



The Ultimate Seller Guide

Key steps to prepare for the festive season



Index



Overview



Your Pre-Event Action Plan



Your Event Action Plan



Your Post-Event Action Plan



FAQs



NOTE: The information, steps, graphs, images, and UI/UX representations in this guide are for general guidance and illustrative purposes only, based on the most current knowledge and resources available at the time of writing. Actual views, features, and experiences in Seller Central (or other platforms) may vary. While every effort has been made to ensure accuracy, we cannot guarantee that the information will remain consistent over time. Users should verify details and apply their discretion when following these guidelines. We assume no liability for any errors, discrepancies, or changes that may arise, nor for any decisions or actions taken based on the contents of this guide. By using this guide, you acknowledge that you are fully responsible for your own actions and decisions.





Overview

Amazon Great Indian Festival (GIF) is one of the biggest shopping events of the year to help accelerate your business. With crores of customers across India looking for festive deals, this is your chance to make your products shine.

Here's your step-by-step action plan with the key moves we recommend.

As a seller, here are 6 things you can do to get event-ready:



Create Promotions

Create deals, coupons, and basket-building promotions

Increase Selection

Bring in the right selection for the festive season



Run Ads

Launch, monitor and optimize your ad campaigns



Optimize Listings

Update titles, images, and A+ content



Stock Smart

Forecast and maintain buffer inventory

Leverage Prime

Enable Prime eligibility through FBA or Easy Ship Prime



Follow these steps to prepare, participate, and help maximize your sales during Amazon Great Indian Festival.



Here's what Amazon Great Indian Festival 2024 looked like for sellers

140 Cr+

Customer visits

42,000+

Sellers achieved their highest-ever
single-day sales

10x

Spike experienced by over
4,500 sellers

70%

Increase in sellers crossing
₹1Cr in sales (vs GIF 2023)



Your Pre-Event Action Plan

Use these tools and actions to choose the right products, optimize listings, manage inventory, run promotions, and help boost visibility with ads – each designed to help you maximize sales during Amazon Great Indian Festival.

