

Seller Training Manual

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Understanding ONDC:

Introduction

ONDC, or Open Network for Digital Commerce, is an initiative by the Government of India that aims to provide a level playing field for sellers of all sizes to sell their goods nationwide. Any brand can register as a seller on ONDC via Mystore, upload their catalog, and start selling on the ONDC network quickly.



Advantages of ONDC for E-commerce Sellers

With ONDC, you gain increased visibility for your products through various buyer apps, resulting in lower customer acquisition costs compared to other e-commerce platforms. Additionally, Mystore offers a minimal commission ranging from 4-6%, whereas other marketplaces typically charge around 20-30% per order. There are no registration fees or subscription fees for our seller app.

Understanding Mystore

Introduction

- Mystore® is an ONDC-connected marketplace.
- Brands can register as sellers on the Mystore Seller App and upload their catalog.
- The catalog will be visible on Mystore as well as the ONDC network, along with other buyer apps such as Paytm, Phonepe, SpiceMoney, Craftsvilla, etc.
- Mystore provides a comprehensive admin panel for brands to manage products, inventory, orders, shipments, and payouts.
- Mystore is one of the leading ONDC NP and the first NP to connect to ONDC from both the buyer and seller sides.

Advantages of getting on boarded on the Mystore Seller App

- Better visibility on multiple digital channels
- Own an independent page/webstore which can be shared with your buyers
- Access to more buyers
- Higher sales, low customer acquisition cost
- Access to top-notch automated features for running and managing business digitally

Mystore Capabilities

- Order Management: Streamline and track your orders with ease.
- Catalog & Inventory Management: Keep your products organized and ensure accurate stock levels.
- **Mobile Admin:** Manage your business on the go with our convenient iOS and Android mobile apps.
- **GST-Compliant Invoicing:** Generate invoices and ensure compliance with GST regulations.

- **Logistics Providers:** Seamlessly integrate with ON and OFF logistics providers for efficient shipping and delivery.
- Order Notifications: Keep your customers informed with timely updates on their orders.
- Marketing Tools: Boost your sales with powerful marketing tools.
- **Bulk Import & Export:** Save time by importing and exporting large amounts of data in one go.
- **Return and Refund:** Manage return and refund processes smoothly for customer satisfaction.

Onboard on Mystore

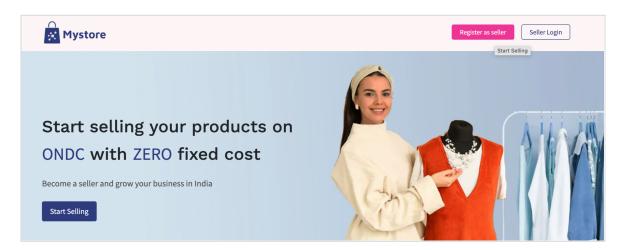
The seller can easily onboard on Mystore just by completing certain formalities. Its an easy 3 step process:

- 1. Registration
- 2. Adding product catalog
- 3. Start fulfilling their orders

Here's the step by step guide as to how a seller can start selling on the ONDC network using the following guidelines using the Mystore Admin panel.

1. Registration

• Visit the website https://seller.mystore.in, an official website for Mystore's seller portal.

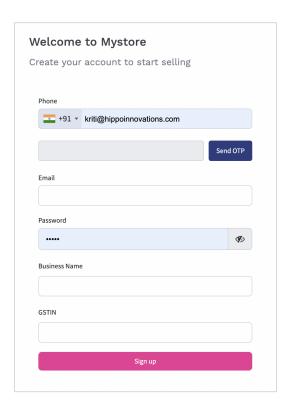


• On the website, locate the "Start Selling" button or "Register as Seller" in the top right corner of the header. Click on it.

 A registration form will appear. Fill in your phone number in the provided field and complete the OTP (One-Time Password) verification process to verify your phone number.

Email verification Form

• Next, provide your email address in the designated field. Make sure to enter a valid email address as this will be used for communication and account-related information.



- The form will ask you to enter additional details such as a password, business name, and Goods and Services Tax Identification Number (GSTIN). Fill in these details accurately.
- Once you have filled in all the required information, click on the "Sign Up" button to proceed.
- After submitting the registration form, your GSTIN will be verified. Once the verification is successful, you will be logged into the admin panel of your Mystore seller account.

