CATEGORY STYLE GUIDELINE: SNACK CHIP AND CRISP

Style Guidelines

Chips

Chaklis

Khakhras

Papads

On a marketplace, the product image is one of your most valuable marketing tools. When customers browse Amazon.in pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away. Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Listings with missing or non-compliant images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Every product on Amazon needs six product images. Product images are displayed on the search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Choose images that are clear, straightforward, and easy to understand. They must accurately represent the product and be information -rich and attractively presented. Show only the product that is being offered for sale, with minimal or no propping. Main image should be on 100% white background. Text, logos, and inset images are not allowed.

Whenever possible, provide several images, with each one showing different angles and details of the product. This is your opportunity to show your product to your customer, so quality matters. It is your responsibility to ensure that you have all necessary rights to the images you submit. All sellers who display or offer any food for sale to the customers through e-commerce shall ensure that clear and legible image of complete label information, of each Food ASIN (excluding Batch number/lot number, best before, expiry date) is made available for the customers. This regulation is as per the “Guidelines for operations of E-commerce Food business Operators” by the FSSAI (Food safety and Standards Act. The Guidelines are available here. Sellers will be required to keep a check on any updates to these Guidelines and update the product images accordingly.

Accordingly, all sellers listing Food on Amazon are mandated to display the complete label information of Food Packages.

What all information should a label contain?
We want the customer to easily view all the information that is visible on the product (on the back, sides and/or top) since this information is important to make a purchase decision for buying a food product. Further, we want to show the ingredients separately since some customers may have allergies and may need to check ingredients before purchase. Nutritional information needs to be displayed separately for the health conscious customers.

Also, FSSAI License of the manufacturer/Brand needs to be displayed separately. Customer should be able to see all information, applicable in accordance with FSS (packaging and labelling standards), 2011:

- ✓ Product name
- ✓ Veg Logo / Non –Veg Logo
- ✓ Ingredients list
- ✓ Nutritional information
- ✓ Net weight / quantity
- ✓ Manufacturer name and address
- ✓ Customer care contact details
- ✓ FSSAI logo and license number
- ✓ Instructions for storage or use (if any)
- ✓ Importer details and license details (if applicable)

How to Show Complete Label Information to the consumer?

The shape of a food package can be rectangular, square, circular etc. A customer will be able to see complete information only when Images of all sides of the Food Package are displayed. For example: A rectangular or square package should have all 6-side images. To help the customer get complete information, each food ASIN needs to have the following set of images on the detail page:

- ✓ Front Image -Must Have
- ✓ Back Image –Must Have
- ✓ Left & Right Side Image –Must Have, if applicable (example rectangular, square, bottles)
- ✓ Bottom & Top Image –Must Have, if applicable (example rectangular, square, bottles)
- ✓ Cropped nutritional information image –Good to have separately
- ✓ Cropped Ingredients label image –Good to have separately
- ✓ FSSAI License Number of Manufacturer/Brand –Must have
- ✓ Importer FSSAI License –Must have for imported foods
- ✓ Special Instructions for use or preparation –Good to have separately, if applicable (example: Infant Foods, Diet & Nutrition Products)

Scenario	Example	Image 1	Image 2	Image 3	Image 4	Image 5	Image 6
When Label has information on two sides	Pillow Pack / Pouches	Front Image	Back Image	Cropped Ingredient or Cropped Manufacturer Address	Cropped Nutritional Information or Cropped Customer Care Details	Cropped FSSAI License on Product	Veg/Non-Veg Logo or Instruction for Use
When Label has information on three to five sides	Rectangular Boxes Circular Cans/Jars	Front Image	Back Image	Left Image	Right Image	Cropped Ingredient or Cropped FSSAI License on Product	Cropped Nutritional Information or Cropped Customer Care Details

Compliant Image – Sample	Non-compliant Image – Sample
✓ JPEG (.jpg), TIFF (.tif) or GIF (.gif) format; JPEG preferred.	× Resolution should not be less than 1200 pixels
✓ 100% White Background on secondary images	× No Borders, watermarks, text, other decorations
✓ Image must be a photograph. No line drawings allowed.	× Do not use any other format like TIFF, PDF. Black and white images are not accepted
✓ Show the entire product; the product should occupy at least 80% of the image area.	× Do not display partial view or small size of product
✓ 72 dots per inch resolution.	× Do not use color background
✓ Plain white (hex #ffffff) background.	× If bundled product, it is not necessary to show the entire LOT, a single image of the product will suffice.
✓ At least 500 pixels on each side preferred; 3000 pixels permitted. To activate zoom: between 1280 and 3000 pixels on the longest side; to take full advantage of zoom we recommend at least 2560 pixels on the longest side	× No sketches of products or lifestyle pictures are allowed
✓ sRGB colour mode. 8 bits per channel. PC or Mac format.	× Placeholders for images (such as "no image available", "preliminary Images")
✓ Gift images (used to show gift wrap) must be 71 x 71 pixels	× Images containing graphs of product ratings
✓ Your store logo image must be a 120 x 30 pixel image.	× Promotional text such as "sale" or "free ship"
✓ Secondary images should complement with main image	× No spaces in the file names.

