



## ***Marketplace Partner Tiering - Partner Communication***

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## Overview of Partner Tiering

Marketplace Partner Tiering is a marketplace initiative to create a virtuous cycle to fuel partner growth and improve customer & partner experience. The objective of the Marketplace Partner Tiering program is to improve and maintain the performance of partners on business-critical metrics across volume, reliability and quality thereby ensuring high customer experience.

Basis performance on critical metrics, as detailed below, marketplace partners are classified into 3 tiers - gold, silver and bronze. The program was rolled out on 29th August 2019. The first round of tiering would be basis the performance of the partner from 1st April, 2019 to 30th June, 2019 and the partner's classification into the respective tier shall be valid from 1st July, 2019 up till 30th September, 2019. Next round of tiering refresh would happen in first week of October basis partner performance from 1st July, 2019 to 30th September, 2019. The Marketplace Partner Tiering is an ongoing program and shall be refreshed every quarter in the first week of the first month in every quarter, basis the performance of the partner in the previous quarter. Gold is the highest tier and a partner must consistently maintain high metrics, as detailed below, to achieve gold tiering.

## What are the benefits to a Partner?

The partner tiering program is designed to reward the partner for their performance and improve their performance to achieve a higher tier and its benefits. The benefits of gold, silver and bronze tier is provided below:

Benefit	Gold Tier	Silver Tier	Bronze Tier
Payment Cycle	customer delivery + 5 days	customer delivery + 7 days	customer delivery + 12 days

Additionally, the Gold Tier partners shall be eligible for priority partner support.

The details for priority partner support and faster payment cycle can be found below:

### Priority Partner Support:

The following turnaround time (TAT) would be applicable for priority partner support to be received from Myntra:

Issue type	Closure TAT
Returns	7 business days
Catalog	4 business days
Finance	7 business days
All others	3 business days
Tech	1 business day

1 business day is 8 hours between 9am and 6pm on a weekday. Myntra's partner support team remains off on weekends. Below is the escalation matrix in case of non-adherence to above TATs

Escalation Matrix	Details
Primary	Partner support ticket with "partner tiering" as issue type
Secondary	Partner_performance@myntra.com

Partners eligible for priority partner support will be required to communicate a dedicated email id to Myntra that they would use for raising partner support tickets.

### **Faster Payment Cycle:**

Payment cycle is a system driven auto-settlement. In case an eligible partner does not receive payments as per the eligible payment cycle, a partner support ticket needs to be raised by the partner with "partner tiering" as issue type and same would be addressed with initial communication in 1 working day and timeline for resolution would be provided as part of initial communication

What is the methodology followed for partner tiering?

A partner would attain a tier only when the partner performs as per the benchmarks of that particular tier across all the metrics being monitored, as detailed below. If the partner does not attain one or more benchmarks of a particular tier, the partner shall be tiered only in such category where the partner attains all the benchmarks. E.g. if a partner qualifies for all metrics under Gold except one metric for which the partner qualifies under Bronze, the partner shall be tiered as Bronze. The benchmarks would be reviewed every quarter.

Please refer to <https://partners.myntrainfo.com> ("**Partner Portal**") for the latest benchmarks & metrics. Below are the current benchmarks & metrics:

Metric/ Benchmark	Gold	Silver	Bronze
<b>Gross Merchandise Value (GMV)</b>	>= INR 25 lakhs per month	>=INR 5 lakhs per month & < INR 25 lakhs per month	<INR 5 lakhs per month
<b>Partner Related Cancellations</b>	<=0.11%	>0.11% & <=0.14%	>0.14%
<b>Adherence to procurement Service Level Agreement (SLA)*</b>	For the period 1 <sup>st</sup> April-30 <sup>th</sup> September 2019 : 85%  From 1 <sup>st</sup> October 2019	For the period 1 <sup>st</sup> April- 30 <sup>th</sup> September 2019 : 80%  From 1 <sup>st</sup> October 2019	For the period April 1 <sup>st</sup> 30 <sup>th</sup> September 2019 : 75%  From 1 <sup>st</sup> October 2019 onwards <80%

	onwards >=90%	onwards >=80% & <90%	
<b>Adherence to dispatch SLA**</b>	>=90%	>=80% & <90%	<80%
<b>Returns % excluding try &amp; buy and product quality returns</b>	Applicable Business Unit (BU)-Article Benchmarks***	Applicable BU-Article Benchmarks	Applicable BU-Article Benchmarks
<b>Product quality returns(PQ) % ****</b>	Applicable BU-Article Benchmarks	Applicable BU-Article Benchmarks	Applicable BU-Article Benchmarks

\*The SLA for an individual partner depends on the location of the partner depending on whether a partner is in-station or outstation as per Myntra Ware House location. The applicable SLA of a partner are available on the Partner Portal.