Accessing the Admin Panel

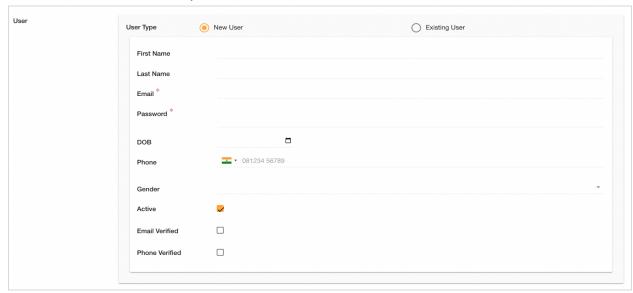
• In the admin panel, you will have to fill the KYC (Know Your Customer) submission form.

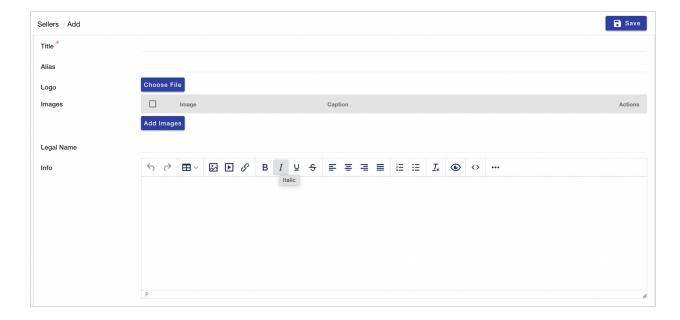
Completing the KYC Submission Form

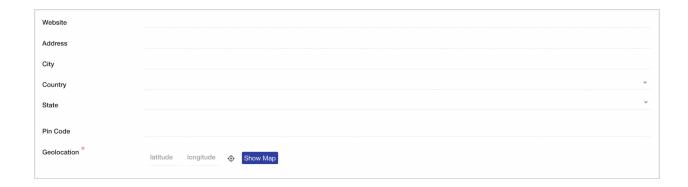
 The KYC submission form will require you to provide mandatory business and bank details.

Filling in Mandatory Fields

- Begin filling in the required User/Seller information in the form.
- Start with the mandatory fields, such as business details and bank details.
- Enter accurate and up-to-date information in these fields.







Customer Care Details

Add the contact details so that a customer can reach out for queries directly.



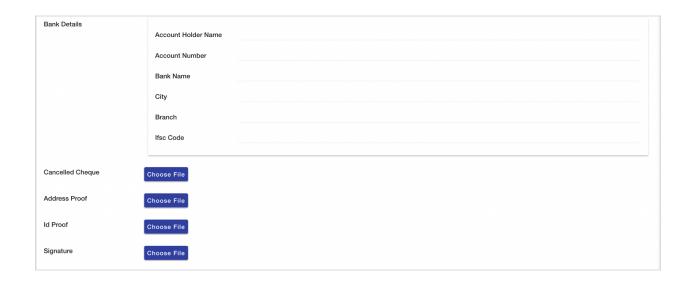
Store Location

 Add your store location details so that the shipping partner can pick the packaged product from the provided store address



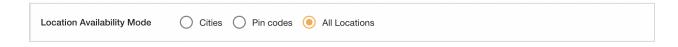
Attaching Necessary Documents

- Proceed to add your Bank account details for payment settlements.
- Attach the necessary documents to complete the KYC submission.
- Attach the following documents: logo, canceled cheque, GSTIN certificate, and ID proof.
- Ensure that the documents are valid, clear, and meet the specified requirements.



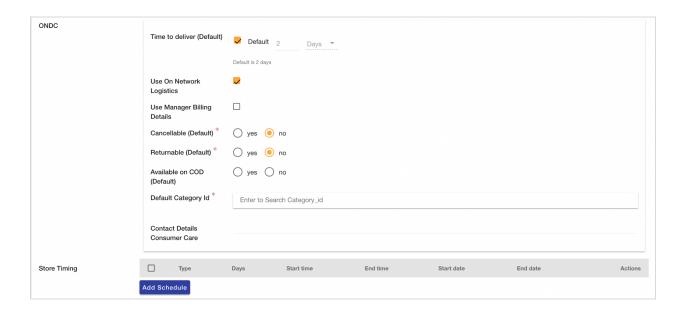
Specifying Selling Locations

- Indicate where you want to sell your products, whether in specific cities, pincodes, or pan India.
- Provide the relevant information regarding your desired selling locations.



