Myntra Seller Guide 2026

The A–Z Myntra Seller Guide (2026)

Registration → Selling → Challenges → Returns → Reconciliation

1. Eligibility — Before You Apply

Myntra is a **curated, brand-first marketplace**, not an open one like Amazon or Flipkart. It rejects far more applications than it accepts. Confirm these four things before you touch the registration form:

Requirement	Detail
Business entity	Sole proprietorship, partnership, LLP, or Pvt Ltd. Individuals need a formal business structure.
GST	Mandatory, no exceptions. Every category on Myntra is taxable.
Category fit	Fashion, footwear, beauty, accessories, home & lifestyle only.
Warehouse–GST state match	Your pickup address PIN code must fall in the **same state** as your GSTIN. This single mismatch is one of the most common causes of rejection/delay.
Marketplace track record	Not officially mandatory, but in practice Myntra strongly favours brands already selling on Amazon, Flipkart, Meesho, or Ajio with visible order history. Zero prior marketplace presence is a common rejection reason.
Brand identity	A registered brand name/logo/trademark (or authorization letter if you're a reseller). Generic, unbranded sellers get rejected.
Catalogue depth	No official minimum, but under 20–30 SKUs with weak photography rarely clears review.

Given your existing JEAMS and KAMARK presence on Amazon/Flipkart, you already tick the "marketplace history" box — lead with that in your application/brand story.

2. Documents Checklist

- **Business registration** proof (proprietorship/partnership deed, LLP agreement, or COI for Pvt Ltd)
- **GST registration certificate + GSTIN**
- **PAN card** (business)
- **Trademark certificate** (if you own the brand) OR **brand authorization/NOC letter** (if you're an authorized reseller)
- **Bank documents**: cancelled cheque + passbook/statement + IFSC. **Must be a current account in the business name** — savings accounts are rejected outright, a very common sole-proprietor mistake.
- **Contact details**: active mobile, business email, state/city of operation

Every field you type during registration must match these documents **exactly**, including capitalization and spacing — automated bots screen documents first, so typos cause instant rejection with no human review.

3. Step-by-Step Registration Process

1. Go to **partners.myntrainfo.com** (also called Myntra Partner Portal / Seller Central). Avoid third-party links.
2. Click **Register Now / Partner With Us**.
3. Enter business name, GSTIN, business type, mobile, email, and the categories you want to sell in.

4. Upload all documents from the checklist above.
5. Submit bank details (current account + IFSC + cancelled cheque) — this is what automated settlements will be paid into.
6. **Brand evaluation stage** — Myntra reviews:
    - Brand strength (trademark, social presence, website)
    - Product/sample quality
    - Catalogue depth (20–30+ SKUs recommended)
    - Category fit against Myntra's existing assortment
    - Your track record on other marketplaces
7. **Verification timeline**: typically **7–15 working days** for document review; the **full process (application → live)** commonly takes **30–60 days** end to end, depending on category complexity and how "brand-ready" you already are.
8. Once approved, you get seller login credentials and access to the dashboard.
9. **Logistics setup**: configure pickup address, confirm pickup slot with the assigned logistics partner, and prepare compliant packaging (branded poly bags, correct labels, right-sized boxes).
10. Myntra often places **dummy/test orders** during onboarding to check your dispatch discipline before going fully live.

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4. Choosing a Selling Model

This is the single biggest strategic decision after approval — it decides who holds inventory, who ships, and your real cost structure.

Model	How it works	Best for
PPMP (C+L – Commission + Logistics)	You store & pack; Myntra's logistics partner ships. You pay commission + shipping fee.	Most new sellers — default starting point
PPMP (C+C – Commission Only)	You fulfil via Myntra's preferred logistics partners yourself and manage returns; pay commission only, no separate shipping markup.	Unlocked only after you show consistent volume/reliability — usually 20–30% cheaper than C+L
FBM / M-Direct (Fulfilled by Myntra)	You send stock to a Myntra warehouse; Myntra stores, picks, packs, ships.	High-volume sellers wanting speed & lower operational load; requires upfront inventory commitment + storage fees
JIT (Just-In-Time)	Myntra shares demand signals; you fulfil against real-time demand rather than holding large stock.	Sellers wanting lean inventory
SJIT	You move inventory closer to demand hubs (regional Myntra FCs) while it stays in your ownership.	Reducing delivery time across zones
SOR (Sale-or-Return / PO-based)	Myntra issues a PO for specific styles/qty; you manufacture & ship to their warehouse; Myntra owns listing, pricing, promotion, and returns. Settlement is periodic against the PO, not per-order.	Manufacturers with PO-based capacity, not pure D2C sellers
Omnichannel	Orders fulfilled from either your warehouse or offline retail stores via a shared OMS.	Brands with both online + offline stores
LUX	Premium section, make-to-order, products typically ₹10,000+.	Luxury/premium positioning only

Most first-timers start on **PPMP (C+L)** because it needs the least upfront inventory commitment while you learn Myntra's SLAs.

