

Fulfillment Policy Terms & Conditions (Omni stores)

To uphold the buyer experience offered to buyers, we expect our sellers to be at par with Myntra's customer service standards. The policy aims at evaluating store's performance with respect to metrics that affect customer experience and ensure stores maintain a high level of performance standards and process adherence.

Store Performance Metric:

I. Packing:

1. Once an order is allocated to a store, a handover cut off time will be assigned to that order and pushed through an API to store ERP system. This handover cut off time will be calculated on the basis of the order fulfillment capacity provided by the store. The store shall be required to pack the order adequately before such handover cut off time.
2. It is mandatory for stores to physically pick the ordered items and only then fetch the invoice and shipping label, by scanning the item's barcode in their ERP system.
3. The metric to monitor the packing performance of the store shall be "Packing compliance".
4. The store shall be required to pack and mark the order as packed in their ERP system before the handover cut off time. If the order is packed after the handover cut off time, it will be considered as breach of this policy. The target "Packing compliance" for all stores must be 95% for regular orders and 96% for express orders. It will be calculated as per the following formula:

No. of handover cut off orders marked as "Packed" by the store on their ERP system / No. of orders that have a handover cut off time on that day)*100.

5. For any week, if the packing compliance falls below threshold value provided above, by the store, that said week shall be considered as a packing breach.
6. The store may raise a complaint ticket on partner portal (<https://partners.myntrainfo.com/>) if the breach is wrongly attributed
7. Further details are provided below:

| Metrics | Threshold value (Regular orders) | Packing Breaches in a quarter | Action | Expectation from the store to be compliant with this policy |
|--------------------|----------------------------------|-------------------------------|--|--|
| Packing compliance | 95% | 1 | There will be a warning e-mail sent to the store | <ul style="list-style-type: none">• Clear all pendency of breached orders before hard stop by Myntra (explained in VFS section of this policy) and |

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| | | | | achieve 95% compliance for next handover cut off time as well. |
| | | 2-6 | The store shall be delisted from the Platform for 3 days. No delay charges shall be levied on the store. | <ul style="list-style-type: none"> • The store must understand why there is a repeated breach and rectify process gaps. • Reach out to Myntra if any training is required or if there are any understanding gaps. • Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 95% compliance for next handover cut off as well. |
| | | >6 | The store shall be delisted from the Platform for 2 weeks. No delay charges shall be levied on the store. (breach counter will be an incremental counter and will be reset at the start of each quarter only and not after completion of delisting period. i.e. if the store is delisted in any month and relisted after 3 days and then defaults on performance again in the same quarter then the breach will be counted as an incremental breach) | <ul style="list-style-type: none"> • The store must understand why there is a repeated miss and try to rectify process gaps if any. • Ensure that enough packing capacity is in place. • Explain to Myntra what actions have been taken by the store to avoid any further performance failures before being relisted. • Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 95% compliance for next handover cut off as well. |

| Metrics | Threshold value (Express orders) | Packing Breaches in a quarter | Action | Expectation from the store to be compliant with this policy |
|--------------------|----------------------------------|-------------------------------|---|---|
| Packing compliance | 96% | 1 | There will be a warning e-mail sent to the store | <ul style="list-style-type: none"> • Clear all pendency of breached orders before hard stop by Myntra (explained in VFS section of this policy) and achieve 96% compliance for next handover cut off time as well. |
| | | 2-6 | The store shall be delisted from the "Express service offering" for 3 days. | <ul style="list-style-type: none"> • The store must understand why there is a repeated breach and rectify process gaps. |

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|--|--|----|--|---|
| | | | No delay charges shall be levied on the store. | <ul style="list-style-type: none"> ● Reach out to Myntra if any training is required or if there are any understanding gaps. ● Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 96% compliance for next handover cut off as well. |
| | | >6 | The store shall be delisted from “Express service offering” for 2 weeks. No delay charges shall be levied on the store. (breach counter will be an incremental counter and will be reset at the start of each quarter only and not after completion of delisting period. i.e. if the store is delisted in any month and relisted after 3 days and then defaults on performance again in the same quarter then the breach will be counted as an incremental breach) | <ul style="list-style-type: none"> ● The store must understand why there is a repeated miss and try to rectify process gaps if any. ● Ensure that enough packing capacity is in place. ● Explain to Myntra what actions have been taken by the store to avoid any further performance failures before being relisted. ● Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 96% compliance for next handover cut off as well. |