Adding Additional Mandatory Fields

- Include additional mandatory fields as required by Mystore.
- These fields may include:
 - Time to deliver the products
 - Logistics preference (ON-network or others)
 - Product cancellation policy
 - Product return policy
 - Category ID selection (e.g., grocery, electronics) from a dropdown menu
 - · Consumer care contact number and email id
 - Store opening hours and days



- Organization name (if you are part of any Govt. organisation like SFAC, NABARD, JKTPO, NSC etc.)
- Default package weight for shipping calculations
- HSN/SAC code selection from a dropdown menu



Reviewing and Saving the Form

- Double-check all the information you have provided in the KYC submission form.
- Ensure that all fields are filled accurately and completely.
- Once done, click on the "Save" or "Save and Continue" option located at the top right corner of the form.

Submission and Verification Process

- After saving the form, the Mystore team will be notified about your registration and KYC submission.
- The team will review the details and documents provided.
- Once the verification process is complete, you will receive a confirmation email from Mystore, approving you as a seller.

2. Managing Products:

There are 3 different ways to add a product to the Mystore Admin panel:

2.1 Manually adding products in the admin panel under the Products section

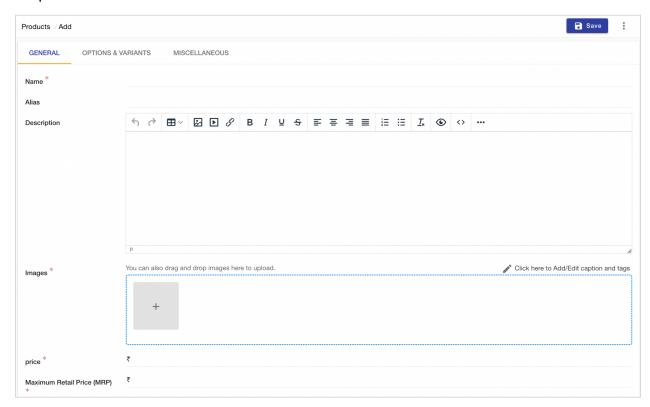
You can add products individually from the admin panel. The products that you upload will get updated in the pending approval list first. Once the admin approves your product(s), it will be visible on the storefront. If any of the products are rejected by admin then those products are moved to the Rejected list.

To add or update a single product, follow these steps:

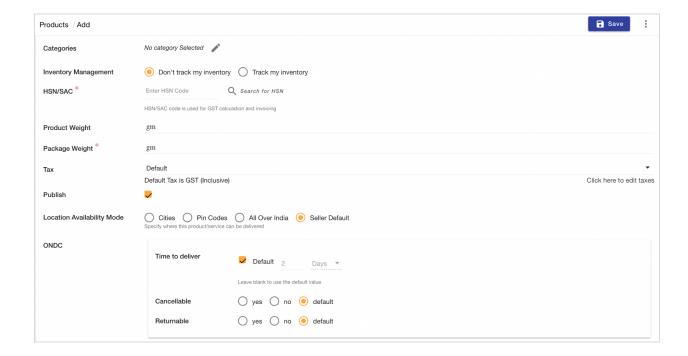
- 1. Go to Products > Products section in the admin panel.
- 2. Click on the Add new button. It will open a new page which is divided into multiple sections like General, Options & Variants, and Miscellaneous.

General

- Name: Enter the name of your product which would be visible to the customer on the storefront.
- Alias: Aliases are used to create unique product URL on your Storefront. Aliases are created automatically but you can always modify it to create an SEO-friendly URL for the product.