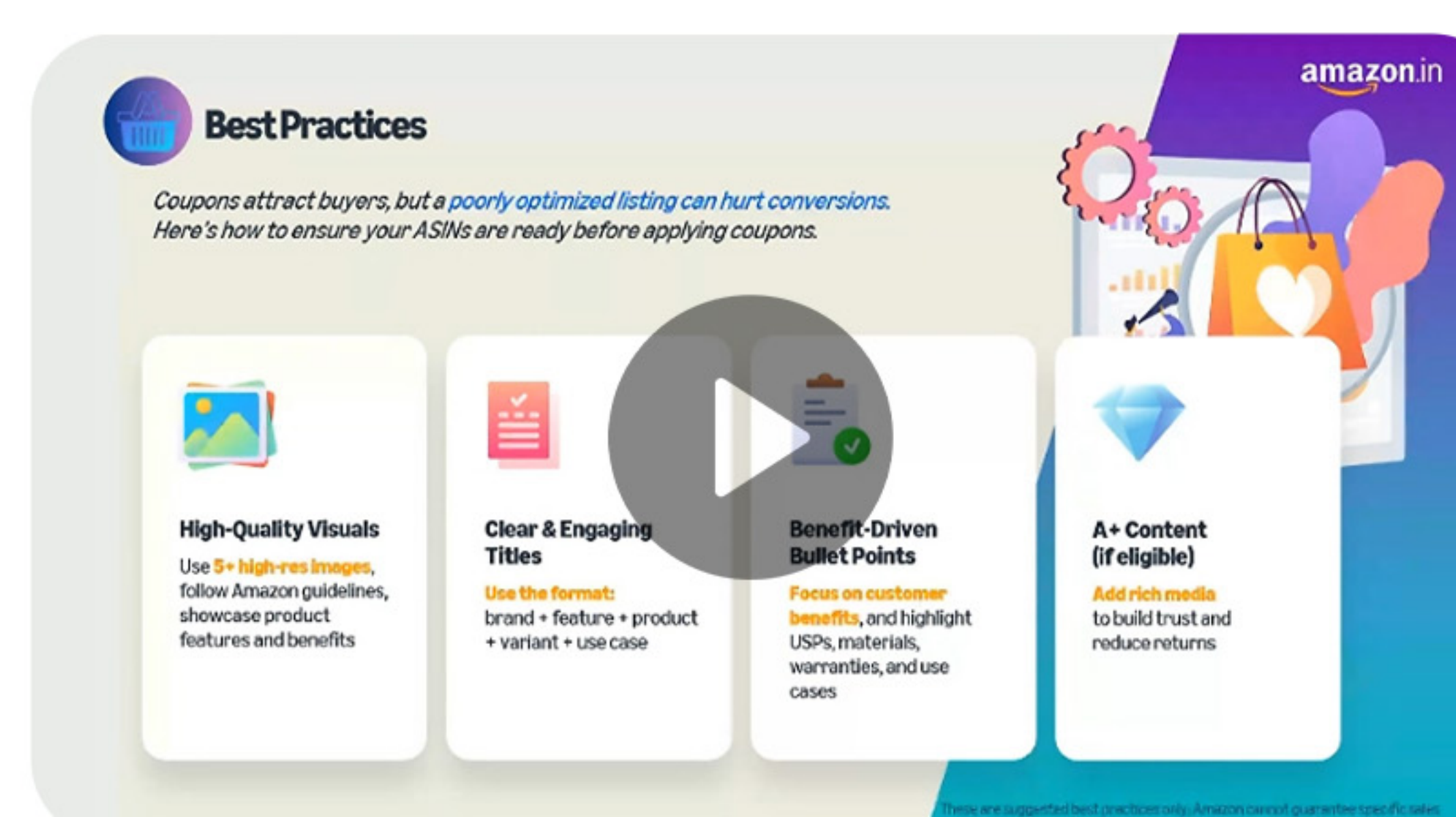
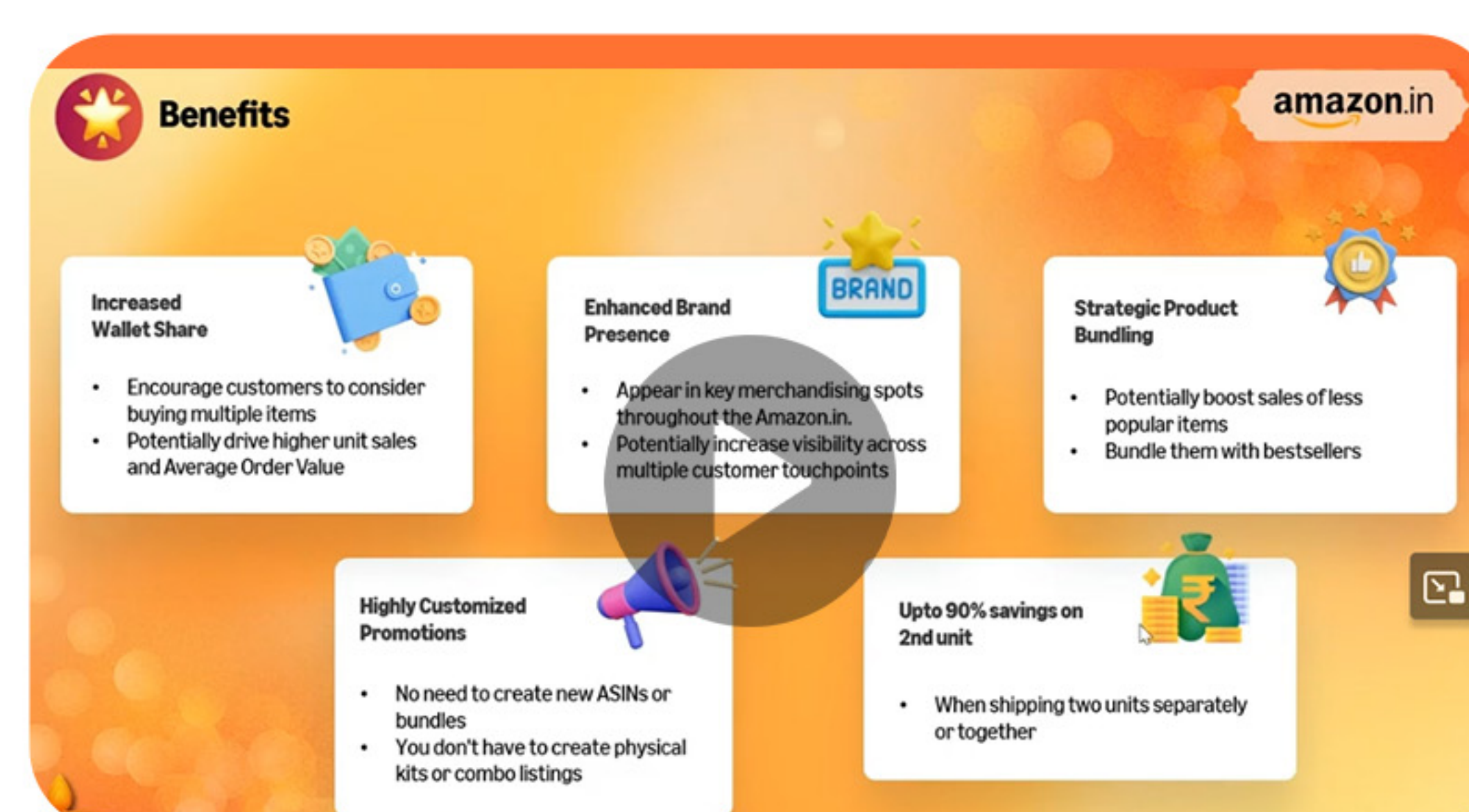
Lever	Action	Why is it important?
Selection	Identify high-demand products with Opportunity Explorer .	Spot trends and customer demand to bring in the right selection.
Listing	Update PTCs as per the revised GST rates, and optimize pricing. View details	Incorrect PTCs may lead to wrong GST charges, compliance issues and penalties, and customer complaints. While you continue to have full control over your final selling prices, it is recommended to pass the GST benefits to buyers by appropriate reduction in prices, to boost buyer trust.
	Optimize titles, descriptions, and images using Listing Quality Dashboard .	Improve discoverability and clarity for customers.
	Add A+ content using A+ Content Manager .	Enhance product detail pages with rich visuals and features.
	Create compliant listings and images using GenAI-powered listing and image tools .	Build high-quality, Amazon-compliant listings faster.
Inventory Planning	Make ASINs Prime-eligible through FBA or Easy Ship. -> View FBA benefits and fees -> View key Easy Ship features	Prevent out of stock and loss of sales. Ensure FCs have enough stock ahead of demand. Send inventory to Amazon FCs for faster fulfillment.
	Forecast demand using Sale Event Planner and stock up inventory.	
	Restock FBA inventory using recommendations on Restock Inventory Manager and create FBA shipment.	
Promotion Planning	View your deal recommendations and opt-in for deals through Sale Event Planner . You can also create Lightning Deals from Seller Central .	Deals can help grow your sales up to 3x.
	View your coupon recommendations and create coupons .	Coupons can help boost your views by up to 1.5x and sales by up to 1.2x.
	View your personalized recommendations for Basket-Building promotions on Sale Event Planner , and create your promotions .	Help drive higher Average Order Value and discoverability (save up to 90% in fees on 2nd unit).



