



Seller Policy for Online E-Commerce Platform (India)

Version 1.0 | Effective Date: [22/05/2026]

Platform Name: Myfitcart (A Brand Listed Under Knehsag Technologies Private Limited)

1. Purpose

This Seller Policy outlines the terms, responsibilities, obligations, and operational guidelines applicable to all sellers registered on the platform. The objective is to maintain product quality, customer trust, transparency, legal compliance, and a seamless shopping experience.

By registering and selling products on the platform, sellers agree to comply with this policy and all applicable laws and regulations in India.

2. Seller Eligibility & Registration

To become a seller on the platform, applicants must provide:

Mandatory Documents:

- GST Registration Certificate (*if applicable under Indian law*)
- PAN Card
- Aadhaar Card / Authorized Signatory ID
- Business Registration Certificate (Company/LLP/Proprietorship/Partnership)
- FSSAI License (*Mandatory for food products*)
- Bank Account Details with cancelled cheque
- Address Proof
- Brand Authorization Letter (*if selling branded products*)
- Any additional regulatory approvals required by law

The platform reserves the right to approve, reject, suspend, or terminate seller accounts based on verification results.

3. Product Listing Policy

Sellers must ensure:

Product Information:

Products listed must contain:

- Accurate product name
- Ingredients/composition
- Nutritional information (*for food products*)
- Manufacturing date
- Expiry date
- Net quantity/weight
- Product images
- Usage instructions
- Warnings/allergens
- Country of origin
- Storage instructions
- Certifications (Organic/FSSAI etc.)

Prohibited Listings:

The following products are strictly prohibited:

- Expired products
- Counterfeit products
- Illegal or restricted items
- Misleading health claims
- Unsafe food products
- Unapproved supplements
- Products violating Indian regulations

Violation may lead to immediate suspension.

4. Quality Standards

All sellers must maintain:

- High product quality
- Authenticity
- Proper packaging standards
- Regulatory compliance
- Hygiene standards (for food products)
- Product safety standards

The platform may conduct audits or request product samples.

5. Pricing Policy

Sellers shall:

- Provide fair and transparent pricing
- Avoid artificial price inflation
- Clearly disclose discounts/offers
- Include applicable taxes as per law

The platform may reject unreasonable pricing practices.

6. RETURN / REFUND / REPLACEMENT POLICY

Particular	Response
Complaint Window	Customer complaints must be raised within 24 hours of delivery .
Proof Requirement	Unboxing video, shipping label, damaged product evidence mandatory.
Claim Investigation	Claims reviewed within 48 working hours .
Resolution Timeline	Refund/replacement decisions completed within 5–7 working days .
Consumable Products	Opened/consumed/tampered products not eligible unless transit damage proven.
Seller Approval	Seller review included before approval wherever applicable.

7. LOGISTICS, TRANSIT & DELIVERY RESPONSIBILITY

Particular	Response
Courier Partners	Standard reputed logistics partners shall be used.
Insurance	Shipment insurance applicable based on category/partner policy.
Damage Claims	Claims must be raised within 24 hours of delivery .
Claim Resolution	Investigation and settlement within 7–15 working days .
NDR Handling	NDR action initiated within 24 hours .
RTO Processing	RTO processed within 7–10 working days after return receipt after deducting the courier charges from the Customers.

8. Inventory Management

Seller responsibilities:

- Maintain accurate stock availability
- Update inventory regularly
- Avoid overselling
- Fulfill orders within committed timelines

Repeated stock-outs may attract penalties.

9. Order Processing & Shipping

Sellers must:

Order Acceptance:

Accept/reject orders within prescribed timelines.

Dispatch:

Ship orders within:

Standard Dispatch Time: 24–48 hours (*unless otherwise agreed*)

Packaging:

Products must be:

- Properly packed
 - Tamper-proof
 - Leak-proof (for liquids)
 - Safe during transportation
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10. Returns, Refunds & Replacement Policy

Sellers agree to:

Accept returns/refunds for:

- Damaged products
- Wrong products delivered
- Expired products
- Defective products
- Products differing from description

Refund approval may be subject to platform review.

