



BuildaBazaar Partnership Program

Partnership Information Docket 2013

TABLE OF CONTENTS

About BuildaBazaar	4
Introduction.....	4
The BuildaBazaar Concept.....	4
The Vision.....	5
Journey so far	5
BuildaBazaar platform features	7
Front end web-store.....	7
Admin panel	9
Other services.....	12
BuildaBazaar Pricing plans	13
Basic store pricing plans.....	13
BuildaBazaar features menu card.....	13
Customized store pricing plans.....	14
Travel and ticketing store pricing plans.....	15
BuildaBazaarAssociates	16
Brands Using BuildaBazaar	17
BuildaBazaar Partner Program	18
Introduction.....	18
6 Reasons to partner with BuildaBazaar	19
1. Become a part of the fastest growing Indian e-commerce industry.....	19
2. Become your own boss.....	20
3. Unlimited earning potential.....	20
4. No software knowledge required	21
5. Minimum capital investments required	21
6. Partner with the market leader	21
Partner Program Specifics	22
Partner Commercials	22
Revenue sharing/commission structure for partner.....	22
Deliverables for the partner from BuildaBazaar	25
Earning potential for the partner.....	26
Support system for the Partner	27
Online Support.....	27
Marketing support	27

Technology Team	27
Design Team	27
Delivery Team	28
Roles of a partner.....	29
Prospecting and Pitching.....	29
Explaining.....	29
Selling.....	29
Servicing.....	29
Customer Relationship Management.....	30
How does the Partner program work?.....	31
FAQ's.....	32
How to become a BuildaBazaar partner	38
What Does BuildaBazaar lookfor in a partner.....	38
Application Form	40
BuildaBazaar Partner Agreement	40
APPENDIX.....	41
Bank Account Details	41

ABOUT BUILDABAZAAR

**Billion Dreams..
Billion Stores..**

Build your own branded online store in minutes with BuildaBazaar's powerful ecommerce platform

15,000 live stores and counting...

TRY IT FREE

A colorful cartoon illustration depicting various Indian merchants and their online stores. In the foreground, a woman in a blue dress runs a 'cake store.com' from behind a counter. Next to her, a man in a white shirt sits at a desk with a stack of books. To his right, a woman in a green sari runs a 'music store.com'. In the background, there's a man in a red shirt and white turban running a 'Shawl Shop.com', and another person working at a stall with a bull. The scene illustrates the diverse range of businesses that can be run through the BuildaBazaar platform.

INTRODUCTION

BuildaBazaar.com is an e-commerce platform which enables retailers, brands and merchants to set-up online stores under their own brand name. Started in October 2011, BuildaBazaar has become the largest platform of its kind in India with more than 15,000 merchants powered till date.

The statement "Powered by Infibeam" visible on the footer of e-commerce stores in India has become an industry default with a vast majority of stores sharing the same.

Infibeam.com is one of India's largest e-commerce retailers. Started in 2008, Infibeam has grown to become a large and trusted retailer in India. It retails ~1.2Crore products across 31 product categories. Infibeam delivers to close to 17,000 pin codes in India; and provides multiple payment options including cash on delivery, debit and credit cards and net banking accounts.

BuildaBazaar was founded with the vision to empower small and medium merchants in India to display and sell their products to Indian and global audiences. India has ~5mm small and medium sector enterprises; a large percentage of which do not have an online presence. Each of these can potentially display and retail their products (and services) online.

Further India is at an inflection point in terms of Internet usage with under 20mm online shoppers against 938mm telephone subscribers as against 250mm issued debit cards. The advent of inexpensive tablet computers and Smartphone devices would further increase internet penetration; thereby providing access to the online storefront to a large number of buyers. All this has made the online medium, hard to ignore for any advertiser to reach customers or retailers to sell products.

THE BUILDABAZAAR CONCEPT

BuildaBazaar.com is built on the SaaS framework which stands for Software as a Service. It is hosted and maintained on the cloud. Like any other SaaS implementation, BuildaBazaar is on a pay as you

use model where customers pay a monthly charge for using its services. There is a smaller upfront payment to be made as against a large upfront investment in traditional software licenses.

BuildaBazaar allows us to invest disproportionately into technology as against a small software development shop, and provide the same level of sophistication to a small merchant as provided to the largest retailer in India.

Started in 2010 and having built stores for some of the largest retailers in the country BuildaBazaar has been able to accommodate diverse requirements from a large and diverse set of retailers. The platform is agnostic to product categories to the extent that a retailer can define the product category of his/her choice. Stores ranging from books to mobile phones and from temple Prasad to home decor have been set up. Besides products, BuildaBazaar also supports travel and event ticketing to be sold over the platform. The use case allows events, matches, entry tickets, rail, bus and flight tickets to be sold by merchants. We believe in times to come BuildaBazaar would also support digital downloads of books, music and movies on the platform.

THE VISION

The vision behind BuildaBazaar is to provide an affordable electronic shop for every retailer in India. This would mean as more merchants get online, internet would have a much larger selection available at more competitive prices; making the overall offering for end users more compelling. This would result in making e-retailing as mainstream as shopping itself.

JOURNEY SO FAR

BuildaBazaar.com was launched in October 2011 with few developers and 1 sales employee. It had the first self-service paid client in December 2011.

BuildaBazaar has grown multifold since then to have more than 150 people working on it in different roles. It supports more than 15,000 merchants as of date. Cumulatively these merchants process few thousand transactions over the platform.

Some of its large clients include Airtel, Crossword, TheMobileStore, Vijay Sales, NDTV, Hidesign, VIP Bags, Bombay Dyeing, Prestige and TVC Sky shop.

Some of the most unique stores on the platform are smiledrive.in, Zaika247.in, ezmops.com, suctionmachines.com, boxtree.in, shopeco.co.in, Hidekraft.com and kultindia.com.

BuildaBazaar has been acclaimed as a case study in online retail by IIM Ahmedabad and is part of the curriculum at Mudra Institute of Communications Ahmedabad. BuildaBazaar was recently featured as the startup of the week by SiliconIndia. It has also attracted the attention of technology blogs and news websites.

