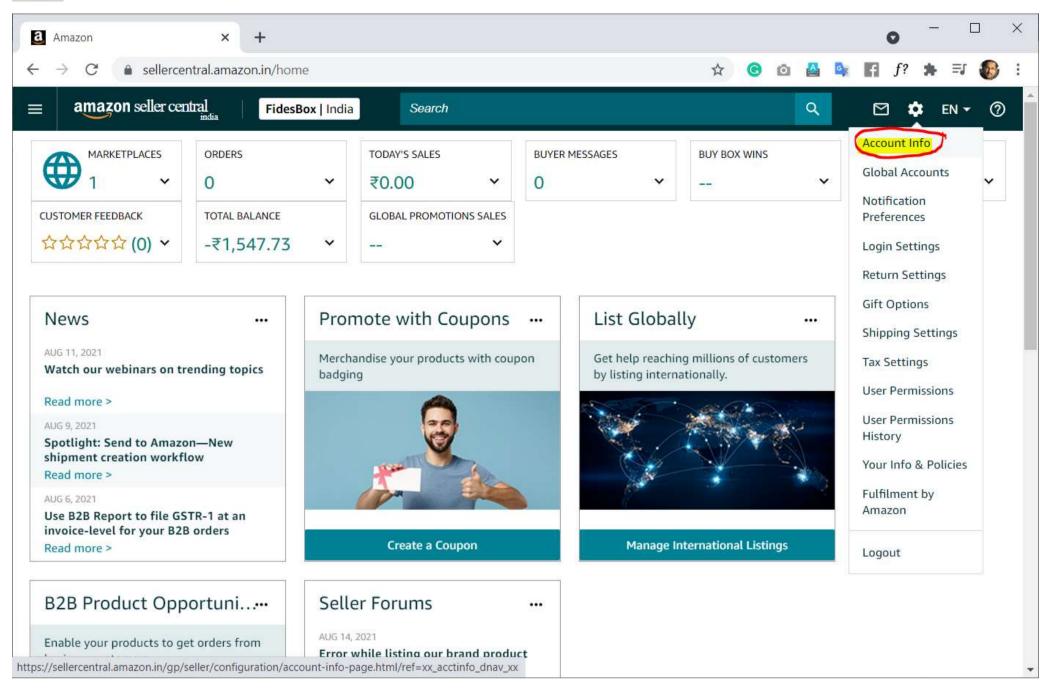
of your overall sales. In some cases, we've seen Maharashtra & Karnataka alone contributes to over 45% of your sales. If you wish to go with new GST Registrations, our recommendation is listed in its order. We would highly recommend you do proper research to find out the regions from where you get maximum 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

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Are you looking for GST Filing Services for multiple GSTINs? We're specialists in eCommerce GST & TDS compliances. Please reach out to us at **compliance@fidesloop.com** or via **959 144 3993** (WhatsApp) if you wish to avail our services.

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



Step 2: Click on Manage link under Your Services Section

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Current Status of Listings:	Inactive (Listings not available for sale on Amazon) On vacation	Business Information Business Address Your Merchant Token	<u>I am taking time off (holidays). How</u> <u>can I temporarily deactivate my</u> <u>listings?</u>
Your Services	Manage		How do I update my bank account information?
Sell On Amazon	Professional (Amazon.in)	Shipping and Returns Information	How do I update my seller or
Amazon Business	Registered (Amazon.in)	Return InformationShipping SettingsEasy Ship Settings	business information or display name?
Fulfilment by Amazon	Registered (Amazon.in)		Account management
Runway	Registered	Tax Information	Notification Preferences
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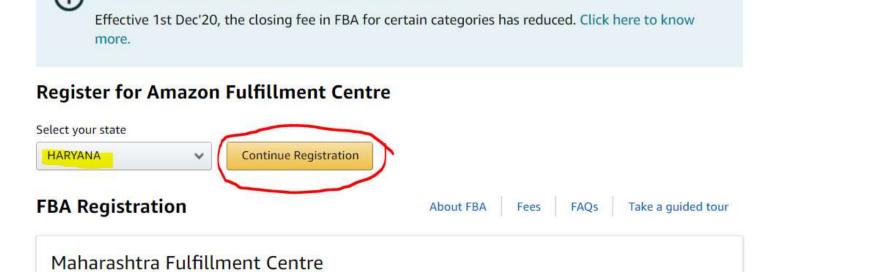
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Step 3: Click on Click here to add FC to your account link to get started with the process.

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

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Register and Try FBA for FREE* now! Limited time offer 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) <u>Learn more</u>														
	Need help w	vith FBA regist	tration? <u>Cl</u>	<u>ick here</u> to get	assistance fo	r FREE!								
	(i) Sell	on FBA with lo	ower closing	g fee in certain c	ategories									



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Awaiting tax details update.