11. Product Expiry Policy (*Applicable to Food & Health Products*)

Sellers shall ensure:

- Products shipped must have minimum remaining shelf life as prescribed by platform policy
- Expired products are strictly prohibited

Repeated violations may result in permanent suspension.

12. Regulatory Compliance

Sellers must comply with:

- Consumer Protection Act, 2019
- Legal Metrology Act
- Food Safety and Standards Act (FSSAI)

- GST Regulations
- E-commerce Rules, India
- Advertising standards
- Any applicable Indian laws

Non-compliance remains solely seller responsibility.

13. Intellectual Property Rights

Sellers warrant that:

- Products do not infringe trademarks
- Images/content used are authorized
- No copyright violations exist

The platform may remove infringing listings without notice.

14. Seller Performance Standards

The platform may monitor:

- Cancellation rate
- Return rate
- Customer complaints
- Order fulfillment rate
- Product ratings
- Delivery timelines

Poor performance may lead to:

- Warning
 - Temporary suspension
 - Permanent removal
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15. Commission & Payment Terms

Platform Charges:

Applicable fees may include:

- Commission: 0% on onboarding & all orders. (Valid First 6 Month of Onboarding)
- Shipping charges : as per commercials set with Courier Partners
- Payment gateway charges : 2% of the total payment + applicable GST
- Promotional fees: Depending on the Seller Demand & requirement.
- Other agreed charges: NA

Discount & Promotional Offers:

Discounts, promotional schemes, coupon offers, and consumer offers shall be determined solely by the Seller/Brand. MyFitCart shall maintain and implement the master records of such approved offers accordingly.

Seller Payments:

Payments will be released after:

- Successful delivery
- Return window completion
- Customer payments received through the MyFitCart platform shall be collected in the designated account of Knehsag Technologies Private Limited and remitted to the Seller/Brand on a weekly settlement basis after deduction of applicable payment gateway charges, taxes, and approved returns initiated by customers solely in cases involving damaged, defective, expired, or incorrect products, subject to verification and approval by MyFitCart as per applicable return policies. Any other mutually agreed charges or deductions shall also apply where relevant.
- Adjustment of deductions

[7 working days]

16. Tax Compliance

Seller shall be solely responsible for:

- GST compliance
- Tax filings

- Invoices
- Applicable deductions

The platform shall not be liable for seller tax defaults.

17. Customer Communication Policy

Sellers must:

- Maintain professional communication
- Avoid abusive behavior
- Not solicit customers outside platform
- Not share unauthorized contact information

18. Fraud Prevention

The following activities are prohibited:

- Fake orders
- Fake reviews
- Manipulating ratings
- False claims
- Inventory fraud

Violations may lead to legal action.

19. Suspension & Termination

The platform reserves rights to suspend or terminate seller accounts for:

- Policy violations
 - Regulatory non-compliance
 - Fraudulent activity
 - Repeated customer complaints
 - Product quality issues
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20. Indemnification

Seller agrees to indemnify and hold harmless the platform from losses arising due to:

- Product defects
 - Regulatory violations
 - False claims
 - Legal disputes caused by seller actions
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21. Limitation of Liability

The platform acts as an intermediary and shall not be liable for:

- Product defects
- Seller negligence
- Regulatory violations
- Indirect losses

Except where required under applicable law.

22. Confidentiality

Sellers shall protect:

- Customer information
- Order details
- Platform confidential information

Unauthorized disclosure is prohibited.

23. Policy Amendments

The platform reserves the right to modify these policies at any time. Updated policies become effective upon publication.

24. Governing Law & Jurisdiction

These policies shall be governed by the laws of **India**.

Any disputes shall be subject to jurisdiction of courts located in:

[Kurukshetra(Haryana), India]

25. Acceptance

By registering as a seller, the seller confirms:

- ✓ They have read this policy
 - ✓ Understand the obligations
 - ✓ Agree to comply with all terms and applicable laws
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For Support & Seller Queries:

Email: **support@myfitcart.com**

Website: **www.myfitcart.com**