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Policy > Advance Sellers

Seller Performance Policy

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

Seller Performance Metrics:

Following are the performance metrics that sellers must comply with in order to meet the pre-set level of customer satisfaction:

- Seller Cancellations Rate: 0.25%
- RTD Breach Rate: 0.5%
- Reattempts Rate: 2%
- Total Customer Returns Rate - (depends on category)
- Customer Returns Rate on individual sub reasons
 - Misshipments and missing items
 - Returns due to poor Quality
 - Damaged products
 - Defective products
(Returns due to different reasons are considered independently)
- Weight Anomaly Rate: 5%

The target metrics is benchmarked based on **orders approved and delivered in the last 14 days** and Flipkart's average rate of returns in each of these parameters mentioned below. While the current



Suggested Readings

Managed Fulfilment Policy

Self Ship Model Policy

Durability Certified Products Policy

Answering Guidelines for Seller answering Buyer question feature

Revised Zero (0%) commission Eligible vertical list (0-300 Rs), effective May 15, 2022.

New returns policy for verticals across Beauty and Grooming products



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Flipkart reserves the right to improve these benchmarks.



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Breach of these metrics will result in suspension of seller account/Listing level actions. Repeated breach of metrics will lead to suspension of account for a longer time period and could also lead to permanent blacklisting of the seller account

In case of any error in the determination of breach of these metrics, the impacted seller's account/Listing shall be activated post determination of such error by Flipkart, as reported by the seller(s). Provided however, Flipkart shall, under no circumstances, be liable or responsible for any claims or losses arising out of such deactivation of listings/suspension of the seller's account".

Seller Cancellation Rate: 0.25%

Seller cancellation refers to the number of ordered units cancelled by the seller after an order has been placed by the buyer. Seller Cancellation Rate is calculated per week as follows:

Seller Cancellation Rate = Number of Seller Cancellations/Total number of orders received.

If you fail to maintain the seller cancellation rate below the benchmark percentage rate, your account will be suspended for a minimum period of 3 days after the first warning and a maximum period of 21 days post the 7th offence of breach, during which you will not receive any new orders.

RTD Breach/ Order to Ship Breach: 0.5%

RTD breach occurs when an order is not marked "ready to ship" before the 'last date to ship' mentioned on the order dashboard against the



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For products under Furniture Category, RTD breach will occur when the order is not marked by the seller as “dispatched” in the order dashboard before the “last date to ship” mentioned on the order dashboard against the particular order.

RTD breach rate = Total number of Ordered Units that breached RTD by Date/Total number of orders received.

If you fail to maintain the RTD breach rate below the benchmark percentage rate, your account will be suspended for a minimum period of 1 day after the first warning and a maximum period of 6 days post the 5th offence of breach, during which you will not receive any new orders.

Reattempts Rate: 2%

Reattempts refers to the extra attempts made by Logistics Partner to pick up an ordered item from your mentioned pickup address. A reattempt is counted for a seller, only if he/she is accountable for the extra attempt by Logistics Partner due to the reasons mentioned below:

- Shipment not ready
- Seller unavailable
- Improper packing
- Logistics form missing

Reattempts Rate is calculated for a week as follows:

Reattempts Rate = Total Number of Reattempts by Logistics Partner/Total Number of Scheduled attempts by Logistics Partner

If you fail to maintain the Reattempt rate below the benchmark percentage rate, your account will be suspended for a minimum period of 1 day after the



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receive any new orders.



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Customer Returns: Definition & Measurement

Customer Returns refer to the number of product returns the seller receives from buyer on the basis of various return reasons which adversely affect customer experience.

Customer Returns Rate is calculated per week as follows:

Customer Return (%) = (Number of units returned by customer(s) from the total number of units delivered)/(Total number of delivered units out of approved orders in a given time period).

For example in a week, if total number of approved order units was 100 out of which 50 were subsequently delivered and customer(s) returned 10 units out of these orders, then Returns (%) is 20%". Apart from total customer returns, performance policy is also applicable on individual sub reasons, which impact customers adversely. A good example is misshipments, where sellers will be penalized if they have bad metrics on Returns - Misshipments.

The thresholds for returns depend on the category of products; and as such sellers are advised of these thresholds in the email communication sent on Seller Performance Policy actions.

1. Mis-shipments and Missing items:

Mis-shipment is one the primary causes of customer returns, which leads to a poor customer experience. To control the occurrences of mis-shipments and to help you identify the root cause(s) of mis-shipments



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applicable on all the comparable products as a cluster. If the cluster violates all the below-mentioned benchmarks, it'll be considered as a violation of the policy.

Metric Considered: Return due to mis-shipments and missing items

Threshold:

Below are the weekly benchmarks that you need to comply with:

1. The average returns of a listing cluster should not be than 2 times the average returns of a comparable product
2. Return quantity should not be over 30 in the last 14 days

When these benchmarks are applied on all the comparable products as a cluster, it'll be easier for you to identify the set of similar products that may be getting mis-shipped.

***Comparable Products :** The products that come under the same vertical, are of the same brand and fall under the same price range are considered similar and are called Comparable Products.