CROSSWORD
crossword.in

Home | Login | Shopping Cart | My Account | Track Your Order | Help | My Wish List | Contact Us
FREE SHIPPING

Books Home | Crossword Recommends - Best of 2011 | Gift Vouchers | Vodafone Crossword Book Award

Books | Search

Books Home | New Releases | Best Sellers | Recently Sold | Prebooking | Top 100 | Business Books | Box Sets | Coffee Table Books | 30% OFF | Popular Books | Events

Shop by Category
 Art
 Body, Mind & Spirit
 Business & Economics
 Cooking
 Family & Relationships
 Fiction
 Health & Fitness
 Kids Fiction
 Kids Non Fiction
 Reference
 Religion
 Self-Help
 Social Science
 Travel

Vodafone Crossword Book Award (see more...)
 Jimmy, The Terrorist
 By Deepa Iyer
 ₹ 257

Pre Book now (see more...)
 Jago Investor: Change your Relation with Money
 By Manish Chawla
 ₹ 274

The Magic
 By Rhonda Byrne
 ₹ 309

The Forest Of Stories Mahabharat Series Book One
 By Adithya Barker
 ₹ 369

Inside Apple
 By Adam Lashinsky
 ₹ 409

Top 100 Best Books (see more...)
 The Secret Of The Millionaire Mind
 By Robert Kiyosaki
 ₹ 199

CASH ON DELIVERY NOW AVAILABLE

BEST DEAL
 GET to the TOP
 The top rules for social success
 By Adam Lashinsky
 ₹ 160

Get To The Top: The Ten Rules For Social Success ...
 By Adam Lashinsky
 ₹ 160

Top 100 Best Books (see more...)

The Big Sale | Business Books | Pre Book now | Box Sets

STORE LOCATOR | Contact Us

New Releases | Books (see more...)

OVER喜
happy journeys

Home | Login | Shopping Cart | My Account | Track Your Order | Contact Us | Search here

About | Offers | Products | Support | Media | Store Locator

CATEGORY
 Travel
 Business
 Accessories
 Gift Vouchers

PRICE ₹
 425 9325

UTILITY
 Cabin
 Check In
 Laptop Bag

SEGMENT
 Hard Luggage

EXPENSIVE TASTE NEED NOT BE EXPENSIVE.
 Introducing VJ16 from VJP. Glamour begins at ₹ 4995. Lightweight, durable bags with 360°wheeling.
 click here to buy now!

BEST OFFERS
 Backpacks
 Laptop Bags
 Cabin Luggage
 Hard Luggage

HIDESIGN

HOME WOMEN MEN TRAVEL GIFT CARDS

My Account | Shopping Cart (0)
Search

HIDESIGN INTRODUCES GIFT CARDS

DISCOVER HIDESIGN

OUR BEST-SELLERS

Download Catalogue | Delivery & Returns | FAQs | Terms & Conditions | Track Your Order
 Corporate Orders | Gift Vouchers | News | About Us
 © Hidesign 2011
 Powered by Infibeam

SUBSCRIBE

airtel

for me | for business

mobile broadband & fixed line digital TV wireless internet airtel live money shop

airtel money get postpaid connection get broadband get digital tv connection buy mobile buy tablet buy laptop buy landline phone

experience the fastest internet now available in pune
 get it now

mobiles

LG Optimus Sol E730, black BlackBerry Bold 9790, black Onida G721-3G, black Sony Xperia Sola, black

BOMBAY DYEING

PRODUCTS

Home Bed Linen

Store Locator

Download E-Catalogue

AROUND THE WORLD
 PROVOKE THE EXPLORER IN YOUR HEART AND BRING THE WONDERFUL THINGS IN THE WORLD CLOSE TO YOU

View Products

NEW PRODUCT THE NEW RANGE OF BED LINEN

DUVETS & COMFORTERS ON TOP OF THE WORLD

TVC SKYSHOP

Shopping Cart | Track my Order | To Order: 092233 61644 | Live Chat | 10 AM to 7 PM

Home | Login | Wish List | My Account | Contact Us | Help

All Categories

OUR PRODUCTS

Home Books And Magazines Mobiles Cameras Electronics And Computers Home And Lifestyle Toys Kids And Baby Sports And Fitness Automotive And Tools Grocery Health And Beauty Gifts

WATCHES SEE MORE

Casio EF 32 ED 1A1VEF ₹ 6,645
 Morellato SO216005 ₹ 4,750 ₹ 4,875
 Maxima E-0045SCMGJ ₹ 4,995 ₹ 1,166

Exciting GIFTS
 600+ Service Centers
 Market Price: ₹ 14,990/- TVC Price: ₹ 7,990/-

Mobiles

Smartphones

BUILDABAZAAR PLATFORM FEATURES

BuildaBazaar provides the following services as part of the e-commerce platform-

FRONT END WEB-STORE



Website homepage with banners, links and product listings

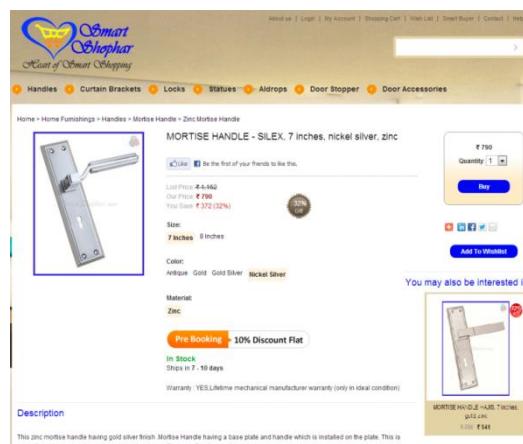
Each store is provided with a homepage which can be customized to a large extent. The homepage has a header, footer, banner slots and slots for products lists. Each of these can be customized to suit requirements of the end client. These customizations can be done by the client himself.



Search page with product listings

The homepage carries a search tab where customers can search for products through entering search keywords. The search result page can be customized to a list or a grid view of search results.

The page on the left shows a grid layout of the search page results.



Product detail page

Products being sold are shown on a product detail page. It has information about the product, its picture, inventory information (price and availability), ratings and reviews, related products and the buy now link. This page is also customizable to an extent through the BuildaBazaar design and delivery team.

The screenshot shows the infibeam.com checkout process for a BlackBerry Bold 9790. It includes fields for shipping address, payment method selection (Facebook login), and social sharing options (Like, Share, Pin it).

Checkout pages

Once the customer clicks on the buy now link on the product he is taken to order confirmation and checkout pages. These pages are highly optimized for conversions and ensure that the right information is taken and is validated. The last step ensures These pages are also customizable to an extent to suit individual requirements of merchants.

Social integrations

BuildaBazaar offers integration with social networking websites to attract more customers through social network. With built-in social networking features, share information about your web store on Facebook and Twitter and allow your customers to engage with and popularize your store using social sharing features like Facebook Likes, Twitter tweets/share, and Google+1

The screenshot shows the CHEMIZE website's customer account dashboard. It displays basic account information (Email: hardik.aurana@infibeam.net, Mobile: unspecified, Landline: unspecified) and a list of account benefits.