Lever	Action	Why is it important?
Advertising & Visibility	Claim ad credits and support with <u>Amazon Ads</u> .	New sellers get up to ₹26,000 in credits + 2 months of free partner support.
	Launch ad campaigns through <u>Campaign Manager</u> .	Improve discoverability and sales with Sponsored Ads.
	Auto-optimize campaigns using <u>Adaptive Campaigns</u> .	Reduce manual effort with AI-driven campaign optimizations.
Growth Levers	Review your personalized recommendations on <u>Samriddhi Dashboard</u> .	Get tailored recommendations to track performance and help grow your business.
	Earn while you grow through <u>Seller Rewards Program</u> .	Get rewarded for completing business growth milestones.
	Track your progress and enjoy a variety of benefits as you grow with <u>STEP Dashboard</u> .	Get tailored suggestions with progress tracking and integrated rewards.
Affordability Levers	Offer No Cost EMI using <u>Flexible Customer Financing</u> .	Helps increase EMI sales by up to 30% and conversion by up to 18%.
	<u>Enable Subscribe & Save</u> .	Helps build repeat purchases and customer loyalty.

Learn More with Masterclasses

View upcoming webinars



Your Event Action Plan

This section covers the key daily actions for you to take, and reports to track, during the event to keep your sales running smoothly, and to make quick adjustments.

Keep your inventory levels optimized



- 🌸 Monitor FBA inventory using Restock Inventory management
- 🌸 Update Easy Ship inventory as needed
- 🌸 Prevent out of stock and overstocks

Inventory Management

Analytics & Insights

Data driven decision making

- 🌸 Track daily sales using business reports
- 🌸 Monitor ad campaigns
- 🌸 Identify trending keywords using Brand Analytics report





Drive sales with strategic offers



- 🌸 Verify that promotions are live
- 🌸 Track promotion performance and engagement
- 🌸 Optimize for higher conversion rates

Promotions Management

Account Health

Track and maintain platform compliance via Account Health Dashboard



Excellent Good
Needs Attention



Build loyalty through excellence

- 🌸 Review product ratings
- 🌸 Maintain shipping standards
- 🌸 Respond promptly to queries

Customer Experience



Your Post-Event Action Plan

Look back at how your business performed, manage your stock, and carry forward the learnings to be better prepared for your next big event.