8. This metric will be measured at store ID level and hence delisting will happen for that store ID.
9. Stores may raise a dispute regarding its performance under this policy according to grievance redressal mechanism provided under this policy.
10. The checking frequency will be on a weekly level and the period of performance under consideration will be for orders that have handover cut off time in the past week. i.e. if the check is done on a Monday, handover compliance check will happen for orders that had handover cutoff from last Monday to Sunday.
11. Stores of any newly on boarded seller on the Omni model shall be allowed a 3 month relaxation from any action from the start of its business/listing on the Myntra Platform.
12. For the purpose of above, newly on boarded seller hereby means any seller that has gone live on Myntra Platform for the first time on the Omni model either 3 months before the roll out of this policy or any seller onboarded on Omni model after the roll out of the policy.

II. Handover:

1. After packing, the store will be required to hand over the orders to the pickup agent from the logistics service provider.
2. Only orders scanned through the First Mile Pickup App (FMPU) will be considered to be handed over. Without marking a shipment as “Packed”, the store will not be able to hand over the shipment. The reason for that is that an order will be visible in the FMPU app only when it is marked as packed in the system.
3. The store can handover the order either at an earlier pick up time if it has completed the packing earlier or on the day of handover cut off pick up. If it is handed over on a later day than the cut off it will be considered as a breach of this policy by the store.
4. The store should pack the order in the packaging recommended by Myntra and shall print the shipping label / invoice on each order. Any order not packed properly or having damaged packaging or torn shipping label stuck or partially visible shipping label will not be accepted for pickup by the logistic service provider and will be treated as “Not handed over”.
5. Pick up agent from the logistic service provider will scan all the orders handed over to him/her using the FMPU app and after scanning all orders will ask the store manager to sign on the FMPU as a proof of handover. Store will receive an auto generated mailer once the pickup is done for reconciliation.
6. The metric to monitor the packing performance shall be “Handover compliance”.
7. The target “Handover compliance” shall be 94% for regular orders and 95% for express orders. It will be calculated as per the below formula:

No. of cut off orders handed over / No. of orders that have a handover cut off on the said day)*100.

8. For any week, if the handover compliance falls below the defined thresholds, that week shall be considered as a handover breach.
9. Further details are provided below:

| Metrics | Threshold value (Regular orders) | Packing Breaches in a Quarter | Action | Expectation from the store to be compliant with this policy |
|---------------------|----------------------------------|-------------------------------|---|---|
| Handover compliance | 94% | 1 | There will be a warning e-mail sent to the store | <ul style="list-style-type: none"> ● Clear all pendency of breached orders before hard stop by Myntra (explained in VFS section of this policy) and achieve 94% compliance for next handover cut off time as well. |
| | | 2-6 | The store shall be delisted from the Platform for 3 days. | <ul style="list-style-type: none"> ● The store must understand why there is a repeated breach and rectify process gaps. |

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|--|--|----|---|---|
| | | | No delay charges shall be levied on the store. | <ul style="list-style-type: none"> ● Reach out to Myntra if any training is required or if there are any understanding gaps. ● Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 94% compliance for next handover cut off as well. |
| | | >6 | <p>The store shall be delisted from the Platform for 2 weeks.</p> <p>No delay charges shall be levied on the store.</p> <p>(breach counter will be an incremental counter and will be reset at the start of each quarter only and not after completion of delisting period. i.e. if the store is delisted in any month and relisted after 3 days and then defaults on performance again in the same quarter then the breach will be counted as an incremental breach)</p> | <ul style="list-style-type: none"> ● The store must understand why there is a repeated miss and try to rectify process gaps if any. ● Ensure that enough packing capacity is in place. ● Explain to Myntra what actions have been taken by the store to avoid any further performance failures before being relisted. ● Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 94% compliance for next handover cut off as well. |

| Metrics | Threshold value (Express orders) | Packing Breaches in a Quarter | Action | Expectation from the store to be compliant with this policy |
|---------------------|----------------------------------|-------------------------------|--|--|
| Handover compliance | 95% | 1 | There will be a warning e-mail sent to the store | <ul style="list-style-type: none"> ● Clear all pendency of breached orders before hard stop by Myntra (explained in VFS section of this policy) and achieve 95% compliance for next handover cut off time as well. |
| | | 2-6 | <p>The store shall be delisted from the “Express service offering” for 3 days.</p> <p>No delay charges shall be levied on the store.</p> | <ul style="list-style-type: none"> ● The store must understand why there is a repeated breach and rectify process gaps. ● Reach out to Myntra if any training is required or if there are any understanding gaps. ● Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 95% compliance for next handover cut off as well. |