Customer accounts

BuildaBazaar e-commerce platform provides customers of the sites to log in and view their orders along with their shipping status on the website.

They can also view their past orders and any unordered items still left in their cart

ADMIN PANEL

The screenshot shows the Infibeam Admin Panel's Catalog Search interface. It includes a search bar, a 'New Product' button, and a 'Catalog Result' table. The table lists four existing catalogs with columns for Catalog ID, Title, and Date Created. Below this is a 'Create New Catalog' section with fields for Title, Description, Path, Status (set to Publish), and a 'Browse nodes' section.

The screenshot shows the BuildaBazaar website's Feature List page. It features a header with the BuildaBazaar logo and a toll-free phone number. Below the header, there are sections for 'Zero IT cost', 'Manage your products', and a detailed description of the platform's CMS features.

The screenshot shows the Infibeam Admin Panel's product catalog management interface for a 'Red V Neck T-shirt'. It displays a product card with a preview image, edit and disable buttons, and tabs for Description, Properties, and Inventory. The inventory table shows one item with Site SKU 4, Price (INR) 224.25, and In Stock status.

The screenshot shows the BuildaBazaar Fulfillment Panel displaying an order detail for item 2734574000007600-1. It shows the item name (Oster Baby Tumbler Blue 1 litre, 0.5 litre), quantity (1), gift wrap (No), and shipping agent (Five Right). It also includes a tracking code field and a 'Update' button.

Search and upload catalog

Merchants can upload products to their website by going to the admin panel of the store. The maximum number of products that they can upload is limited across pricing plans. Merchants also have the ability to search within Infibeam product catalog if they have opted for Infibeam navigation structure. This saves them from the task of writing product catalog for all branded products including books, mobile phones and others. The platform has the ability to scale to millions of units of product catalog.

Upload static pages and content

BuildaBazaar supports merchants to put any number of static pages on their website. The content can be plain html, text, images and flash animations. Basic third party forms are also supported on the platform.

View and Change product catalog

Product catalog once uploaded can be viewed and changes can be made easily in them. Product catalog can also be uploaded in bulk through excel sheets. Formats of the same can be downloaded from the admin panel.

View and fulfill orders

Customer orders are intimated to merchants through email. The same can be viewed and action can be taken through the admin panel. Orders can be moved to fulfilled or cancelled statuses.

For help in managing your store, please email us at support@buildabazaar.com or call us on 079-49004848
Copyright © 2007-2011 BuildaBazaar.com and Affiliates
Powered by [infibeam](#)

View and manage store accounts

Merchants can view detailed ledgers of accounts in the admin panel. They can view payments received and made from BuildaBazaar and net payable/receivable (if any).

For help in managing your store, please email us at support@buildabazaar.com or call us on 079-49004848
Copyright © 2007-2011 BuildaBazaar.com and Affiliates
Powered by [infibeam](#)

Manage couriers

Merchants can activate specific courier partners that they would like to use for shipping orders. The platform integration ensures that merchants do not have to worry about sending tracking codes to customers. The same is automated to ensure emails go out as soon as

For help in managing your store, please email us at support@buildabazaar.com or call us on 079-49004848
Copyright © 2007-2011 BuildaBazaar.com and Affiliates
Powered by [infibeam](#)

Manage payment gateways

BuildaBazaar provides the option of choosing from a host of payment options, including Cash on delivery, Cheque, Demand Draft and cash deposit in the bank account. All these options can be managed from the admin panel by the merchant himself.

For help in managing your store, please email us at support@buildabazaar.com or call us on 079-49004848
Copyright © 2007-2011 BuildaBazaar.com and Affiliates
Powered by [infibeam](#)

View contact us queries

Every store has a contact us form which potential and existing customers of the merchant can fill in order to get in touch with the merchant. Merchants can access the same through the admin panel, apart from being notified over email.

For help in managing your store, please email us at support@buildabazaar.com or call us on 079-49004848
Copyright © 2007-2011 BuildaBazaar.com and Affiliates
Powered by [infibeam](#)

Manage customer service queries

The admin panel provides an advanced customer service panel where the merchant can look up orders by various parameters like name, email id, order id and mobile number. This ensures that the customer satisfaction is never compromised.

The screenshot shows the 'Domain and Google Analytics' configuration page. It includes fields for 'Store Name' (Motor iPad Accessories Megastore), 'SEO Title' (ipad Plus Megastore), 'Domain name' (www.megastoreplus.com), and 'Enable URL Redirection to your domain' (checkbox checked). A red box highlights the 'Google Analytics Web Property ID' field, which contains 'UA-37298564-1'. Below this, there's a section for 'Enable Ecommerce Tracking with Google Analytics' and a 'Checkout tracking' code snippet.

```

<script>
var ga = document.createElement('script');
ga.type = 'text/javascript';
ga.async = true;
ga.src = ('https:' == document.location.protocol) ? 'https://ssl.google-analytics.com/ga.js' : 'http://www.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
</script>

```

The screenshot shows the 'Add New Promotion (item)' form. It requires a 'Promotion code', 'Name', and 'Description'. Under 'Value', it has 'Max Value (INR)' set to 1000.00 and 'Max count' set to 1000. The 'Used count' is 0, and 'Combinate' is Yes. The 'Start date' and 'End date' are both set to 20/01/2013. Under 'Price component', it shows 'Wsg' and 'select'. The 'Product' dropdown is set to 'Add Products'. A search bar is present below the product dropdown. At the bottom, there's a 'Submit' button and a help message.

The screenshot shows the 'View Generated Reports' and 'Generate New Report' sections. Under 'View Generated Reports', it shows 'Order Detail Report'. Under 'Generate New Report', it shows 'Order Detail Report' with fields for 'Start Date' and 'End Date', and a 'Generate Report' button. A help message at the bottom says 'For help in managing your store, please email us at support@buildabazaar.com or call us on 019-49904848'.

The screenshot shows the 'Zones' management section. It has two tables: 'My Zones' and 'Zones from infibeam'. In 'My Zones', there are two entries: 'DEFAULT COD' (used for COD) and 'DEFAULT SHIPPING' (used for Shipping). In 'Zones from infibeam', there are several entries including 'ALL INDIA', 'APL COD INDIA', 'ARIES COD INDIA', 'GAT COD INDIA', 'QUARTILE COD INDIA', 'BLUEDOT COD INDIA', 'CTC COD INDIA', and 'APL'.

Integration with Google analytics

Analytics is key to superior decision making. The platform is integrated with Google analytics to be able to analyze traffic, conversions and other store metrics.