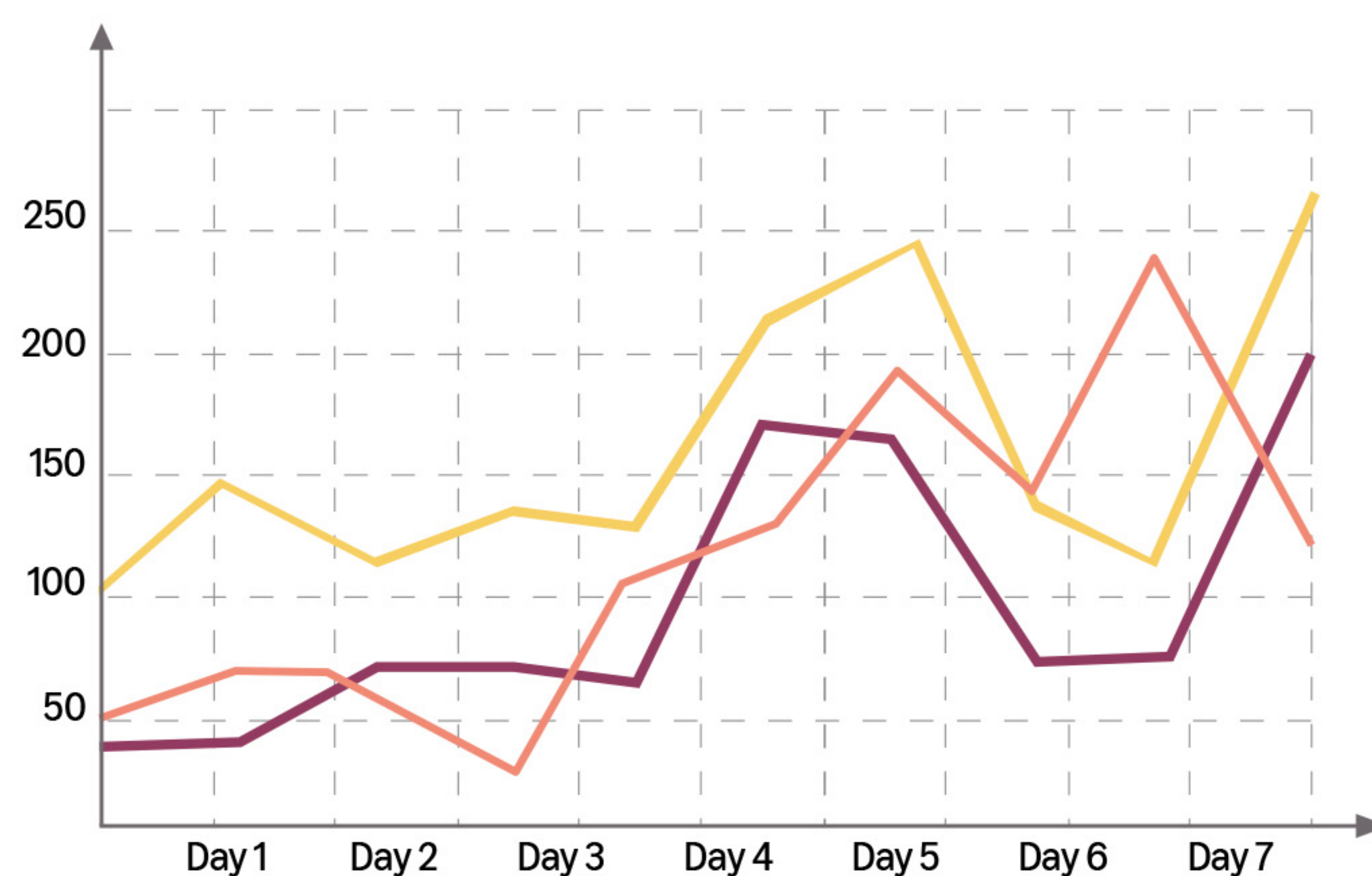
Performance Review

Analyze Overall Performance

Use business reports to compare your results against historical trends, and to identify patterns and anomalies.