- **Description:** Enter the description of your products. For example: If your product is a T-shirt then you can write about the type of fabric, color, or any other quality of the product that you want your customers to know about.
- **Images:** Product images not only help in enhancing the product appearance in the store, but they also engage the customers. You can upload multiple images for a particular product by clicking on **Add Image**. Click on **Choose the file** to choose an image. Enter the caption and tags and click on the **Insert image** option.
- **Price:** Enter the price of the product in this field. Price is the selling price of the product at which you want to sell the product. It is a mandatory field.
- Compare Price: Compare price can be used to specify the list price of the product which could be the **maximum retail price** (MRP). On Storefront, if the price is lower than compare price then compare price is shown as stricken off.
- Categories: Categories help you to categorize your products based on the different qualities of the product. It arranges the products in a systematic manner so it is easier for the customers to manage and search the products on the network. So select the category for your products.



 Inventory Management: Inventory is the quantity of a particular product that is available for sale. Inventory tracking can help you avoid selling products that have run out of stock or cancellation of the orders which can affect your ratings. So select if you want to track your inventory or not.

- HSN: HSN code stands for "Harmonized System of Nomenclature". It is a system for the
 classification of goods worldwide and is used to calculate GST for your product category.
 It is a mandatory field so select the 8-digit HSN of your product from the drop-down
 menu.
- Product Weight: The weight of the product should be mentioned in this field. For example: If you are selling a packet of 500 gm sugar then add product weight as 500 gm.
- Package Weight: The exact weight including the packaging weight should be
 mentioned in this field. It helps the customer know the total weight of the product he
 would receive. For example, if the product of sugar is 500gm and the packaging
 weight is 50 grams then add the package weight as 550 grams. This is a mandatory
 field.
- **Tax:** From the tax drop-down, you can choose which tax method would be applicable to the particular product. If there is a default tax configured for your products, then this field would be pre-populated with the default value.
- **Publish:** If you don't want a product to be visible on the Mystore site or a product is out of stock, but you might want to make it visible later, you can uncheck the Publish field. The product will no longer be visible on the site until you check the button again to make it live in the store again.
- Location Availability Mode: Specify the location where you want to sell your products. It can be as per Cities, Pin Codes, or All Over India.
- Time to Deliver: It is the time it will take to deliver the product
- Cancellable: A Seller can define if the product is cancellable or not.
- **Returnable:** A Seller can define if the product is returnable or not. If the product is returnable, then he has to mention the return period in no. of days and if he will initiate the pickup return or not.



- Net Quantity:
- Brand: Name of the brand
- Country of Origin: Mention the country of where the product was manufactured
- Other Mandatory/Non Mandatory Fields: Depending on your category fill in some more fields like Manufacturer or packer Name, Manufacturer or packer Address, Month/Year Of Manufacturing Or Packing, Brand Owner Name, Brand Owner Address, Expiry Date/Best Before/Use By, Batch/Lot Number, Instructions (For use and

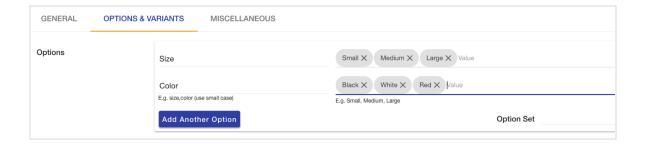
precautions), Storage Conditions and Included Items (With items name, number, quantity, dimensions of each item included as part of the product)

Options and Variants

Options help to create choices for a product such as size, color, material, etc so that customers are able to choose the different variants within the same product range. For example, in an apparel store if you are selling a T-shirt that is available in different sizes and colors, then you can add product variations in both sizes as well as colors.

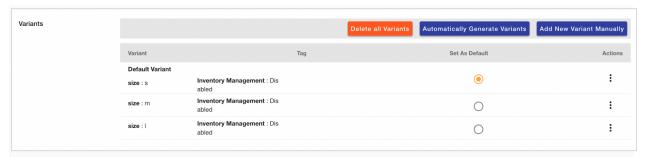
Creating Options

- Go to **Products > Options & Variants** section in the admin panel.
- Provide the **Options name** as size and add **Values** as Small, Medium, and Large
- If you want to add more options then click on the **Add Options** button.
- Provide the **Options name** as color and add **Values** as White, Black, and Red
- Click on Save on the top right corner