| | | | | |
|--|--|----|---|---|
| | | >6 | <p>The store shall be delisted from “Express service offering” for 2 weeks. No delay charges shall be levied on the store. (breach counter will be an incremental counter and will be reset at the start of each quarter only and not after completion of delisting period. i.e. if the store is delisted in any month and relisted after 3 days and then defaults on performance again in the same quarter then the breach will be counted as an incremental breach)</p> | <ul style="list-style-type: none"> ● The store must understand why there is a repeated miss and try to rectify process gaps if any. ● Ensure that enough packing capacity is in place. ● Explain to Myntra what actions have been taken by the store to avoid any further performance failures before being relisted. ● Clear all pendency before hard stop by Myntra (explained in VFS section of this policy) and achieve 95% compliance for next handover cut off as well. |
|--|--|----|---|---|

10. The checking frequency will be on a weekly level and the period of performance under consideration will be for orders that have handover cut off in the past week. i.e. if check is done on a Monday, handover compliance check will happen for orders that had handover cutoff from last Monday to Sunday

11. This metric will be measured at store ID level and hence delisting will happen for that store ID.

12. Store must raise any disputes regarding his performance according to grievance redressal mechanism.

13. If a store has not packed an order within the handover cut off time and not handed over the order within the handover cut off time, the store shall be penalized for either packing breach or handover breach but not both.

14. Stores of any newly on boarded seller on the Omni model shall be allowed a 3 month relaxation from any action from start of its business/listing on Myntra Platform.

15. For the purpose of above, newly on boarded seller hereby means any seller that has gone live on Myntra Platform for the first time on the Omni model either 3 months before the roll out of this policy or any seller onboarded on Omni model after the roll out of the policy.

16. For “Made to Order” stores, the handover cut off time shall be configured according to the TAT specified by the store.

17. In case of any error in the determination of breach of these metrics, the impacted stores account shall be activated post determination of such error by Myntra, as reported by the store. Provided however, Myntra shall, under no circumstances, be liable or responsible for any claims or losses arising out of such deactivation of listings.

III. Rejection Rate (conditional for seller VFS >2%)

1. Once an order is received, it will be assigned to a store. The store shall either accept or reject the order basis the availability of item in the store. Any order that the store rejects will be treated as rejected orders.
2. The metric to monitor the rejected orders shall be “Rejection rate”.
3. The target “Rejection rate” shall be 7% for regular orders and Express orders. It will be calculated as (No. of orders rejected by the store / No. of orders assigned to the store)*100.
4. The checking frequency will be on a weekly level and the period of performance under consideration will be for orders that have been rejected by the store in the past week. i.e. If check is done on a Monday, Rejection rate check will happen for orders that have been rejected by the store from last Monday to Sunday.
5. This metric will be measured at a store level and hence delisting will happen for that store.
6. Seller must raise any disputes regarding his performance according to grievance redressal mechanism.
7. If the store rejection rate is beyond the target number, the store shall be liable for penalty as mentioned in the table below:

| Metrics | Threshold value (Regular & Express) | Rejection Rate for weekly orders | Action | Expectation from the store to be compliant with this policy |
|-----------------------|-------------------------------------|----------------------------------|---|--|
| Rejection rate (in %) | 7% | 7%-10% | Warning mailer to the seller | <ul style="list-style-type: none"> ● Ask store managers to update inventory correctly. ● Do not reject an order without a thorough check of inventory availability. ● Pack and keep aside Myntra orders as soon as it is allocated to the store instead of keeping it for display for walk-in customers and packing at a later stage. |
| | | >10% | Delisting to occur in following manner: | <ul style="list-style-type: none"> ● Ensure inventory accuracy by checking and updating inventory on a monthly basis. |