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5. Fee Structure — What Myntra Actually Deducts

There's no flat commission — it varies by category, price band, and your specific brand agreement. As a working framework:

Fee	Typical range	Notes
Commission	~15–30% of selling price (apparel/footwear often 20–30%; ethnic wear can run higher)	Refundable on returned orders
Fixed/closing fee	Slab-based, per order value	Fully refundable on returns
Shipping/logistics fee	Depends on weight, zone, and model (C+L only)	**Not refundable** on returns
Pick & pack fee	FBM-only	Not refundable on returns
Payment gateway fee	~2% of order value or ₹20, whichever is higher	—
GST on all the above fees	18%	Applied on top of every fee line, not on the selling price
Growth Enablement Charge	One-time, deducted from early payouts for new sellers	In exchange for visibility perks/ad credits

Rule of thumb: commission + shipping + fixed fee + GST-on-fees together can eat **25–40% of your selling price** before your product cost is even accounted for. Always price backward from your required net settlement, not forward from your COGS — this is the #1 pricing mistake new Myntra sellers make.

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6. Catalogue Creation — Where Most Sellers Actually Fail

This is worth more attention than most guides give it, because **silent rejection** (product sits in "Processing"/"Under Review" forever with no error) is extremely common and hard to diagnose.

Five things that must be exactly right, or the whole listing silently fails: 1. **Brand name** — Myntra maps brand names to internal Entity IDs, not free text. You must select the *exact* registered spelling from Myntra's "Master Brand Unhide Sheet," not type it yourself. 2. **Style Group ID** — All colour/size variants of one product must share an *identical* Style Group ID, or Myntra treats them as broken/inconsistent listings instead of one product with variants. 3. **Size chart** — Must follow Myntra's category-specific measurement standard, not a generic chart copied from your website or another marketplace. Size chart errors are also one of the top drivers of high return rates. 4. **Images** — Main image: white background, 2000×2000px minimum. Secondary/lifestyle images: 1200×1200px minimum, no watermarks, no text overlays, no mannequins (model-shot required in most apparel categories). 5. **Attributes** — Category-specific fields (fabric, fit, neckline/sleeve, occasion, wash care for apparel; upper/sole material for footwear; ingredients/net qty/expiry for beauty) must be complete — incomplete attributes hurt both approval and discoverability.

PMR (Product Management Review) is a second, *invisible* quality gate that happens *after* your listing shows "Active." Products can pass initial upload, show live in your dashboard, and still never appear to customers because they're held in PMR. Common triggers: mismatched manufacturer address vs. authorization docs, vague sourcing info ("Made in India" with no city), or sizing inconsistencies. PMR review typically takes 3–7 days with no automatic alert — you have to check status proactively.

Practical takeaway for you: given your WordPress/product-listing background from HemoLon and KAMARK, build a standardized catalogue template (title formula, fixed attribute set, size chart, image spec) *once* and reuse it — most rejection cycles come from inconsistency across bulk uploads, not one-off errors.

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7. Going Live & Day-to-Day Operations

- Myntra may run **test/dummy orders** before your listings go fully live, to check dispatch discipline.
- **On-Time Dispatch Rate, Order Defect Rate, Return Rate, Cancellation Rate, and customer ratings** are the core KPIs Myntra tracks — falling below SLA thresholds reduces visibility and can trigger penalties.
- Certain categories use **Tagloop** (a tamper-evident tag) for traceability/anti-fraud; if a buyer removes it, it can affect their own return eligibility, but sellers should still document packing carefully in case of disputes.
- Keep stock levels tightly synced — stockouts and price volatility both trigger penalties and rating drops.

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8. Returns, RTO & the Seller Protection Fund (SPF)

- Myntra runs a **generous customer-side return/exchange policy**, which means sellers bear a lot of the return burden by design.
- **RTO (Return to Origin)**: package never reaches the customer and comes back. This follows the standard RTS (Return-to-Seller) process — Myntra logistics returns it, and you must accept it within the process window.
- If a return happens for a reason **other than RTO** (e.g., defect claims that are found to be fraudulent, or wrongful returns), Myntra's **Seller Protection Fund policy** allows sellers to raise a compensation claim — but **only within 14 days of the return receipt date**. Miss that window and you generally can't dispute it later.
- If you **refuse to accept an RTS/RTO shipment**, Myntra can bar you from claiming reimbursement on it going forward, and the goods can be held for a maximum of ~30 days before Myntra is authorized to **liquidate them without further notice or compensation to you**. Always accept RTS shipments within the window even if you plan to dispute the return reason separately.
- Fixed fees and commission are typically **refunded** to you on returned orders; **shipping/logistics fees generally are not** — factor that asymmetry into your margin calculations, especially for high-return categories (this is directly relevant given your Mini Air Cooler return-rate work on Flipkart — Myntra's non-refundable shipping fee on returns behaves similarly).
- **Reducing RTO/return rate** in practice comes down to: accurate size charts, honest fit guidance in listing copy ("model is 6ft, wearing size M"), tamper-evident packaging, and clear product photography that sets correct expectations — mismatched expectations are the single biggest return driver on fashion marketplaces.