Run promotions

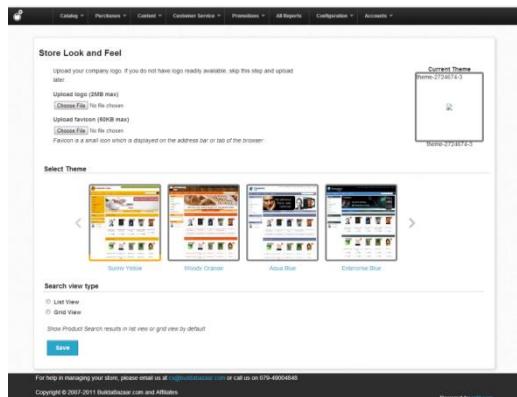
As a retailer one can run promotions for customers, both at an item or a purchase level. These are given out as coupon codes which can be shared with customers.

Generate and view reports

Merchants can view reports on sales and customer registrations on their store through the admin panel. These can be used by them to reconcile with their books of accounts.

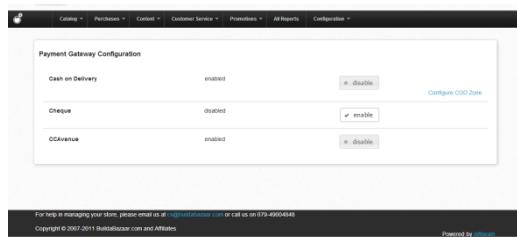
Manage shipping zones including international shipping

BuildaBazaar provides International Shipping solutions so that businesses can reach customers across borders. With the International Shipping module, comes a fully integrated international Ecommerce checkout on the store that allows business to expand globally.



Look and Feel

Manage and change look and feel of the store including color scheme, images, logo and background images



Multiple Payment Gateway connections

BuildaBazaar platform supports integration support with a number of domestic and international payment gateways like TechProcess, CCAvenue, HDFC, Axis and PayPal, along with other payment methods like Cash on Delivery, Cheque, Demand Draft and Net Banking

OTHER SERVICES

Search engine optimization: BuildaBazaar features several optimizations to enhance search engine rankings and discoverability of the store. Increase traffic to the store by running online marketing campaigns and highlight the store with keywords matching the products and brands

Third party integrations with Chat and helpdesk services: BuildaBazaar has integrations with leading third party chat and help desk service providers like Wehelp, Ozonetel, Webengage. These tools help merchants interact with their customer's real time while the customer is still on the site.

SMS integrations for order status notifications: BuildaBazaar provides integrations to provide SMS notifications to notify changes in order statuses. These integrations help in reducing customer interactions and have proven to improve customer satisfaction.

Telephone Recharge integrations: BuildaBazaar also provides integration with third party recharging API's to offer recharging as a service to end customers.

Online and social marketing services: BuildaBazaar provides powerful e-commerce marketing and promotion tools helping store owners to drive traffic and transactions to the store

BUILDABAARPRICING PLANS

BASIC STORE PRICING PLANS

15 Days Free Trial		Silver	Gold	Platinum
		₹ 1000 per month	₹ 2500 per month	CUSTOM
		TRY IT FREE	TRY IT FREE	REQUEST QUOTE
Maximum Own Products	300	5000	25,000 or more	
Setup Fees	FREE	FREE	CUSTOM	
Transaction Fees	Fixed 2%	Fixed 1%	CUSTOM	
Listing Infibeam Products	OPTIONAL	OPTIONAL	OPTIONAL	
Cash On Delivery	----	YES	YES	
International Shipping	----	YES	YES	
Search Engine Optimization	YES	YES	YES	
Seller Commission Paid*	1%	1.5%	CUSTOM	

*Earn commission on sale of Infibeam products

BUILDABAAR FEATURES MENU CARD

Feature Name	Price
1. Abandon Cart Reminder	Rs. 2,500
2. Facebook Send Button	Rs. 5,000
3. Header Dropdown Menu	Rs. 5,000
4. Size Chart on Product Page	Rs. 5,000
5. Mouse Over Zoom	Rs. 5000
6. On Hover Cart- Quick Checkout Feature	Rs. 5,000
7. Login page before Home Page	Rs. 5,000
8. Promo Code Generation Feature	Rs. 5,000
9. Mobile SMS Service Integration on store	Rs. 5,000
10. Custom Category Page Layout	Rs. 5,000
11. Recently Viewed Products Feature	Rs. 5,000
12. Related Items Display Feature	Rs. 5,000
13. Product Upload Support (max 100 Products)	Rs. 5,000
14. Sort by Price/Best Match Feature	Rs. 8,000
15. Multi Column Header Dropdown Menu Feature	Rs. 10,000
16. Product Upload Support (max 500 Products)	Rs. 10,000
17. Logo Designing + Custom Banners (#3) for Home Page	Rs. 10,000
18. Click to Call Widget	Rs. 10,000
19. Custom Theme & Design for Home Page	Rs. 15,000
20. Custom Product Page Layout	Rs. 20,000
21. Personalized CCAvenue Payment Gateway Integration	Rs. 20,000
22. Personalized TechProcess Payment Gateway Integration	Rs. 15,000
23. Optical Store like Form (Badge)	Rs. 50,000

CUSTOMIZED STORE PRICING PLANS

Customized store pricing is done on a case to case basis. The methodology of arriving at the first and subsequently the final quote is the following –

1. Gather client requirements
2. Understand what is readily available on the platform
3. Estimate customizations to be done on the platform
4. Scoping of customizations in terms of number of developer + delivery/design + support man hours
5. Customizations are priced at Rs. 1,400 per developer man hour, Rs. 600 per delivery/design man hour and Rs. 400 per support man hour
6. Price customizations + basic platform in the form of a setup + monthly + transaction cut (based on rough volume estimates)
7. Exceptions are rarely made from this methodology; little room for negotiations

TRAVEL AND TICKETING STORE PRICING PLANS

What you get..	Silver ₹ 1000* per month	Gold ₹ 2500* per month	Platinum *
	TRY IT FREE	TRY IT FREE	REQUEST QUOTE
Listing Travel Inventory	Mandatory*	Mandatory*	Optional*
Seller Commission	3% or 5% **	5% or 7% ***	N/A
Customer Service	Provided	Provided	N/A
Setup Fees	Rs. 35,000	Rs. 70,000	N/A
Own travel inventory	NO	NO	YES
Own Payment Gateway Integration	NO	YES	YES

