

Style Guidelines

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-informed 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.

Image Guidelines

- The product should occupy 90% of the image area. The background must be 100% white with RGB value 255,255,255
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Each product **must compulsorily have a minimum of 3 images** – a front, back shot and detail shot complying with the above standards – with extra optional shots if required to highlight product features.
- The product crop should only show the product starting and ending above the knee.
- The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses
- Include only what the customer will receive in the first image; no accessories like sunglasses, extra jewelry, belts, scarves, flowers – unless they are accompanied with the product
- The product image must be free of text or watermarks
- For multipacks, MAIN image to have model image of all designs, followed by front, back, side and detail shot image for each product in the pack
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Main image and back image should be of the same product with the same model and in the same lighting, and there should not be any inconsistency.
- Mannequin shots are not allowed.
- MAIN images should be supplemented with additional images showing different sides of a product, the product in use, or details that aren't visible on the main image. Follow the image standards listed above to maintain the quality and consistency across all your product images.

Prohibited for all images (additional and MAIN)

- Images that do not match the product title
- Images that are blurry, pixelated, or have jagged edges
- Nudity or sexually suggestive images

Accepted Images

1



Main Image

2



Side View

3



Back View

4



Detail Shot

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 Name] + [Department] + [Style] + [Name of the Product]

Examples:

- 1. ABC Seamless High Waist Tummy Tucker
- 2. 123 High Waist Shapewear Briefs
- 3. AVE Hi-Waist Thigh Shapewear

For Standalone or Child products

[Brand Name] + [Department] + [Style] + [Name of the Product] + ([Color] + [Part Number]+ [Waist Size])

Examples:

- 1. ABC Seamless High Waist Tummy Tucker (Black_PI898_Large)
- 2. 123 High Waist Shapewear Briefs (Cream_RYX_Medium)
- 3. AVE Hi-Waist Thigh Shapewear (Black_ZIP243_Small)

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. EX: AVE Hi-Waist Thigh Shapewear (Black_ZIP243_Small)	Do not use all capital letters EX: AVE HI-WAIST THIGH SHAPEWEAR (BLACK_ZIP243_SMALL)
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 – Material
- Bullet Point 2 – Style | Closure Type (if applicable)
- Bullet Point 3 – Product Benefit
- Bullet Point 4 – Care Instruction
- Bullet Point 5 – Special Features

Example:

- Bullet Point 1 – Material: 80% Polyamide, 20% Elastane
- Bullet Point 2 – Style : High Waist
- Bullet Point 3 – Product Benefit: This Product Brings Perfect Hourglass Shape
- Bullet Point 4 – Care Instructions: Handwash Only
- Bullet Point 5 – Special Features: Designed With The Minimum Number Of Seams For A Seamless, Comfortable Feel Against The Skin.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex :Material: 80% Polyamide, 20% Elastane	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

Explore a wide range of [Name of the Product] from [Brand Name] on Amazon. [Name of the Product] [special Feature]

Example: Explore a wide range of Shapewears/ Waist Clincher from ABC on Amazon. Waist Clincher compression garment supporting weak abdomen muscles which quickly reduces waist measurement. Also it is designed with the minimum number of seams for a seamless, comfortable feel against the skin.

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