



AMAZON SELLER SERVICES

Chandra Ecom Solutions Service Brochure 2026

Practical support for onboarding, account operations, advertising, catalogue, Account Health, reinstatement, brand content and seller training.

Based in Lucknow Serving Amazon sellers across India	Established 2015 Founder-led marketplace support
Clear scope Pricing, inclusions and seller responsibilities explained upfront	Outcome-aware No unrealistic guarantees of sales, ranking or platform decisions

www.chandraecom solutions.com

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Your guide to CES services

This brochure follows the detailed structure of our earlier service brochure, updated to reflect current scope, pricing and service safeguards.

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Pricing note: Pricing shown is current for this brochure edition. Final written quotation/scope and the latest website terms govern the engagement.

ABOUT CES

Practical marketplace support since 2015

Chandra Ecom Solutions is a Lucknow-based ecommerce consultancy focused on Amazon seller operations and related marketplace services across India.



Founder-led approach

Amit Swaroop founded CES with a focus on practical marketplace execution, clear scope and seller-specific problem solving.

Over time, CES expanded from core seller operations into onboarding, account management, advertising, catalogue work, Account Health, Re-Start, reinstatement, A+ Content, Brand Store and seller training services.

Our working principle: truthful advice, realistic expectations, agreed scope and clear updates - not guaranteed marketplace outcomes.

Where We Help

- Seller launch and account setup
- Daily Seller Central operations
- Ads and catalogue growth support
- Account Health and enforcement cases

How We Work

- Remote support across India
- Written/confirmed service scope
- Seller responsibilities defined upfront
- Platform decisions remain with Amazon

WHY CES

Built around execution, not generic promises

Our service model is designed to make responsibilities, scope and expectations clear before work begins.

Truthful Advice

We avoid unsupported promises and explain what depends on Amazon, the seller and market conditions.

Clear Scope

Inclusions, exclusions, pricing rules and seller inputs are confirmed before execution.

Marketplace Experience

Support spans onboarding, operations, advertising, catalogue, policy issues and brand content.

Practical Updates

We prioritise actions by business impact and explain what CES will do versus what the seller must do.

Remote India Support

Most services can be delivered remotely to sellers across India.

Compliance-minded

We do not create false invoices, unsupported claims or misleading marketplace information.

No outcome guarantees: Amazon controls account approval, enforcement decisions, search/ranking systems, Buy Box, ad auctions and final publication/eligibility decisions.

SERVICE PORTFOLIO

Support at every stage of selling

A complete view of current CES services and the pricing model used for each service.

Seller Onboarding

Launch guidance, setup, listing readiness and eligible free support.

Free for eligible sellers

Account Management

Ongoing Seller Central operations, ads, catalogue, Account Health and cases.

₹5,000 + GST onwards

Account Re-Start

Structured relaunch for active/accessible but inactive accounts.

Free for eligible sellers

Seller Reinstatement

Case review, evidence guidance and appeal/POA support.

₹5,000 + GST

Amazon Advertising

Campaign planning, targeting, optimisation and restructuring.

Custom quotation

Product Listing & Cataloguing

Listing creation/optimisation, attributes and catalogue support.

₹1,000 + GST minimum

A+ Content

Module planning, copy and graphical A+ creatives.

₹600 + GST / SKU

Brand Store

Store architecture, creatives, navigation and publishing support.

From ₹7,000 + GST

Account Health Management

Monthly operational and Account Health support, excluding ads.

₹7,000 + GST / month

Seller Training

Focused online Saturday session for one participant.

₹4,000 + GST / session

SmartBiz Website Setup

Branded storefront setup and onboarding support.

Custom quotation

SELLER ONBOARDING

Launch with the right setup

Guided support for seller registration, listing readiness and launch preparation, followed by eligible post-launch support.

ELIGIBILITY-LED OFFER

Free onboarding for eligible sellers

A catalogue of 30+ SKUs can qualify, subject to CES review of seller profile, category, documentation, catalogue and account status.

