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# *Step-by-step guide to* **SELL WITH MYNTRA**

Get to know all about selling with us at one place!

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Powered by Partner Portal





# TYPES OF BUSINESS MODELS

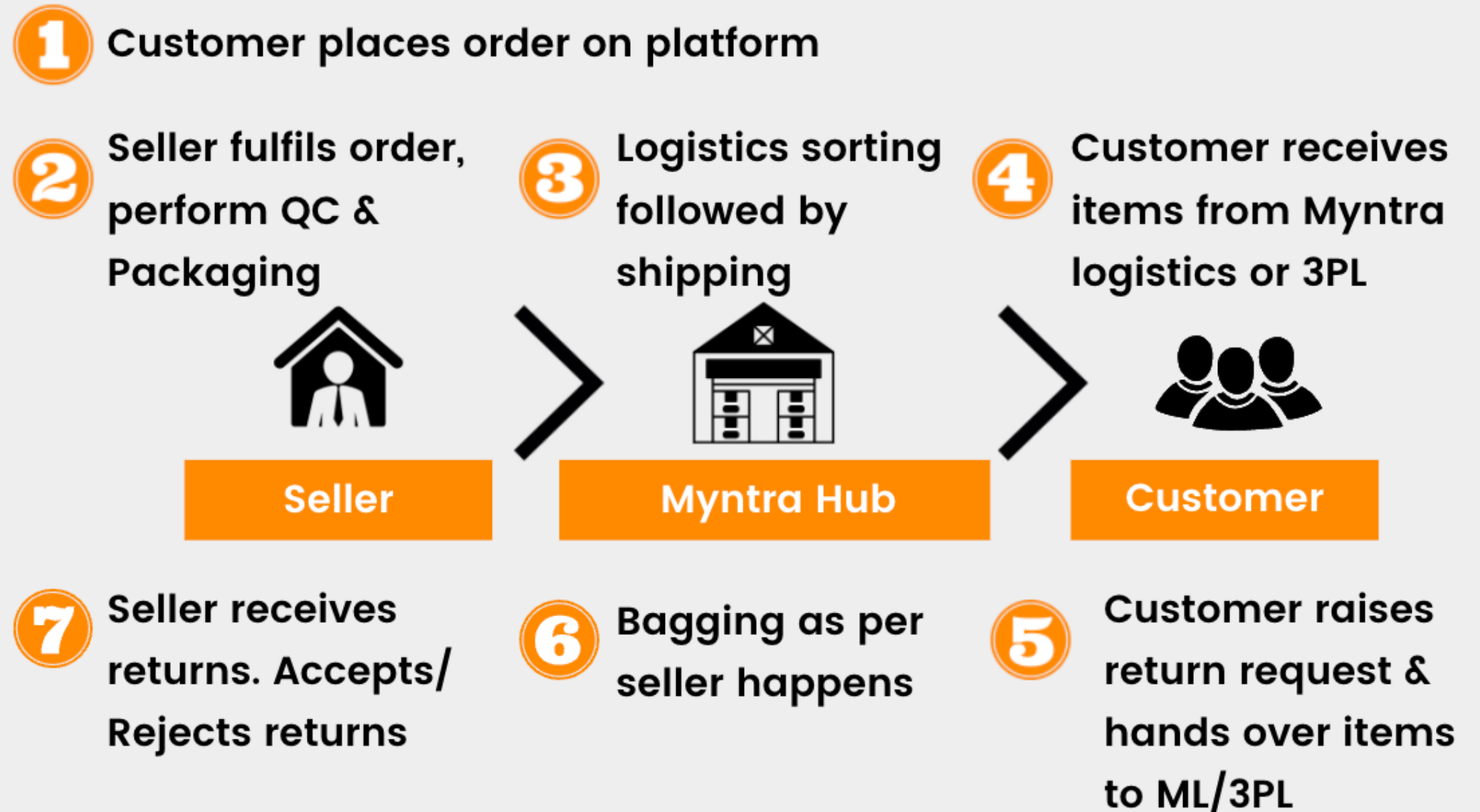
As a Partner, you are required to select a business model to fulfil your customer orders.

