

Partner seller business rules

General seller operating guide | 25 September 2026 | Version 1.0

For all Perinkle product sellers and brands. This guide covers catalogue submission, orders, shipping, returns and settlement. Seller-specific commercial terms must be confirmed separately. Onboarding completion does not itself confirm commercial acceptance or product activation. Salon booking rules are published separately.

The operating model

Perinkle is a marketplace. The seller retains inventory, maintains listings and stock, accepts orders, packs products and prepares the seller invoice. Perinkle coordinates customer checkout, order routing and supported courier pickup. This is seller-held inventory with seller dispatch; an outright purchase, consignment arrangement or wholesale purchase commitment would need a separate agreement.

Commercial terms at a glance

Item	General rule / seller-specific confirmation
Commission	15% is the current platform default. A seller-specific rate or introductory offer may differ. Confirm the applicable rate in the accepted seller commercial schedule.
Commission basis	The seller schedule must identify the commission base, product GST treatment and treatment of seller-funded and Perinkle-funded discounts. The configured calculation must match the accepted terms.
Freight	For orders using the shared delivery policy: customer pays ₹60 below ₹500; at ₹500 or above, customer delivery is free. Seller freight allocation is explained on page 5.
Other deductions	Applicable tax on Perinkle fees, statutory withholding and documented, agreed logistics/refund adjustments. COD terms and any other commercial charges remain to be agreed.
Settlement / SLA	Settlement frequency, delivery hold, dispatch deadlines, return rules and minimum shelf life remain to be agreed.
Marketing / commitments	No marketing package, minimum sales guarantee, MOQ or minimum purchase value is offered by this guide. Any such commitment needs a separate written schedule.

Before order activation

Both teams should confirm the commercial schedule, fulfilment and returns SLA, pickup address, verified payout details and operations contacts. Products then require catalogue review, valid tax classification, stock availability and delivery readiness. This general guide accompanies the seller terms and accepted commercial schedule; it does not replace them or certify individual account settings.

01 / Catalogue and SKU listing

A complete product master helps the operations team review each SKU without repeated clarification.

Submission and approval

Create products through the seller catalogue in the Partner app or website. If a brand is missing, submit a brand request with its name, logo and description, plus other requested brand assets. Admin reviews the request before the brand becomes available for approved use. Brand approval and product approval are separate steps.

Use your existing seller SKU and a distinct code for each variant. The website and app support variant SKU and stock entry. Keep codes stable; do not reuse them for different items. New products and applicable edits require review. A consolidated product master may be shared for review; bulk spreadsheet import is not currently offered.

Product master group	Information to provide for every applicable SKU
Identity	Seller SKU, brand, product title, category, variant/shade/size and barcode where available. Use a distinct SKU for each sellable variant.
Commercial	MRP, proposed tax-inclusive selling price, available stock and requested tax profile. Admin confirms the applicable classification; seller remains responsible for accurate product information.
Content	Short description, full description, net quantity/size, ingredients, directions for use, warnings and storage instructions where relevant.
Traceability	Batch/lot details, manufacturing date, expiry or best-before information, country of origin and manufacturer/importer details as applicable.
Shipping	Packed weight with units and outer parcel length, width and height in centimetres. Update final dispatch measurements when the shipment is packed.
Evidence	Clear product images and relevant brand authorisation, manufacturing/import documentation or other compliance evidence requested during review.

Image and content guidance

Recommended: sharp square images of at least 1,000 × 1,000 pixels, including front, back/label and relevant detail views. Show the actual product and pack size; avoid unrelated artwork, unreadable labels, unsupported claims or images without usage rights. This resolution is a quality recommendation, not a statement of the app's upload limits.

Going live and future SKUs

Admin reviews content, pricing, brand association and tax classification. Corrections are returned to the seller; approval alone does not guarantee checkout availability if stock or delivery readiness is missing. Future SKUs follow the same process. The approval turnaround begins only after a complete submission and must be agreed; this guide does not promise a launch date.

02 / Pricing, promotions and visibility

Agree the calculation basis and who funds each offer before a campaign starts.