| | | | <table border="1"> <thead> <tr> <th>Count of miss in a quarter</th> <th>Penalty</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Warning mailer</td> </tr> <tr> <td>2-6</td> <td>Delisting for 3 days</td> </tr> <tr> <td>>6</td> <td>Delisting for 2 weeks</td> </tr> </tbody> </table> | Count of miss in a quarter | Penalty | 1 | Warning mailer | 2-6 | Delisting for 3 days | >6 | Delisting for 2 weeks | <ul style="list-style-type: none"> Do not cancel an order without a thorough check of inventory availability. Pack and keep aside Myntra orders as soon as it is allocated to the store instead of keeping it for display for walk-in customers and packing at a later stage. Explain to Myntra team what actions have been taken to avoid any further performance failures before being relisted. |
|----------------------------|-----------------------|--|--|----------------------------|---------|---|----------------|-----|----------------------|----|-----------------------|---|
| Count of miss in a quarter | Penalty | | | | | | | | | | | |
| 1 | Warning mailer | | | | | | | | | | | |
| 2-6 | Delisting for 3 days | | | | | | | | | | | |
| >6 | Delisting for 2 weeks | | | | | | | | | | | |

8. Stores of any newly on boarded seller on the Omni model shall be allowed a 3 month relaxation from any action from the start of its business/listing on Myntra Platform.
9. For the purpose of above, newly on boarded seller hereby means any seller that has gone live on Myntra Platform for the first time on the Omni model either 3 months before the roll out of this policy or any seller onboarded on Omni model after the roll out of the policy.

1. Vendor failed to supply (“VFS”):

1. VFS will be marked for an order for the following scenarios:

- a. Seller initiated cancellations: If the store cancels any order after accepting a customer order due to unavailability of the item or if the store is unable to pack an order within 72 hours after handover cut off (hardstop by Myntra) it will be treated as “VFS”.

Frequency of measurement: The metric will be measured at weekly frequency with a lag of 72 hours (3 days). Example, If check is done on a Monday, VFS check will be conducted for orders having handover cutoff from last to last Thursday to last Thursday. This is to ensure that the store gets at least 3 days to fulfill the order even beyond the last handover cutoff.

- b. Orders not handed over after packing: If orders that have been marked “packed” by store but not handed over to the logistic service provider even after 72 hours of handover cut off, will be marked as “VFS” by Myntra.

Measurement Status: The shipment status of ‘Packed’ and ‘First Mile pickup done’ in Myntra’s tech system will be considered as marked packed and handed over respectively.

| Fulfillment Parameter | Metric | Threshold value (Regular & Express orders) | Action | Expectation from the store to be compliant with this policy | | | | | | | | |
|-----------------------------|--------|--|---|---|-------|---------|-------|---------------|-----|-----|-----|--|
| VFS | VFS% | >0% | <p>Cancellation charge shall be levied on the seller as mentioned below for each cancelled item of orders:</p> <table border="1"> <tr> <td>Average selling price (INR)</td> <td>0-500</td> <td>501-750</td> <td>>=751</td> </tr> <tr> <td>Charges (INR)</td> <td>100</td> <td>150</td> <td>250</td> </tr> </table> | Average selling price (INR) | 0-500 | 501-750 | >=751 | Charges (INR) | 100 | 150 | 250 | <ul style="list-style-type: none"> Do not cancel an order without a thorough check of inventory availability. Ensure inventory accuracy by checking and updating inventory on a monthly basis Pack and keep aside Myntra orders as soon as it is allocated to the store instead of keeping it for display for walk-in customers and packing at a later stage. Do not mark an item as "packed" without packing it. Check the mail for handed over shipments to keep track of orders not handed over. Raise a ticket if the miss is wrongly attributed |
| Average selling price (INR) | 0-500 | 501-750 | >=751 | | | | | | | | | |
| Charges (INR) | 100 | 150 | 250 | | | | | | | | | |

2. Myntra shall have the right to offset/adjust any amount payable by the store as cancellation charges under this policy with any payments due and payable by Myntra to the store.
3. This metric will be measured at seller level.
4. The seller must raise a ticket on the partner portal (<https://partners.myntrainfo.com/>) if a breach has been wrongly attributed.
5. Stores of any newly on boarded seller on the Omni model shall be exempted from VFS charges for a period of 3 months since the start of its business/listing on Myntra Platform.
6. For the purpose of above, newly on boarded seller hereby means any seller that has gone live on Myntra Platform for the first time on the Omni model either 3 months before the roll out of this policy or any seller onboarded on Omni model after the roll out of the policy.