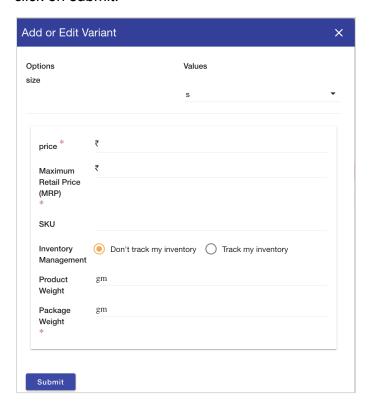


Creating Variants

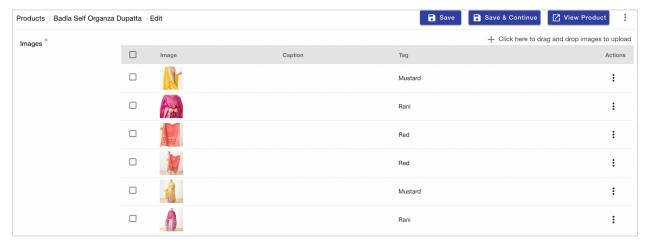
- Product variants are the different types and styles of a single product. For example, a T-Shirt with a size 'small' and the color 'red' is a variant of the product T-Shirt.
- Based on the options that you have added, you can either automatically generate variants or you can add new variants manually.
- Automatically generate variants: Clicking on the automatically generate variants button will generate variants automatically as shown below

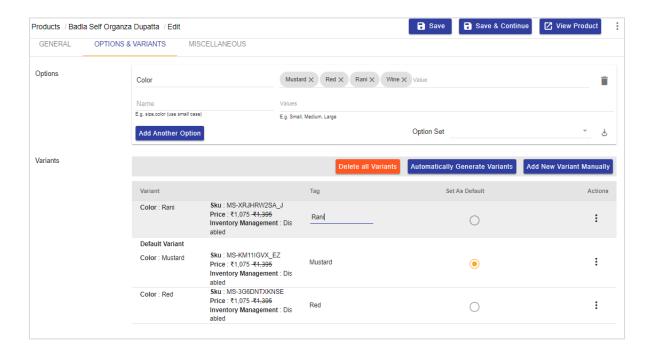


Add new variant manually: Clicking on add new variant manually will open up a
form as shown below. Fill in all the details for the variant as per the requirement and
click on submit.



- Choose the default value which would appear as a default selected variant on the buyer app. The seller can change the value later according to their preferred choice on the storefront.
- If you want to add multiple images for a particular variant then add **Tags** to product images under the general setting and add tags at variant level also.





2.2 Add products in bulk using a simple CSV format

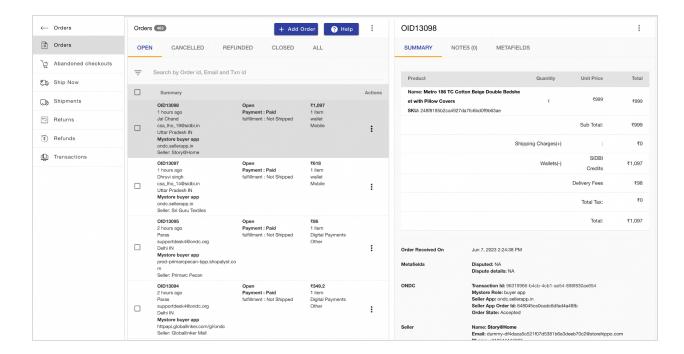
- You can add or update multiple products simultaneously.
- Click the hamburger icon in the top right corner of the product section.
- You can download the sample CSV file, specify the data in it and directly upload this file from your system using the "Import" option.
- Every category has its own CSV file so choose the file of your category and add all the necessary information.

3. Managing Orders

Managing your orders on the Myatore Admin panel is easy and simple process.

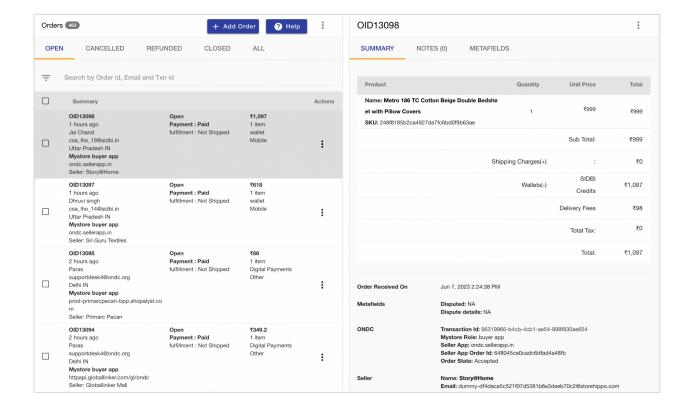
Navigating to the Order Section in the Mystore Admin Panel

- Log in to your Mystore account using your credentials.
- Once logged in, locate and click on the "Order" section.
- This section will contain all the orders that need to be processed and shipped.