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9. Settlement Cycle & Payments

- Payouts land in your **registered current account** on a **fixed cycle after delivery confirmation + the return/exchange window closes** — so cash isn't released the moment an order ships, it waits out the potential return period.
- Typical seller-reported settlement lag: roughly **10–15 days** post-delivery-and-return-window, though this varies by category and selling model.
- Every payout is accompanied by a **UTR (Unique Transaction Reference)** in Myntra's settlement report — this is what you match against your bank statement.

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10. Reconciliation — The Part Most Sellers Get Wrong

Myntra generates multiple separate reports you need to cross-check against each other and your bank statement. This maps closely to the P&L/settlement reconciliation work you've already been doing for Flipkart — the structure is very similar.

The key reports: | Report | What it shows | |—|—| | **PG Forward Settlement Report** | Fees + settlement amount for successfully delivered orders | | **Reversal/PG Settlement Report** | Fees + settlement for cancelled/RTO/exchanged orders | | **Non-order report** | Non-order-specific charges — marketing fees, fraud-return compensation, etc. | | **GST report** | TCS details for cancellations, exchanges, and post-shipment cancellations |

Three-way reconciliation to run monthly: 1. **Invoice matching** — every expected order actually has a matching invoice (flag "Pending Payment," "Less Received," "More Received"). 2. **Fee verification** — recompute commission/shipping/fixed fee per order against your rate card and flag over/under-charges. (Commission and fixed fee should be *refundable* on returns; shipping is typically *not*.) 3. **UTR/bank matching** — match the UTR in Myntra's settlement report against the actual bank credit, categorizing each as *Reconciled*, *Less Received*, or *More Received*.

Common discrepancies to watch for: - Incorrect refund amounts deducted on returns - Return-related fees applied where they shouldn't be - Settlement shown in your bank statement but missing from Myntra's settlement report (or vice versa) - Wrong commission % applied for a category/price-band combination

Given the P&L and dispatch/settlement trackers you've already built for Flipkart, the fastest path here is to extend that same Excel structure with Myntra-specific fee lines (pick & pack fee, payment gateway fee, Growth Enablement Charge) rather than building a new system from scratch. If volume grows, dedicated reconciliation tools (Cointab and similar) automate this exact three-way match.

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11. Common Challenges & How Sellers Typically Get Stuck

Challenge	Root cause	Fix
Seller application rejected	Weak/no marketplace presence, insufficient catalogue depth, GST/PAN/bank name mismatch	Build Amazon/Flipkart sales history first; keep every document field identical; don't reapply with the same unfixed data — repeated rejections can flag your profile
Products stuck in "Processing"/never go live	Brand Entity ID mismatch, inconsistent Style Group ID across variants	Use the exact brand name from Myntra's Master Brand sheet; keep one Style Group ID per product across all variants
Listed as "Active" but invisible to customers	PMR (Product Management Review) hold	Check PMR status proactively 3–7 days after listing; fix address/sourcing/sizing issues flagged
High return rate	Size chart mismatch, poor fit guidance, packaging damage	Category-accurate size chart, explicit fit notes, tamper-evident secondary packaging
Settlement shortfalls	Fee miscalculation, unrefunded shipping on returns, missed SPF claim window	Monthly 3-way reconciliation; file SPF disputes within 14 days of return receipt
RTS/RTO pile-up	Refusing to accept returned shipments	Always accept RTS within the window — refusal blocks reimbursement eligibility and risks liquidation after ~30 days
Penalty/visibility drop	Missed SLA on dispatch rate, defect rate, or stockouts	Monitor the 5 core KPIs weekly via dashboard; keep buffer stock during EORS/Big Fashion Festival demand spikes

12. Dashboard Features You'll Use Regularly

- **Order management** — view, accept, and process incoming orders
- **Catalogue management** — bulk upload via Excel template, edit attributes/images, track PMR status
- **Inventory** — stock updates across SKUs/warehouses
- **Reports** — Forward Settlement, Reversal Settlement, Non-order, GST/TCS reports
- **Ticketing system** — Myntra's *only* support channel post-onboarding; every issue (order, payment, catalogue) is routed through tickets, not phone support
- **Category Manager access** — unlocked once your GMV/performance crosses a threshold; gives you a dedicated point of contact for campaign and catalogue strategy
- **Ads/campaign tools** — manual and automatic campaign management for visibility during sale events

13. Big Sale Events Worth Planning Around

- **EORS (End of Reason Sale)** and **Big Fashion Festival** are Myntra's flagship events — sellers commonly see **5–10x order volume spikes**. Plan inventory, ad budget, and packaging stock at least a month ahead of these.

14. Quick Reference: Realistic Timelines

Stage	Typical duration
Document/brand verification	7–15 working days
Full registration → going live	30–60 days
Catalogue QC (aggregate model)	Up to ~2 months for quality check + ~1 month for listing
PMR review after listing "Active"	3–7 days
Settlement after delivery + return window closes	~10–15 days
SPF dispute window	14 days from return receipt

A note on accuracy

Myntra’s exact commission slabs, fee percentages, and process timelines vary by category, brand agreement, and change periodically — always cross-check the live numbers in your Partner Portal rate card before pricing, since the figures above are working estimates based on current seller-reported data, not an official published rate card.