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

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	Choose FC Business Details Register FCs	Upload Documents							
	Choose Your Fulfillment Center In Need Help - Take a guided tour Haryana 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. ✓ DEL5 Rect/Killa Nos. 38/8/2 min, 192//22/1,196//2/1/1, 18/2, 19/1/1, 19/2/1, 19/2/2/1, 192//22/2, 195//20, 21/1, 196//2/1, 2/2/1,2/2/2, 3, 8, 9/1, 9/2,196//12/1/2, 12/2/2, 13/1, 13/2, Adjacent to Starex School, Binola, National Highway-8, Manesar, Gurgaon, Haryana - 122413 ✓ DEL4 KH No 18//21,19//25,34//5,6,7/1 min,14/2/2 min,15/1min,27,35//1,7,8,9/1,9/2,10/1,10/2,11 min,12,13,14 of village Jamalpur, Dist Gurgaon 122503 ✓ DEL2 Unit No.1, Khewat/Khata No. 373/400, Mustatil No. 31, kila No 14/2, Village Tauru, Mewat, Haryana,	FAQ What are the products that you cannot send to FBA? My products are big in size, which FCs should I send them to? What are the requirements to sell "Food" products in FBA? Help Center							
	Pin code-122105 Do you wish to send Food products to fulfillment center? Food Safety and Standards Authority of India (FSSAI) document is required for sending Food products to fulfillment centers	Need Help - Take a guided tour							

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

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Sec. 1	Choose FC Business Details	Register FCs	Upload Documents	^			
Business Details These details will be used to Legal Name (as in GST of GadgetsNCases Retail LLP	certificate, if applicable)	 FAQ Which address should I provide here? Which GST details need to be entered here? I sell GST exempted goods, what should I 					
GSTIN I don't have GSTIN PAN AANFG6322Q	·		 enter? Is it mandatory to upload the documents? My sales revenue is lower than the minimum sales revenue threshold for mandatory GST number requirement 				
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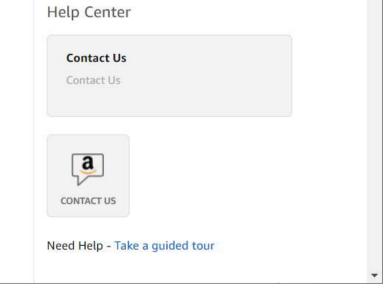
Don't have GST?

Sell in GST exempted categories

If you sell only GST exempted products then you are generally exempted from providing GST registration number.

I need to apply for GST

If you do not have GST for selected state, then you can apply for GST with the help of Amazon Go Local Program. Click on Continue button at the end of page to learn more.



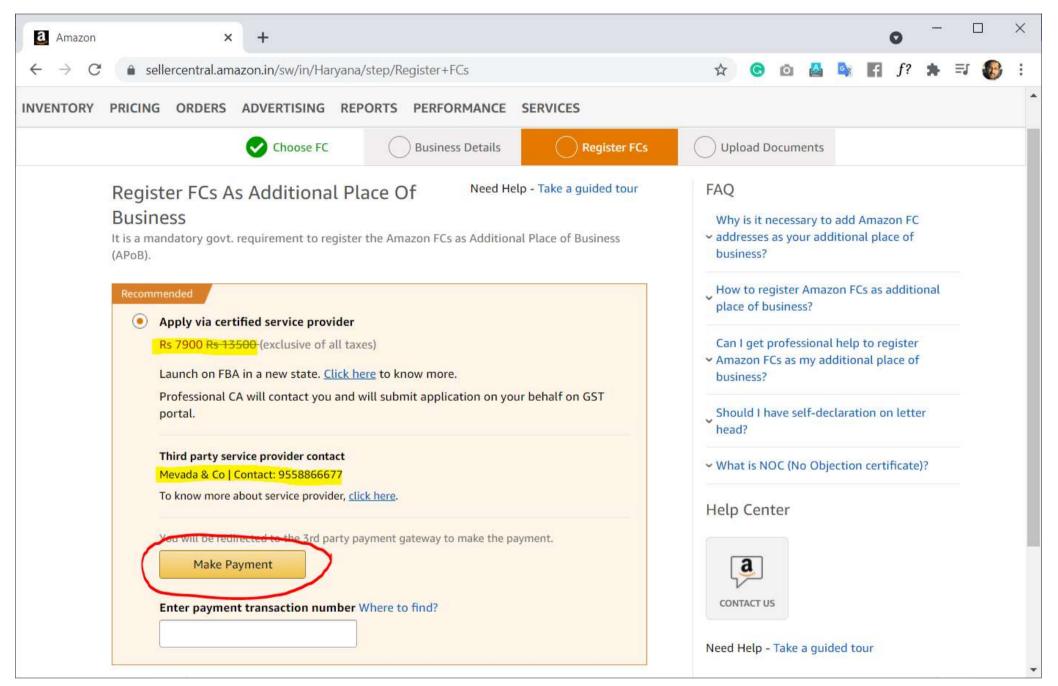
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Step 7: You will be assigned an Amazon Partnered CA company to take care of the Registration Process in the selected state. As you can see, you will need to pay the amount displayed (might be different for different state) and this includes the fees 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.



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