Commission and payment deductions

The standard platform default is 15%; the applicable seller rate must be confirmed in the accepted commercial schedule. Commission is separate from courier charges and statutory deductions. The final schedule must state whether the commission base excludes product GST, how discounts affect that base and whether any introductory waiver applies. The recorded configuration must match the accepted commercial terms.

Illustration only: if the agreed commission base is ₹1,000, a 15% fee is ₹150. Taxes on that fee, applicable withholding, net freight and approved adjustments are separate line items. This example does not represent a complete settlement or prescribe tax rates.

Charge / offer	Rule and required confirmation
Seller price reductions	The seller authorises the selling price and seller-funded discounts. Prices and product declarations must remain accurate.
Perinkle-funded offers	Campaign terms identify Perinkle's contribution and its treatment in the seller's receivable. No automatic seller deduction should be assumed.
Joint promotions	Confirm dates, eligible SKUs, funding shares, limits and cancellation treatment in writing before activation.
Payment / COD fees	Any seller-borne gateway, collection or COD charge must be explicitly listed. A customer COD fee is separate from the delivery contribution.
Other commercial charges	Listing fees, fixed fees, handling, marketing contributions or penalties are not priced in this guide. Add only specifically accepted charges to the final rate card.

Marketing and visibility

Potential activities for discussion include a brand collection, featured products, homepage or category banners, seasonal campaigns and agreed social or influencer content. Placement availability, creative approval, duration and pricing require confirmation; onboarding does not guarantee any placement, paid-media service, impressions or sales.

For any paid package, issue a separate written brief stating deliverables, placement dates, price and taxes, measurement method, reporting cadence, cancellation terms and ownership of creative assets. Campaign-level ROI reporting and monthly business reviews should be agreed explicitly.

No undisclosed commercial deductions

The final commercial schedule should enumerate each charge and its basis. Settlement statements should identify adjustments by order or shipment, with a reason and reference. New discretionary fees or campaigns should require written acceptance before applying to the seller.

03 / Orders, fulfilment and inventory

Final parcel information becomes available after the seller accepts and packs the order.

Step	Owner and action
1. Customer checkout	Perinkle records the customer order and routes each seller's items into the seller fulfilment flow. An order reference is not a wholesale purchase order.
2. Review and confirm	The seller checks stock, the items and its ability to meet the agreed SLA, then confirms or raises an exception promptly.
3. Pack and invoice	The seller packs the order securely, records final weight and outer dimensions, and completes the invoice details required by the dispatch workflow.
4. Freight and readiness	Perinkle obtains the applicable courier quote/serviceability using final parcel information. Any estimate is provisional until billed and reconciled.
5. Pickup and dispatch	The seller makes the labelled parcel ready at the agreed pickup address. Perinkle coordinates supported courier booking; handover evidence and tracking references are recorded.
6. Track and resolve	The seller monitors its orders and assists with shortages, pickup failures, customer claims and courier investigations through the agreed support process.
7. Delivery and settlement	Recorded delivery starts the relevant eligibility/hold process. Freight, returns and other adjustments are reconciled in the settlement workflow.

Timelines to agree

The written SLA must define order acceptance time, dispatch cut-off, business days, pickup readiness, treatment of holidays and escalation time for failed pickups. No specific deadline or automatic penalty is established by this guide. An indicative freight estimate before acceptance is useful where data permits, but the final charge cannot be guaranteed until parcel measurements and courier billing are known.

Stock and replenishment

The seller maintains accurate stock for each variant and updates it promptly after external sales or stock changes. If an ordered SKU is unavailable, report the exception immediately and use the approved cancellation/refund process. Do not substitute a different item without customer consent through Perinkle.

Inventory remains at the seller's premises. Replenishment planning is the seller's responsibility unless a separate arrangement is signed. No minimum order quantity, minimum PO value, dedicated stock holding, forecast commitment or guaranteed sell-through is created here. Agree target fill rate, lead times and reserved stock separately if needed. Use first-expiry-first-out stock rotation and monitor shelf life.

04 / Logistics and shared delivery cost

One customer contribution per order; each seller is responsible for its own parcel economics.