\*\*-Dispatch SLA benchmark shall be applicable to those partners where dispatch is happening at the partner's end, i.e. for PPMP/OMNI partners.

\*\*\* - BU – Article benchmarks applicable for a particular partner can be accessed by the partner on the Partner Portal

\*\*\*\*-All returns due to defective product, fabric quality, faded/used/worn-out product, stitching defect etc. (not exhaustive list) are classified as product quality returns

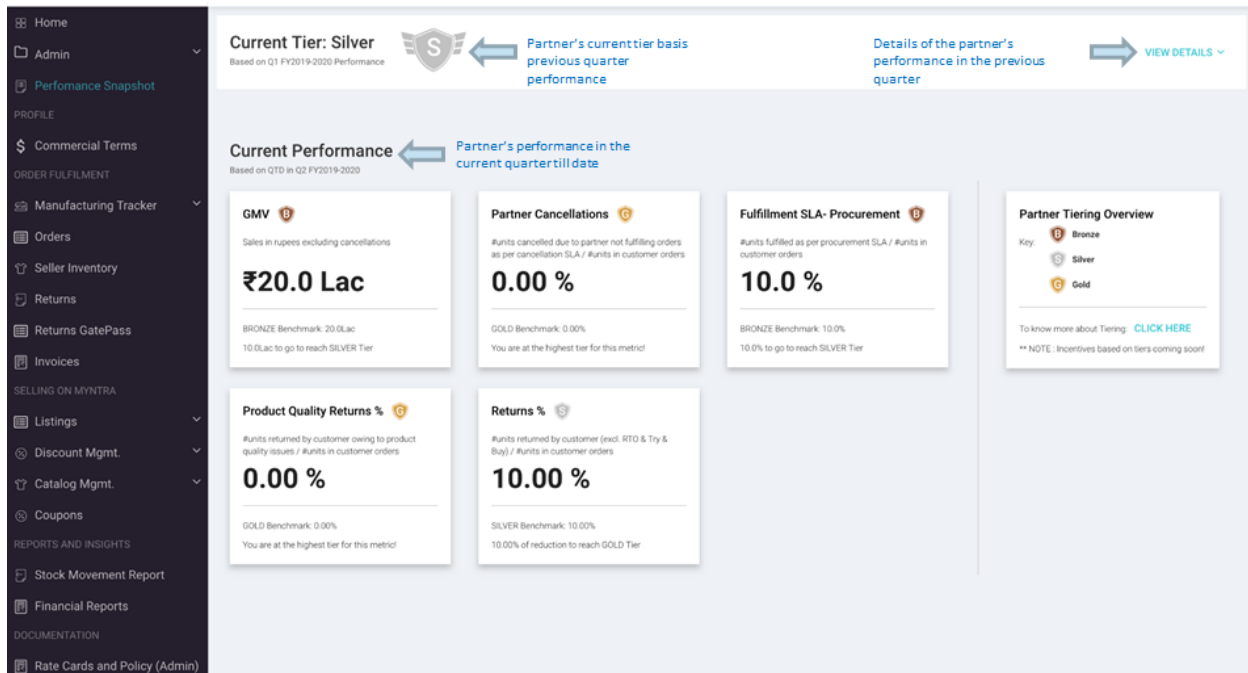
Detailed definition of each of the metrics can be seen below:

S.N.	Metric	Description
1	GMV	Sum of GMV clocked by the partner on <a href="http://www.myntra.com">www.myntra.com</a> , Myntra m-site and Myntra mobile app (collectively "Myntra Marketplace Platform") by listing on Myntra Marketplace Platform
2	Seller Cancellations	$\frac{\text{Number of partner initiated cancellations}}{\text{Number of units ordered}}$ Cancellations due to reasons attributable to Myntra wouldn't be considered while computing this metric.
3	Adherence to procurement SLA	$\frac{\text{Number of items procured within SLA}}{\text{Total number of items procured}}$ This metric is applicable where the dispatch is not happening at the partner's end, i.e. for FBM partners. The SLA would differ basis the location of the partner. It would be different for in-station and