Included

- Seller account setup and registration guidance
- Listing readiness and initial listing support
- GTIN/category/brand guidance where applicable
- Launch-readiness and basic fulfilment guidance
- Post-launch guidance within confirmed support period

Eligibility at a glance

- 30+ SKUs can qualify for free onboarding
- Some low-activity accounts may qualify based on CES review
- Eligible sellers with more than 30 products may receive up to 3 months support
- Brand listing support can include up to 100 listings where confirmed

Seller should keep ready

- PAN and business/bank details
- GST details where applicable
- Pickup/business address
- Accurate SKU/product data and source images
- Brand/category documents where applicable

Quoted separately

- Catalogue work beyond the confirmed limit
- A+ Content and Brand Store
- Advanced creative work
- Advertising outside the confirmed onboarding scope
- Other specialist or ongoing work outside scope

Final eligibility and free scope are confirmed by CES after account review. Amazon controls account approval, category access, GTIN decisions and marketplace eligibility.

Restart an active but inactive seller account

For active and accessible Amazon seller accounts that became inactive, dormant or paused. Suspended/deactivated accounts requiring appeal support belong under Seller Reinstatement.

ELIGIBILITY-LED SUPPORT

Free Re-Start support for eligible sellers

Eligible cases can include up to 3 months of Account Management support and up to 100 listings within the confirmed free-support scope.

General eligibility

- Account generally at least 1 year old
- Generally no sales in the last 12 months
- Account remains active and accessible
- Seller is ready with catalogue, inventory, pricing and operations

Included review

- Account condition and Account Health review
- Catalogue/listing readiness
- Inventory, fulfilment and pricing review
- Relaunch priority plan
- Advertising restart recommendation

Our Re-Start Process

- Review account condition and Seller Central signals
- Assess catalogue and identify gaps
- Check listing, inventory, fulfilment, pricing and ad readiness
- Define a phased restart plan
- Relaunch agreed products/campaigns and review early signals

Seller Reinstatement / appeal work is separate when the account is suspended or deactivated. Final free eligibility and scope are confirmed by CES after account review.

COMPLETE ACCOUNT MANAGEMENT

Ongoing Seller Central operations within a defined scope

Designed for sellers that want day-to-day marketplace support across listings, ads, Account Health, pricing, promotions and operational issues.

Account & Catalogue

- Regular account/performance review
- Listing quality checks and edits
- Up to 50 new listings per month
- Catalogue issue identification and case coordination
- Additional listings: ₹20 + GST each

Account Health & Cases

- Regular Account Health/policy review
- Buyer-Seller Message coordination within scope
- Corrective-action and documentation guidance
- Suspension appeals and reinstatement support included
- Amazon makes the final enforcement decision

Advertising, Pricing & Promotions

- Amazon advertising management included
- Weekly campaign review and optimisation
- Keyword/product/negative targeting work
- Pricing review and automated-pricing guidance where suitable
- Coupons, promotions and event planning where relevant

Operations, SAFE-T, FBA & Flex

- Day-to-day Seller Central coordination
- MFN/FBA operational guidance
- SAFE-T reimbursement appeal support with evidence
- FBA/Flex issue coordination
- Priority handling of operational issues by business impact

Operating rhythm: monitor continuously, prioritise by impact, optimise ads weekly, and provide one monthly performance report. Monthly review call is optional.

ACCOUNT MANAGEMENT PRICING

Simple slabs based on the previous month's sales

The previous month's sales before deducting returns determine the applicable slab. Returns are used only when the pre-return figure exceeds ₹15 lakh.

Scope	Professional fee
Up to ₹2 lakh	₹5,000 + GST
Above ₹2 lakh - ₹4 lakh	₹6,000 + GST
Above ₹4 lakh - ₹10 lakh	₹7,000 + GST
Above ₹10 lakh - ₹15 lakh	₹8,000 + GST
Above ₹15 lakh	1% of sales after deducting returns + GST

Example: ₹16 lakh before returns and ₹14 lakh after returns = ₹14,000 + GST. The account does not move back to the ₹8,000 slab.

New client offer

Pay for 2 months. Get the third month free.
Both months plus GST are paid in advance. The starting monthly fee stays fixed throughout the 3-month offer period.