In the event of any breach of all the three benchmarks provided above, following actions will be taken in the below steps:

Action 1: On violating all these parameters for a time period of a week, a warning mail will be sent to you. Also highly misshipped Listing IDs will be moved to the Ready For Activation tab.



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they will get temporarily delisted for 14 days.



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Action 3: Any violation after the second action will lead to the Listing IDs getting delisted permanently.

The example below explains how these benchmarks will now be applied on the listings.

Suppose there are 8 listing IDs in a brand under the vertical "Smartwatches" that are comparable and have the following performance in terms of mis-shipment and returns.

Listing IDs	Mis-shipped Units	Return Units	Delivered Units
L1	5	9	55
L2	1	3	6
L3	0	1	3
L4	2	3	10
Total	8	16	74

Now, the table below puts your data against the benchmarks of this policy.

Criteria	Benchmark	Your Performance
Return Qty	15	16
Ratio of Mis-shipment Qty to Returns Qty (%)	41%	50% (8/16)
Ratio of Mis-shipment Qty to Delivered Qty (%)	4%	10.8% (8/74)



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AS these listing IDs as a group are violating the policy, listing-level actions will be taken against all of them.



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1. Returns due to Quality Issue(s)

Metric Considered: Return due to mis-shipments and missing items

Threshold: The weekly threshold for returns due to Quality Issues for each listing is 2%.

- If this threshold is breached, the LIDs of the seller which breached the threshold may be deactivated permanently.
- If a seller is caught consistently breaching these thresholds week on week, then their account may be suspended for a minimum period of 1 week and may also lead to permanent blacklisting of the seller account

1. Damaged products

Metric Considered: Return due to Product found to be damaged

Threshold: For details like reasons considered, threshold, period under consideration and methods to improve metrics, kindly refer to the email sent to your registered email id

Breach of the metrics will result in suspension of seller account. Repeated breach of metrics will lead to suspension of account for longer time period and could also lead to permanent blacklisting of the seller account.

4. Returns due to wrong size/fit



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customer experience and impacts your performance. After carrying out a detailed research, it was observed that a considerable number of misshipments happen when the size/fit details are not mentioned sufficiently in the catalog. In an attempt to control these size/fit returns, an update is being implemented in the Seller Performance Policy (SPP).

As per this policy, the below benchmarks will now be applicable on all the comparable* products as a cluster (group). If the cluster violates all the below-mentioned benchmarks, it'll be considered as a violation of the policy.

1. Return quantity should not be over 30 in the last 14 days
2. The average returns of a listing cluster should not be than 2 times the average returns of a comparable product

Example: Suppose there are 10 returns due to the delivery of wrong size. In this situation, if 7 times the reason was "Size Larger than ordered" and 3 times "Size Smaller than ordered", then it is a violation because one reason is significantly more frequent than the other.

Any listing found in violation of all the above-mentioned criteria will be moved to Ready for Activation for 14 days and you can take corrective measures and make the listings live again. Once the listings are made live again, they will be observed for another 14 days and if no improvements are observed, it'll be considered a second violation and your FSNs will be delisted for a period of 14 days.

The same process will be followed again, and if your listings still violate the above-mentioned criteria, they'll be delisted permanently from the platform.



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considered similar and are called **Comparable Products**.



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Please note that Listing IDs with zero returns will not be considered in the cluster for calculation.

5. Defective products

Metric Considered: Return due to Product found to be defective

Threshold considered:

1. Return quantity should not be over 30 in the last 14 days
2. The average returns of a listing cluster should not be than 2 times the average returns of a comparable product

Breach of the metrics will result in suspension of seller account. Repeated breach of metrics will lead to suspension of account for longer time period and could also lead to permanent blacklisting of the seller account.

Note: Customer wrong tagging is accounted for in the thresholds set for these metrics. For details like reasons considered, threshold, period under consideration and methods to improve metrics, kindly refer to the email sent to your registered email id

Weight Anomaly Rate:

Weight Anomaly refers to an order where the Packaging Dimensions (Package Length (cm), Breadth (cm), Height (cm) and Weight (kg)) entered by you at the time of listing your product or during order processing, is **significantly lower** than the



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Weight Anomaly Rate is calculated as follows:



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Weight Anomaly Rate (%) = Number of Weight Anomaly orders / Total number of orders received

For more information, please check [The Weight Anomaly Policy](#)

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These packaging terms and conditions (“Terms”) are in addition to and form a part of the Seller Terms of Use available on seller.flipkart.com (“Seller Terms of Use”). You, the seller (“You” or “Your”), expressly agree to be bound by these Terms in addition to the Seller Terms of Use.

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You hereby expressly agree to release and indemnify Flipkart and/or any of its officers and representatives from any cost, damage, liability or other consequence on account of any breach of these Terms by You.

Anytime a seller crosses the average return of 1.5 times, a warning mail will be sent to help the sellers identify the early signals and work upon returns.

Note: No delisting or RFA actions will be taken unless the average returns in a particular sub-reason crosses 2 times.

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