Sales Performance Comparison

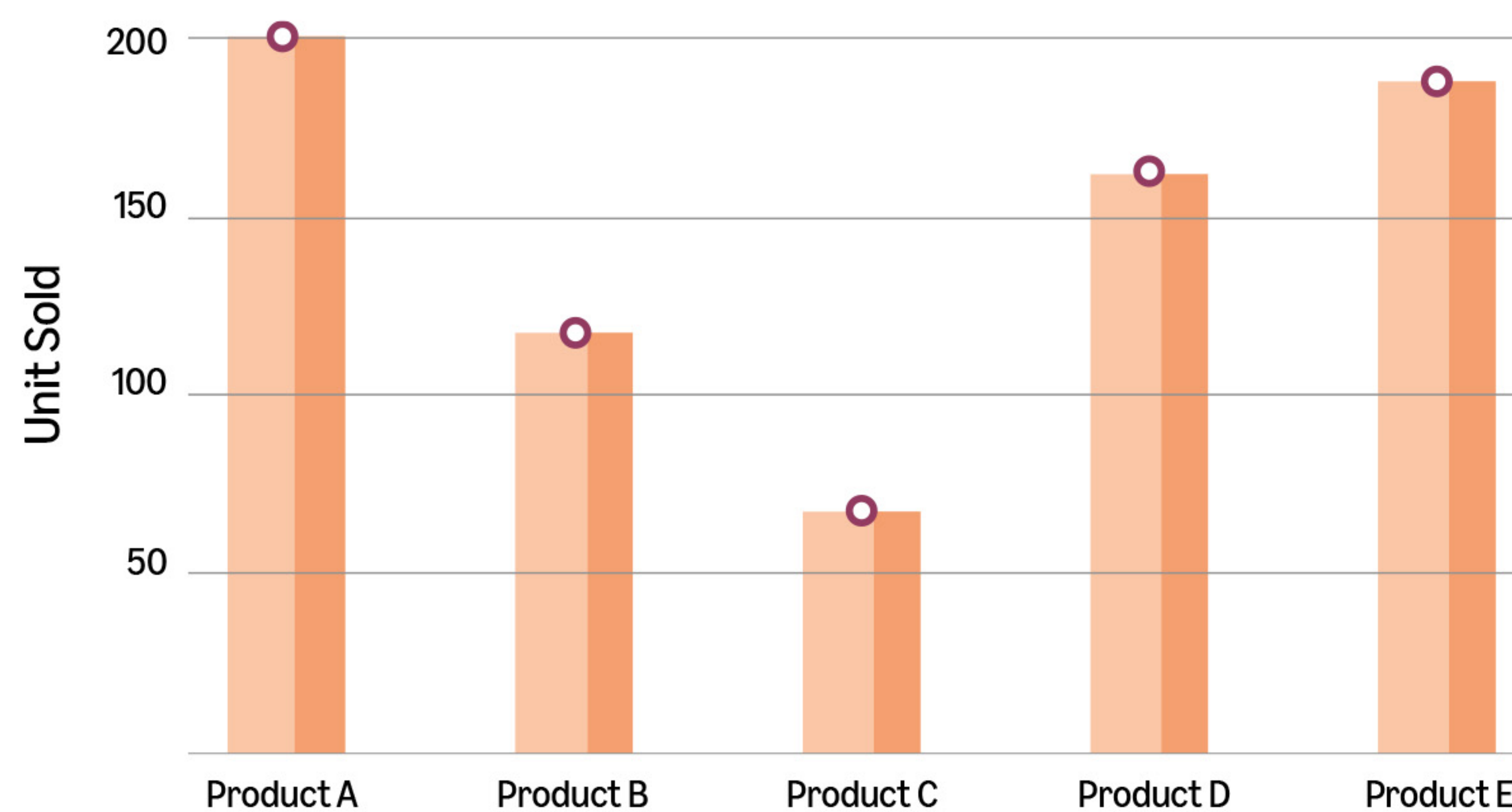
— Actual Sale
— Expected Sale
— Previous event



Identify High Performers

Identify high-performing ASINs and categories for future reference.