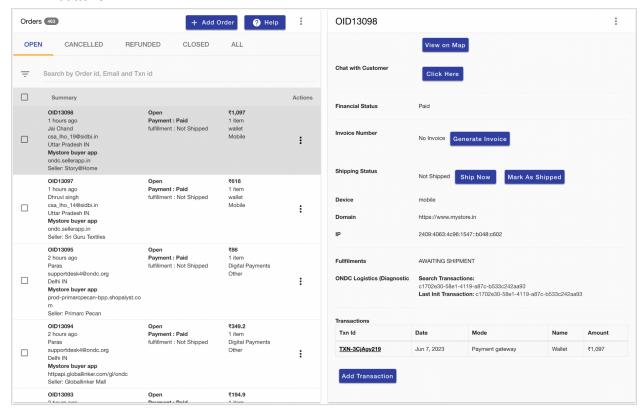
Opening the Order to Ship

- Select the specific order you want to ship by clicking on it.
- A dialogue box will appear on the right side of the panel, displaying the details of the order.
- Review the information in the dialogue box to ensure accuracy.



Initiating the Shipping Process

 Scroll down within the dialogue box until you find the "Ship Now" and "Mark as Shipped" buttons.



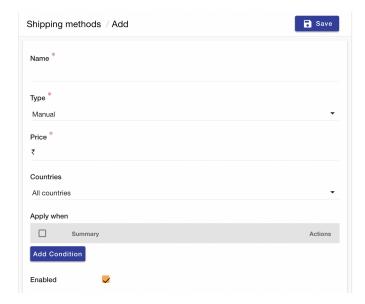
Choosing the Logistics Provider

Option 1: ON-Network Logistics (Integrated Provider)

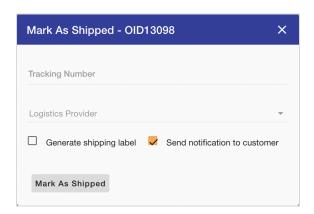
- If you want to use an integrated logistics provider from the ON-network (logistics providers integrated with ONDC), then select the "**Ship Now**" option.
- The system will display the available logistics providers that are integrated into the Mystore platform.

Option 2: OFF-Network Logistics (Own Provider)

- If you prefer to integrate with your own logistics provider with your own shipping rates, choose this option.
- Note that this may require prior integration setup with your logistics provider.
- Also you will have to manually set the shipping cost.
- For setting the shipping cost go to Setting > Shipping methods > click on Add New >
 Fill in all the required fields. Once done, click on save to have your own shipping method
 enabled.

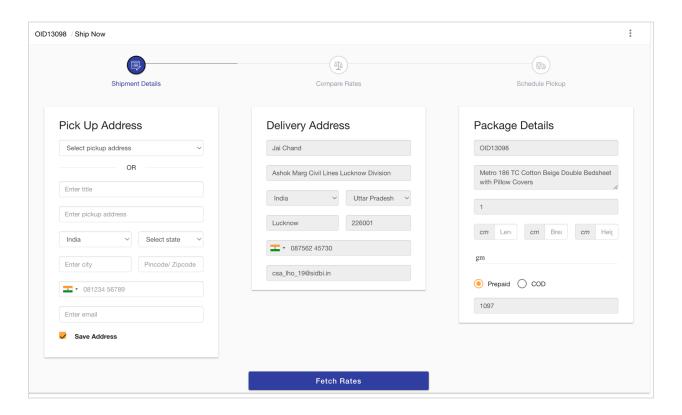


- In this case, choose the "Mark as shipped" option and dispatch your product manually.
- A pop window will appear. Enter the tracking number and the logistic provider name. If you are not using any of the mentioned in the list then click on another.
- A notification will be sent to the customer with all the shipping details.



