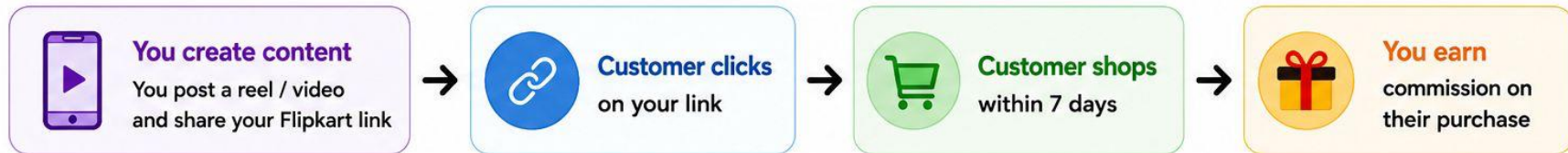


Flipkart Commission Rates

Your Efforts Are Always Rewarded 🎉

New Attribution Model | **Assured Commission**, Fair & Relevant



WHAT CUSTOMER BUYS & WHAT YOU EARN

1. SAME PRODUCT (Exact Match)	2. SAME CATEGORY (e.g. Another Shirt)	3. DIFFERENT CATEGORY (e.g. Women's Dress)	4. UNRELATED CATEGORY (e.g. Shoes, Bag, Headphones)
			
Customer buys the same red shirt.	Customer buys another shirt or similar.	Customer buys from a different category.	Customer buys an unrelated product or from a distant category.
DIRECT COMMISSION	DIRECT COMMISSION	INDIRECT COMMISSION	INDIRECT COMMISSION
 HIGHEST REWARD Same product purchase	 HIGHEST REWARD Same category purchase	 LOWER REWARD Different category purchase	 LOWER REWARD Unrelated category purchase



DIRECT COMMISSION = HIGHEST REWARD

When customer buys the same product or from the same category.



INDIRECT COMMISSION = LOWER REWARD

When customer buys from a different or unrelated category.

Direct and Indirect Commission Rates

Purchased Supercategory	BU Mapping	Direct (%)	Indirect (%)
HouseHold	Home	8	2
HomeImprovementTool	Home	8	2
HomeFurnishing	Home	8	2
HomeDecor	Home	8	2
MakeupFragrances	BGM	9.6	0.8
Grooming	BGM	8	0.8
SportFitness	BGM	6.4	0.8
BabyCare	BGM	6.4	0.8
HealthCare	BGM	6.4	0.8
AutoAccessorys	BGM	6.4	0.8
ToysAndSS	BGM	6.4	0.8
BooksMedia	BGM	6.4	0.8
FoodAndNutrition	BGM	6.4	0.8
Pets	BGM	6.4	0.8
HouseHoldSupplies	BGM	6.4	0.8
FashionWearables	LifeStyle	6.4	1.6
GemsAndJewellery	LifeStyle	0	0
KidClothing	LifeStyle	6.4	1.6
KidsFootwear	LifeStyle	6.4	1.6
LuggageAndTravelAccessories	LifeStyle	6.4	1.6
Menu to SClothingBottomwearBranded	LifeStyle	6.4	1.6
Menu to SClothingBottomwearUnbranded	LifeStyle	6.4	1.6
Menu to SClothingEssentialsAndEthnic	LifeStyle	6.4	1.6
Menu to SClothingTopwearBranded	LifeStyle	6.4	1.6

Purchased Supercategory	BU Mapping	Direct (%)	Indirect (%)
Menup to SClothingTopwearUnbranded	LifeStyle	6.4	1.6
Menup to SCnFFootwear	LifeStyle	6.4	1.6
MensEssentialsEthnicBranded	LifeStyle	6.4	1.6
MensEssentialsEthnicUnbranded	LifeStyle	6.4	1.6
MensOpenFootwear	LifeStyle	6.4	1.6
MensSeasonalWinterBranded	LifeStyle	0	0
MensSeasonalWinterUnbranded	LifeStyle	0	0
MensSportsFootwear	LifeStyle	6.4	1.6
Watch	LifeStyle	6.4	1.6
WomenEthnicContemporary	LifeStyle	6.4	1.6
WomenEthnicCore	LifeStyle	6.4	1.6
WomenFW	LifeStyle	6.4	1.6
WomenWesternCore	LifeStyle	6.4	1.6
WomenWesternGrowth	LifeStyle	6.4	1.6