You can choose to opt for either or both the options below:

## 1. PPMP: Pure Play Marketplace

PPMP is a fee based model where you store & pack your own products and we take care of logistics for order fulfilment & returns

### THE COMPLETE PPMP PROCESS:





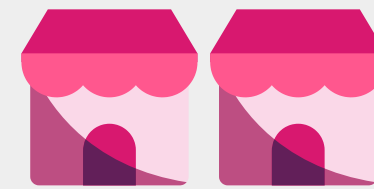
# TYPES OF BUSINESS MODELS

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## 2. MSA: Myntra Smart Assist

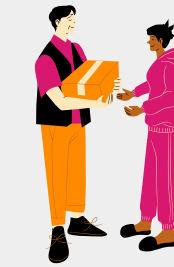
MSA is a model where your inventory is stored, packed & fulfilled by Myntra from it's own warehouses to the customers



Seller



QC, packaging & order fulfillment



Customer

### Additional benefits of MSA:

- Faster customer delivery resulting in faster payments
- Better quality checks leading to reduced defect rates
- Better Event vs BAU management by predicting & moving inventory closer to the customers

### Similarities between both the models



Payments process every Monday, Wednesday & Friday at a D + 15 cycle (D = Delivery date to customer)



Complete control over pricing, discounting, growth & scalability



Free of cost access to data insights & learning management tools

Further, we also provide the option to use your store network to fulfil customer orders which we call as our OMNI channel



# ORDER MANAGEMENT SYSTEM (OMS)

Connection to Myntra's platform to manage inventory & process orders can be done via following options:

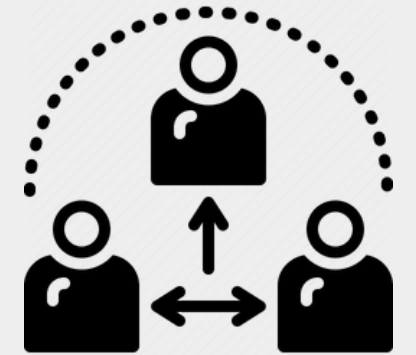
## 1. M-DIRECT/ MYNTRA DIRECT



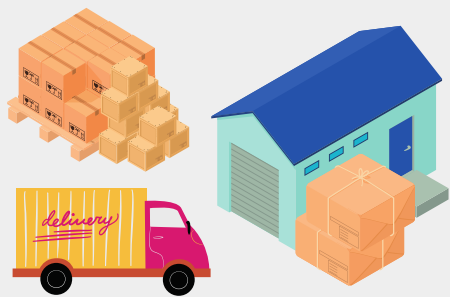
- Myntra's **free of cost** OMS
- Manage inventory & process orders dedicatedly for Myntra

## 2. THIRD PARTY API

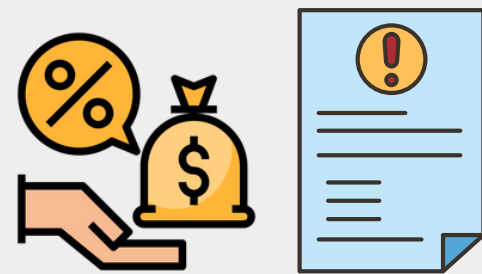
- **Seller-funded**, Third-party OMS like Increff, Browntape, Unicommerce etc.
- Centralised control over inventory & orders across all platforms



## Similarities between M-Direct & Third party API



Forward & Reverse Order flow will remain the same



Same commission, logistic charges, claims process in case of dispute



Payments & settlements will also happen at the same time



Operational Reports & Data Insights will remain same

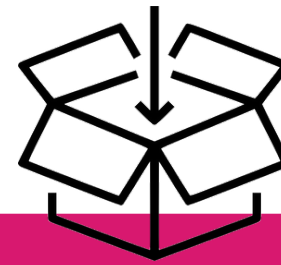


# Pre requisites for operational readiness



## Cataloging Requirements

1. Understand cataloging guidelines available on Partner University
2. Upload catalog on Partner Portal
3. Get your catalog approved by Myntra
4. Upload inventory to get started



## Packaging Requirements

1. Packing orders at your own premise will require you to arrange Myntra paper-based packaging material from approved vendors.



## Infrastructure Requirements

1. Thermal printers for shipping label & tax invoices
2. Barcode label-4\*6 inches single labels
3. Barcode scanner for picking & putting away items

All the relevant details will be available to you on Myntra's Partner University which will be made accessible to you once you get onboarded with us.

Once your commercials are finalised and contract is signed, the technical integration will get you ready to onboard your articles and manage your stock on our platform.