* Infibeam provides inventory for flights, hotels, bus and car rentals

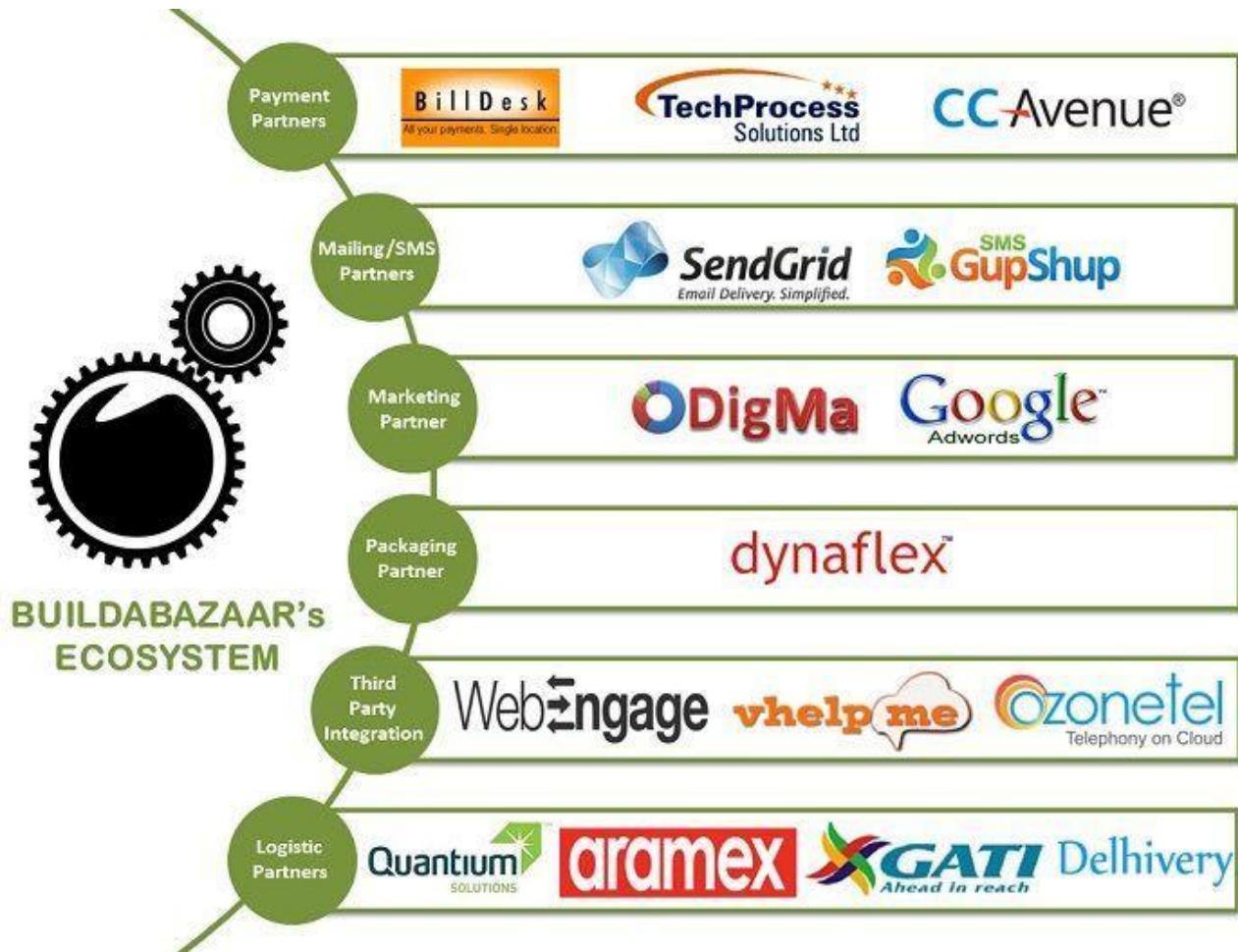
**3% on airline, 5% on other travel including Hotel, Bus, Car rental (commission offered on base price) OR 5% worth gift voucher of Infibeam across all travel

*** 5% on airline base price, 7% on other travel (hotel, bus, car rental) base price OR 7% gift voucher of Infibeam across all travel

BUILDABAARASSOCIATES

BuildaBazaar has tied up with a number of partners to provide associated services to merchants. This partnership ensures faster on boarding and better pricing than available in the market.

A complete list of partners as of date is given below -



LEADING BRANDS USING BUILDABAZAAR



BUILDABAZAAR PARTNER PROGRAM



Launching | **BuildaBazaar Partner Program**
Earn 20% for LIFE [APPLY NOW](#)

INTRODUCTION

Partners play an important role in meeting existing customer's needs and in reaching out to more customers in the market. Keeping this in mind, BuildaBazaar has launched **BuildaBazaar Partnership Program** in which the partner will act as a certified associate and will be providing e-commerce platform solutions to the end-merchants like retail businesses, SMEs, individual entrepreneurs etc.

Saving the trouble of building a robust technology platform from scratch; BuildaBazaar Partner Program gives the partners an opportunity to earn good returns within a short span of time. The Business Partner Program is designed keeping in view the short-term and long-term growth and benefits for both the partner and BuildaBazaar. By partnering with BuildaBazaar, partners will not only be associating with the largest e-commerce platform of India but would also be able to contribute and gain expertise directly to and from the industry respectively.

The BuildaBazaar Partnership program is designed holistically keeping in mind an array of parameters. The program aims to provide a comprehensive solution to the partners with all the sales and marketing resources, technical and training support, and client engagement tools that will help partners

- To stand out in the fast growing e-commerce and online services industry
- Grow a strong business network in the industry and utilize their current network
- To gain a long-term competitive advantage in their current service offerings or business
- To meet their business objectives
- To achieve sustainable revenue streams with a lucrative business opportunity

Hence, BuildaBazaar envisions collaborating with partners creating a sustained mutual growth, for both the partners and BuildaBazaar in order to utilize the immense market potential.

6 REASONS TO PARTNER WITH BUILDABAAR

1. BECOME A PART OF THE FASTEST GROWING INDIAN E-COMMERCE INDUSTRY

Indian E-commerce industry, estimated to be worth USD \$10 Billion, is arguably the fastest growing industry in the country. E-commerce can be broadly divided into B2B and B2C. While B2B e-commerce is much bigger in terms of sales, B2C is the one which is more popular and has caught the fancy of Indian customers.

B2C segment can again be divided into travel and non-travel. Almost 85% of the B2C revenue comes from the online travel segment, which includes train, air, bus, hotel bookings. Train tickets registers highest sales (IRCTC) followed by Airline, Hotels, Bus and Cabs. Remaining 15% comes from the online retail business (also referred as e-tailing) in which Books category registers the highest sales by volume while electronic products (mobiles, cameras, laptops/tablets, music player, accessories) have highest sales by value. Other categories like Apparels, home appliances, lifestyle products are also gaining traction in the online space. In this segment there are very few multi-category stores, which have a vast catalog from all the categories. There are some specialty stores who focus on a particular category and provide a complete collection of products in that category (e.g. Apparels & Accessories). Then there are some niche stores, who are selling very unique category of products catering to the specific target audience (e.g. Posters, Herbal products etc.). Traditional brick-n-mortar retail brands are also venturing into e-commerce, as they see it as a channel which can cater to the masses at a very low cost. Hence, there are retail brands showcasing their products online.