Seller pays separately

- Amazon advertising spend
- Marketplace fees
- Third-party charges
- A+ Content and Brand Store
- Creative work not included in scope

Responsibilities

CES handles

- Listings, ads and weekly optimisation
- Account Health, cases and appeals
- Pricing/promotion coordination
- Seller Central operations
- Monthly performance report

Seller provides

- Accurate product data and genuine documents
- Inventory, fulfilment and product quality
- Required permissions and timely approvals
- Advertising funds and platform fees
- Legal/category compliance

ACCOUNT HEALTH MANAGEMENT

Focused monthly operational support - without advertising management

For active Amazon seller accounts that need ongoing Account Health attention and practical Seller Central assistance.

MONTHLY PROFESSIONAL SERVICE FEE

₹7,000 + GST per month

Marketplace fees, ad spend, third-party charges and separately agreed specialist work are not included.

Included

- Account Health dashboard and policy-notification monitoring
- Seller Central operational follow-up
- Listing edits and new listing support within agreed workload
- Enforcement notice/documentation review
- Appeal/case-response support arising during active engagement
- Pricing, inventory and fulfilment guidance where relevant

Not included

- Amazon Advertising setup/optimisation/management
- Promotional campaign management
- A+ Content, Brand Store and advanced creative work unless separately agreed
- Third-party charges and Amazon fees

Already suspended before service

Normally handled under Seller Reinstatement rather than starting Account Health Management.

Suspension during active service

CES can support the appeal/case work within the active Account Health engagement scope.

Seller remains responsible for truthful information, product compliance, fulfilment and customer experience. Amazon independently controls enforcement and account decisions.

SELLER REINSTATEMENT

Case-specific suspension and deactivation support

Notice review, root-cause analysis, evidence guidance and appeal/POA support for suspended, deactivated or restricted Amazon seller accounts.

PROFESSIONAL SERVICE FEE

₹5,000 + GST

Fee applies to the agreed reinstatement case scope. Separate or new enforcement issues may require separate review.

Cases we can review

- Account Health/performance enforcement
- Restricted product/listing issues
- Authenticity or invoice requests
- IP/rights-owner complaints
- Customer-experience concerns
- Review manipulation / code-of-conduct concerns
- Identity/business verification requests

Seller must provide

- Amazon enforcement notice
- Account Health details/screenshots
- Previous appeal/case replies
- Invoices/supplier documents where applicable
- Product/packaging images where applicable
- Identity/business documents if requested
- Seller Central permissions where required

Our process

- Review notice, Account Health, case history and available records
- Identify actual root cause and operational issue
- Gather relevant evidence and genuine documents
- Prepare appeal / POA and follow up during the agreed period

45-day service period: if the account is not reinstated within the applicable 45-day period, 50% of the professional service fee may be refundable subject to seller cooperation and written terms. GST is non-refundable.

CES will not assist with altered, fabricated or misleading documents. Amazon makes all final reinstatement decisions.

AMAZON ADVERTISING

Data-led campaign planning and optimisation

Campaign structure, targeting, bids, budgets and placements should be managed together with listing quality, inventory and product economics.

ADVERTISING MANAGEMENT FEE

Custom quotation

CES management fee is quoted separately. Amazon ad spend is paid directly by the seller through Amazon and is not included in CES fees.

Included

- Campaign audit
- Keyword and product-targeting planning
- Bid and budget optimisation
- Placement review
- Negative targeting
- Restructuring recommendations
- Performance review

Seller provides

- Advertising access/permissions
- Priority ASINs/product list
- Budget range
- Target ACoS/ROAS/TACoS if available
- Inventory and offer readiness
- Creative/video assets when relevant

Campaign types & targeting

- Sponsored Products - automatic/manual as appropriate
- Exact, phrase and broad keyword targeting
- Competitor ASIN, own-ASIN and category product targeting
- Sponsored Brands and eligible video placements where available
- Sponsored Display / audience formats where eligible and useful

Optimisation and reporting frequency are confirmed in the agreed scope. CES does not guarantee fixed ACoS, ROAS, TACoS, sales volume, ranking or organic outcome.