		outstation partner basis Myntra Warehouse location. The applicable SLA for a particular partner can be accessed on the Partner Portal.
4	Adherence to dispatch SLA	$\frac{\text{Number of items packed within SLA}}{\text{Total number of items procured}}$ <p>This metric is applicable where the dispatch is happening at the partner's end, i.e. for PPMP/OMNI partners. The SLA would be irrespective of partner location and ready to dispatch would be marked post packing for dispatch.</p>
5	Returns %	$\frac{\text{Number of units returned}}{\text{Number of units delivered}}$ <p>The benchmarks would be maintained at BU-Article level. This will be a lagging metric since returns data matures only 30 days after orders time frame. For example: If tiering were to happen for time period April to June 2019, returns would be considered for all orders created between Mar-May 2019. Returns created for orders under Try &amp; Buy wouldn't be considered while computing this metric</p>
6	Product Quality(PQ) Returns %	$\frac{\text{Number of units returned due to product quality}}{\text{Number of units delivered}}$ <p>The benchmarks would be maintained at BU-Article level. This will be a lagging metric since returns data matures only 30 days after orders time frame. For example: If tiering were to happen for time period April to June 2019, product quality returns would be considered for all orders created between Mar-May 2019</p>

**\*\*Please note that the above benchmarks can be revised at the discretion of MDPL and the same will be updated on the Partner Portal <https://partners.myntrainfo.com> and an email communication would be made to the partners intimating such revisions. Partners are encouraged to keep themselves updated on the latest benchmarks by referring to the Partner Portal.**

## Where can you see your current tier?



## Terms & Conditions:

1. “Marketplace Partner Tiering” is a program run by Myntra Designs Private Limited (“MDPL”) for all sellers/partners on [www.myntra.com](http://www.myntra.com), Myntra mobile app and Myntra m-site (collectively “Platform”) to categorize them into 3 tiers- Gold, Silver & Bronze, basis pre-defined metrics.
2. The benchmarks and list of metrics used for partner tiering are as decided by MDPL and the latest benchmarks & metrics shall be uploaded on the Partner Portal and an email communication would be made to the partners intimating such revisions.
3. Tiering would be refreshed every quarter in the first week of the first month of each quarter basis the performance of the partner in the **previous quarter**.
4. A partner is expected to verify its tiering data and tier before 10<sup>th</sup> day of the first month in a quarter and raise a partner support ticket in case of any discrepancy by choosing “partner tiering” as issue type.
5. All seller support tickets raised by partners would be resolved by the 16<sup>th</sup> day of the first month in a quarter and benefits would be administered from the 21<sup>st</sup> day of the first month in a quarter till the 20<sup>th</sup> day of the first month in the next quarter, as applicable. For example, for the quarter October 1<sup>st</sup>, 2019 to December 31<sup>st</sup>, 2019 the benefits would be applicable from 21<sup>st</sup> October 2019 to 20<sup>th</sup> January 2020
6. A partner would not be eligible for tiering benefits if:
  - a. The partner is delisted due to breaching of cancellation threshold
  - b. The partner is delisted due to breaching of procurement/packing threshold

- c. The partner is delisted due to suspected fraud
- 7. Please note that:
  - a. This program does not guarantee any sale;
  - b. This program does not alter any platform level policies and process for the partner
- 8. The benefits under this policy are independent of any other benefits that a partner is eligible for under any other policy or scheme run by MDPL.
- 9. MDPL can discontinue the program at any point of time without any prior notice
- 10. These T&C shall be governed in accordance with the applicable laws in India. Courts at Bangalore shall have the exclusive jurisdiction to settle any dispute that may arise under these T&Cs
- 11. All decisions as to the tiering under the Marketplace Partner Tiering shall be at the sole discretion of MDPL.

## **FAQs:**

1. **How frequently is the tiering refreshed?**

Tiering is refreshed once every quarter basis the performance of the partner for the last quarter. Refreshed tier to be communicated to partners in the first week of a new quarter.
2. **I have started operations in the middle of a quarter. Are the metrics pro-rated for me?**

A partner is not given a differential treatment as per the start date of the partner's operations on Myntra. The metrics & benchmarks considered for tiering would remain same irrespective of whether the partner was operating for the entire of the quarter or only for a portion of the quarter.
3. **Is RTO considered while tiering?**

No, RTO performance of a partner isn't considered while tiering.
4. **Is Try & Buy considered while calculating Returns %?**

No, Try & Buy returns are not considered while calculating Returns%
5. **How are returns and PQ return benchmarks calculated?**

Returns and PQ returns benchmarks are maintained at BU-Article combination. Basis the sale split of a partner across BU-Article combinations, the cumulative benchmark of a partner is arrived at. The BU – Article benchmarks applicable for a particular partner can be accessed by the partner on the Partner Portal.
6. **How can I understand my performance at a granular level?**

A double-click of a partner's performance against each of the metrics would be available soon and the date for the same would be communicated by email. In the meanwhile, sellers can drop an email on [partnerperformance@myntra.com](mailto:partnerperformance@myntra.com) to get their performance data at a granular level