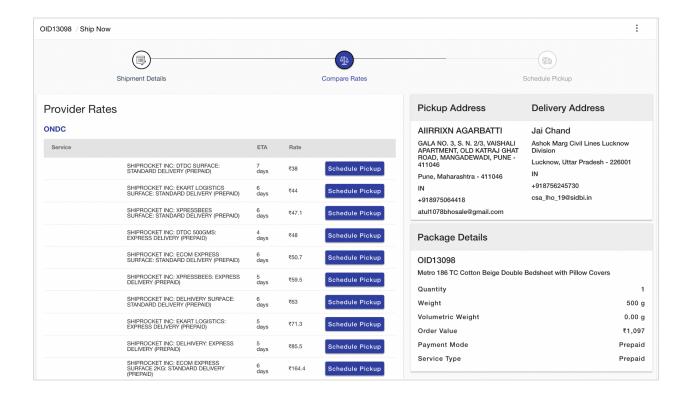
Selecting Pick-up Address, Delivery Address, and Package Details

- Once you have chosen to go with an ON-network logistics provider, the system will ask
 you to choose the pick up location, and will automatically fetch the delivery addresses
 and package details associated with the order.
- Ensure that the addresses and package details are accurate and correspond to the order.



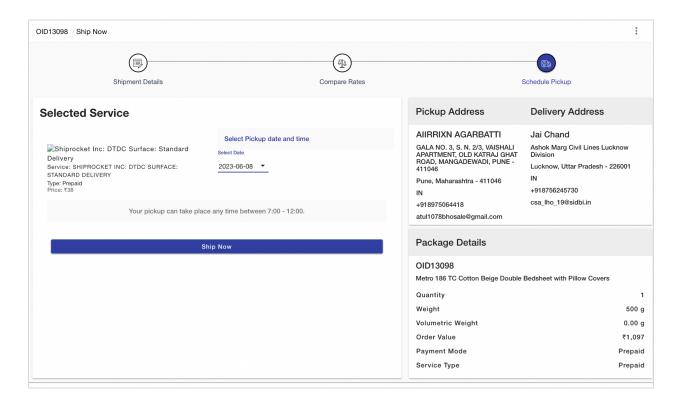
Viewing Live Shipping Rates (ON-Network Logistics)

- After clicking on "Fetch Rates", the system will display live shipping rates from the integrated logistics partners.
- Review the available shipping rates to choose the most suitable option for the order.



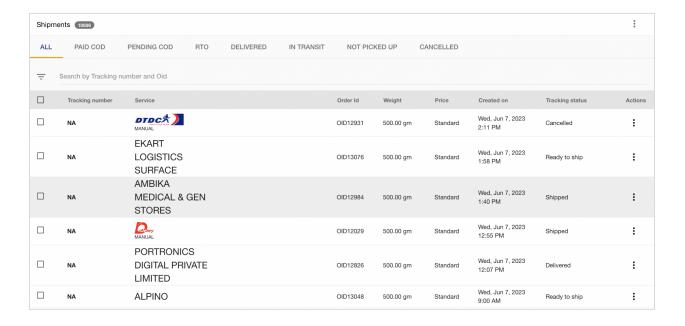
Initiating Shipment

- Select the desired logistics partner and click on the "Schedule Pickup" button.
- Specify the preferred date and time for the pickup and click on "Ship Now".
- The order will be marked as shipped, and the logistics process will commence.



Tracking the Shipment

- After successfully shipping the order, you can track its progress in the "Shipments" section of the Mystore admin panel.
- Monitor the shipment status and provide updates to the customer, if necessary.



Commissions Structure

Setup Fee	DIY
Subscription Fee	NIL
Mystore Seller App Fee	3%
Buyer Finder Fee	Varies across buyer app
ONDC Fee	NIL*
	*will be applicable in future

Payment and Settlement Process

Once the orders are placed, the amount will be collected and settled as per the following process:

- The buyer App will collect the payment from the Buyer.
- The buyer App will deduct its commission and settle the payment to Seller App (Mystore). The commission will vary from buyer app to buyer app.
- Mystore Seller App will deduct its commission and settle the balance to the seller.
- GST, TCS, and TDS are charged as per the Ecommerce Regulations.
- The settlement usually takes place in D+2 days where D is the delivery date or Return window whichever is later.