In recent years, services industry is also seen foraying into e-commerce with a gamut of offline services now being offered online as well. Service commerce has a tremendous potential to scale quickly with the new online model.

GROWTHOF ECOMMERCE IN INDIA

In last 5 years, Indian e-commerce has grown with a CAGR of 45% and this growth story is expected to continue for years to come as there is a lot of untapped market. Currently there are nearly 130 million internet users (growing at a rate of 41%) in India, of which only 10% shop online. With increasing internet penetration and the explosion in the usage of Smartphone (coupled with low cost data plans), the number of online shoppers are expected to grow exponentially. Favorable demographics of Indian online users: 75% of whom are in the age-group of 15-34 and are spending more and more time online (50% increase in 2012), will certainly fuel this growth engine.

Technological advances have made the online transaction safe and secure and different payment methods (Credit/Debit Card, Net banking, Cash Cards) are gaining acceptance amongst the customers. Concepts like Cash-on-Delivery, Free Shipping, and Return pick-up are all introduced to make the customers comfortable with the idea of online purchase. In such an environment e-commerce is still only 0.9% of India's total retail while the same number for countries like US and China is around 6-7%, suggesting, there is lot of market still to be captured. According to industry experts, in next 5 years Indian e-commerce will be around 4.5% of the country's total retail.

GROWTH OF BUSINESS PARTNER IN INDIAN E-COMMERCE INDUSTRY

Within a year of launch, BuildaBazaar has registered more than 15000 stores so far with lots of untapped potential still left. With an exclusive group of dedicated partners, BuildaBazaar intends to realize this potential. There are different types of businesses which a partner can bring online through BuildaBazaar.

Brick-n-Mortar Retailers - Local or National: Rising real-estate prices, high operational costs and limited reach to the customers have led the conventional brick-n-mortar retail businesses to consider e-commerce as a more viable sales channel. Every retailer big or small is aware of the power of e-commerce and is looking to add it to their existing business model. It also helps them in lowering the inventory cost and in avoiding and overhead costs of brick-n-mortar business. Such businesses can be easily brought onboard by BuildaBazaar Partners

Manufacturers/SMEs: SMEs involved in manufacturing consumer goods are also looking to cater their products directly to the masses. These businesses are also looking for e-commerce solutions

Vendors: Vendors of different brands (Local / National / International) who supply to retailers are also considering setting up their own online business as they have good margins on their products, through which they can get bring customers to their store

Individual Entrepreneurs: With the advent of internet there is a lot of buzz and excitement around e-commerce which is inspiring more and more individual entrepreneurs to explore this space. Such entrepreneurs are looking for a cost effective solution and are potential clients for our Partners.

All these businesses are looking for a user friendly product which can help them kick-start their online venture. Partners will be expected to reach out to all such potential clients and to provide them the desired e-commerce solution through BuildaBazaar.

2. BECOME YOUR OWN BOSS

BuildaBazaar Partner Program gives the partners the freedom to work as independent consultants and work round the clock without any restrictions and impositions. As a partner, you are free to reach out to any area, market place, without any territorial limitations and set your own working hours and style of doing the business. Though, BuildaBazaar will not be setting any rigid targets for the partner, but we encourage the partners to work onto them, as they are designed for mutual benefits and would help the partners only to earn more and catalyze their growth trajectory.

3. UNLIMITED EARNING POTENTIAL

BuildaBazaar Partner Program is designed keeping in mind the partner's growth. With the commission structure for the partner, sky's the limit for the partner's earning potential, as partners earn 20% on every store sold by them to their clients. Apart from earning on store setups, partners will also earn on recurring rentals paid by the store owners and on every sale made on the store (in the form of transaction fees paid by the store owner to BuildaBazaar)

4. NO SOFTWARE KNOWLEDGE REQUIRED

BuildaBazaar e-commerce platform is offered as SaaS (Software as a service) hosted on cloud technology. With this model, BuildaBazaar provides a strategic advantage in alleviating the burden of any software and hardware installations, hosting and maintenance. The merchant (store owner) is provided with an access to a user-friendly admin panel, which is specially designed keeping into perspective the needs of an average Indian merchant. The store admin panel is equipped with easy to use tools and widgets that the merchants can use to efficiently run and manage various e-commerce business operations on his/her web store, without any software knowledge.

Access to an easy-to-use CRM (Customer Relationship Management) portal will be provided to the partner that will help him/her to keep a track of his/her performance and status of leads pitched. This will enable the partner to effectively manage his/her leads and account and help avoid any overlap of leads between the partner and BuildaBazaar.

5. MINIMUM CAPITAL INVESTMENTS REQUIRED

With a onetime investment fees, partners will be given access to BuildaBazaar state-of-art e-commerce platform and will become an official seller of it. In lieu of the investment made, partners will get complete software, hardware and training support to perform and earn thereon. With the revenue sharing schema for the partner (refer section 2c(i)i), it is very easy for the partner to recover the initially invested partner fee soon; break-even and make profits afterwards.

6. PARTNER WITH THE MARKET LEADER

BuildaBazaar with the sheer commitment to become a key driver of Indian e-commerce revolution, has today achieved the status of being the largest and the most robust e-commerce platform in the country. Some of the key milestones achieved by BuildaBazaar within a short span of one year are:

- Gained trust of leading corporate, SMEs and local merchants and successfully hosted ~15,000 online stores implementations so far on the platform itself
- Empowered online stores for top most Indian retail brands like Airtel, Crossword, The Mobile Store, Bombay Dyeing, Vijay Sales, VIP Bags
- Featured as **Start-up of the Week** by SiliconIndia
- ~50 of the top 350 Indian e-commerce sites being powered by BuildaBazaar Platform
- Expanded the product offering portfolio into online travel and ticketing solutions

PARTNER PROGRAM SPECIFICS



PARTNER COMMERCIALS

PARTNER FEE:

To sign up under the BuildaBazaar Partnership Program, and become an authorized BuildaBazaar seller, the partner is required to pay a one-time partner fee of Rs. 1 Lac upfront. The partner fee is non-refundable in any case and a service tax of 12.36% will be applicable on the same.