Customer delivery policy

Below an eligible product subtotal of ₹500, the customer pays ₹60 delivery for the order. At ₹500 or above, the customer pays no delivery fee. The final schedule and checkout must use the same subtotal/discount definition. Multiple sellers do not multiply the customer's ₹60 fee. COD, if offered, is disclosed separately.

Seller freight allocation

When parcel costs are known, allocate the customer contribution across sellers in proportion to their eligible parcel costs. Credit cannot exceed total eligible freight. Each seller bears its own parcel freight less its allocated customer credit. With free customer delivery, each seller bears its own parcel cost. Costs are not assumed equal and are not divided equally just because two sellers participate.

Illustrative order	Seller A	Seller B
Eligible forward freight	₹80	₹120
Below ₹500: ₹60 credit	₹24 (40% of ₹60)	₹36 (60% of ₹60)
Below ₹500: seller net freight	₹56	₹84
At least ₹500: seller net freight	₹80	₹120

The ₹60 is collected at checkout; allocation can be reconciled later, after both sellers pack and courier costs are available. There is no need to know final freight before the customer places the order. Show an estimate where available, then show actual billed freight, customer credit and adjustments in settlement.

Pickup, packaging and carrier costs

The seller supplies its own pickup address and contact. Perinkle configures the applicable courier connection and any required pickup mapping. Carrier selection depends on coverage and the parcel; no single courier or transit time is guaranteed here. Freight can vary by distance, actual/volumetric weight, parcel count, service and surcharges.

The seller should use sealed, protective, tamper-evident packaging suitable for liquids and fragile goods, with correct labels and invoice information. Record package condition and handover evidence. Reverse pickup and carrier claims are coordinated through Perinkle, subject to serviceability and the agreed claims process.

Exceptions requiring agreement

Confirm treatment of partial cancellations, refunds, multiple parcels per seller, weight disputes, RTO and reverse freight. If total forward freight is below ₹60, seller credit is capped at actual freight; the treatment of any remaining customer fee must be agreed and reflected in customer terms. This guide does not promise an automatic excess-fee refund.

05 / Returns, cancellations and product quality

Use evidence and the cause of the issue to determine responsibility.

Customer requests and seller action

Cancellation eligibility depends on the order's current fulfilment state. Before courier handover, stop packing or dispatch when Perinkle confirms cancellation. After handover, an interception or return may be required. Do not independently promise a refund or replacement outside the approved order process.

Delivered-order return requests are reviewed under the published customer policy and applicable consumer rights. The return window, exclusions, evidence requirements and escalation deadlines must be agreed and consistently configured. This guide does not create a blanket change-of-mind return entitlement or remove remedies for defective, incorrect or misdescribed goods.

Issue	Handling and responsibility review
Wrong, missing, expired or defective item	Investigate seller records and customer evidence. Confirm refund/replacement and seller responsibility where the issue is attributable to the seller.
Leakage / breakage	Review packaging and handover photos, batch details and courier evidence. Distinguish inadequate packing from transit damage before allocating the claim.
Customer refusal / failed delivery / RTO	Review delivery attempts and the reason for failure. RTO is not automatically proof of seller fault. Agree forward and return freight allocation in the rate card.
Courier loss or damage	Perinkle coordinates the supported carrier claim. Carrier limits, evidence and deadlines apply; automatic full reimbursement is not promised.
Replacement	Requires an approved resolution and stock availability. Confirm who pays the replacement parcel and whether the original must be collected.
Partial cancellation / return	Reconcile affected item values, discounts, taxes and applicable freight credits so deductions are traceable and not duplicated.

Expiry and traceability

Do not supply expired products. Agree the minimum remaining shelf life by product category before activation, including any exceptions for short-life goods. Keep batch, expiry and source records, rotate stock by expiry and promptly report a recall or safety issue. Near-expiry stock must not be sent without an agreed, lawful and accurately disclosed arrangement.

Claim and dispute records

Retain order/invoice references, product and package photos, batch details, pickup evidence and relevant correspondence. Agree claim submission and response deadlines, dispute review time and escalation contacts. No specific automatic penalty or blanket deduction for every return is introduced by this guide.

06 / Invoices, payment and settlement

Eligibility, payout processing and bank receipt are different stages.