PRODUCT LISTING & CATALOGUING

Structured product content and catalogue support

Search-aware listing creation and optimisation using accurate product facts, relevant search terms and marketplace attributes.

Agreed project size	Listing charge
1-20 listings	₹1,000 + GST total
21-50 listings	₹50 + GST per SKU
51-100 listings	₹25 + GST per SKU
101+ listings	₹15 + GST per SKU

Pricing is based on the total number of SKUs/listings in the agreed project scope. Parent-child variations and child SKUs are reviewed before final count confirmation.

Included

- Title structure
- Bullet points and description
- Backend search terms where applicable
- Catalogue attributes
- Basic variation guidance
- Existing listing optimisation

Quoted separately

- Product image creation/editing
- A+ Content
- Brand Store
- Photography/design work
- Category approval/compliance documentation work
- Bulk catalogue issue resolution beyond scope

Seller provides

- Accurate brand/size/material/quantity details
- Suitable source images
- MRP/legal declarations
- Product dimensions/weight
- Brand authorization if applicable
- Existing ASIN links for updates

Professional safeguard

CES will not add unsupported claims or inaccurate product information to listings. Catalogue accuracy, images, pricing, fulfilment and trust all affect conversion - not keywords alone.

AMAZON A+ CONTENT

Enhanced product-detail storytelling for eligible brands

Structured modules, benefit-led copy, graphical creatives and brand-consistent visual hierarchy.

A+ CONTENT CHARGES

₹600 + GST per SKU

Final scope depends on Amazon eligibility, available assets, agreed modules and revision scope.

Included

- A+ module planning
- Benefit-led copy
- Content hierarchy
- Graphical A+ creatives within agreed scope
- Up to 2 reasonable revisions
- Submission support for eligible brands

Quoted separately

- Product photography / new image shoot
- Advanced creative/video work
- Brand Store
- Product listing creation/optimisation
- Extra revisions or new scope after brief approval

Seller provides

- Brand logo and assets
- Product images/source material
- Features, benefits and specifications
- Comparison product details where needed
- Brand Registry/A+ eligibility access
- Proof for claims/certifications

Workflow

- Plan modules
- Write and structure copy
- Create graphical visuals
- Review and support publishing

Amazon controls A+ eligibility, moderation and final publication. Content must accurately represent the product and avoid unsupported claims or misleading comparisons.

SELECTED CREATIVE EXAMPLES

A+ / product-content work from our earlier portfolio

Historical examples are shown to illustrate the type of visual storytelling CES can create. Exact creative scope depends on the service brief, seller assets and product category.



These examples are portfolio illustrations from earlier CES work. Product photography is not automatically included in A+ or Brand Store services unless explicitly agreed.

AMAZON BRAND STORE

Branded Store architecture, creative execution and publishing support

Designed for eligible Amazon brands that need a structured Home/Category/Deals experience rather than a collection of disconnected pages.

BRAND STORE CREATION

Starting from ₹7,000 + GST

Pricing depends on Store pages, structure, categories, creative complexity and revision scope. Core structure generally includes Home, relevant Category pages and Deals pages.

Included

- Store architecture, hierarchy and navigation
- Home/Category/Deals and agreed core pages
- Category/product naming, grouping and linking
- ASIN placement and product collections
- Banner design, Store copy and graphical creatives
- Editing seller-provided images for Store use
- Mobile optimisation and banner adaptation
- SEO-style Store copy where Amazon allows
- Publishing/re-submission and QA
- Up to 2 reasonable revision rounds

Not included / separate

- A+ Content - separate service
- Amazon Advertising / Store Spotlight setup
- New listing creation or existing listing optimisation
- Major redesign or material scope expansion
- Product photography - not offered
- Video creation/editing - not offered
- Logo/brand identity/guideline creation
- Brand Story / About Brand as standard scope
- Analytics/tagging/post-launch review/translation
- Editable/source design files

Seller provides logo, brand assets, existing product images, product list/ASINs, category structure, Brand Registry/Store eligibility access and valid substantiation for compliance-sensitive claims.