Partner can pay the fee through online payment, cheque, Demand Draft or net banking. For online payments and net banking, online pro-forma will be generated for the partner and will be seen to partner's registered email id. In case of payment through cheque, demand draft or cash, the same has to be deposited into the company's bank account (See appendix for bank account details)

VALIDITY OF PARTNERSHIP AND RENEWAL:

The partnership will be valid for a period of 3 years. At the end of 3 years, the partner can again renew the partnership agreement. Renewal of the partnership agreement will require the partner to redeposit the partner fees, as per the commercials existing at the time of renewal.

REVENUE SHARING/COMMISSION STRUCTURE FOR PARTNER

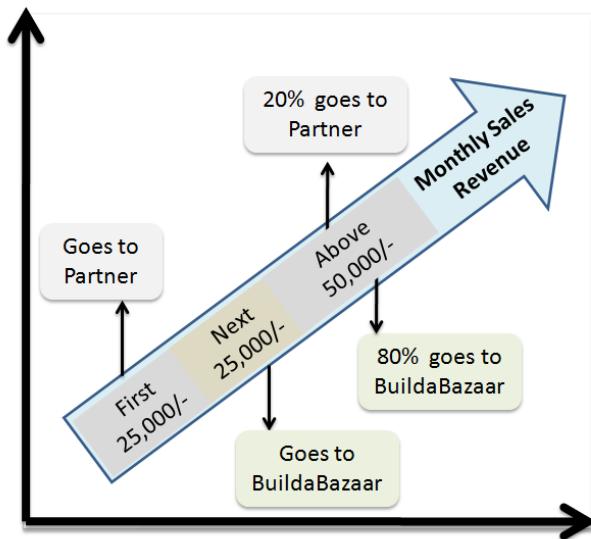
The revenue sharing schema has been designed keeping in mind both the partner's and BuildaBazaar benefits. The revenue sharing scheme will enable the partner to recover the initially invested money soon and make substantial profits thereon. Following is the revenue share schema for sales made by the partner:-

FOR THE FIRST 6 MONTHS OF THE PARTNERSHIP:

The commission structure is based upon partner's monthly sales. The first Rs. 25,000 in partner's monthly sales goes to the partner only. The next Rs. 25,000 in the same month goes to BuildaBazaar. After the partner's monthly revenue crosses Rs. 50,000 mark in the same month, then the sales revenue above Rs. 50,000 will be shared between the partner and the BuildaBazaar in the ratio of 20:80 respectively.

That is, for monthly sales above Rs. 50,000, partner gets 20% and BuildaBazaar gets 80%.

Revenue sharing schema (for first 6 months)



Example scenarios for Partner's Revenue share for the first 6 months

Month 1 sales: Rs. 20,000 ---->Rs. 20,000 goes to partner

Month 2 sales: Rs. 30,000 (25,000+5,000) ---->Rs. 25,000 goes to partner || remaining Rs. 5,000 goes to BuildaBazaar

Month 3 sales: Rs. 50,000 (25,000+25,000) ----> (Rs. 25,000 goes to partner || remaining Rs. 25,000 goes to BuildaBazaar)

Month 4 sales: Rs. 80,000 (25,000 + 25,000 + 30,000) ----> (Rs. 25,000 goes to partner || next Rs. 25,000 goes to BuildaBazaar || remaining Rs. 30,000 gets shared between BuildaBazaar and Partner in the ratio of 80:20 respectively)

Sharing Schema for Transaction charges on every sale on the store

The revenue generated through transaction charges (1% in Gold plan and 2% Silver Plan) through stores launched by the partner will also be shared between the partner and the BuildaBazaar in the ratio of 20:80. The same ratio is applicable on the platinum store plans, wherein transactions charges might differ, depending upon the monthly rental.

The seller commission (1.5% in Gold plan and 1% in Silver Plan) earned by the store owner on selling products from Infibeam.com will not be shared and will be given entirely to the store owner.

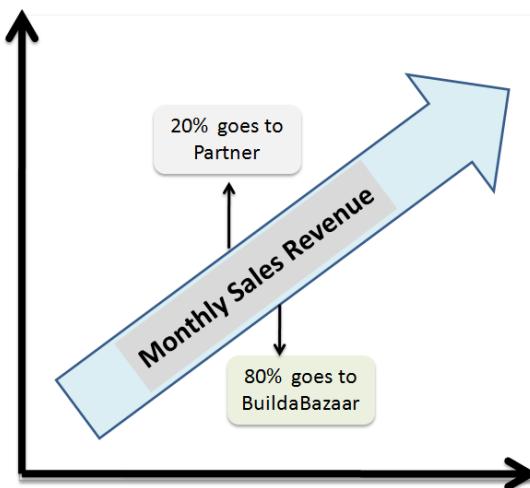
Remittance period

The partner's revenue share will be remitted to partner's registered bank account on a monthly basis.

AFTER THE FIRST 6 MONTHS TILL THE END OF PARTNERSHIP CONTRACT

After the period of six months, any sales made by the partner will be shared between the partner and the BuildaBazaar in the ratio of 20:80 respectively.

Revenue sharing schema after the first 6 months



Sharing Schema for Transaction charges on every sale on the store

The revenue generated through transaction charges (1% in Gold plan and 2% Silver Plan) through stores launched by the partner will also be shared between the partner and the BuildaBazaar in the ratio of 20:80. The same ratio is applicable on the platinum store plans, wherein transaction charges might differ, depending upon the monthly rental.

The seller commission (1.5% in Gold plan and 1% in Silver Plan) earned by the store owner on selling products from Infibeam.com will not be shared and will be given entirely to the store owner.

Remittance period

The partner's revenue share will be remitted to partner's registered bank account on a monthly basis.

DELIVERABLES FOR THE PARTNER FROM BUILDABAAR

On signing up as a partner under the Partnership Program, BuildaBazaar will be providing the partners with complete support across four areas:

MARKETING AND BUSINESS DEVELOPMENT

- BuildaBazaar will be providing the partner with a partner kit including marketing proposals, banners, brochures, visiting cards and BuildaBazaar partnership certificate
- A comprehensive description of the Partner profile will be published on BuildaBazaar website through a dedicated partner page giving the partners a greater outreach and branding
- BuildaBazaar will be doing regular national/regional marketing about BuildaBazaar Platforms, so that people knows more about it and it becomes easy for the Partner to pitch to his/her clients
- If the partner wishes to do marketing and print-ads about BuildaBazaar platform himself, then BuildaBazaar will be reimbursing 50% of the cost incurred for the same. However, such marketing and print-ads involving BuildaBazaar name should be done only after a prior consent and approval of BuildaBazaar