Accepted Images

1

2

3

NUTRITIONAL INFORMATION (^APPROX.):		
		Per 100g
Energy	kcal	543
Protein	g	7.1
Total Carbohydrate	g	53.2
of which Sugars	g	5.1
Total Fat	g	33.5
Saturated Fat	g	13.0
Trans Fat	g	0.1
Sodium	mg	687

†Guideline Daily Amount (2000 kcal diet)

4

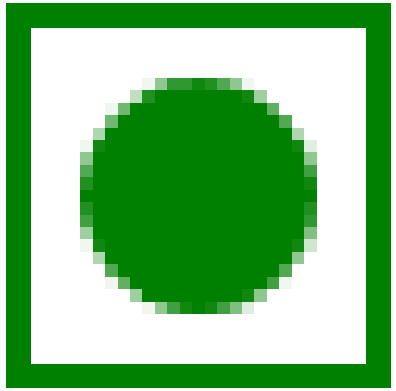
INGREDIENTS: Potato, Edible Vegetable Oil (Palmolein Oil, Rice Bran Oil), Sugar, Iodised Salt, Tomato Powder (0.8%), ~Spices & Condiments (Red Pepper Powder, Black Pepper Powder, Garlic Powder, Ginger, Clove Powder, Cinnamon Powder), Dextrose, Wheat Fibre.

5

fssai

Lic. No. 10014064000435

6



Title Guidelines

Your title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes:

For the Parent Products

[Brand] + [Model] + [Flavor] + [Snack Chip Type]

Example:

1. ABC Classic Pepper Potato Chips
2. 12 Secret Lemon Chili Nutty Chips
3. ARCU Max Manchurian Vegetable Chips
4. XYZ Butter Chakli

For the child of Variation

[Brand] + [Flavor] + [Snack Chip Type] + [Item Weight] + [Item Weight unit of Measure] + [Unit count (optional)] + [Unit Count Type(optional)]

Example:

1. ABC Classic Pepper Potato Chips, 52 Gms
2. 12 Secret Lemon Chilli Nutty Chips, 100 Gms
3. ARCU Max Manchurian Vegetable Chips, 115 Gms, Pack of 2
4. XYZ Butter Chakli, 100 Gms, Pack of 2

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. Ex: ARCU Max Manchurian Vegetable Chips, 115 Gms, Pack of 2	Do not use all capital letters: **ARCU MAX MANCHURIAN VEGETABLE CHIPS, 115 GMS, PACK OF 2**
Title length should be less than 200 characters	Do not include promotional messages such as 'sale, 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

Bullet Point Guidelines

Bullet points Specify details of your product and can influence the customer purchase decision. The bullet point should be constructed in the following manner and contain the below attributes:

Recommended bullet point format

- Bullet Point 1–Ingredients
- Bullet Point 2– Diet Type
- Bullet Point 3– Flavor
- Bullet Point 4– Specialty | Allergen Information
- Bullet Point 5– Serving Recommendation

Example :

- Ingredients: Potato, Edible Vegetable Oil, Sugar, Spices & Condiments, Salt, Citric Acid, Tomato Powder, Tartaric Acid.
- Diet Type: Vegetarian
- Flavor: Indian Spicy
- Specialty : Artificial Color Free| Allergen Information: Gluten free
- Serving Recommendation: Ready to Eat, Perfect Anytime Snack for Kids and Adults.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Flavor: Indian Spicy	Do not include promotional messages such as 'sale, 'price', 'offer' or 'free'
Use numerals instead of text "Pack of 2" instead of "Pack of Two"	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Add product relevant and value adding information as bullet points 5	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

Product Description Guidelines

This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enable a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for a product Description
Recommended product description format

This [Item Type Name] from [Brand Name] available on Amazon. It has [Ingredients] [Nutritional Information] [Serving Recommendation].

Example: This Chips from 123 available on Amazon. Potato (55.7%), Refined Palmolein, Seasoning Mix {Iodized Salt, Chili Powder (1.1%), "Spices & Condiments, Onion, Maltodextrin, Refined Wheat Flour (Maida), Milk Solids, Black Salt, Tomato Powder [Tomato Paste, Anticaking Agent (Ins 551)], Refined Sugar, Hydrolyzed Vegetable Protein, Acidity Regulators (Ins 296, Ins 330, Ins 334), Garlic, Anticaking Agent (Ins 551), Flavor Enhancers (Ins 627, Ins 631}} And Iodized Salt. "Used As Natural Flavoring Agent. Energy: 544(Kcal) Protein : 7.1 g, Sugar: 2.6 g, Trans fat : 0.1 g, Fat: 33.2 g, Saturate Fat: 16.2 g, Sodium: 859 (mg). Serves to 2 People, perfect for evening snack or whenever you feel to munch.

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale, 'price', 'offer' or 'free'
Include product specific information like material name, special features etc	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Provide detailed included components, style name, capacity etc will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information