SELLER TRAINING & SMARTBIZ

Focused training plus direct-to-customer storefront setup support

Two different services for seller capability building and branded ecommerce-store setup.

Amazon Seller Training

- ₹4,000 + GST per session
- Online Saturday session
- One participant
- Up to 2 hours
- Topics agreed before session
- Ongoing training-related doubt support for the same participant
- No supplied notes/course material/recording

SmartBiz Website Setup

- Custom quotation
- Storefront/domain setup guidance
- Branding and store-structure assistance
- Payment/shipping setup guidance where supported
- Product/collection organisation
- Dashboard walkthrough and onboarding support
- Platform features/fees/eligibility can change

Training topics can include

- Seller Central basics and account setup understanding
- Listing structure and catalogue fundamentals
- Inventory, orders and fulfilment workflow basics
- Amazon advertising and visibility fundamentals
- Policy compliance and Account Health awareness
- Operational questions relevant to the participant

SmartBiz is a separate ecommerce-store offering and is not the same as selling on the Amazon marketplace. Platform eligibility, features, fees and integrations are controlled by SmartBiz/Amazon.

HOW CES WORKS

A clear workflow from requirement to execution

Every engagement is scoped around the actual seller requirement rather than applying a one-size-fits-all package.

1. Requirement Review

Understand the seller goal, current account/product situation and urgency.

2. Scope & Quotation

Confirm what is included, what is separate, pricing, expected seller inputs and timing.

3. Seller Inputs

Collect the access/permissions, product data, documents, images and approvals needed for the agreed work.

4. Execution & Updates

Carry out the agreed service, coordinate Seller Central cases/tasks and keep the seller informed on important actions.

5. Review / Handover

Review completed work, identify remaining seller actions and confirm any follow-on scope separately.

CES responsibilities

- Work within the confirmed service scope
- Use seller-provided facts/documents responsibly
- Explain material limitations and dependencies
- Avoid unsupported marketplace promises

Seller responsibilities

- Provide accurate information and genuine documents
- Maintain inventory, fulfilment and product compliance
- Give timely approvals/access permissions
- Fund Amazon/third-party charges where applicable

SERVICE TERMS & SAFEGUARDS

Clear expectations protect both the seller and the project

Important principles that apply across CES services. Service-specific written terms may add or refine these points.

Amazon controls platform decisions

Account approval, enforcement, Brand Registry/A+ eligibility, Store moderation, ad auctions, ranking and Buy Box outcomes are controlled by Amazon.

No guaranteed sales or ranking

CES does not guarantee a particular sales level, organic rank, Buy Box, ACoS/ROAS/TACoS, reinstatement outcome or marketplace approval.

Truthful inputs only

Seller must provide accurate product/business information and genuine documents. CES will not assist with false invoices, fabricated evidence or unsupported claims.

GST and platform costs

Where pricing is shown as "+ GST", applicable GST is additional. Amazon ad spend, marketplace fees and third-party charges are separate unless expressly included.

Scope governs delivery

Included work, revisions, support duration and deliverables are based on the agreed scope. Material changes/new issues may require a separate quotation.

Refunds are service-specific

Reinstatement has its own 45-day / 50% professional-fee refund condition. GST is non-refundable. Other services follow their applicable written cancellation/refund terms.

For the latest service-page scope and terms, visit chandraecom.com. A written quotation or agreement for your engagement takes precedence where it specifically differs from this general brochure.

CONTACT & NEXT STEPS

Discuss the right service for your current requirement

Tell us what you are trying to achieve and what Amazon account/product situation you are dealing with. CES will help identify the most suitable service scope.

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Scan to visit the CES website

Before you pay: use the final amount confirmed by CES. Never share OTPs, card PINs, UPI PINs or payment credentials with anyone.

Ready to discuss your requirement?

Use the website enquiry form or contact the CES team directly. For faster routing, mention the service you are interested in and the current Amazon account/product situation.

Chandra Ecom Solutions - Your trust, our responsibility.