Basis and timing

Earnings become eligible after recorded delivery and the configured hold, subject to verified payout details, refunds and unresolved issues. The seller's hold period and payment cycle must be confirmed in its commercial schedule.

Agree three separate terms: hold after recorded delivery, payout frequency/cut-off and expected bank processing time. Eligibility does not mean immediate bank credit. This guide fixes no universal credit period. Eligibility is based on recorded delivery and the applicable hold, rather than invoice date or a Perinkle warehouse goods-receipt note (GRN).

Settlement calculation

Seller gross proceeds and agreed campaign contributions, less commission, tax on platform fees, applicable statutory withholding, seller net freight and documented refund/other adjustments, determine the payable balance. The customer delivery contribution offsets eligible freight; it must not also be deducted as a second freight charge.

Statement line	What should be visible
Sales / invoices	Order and SKU references, quantities, invoice amounts, discounts and product tax treatment.
Platform charges	Commission rate, calculation base and fee amount; tax on fees shown separately.
Logistics	Shipment reference, estimated versus actual forward freight, customer delivery credit, seller balance and approved adjustments.
Returns / withholding	Refund, cancellation and return references; applicable tax deductions identified separately from Perinkle revenue.
Payment	Available/requested/paid status, amount, date and bank or authorised-provider transaction reference when paid.

Invoices and reconciliation

The seller is responsible for accurate seller invoices and product tax information. Complete the invoice requirements in the order/dispatch workflow and retain copies. Reconcile orders, shipments and statements before raising a dispute, identifying the exact amount and reference. The final schedule must state the dispute submission window and resolution timeline.

Bank verification confirms the payout destination; it does not mean a settlement has been paid. Payments require the appropriate processing and transaction reference. Any payout minimum, reserve or holdback must be disclosed and agreed.

Tax treatment

Product GST, tax on platform fees, statutory collections and withholding are separate. Apply current law and verified seller status. Confirm rates, exemptions, calculation bases and filing duties with the appropriate tax advisers; this guide does not set tax rates.

07 / Reporting, agreement and next steps

Confirm the commercial schedule before catalogue activation and order acceptance.

Reporting area	Available workflow / scope to confirm
Orders, products and stock	Partner workflows provide seller order records, product listings and stock management.
Earnings and payouts	Earnings, payout records and individual seller order statements are supported. Consolidated date-range exports and any additional reconciliation format require confirmation.
Returns and RTO	Review relevant order/support and shipping records. A dedicated consolidated return/RTO report and export cadence are not committed here.
SKU / campaign analytics	Agree any aggregated sales, product-performance, campaign attribution and monthly review reports. Do not assume automated reports or ROI dashboards are included.
Customer data	Use information supplied for fulfilment only for the authorised purpose. Any additional analytics or data access must respect applicable privacy requirements.

Agreement and compliance pack

Before activation, exchange the accepted commercial schedule, seller terms/agreement, fulfilment and returns SLA, approved rate card, catalogue checklist and verified business/payout information. Identify authorised signatories and named business, catalogue, logistics and finance contacts. Request the named catalogue, logistics and finance contacts through Partner support.

The seller should hold the authorisations applicable to its products and supply accurate statutory labels and declarations. For cosmetics, confirm applicable manufacturing/import permissions, batch and expiry information, ingredients and warnings under the relevant rules. Other product types may require different compliance checks. Product approval by Perinkle does not replace the seller's regulatory obligations.

Seller activation checklist

1. Confirm the applicable commission rate, calculation basis and complete deductions schedule.
2. Agree delivery exceptions, settlement timing, return/claims rules, dispatch SLA and shelf life.
3. Exchange contacts, product master and brand/compliance assets.
4. Complete catalogue review, pickup readiness and payout verification.
5. Verify the agreed configuration and a controlled end-to-end order workflow before enabling normal sales.

Current rules and partner support

Check the online Business Rules for current published guidance. Keep a copy of your accepted seller schedule and later agreed changes. Contact support with your business name and relevant SKU, order, shipment or settlement reference. Never share passwords, OTPs or payment PINs.

Business rules: partner.perinkle.in/business-rules

Partner terms: partner.perinkle.in/terms

Contact and escalation: partner.perinkle.in/contact

Email: support@perinkle.in