Top Performing Products

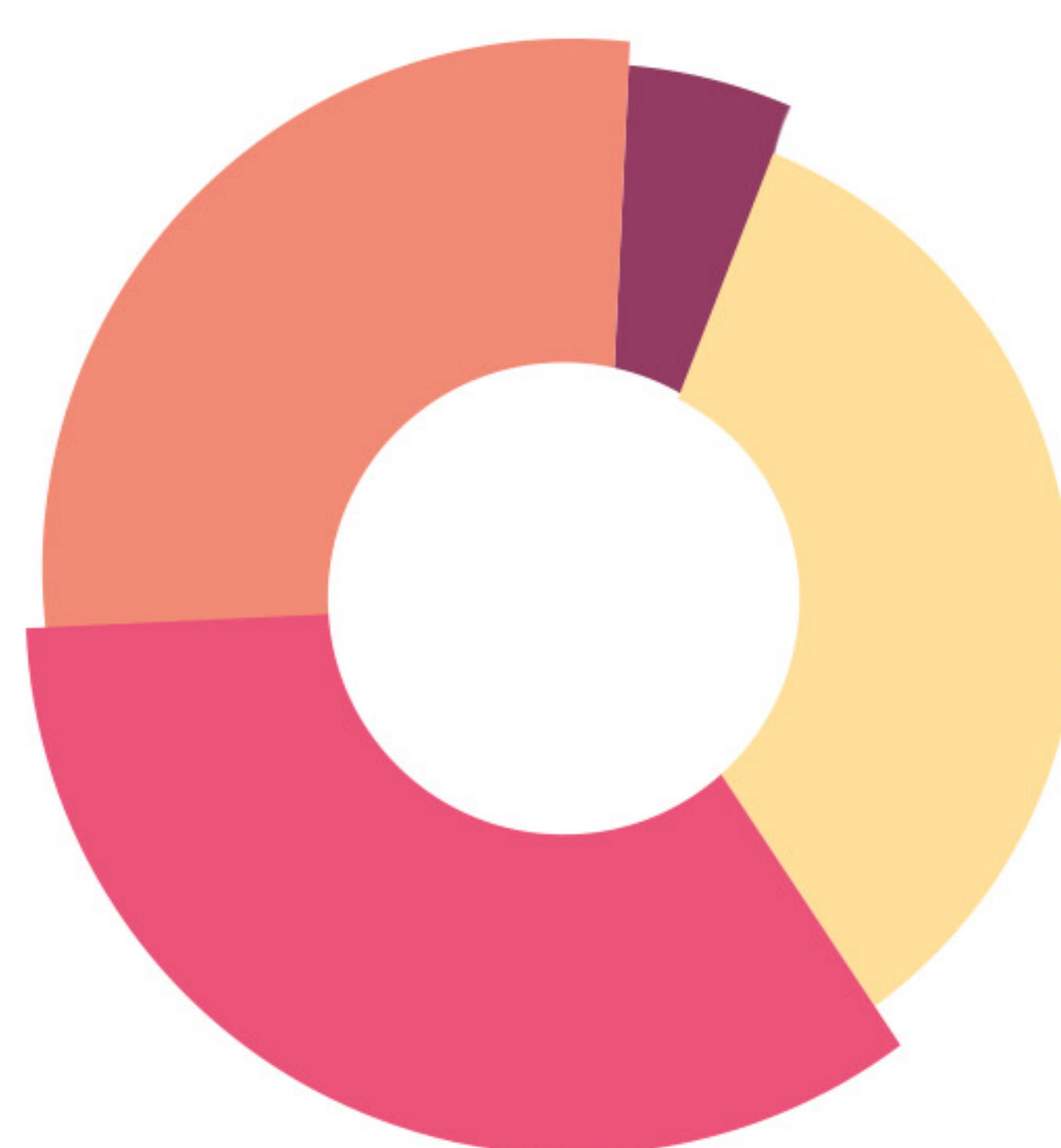
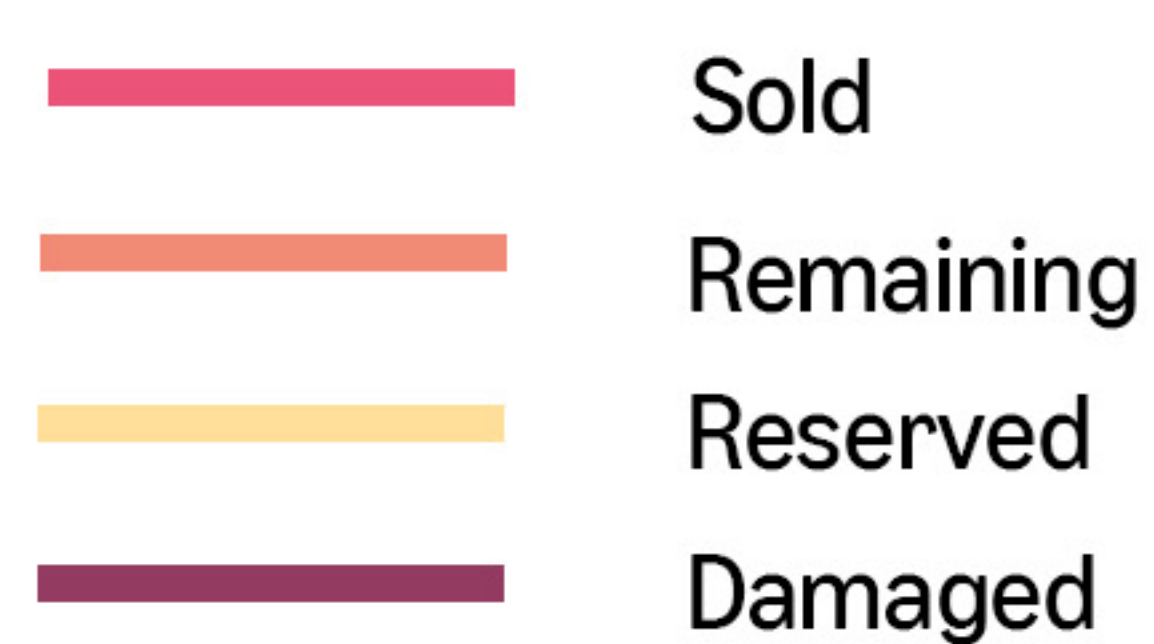