Grievance redressal mechanism:

1. If the store disputes or doesn't agree with his performance metrics on a particular day under this policy, the store must raise these issues on the store portal (<https://partners.myntrainfo.com/>) and specify the date of dispute, once a warning mail has been initiated to them. The store shall raise tickets within 4 business days for regular orders & within 3 business day for express orders after receiving the warning mail.
2. The store needs to list its issue in detail and provide enough evidence to justify its claim.
3. Myntra, through its Partner Support Team shall evaluate these claims
4. If the claim is validated, the breach will be reversed.

Vendor Failed to Handover (VFH):

- If any order is in 'Packed' status in the system and has not been handed over to the pick-up team even after 5 days from the Packing Cut Off date, the orders would be cancelled by Myntra. These cancelled orders will be considered in VFH.
- The metric will be measured at a daily frequency with a lag of 24 hours (1 day).

The metric to monitor shall be "VFH Breach"; the threshold VFH shall be 0.3%. It will be calculated as below:

- $\text{No. of orders marked under VFH} / \text{No. of total orders assigned on any given date} * 100$
- For any week, if the handover compliance falls below the defined thresholds, that week shall be considered as a VFH Breach.
- Further details are provided below:

| Metrics | Threshold Value | Count of Consecutive Days | Action | Expectation from the seller to be compliant with this policy |
|---------|-----------------|---------------------------|--------|--|
|---------|-----------------|---------------------------|--------|--|

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|---------------|------|--|---|---|------|---------|------|---------------|---|----|-----|--|
| VFH | 0.3% | 2 nd (24 to 48hrs) | There will be an alert email sent to the seller. | It is mandatory for sellers to physically pick the ordered items and only then fetch the invoice and shipping label, by scanning the item's barcode in their ERP system. | | | | | | | | |
| | | 3 rd (48 to 72hrs) | There will be an alert email sent to the seller with 1 st delist warning. | | | | | | | | | |
| | | 4 th (72 to 96hrs) | The seller shall be delisted on the platform. | <ul style="list-style-type: none"> The seller must understand why there is a repeated breach and rectify process gaps. Reach out to Myntra if any training is required or if there are any understanding gaps. Seller must arrange handover of pending orders on priority. Ensure that enough packing capacity is in place. Explain to Myntra what actions have been taken by the seller to avoid any further performance failures before being relisted. | | | | | | | | |
| | | 5 th (96 to 120hrs) | If not handed over then the seller shall be kept delisted for 4 days on the platform with VFH penalty notification/warning mail. | | | | | | | | | |
| | | Beyond 5 th days (Beyond 120hrs) | Orders will be canceled under the VFH bucket. Additionally, a charge would be levied on the seller for each VFH item as below: | | | | | | | | | |
| | | | <table border="1"> <tr> <td>ASP (INR)</td> <td>0-50</td> <td>501-750</td> <td>>750</td> </tr> <tr> <td>Charges (INR)</td> <td>0</td> <td>50</td> <td>250</td> </tr> </table> | ASP (INR) | 0-50 | 501-750 | >750 | Charges (INR) | 0 | 50 | 250 | <ul style="list-style-type: none"> The seller must understand why there is a repeated breach and rectify process gaps. Reach out to Myntra if any training is required |
| ASP (INR) | 0-50 | 501-750 | >750 | | | | | | | | | |
| Charges (INR) | 0 | 50 | 250 | | | | | | | | | |

| | | | | |
|--|--|--|--|--|
| | | | | <p>or if there are any understanding gaps.</p> <ul style="list-style-type: none"> • Explain to Myntra what actions have been taken by the seller to avoid any further performance failures before being relisted. |
|--|--|--|--|--|

- Myntra shall have the right to offset/adjust any amount payable by the seller as cancellation charges under this policy with any payments due and payable by Myntra to the seller.
- This metric will be measured at warehouse ID level and hence delisting will happen for that warehouse ID only.
- Any newly onboarded (sellers lesser than 3 months on myntra omni) seller or any existing seller (sellers older than 3 months on myntra omni) migrating to a new model shall be allowed a 3 months relaxation from any delisting action from the start of its business on the Myntra platform. However, charges for canceled items would be applicable as per the mentioned matrix above.
- In case of any error in the determination of breach of these metrics, the impacted sellers' account shall be activated post determination of such error by Myntra, as reported by the seller. Provided however, Myntra shall, under no circumstances, be liable or responsible for any claims or losses arising out of such deactivation of listings.