Inventory & Customer Feedback

Review Stock

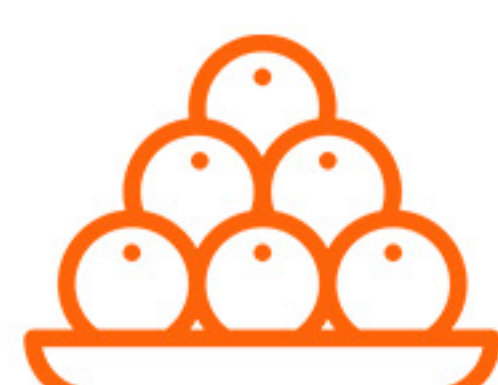
Update your inventory and listings to reflect post-event stock levels. Remove excess inventory if sales fell below expectations.

Post-Event Inventory Status



Customer Feedback

Use Voice of Customer Dashboard to review your ratings, reviews, and returns to identify issues, and make improvements that can help reduce future returns and improve customer satisfaction.



FAQs



What happens if my stock runs out mid-event?

Your products will become undiscoverable to customers. FBA sellers can create replenishment shipments; Easy Ship sellers should update stock.



How do I track my sales and performance during the event?

Use Business Reports for sales and conversions (Seller Central → Reports → Business Reports).



Do I need to adjust my ad campaigns during the event?

We recommend daily monitoring of budgets, bids, and keywords in Campaign Manager to stay competitive as traffic peaks.



What if I get negative reviews during the event?

Monitor buyer concerns, and respond quickly. Use Customer Reviews option under Brands in Seller Central to track and resolve any issues.



Are there special benefits for Prime-eligible inventory?

Yes, Prime listings often see higher discoverability and faster conversions. Ensure you meet Prime eligibility via FBA or Easy Ship Prime.



Where can I get additional training?

You can access Seller University tutorials, and attend our masterclasses.



What are the eligibility criteria for Lightning Deals?

Products must meet minimum rating, inventory, and sales history to be eligible. Check Seller Central → Advertising → Deals for more information.



Can I participate in GIF 2025 if I have only recently listed products?

Yes, and we recommend creating Best Deals, Coupons, Basket-Building promotions, and sponsored ads to help improve discoverability in this high-traffic period.



Do I need A+ content for event success?

While not mandatory, A+ content can help you significantly increase your conversions.



How do I measure my success after the event?

Use Business Reports to compare actual sales vs plan, and Brand Analytics for customer search trends.



What should I do with leftover inventory?

You can run clearance coupons and deals post-event, or create removal orders from FBA to get your inventory back.



What if my account hits negative seller balance and advertising campaigns get suspended?

In this case, you can resume advertising by recharging your Seller Ads Wallet using this link. Your advertising campaigns will resume within 15-30 minutes. You can then choose to continue spending either from your Ads wallet or your seller balance by selecting the relevant option there.

Stay connected with us



Update your WhatsApp number in the Seller App to get real-time alerts and business tips from Amazon Seller Central.



Follow our WhatsApp Channel – Sellers of Amazon for event prep tips and announcements.



Join the Amazon India Sellers Facebook Group to connect with 32K+ sellers.