SALES SUPPORT

- A Sales Kit will be provided to the partner will include an iPad 2 for client engagement, sales proposals, sales pitches, e-newsletters samples and pamphlets.
- Regular guidance to partners on various ways of potential lead generation that are also followed in-house by BuildaBazaar
- Sales pitch training: Pitching strategies, best sales practices and techniques will be taught by our top performing sales executives to help the partner in achieving more client closures.
- Performance based incentive campaigns will also be run by BuildaBazaar from time to time, under which special fringe benefits will be provided to the top performing partners. The campaigns will be run for a specific period and the top performing partners in that period will be rewarded.
- A dedicated sales executive support (online) will be provided to the partner for the duration of 1 month, wherein the assigned sales executive will be assisting the partner in closing leads by working in tandem with the partner. The assistance will be provided to the partner either through phone, email or Skype
- Post-sales support will also be provided to the partner in the form of delivery support by a dedicated in-house BuildaBazaar Delivery Team. All the online stores pitched in by the partner under customization packages will be taken care by the Delivery Team, wherein complete store setup and designing related work will be taken care by the delivery team by collaborating with the partner's client keeping the partner in loop.

TECHNICAL SUPPORT

- Complete access to knowledge repository and resources will be provided to the partner so that the partner understands the platform and the e-commerce business in depth.
- To keep the partners hands on with the platform development, partners will be given a Product road map from time to keep, keeping them updated about the recent advancements being made and future prospects/possibilities on the platform.

- Access to a customer relationship management (CRM) portal wherein partners can manage their leads and clients database.
- Weekly newsletter communication with partners to keep them updated with all the program developments, marketing campaigns, discount offers, sales strategies etc.

TRAINING AND KNOWLEDGE

- Webinar sessions for 3 months for complete training on the platform know-how and e-commerce development
- Access to a Knowledge Repository will be granted to the partners wherein all relevant literature will be shared, giving the partners round-the-clock access to updated resources/literature
- Training modules (both classroom and online) : In person classroom tutorials will be provided for the partner at BuildaBazaar Ahmedabad office. For partners in other cities, online training sessions through Skype/Google hangout can also be arranged. The Training will encompass complete detailing to partners about the BuildaBazaar eco-system that includes e-commerce store solution, payment gateway solutions, logistics services and online marketing
- Partner certification will be awarded to the partner on successful completion of the training. Timely exams and meetings will be conducted with the partner to keep a track of the partner's performance

EARNING POTENTIAL FOR THE PARTNER

BuildaBazaar has designed a comprehensive hypothetical financial model to project the earning potential for the partner across different scenarios and parameters. The scenarios and the parameters used to project the earning potential are derived from more than anyear long experience of BuildaBazaar in launching thousands of online stores in e-commerce industry.

Year End Revenue Projections for Partner (in INR)				
Scenarios		Year 1	Year 2	Year 3
Normal Scenarios	250 leads/ month	Rs. 6,11,688	Rs. 7,45,823	Rs. 8,57,048
Optimistic Scenarios	500 leads/ month	Rs. 11,33,377	Rs.14,91,647	Rs. 17,14,096
Pessimistic Scenarios	100 leads/ month	Rs. 2,98,675	Rs. 2,98,329	Rs. 3,42,819

Scenarios

- Normal scenario : Partner getting 250 leads/month
 Optimistic scenario : Partner getting 500 leads/month
 Pessimistic scenario : Partner getting 100 leads/month

Other Assumptions

Conversion Factor for leads (on the conservative side): 5%

Average Revenue per client (one time):Rs. 10,000/-

Recurring Revenue per client: Rs. 1,500/-

Churn Factor: 5%

Partner's share: 20% for monthly sale above Rs.50,000

SUPPORT SYSTEM FOR THE PARTNER

BuildaBazaar has dedicated in-house teams to provide the partners with a robust support system.

ONLINE SUPPORT

Detailed store setup tutorials are available at help.BuildaBazaar.com which will give the partner round the clock support to address clients' queries. The tutorials are specially designed keeping in mind all the possible questions that clients will face while operating their online store. This support will help save more of partner's time enabling them to invest more time in generating more leads.

8 hour phone and 24 hour online email support from a dedicated partner team will be given to the partners to address all the queries and concerns of the partners.

MARKETING SUPPORT

BuildaBazaar would share 50% of any above the line media activity performed by the Partner in his/her local territory, terms and conditions apply

BuildaBazaar would provide posters, banners and other marketing material as requested from time to time to the Partner

BuildaBazaar would also share designs of poster, banners and other marketing material on the website for use of the preferred partner

TECHNOLOGY TEAM

A 60+ member technology development team working from BuildaBazaar Bangalore office works in tandem to keep the platform updated with latest e-commerce software modules to provide the end-merchants the *best-in-class* user experience.

The technology team at BuildaBazaar has the onus of maintaining the platform uptime ~99.99% in order to render flawless business operations to the merchants.

DESIGN TEAM

BuildaBazaar has an in-house team of skilled designers that helps give a neat and professional look to stores

The designing team works in tandem with the delivery team and comes up with creative theme designs, store mock-ups, logo and digital banners on the basis of the inputs procured by the delivery team executive from the store owner

Once the design team gets the store owner's inputs for the creative's, the designers come up with outputs to match with the store owner's requirements

The engagement between the store owner, delivery team representative, and design team is the key to the final deliverable produced by the design team.

DELIVERY TEAM

BuildaBazaar has a dedicated delivery team with proven expertise to build and launch online stores for clients ranging from small merchants to SME and to some of the biggest retailers in India.

The delivery team takes care of complete store setup and functions as an interface between

- Client and technology teams for custom features implementations on the store
- Client and design teams for custom store designing and creatives

Through delivery teams only, tickets/requests are raised for custom feature upgrades requested by clients.

Delivery team also takes care of providing complete store setup assistance to end-merchants and providing training to them

In the BuildaBazaar eco-system, Delivery Team is the trouble-shooter for most of the platform related queries faced by the sales team raised by their clients. For issues out of the scope of the delivery team, the issue is escalated to the technology team.

ROLES OF A PARTNER

The following are the roles that BuildaBazaar expects for the partners to perform:



PROSPECTING AND PITCHING

Partner will look out for potential leads out of his own network and market area and will pitch using all the sales support and resources provided. Extensive training by our top performing sales executives and consultants will be provided to the partners for the same. The partner is free to venture into any territory or market place and explore opportunities for quality lead generation. With this partner program, the entire market is available to the partner to find out prospective leads and pitch accordingly to close more and more clients. Partner will be given the access to a CRM Portal to register the leads and accounts pitched in by the partner.

EXPLAINING

After figuring out a potential lead, partner is supposed to give a thorough explanation to the client about the platform capabilities and deliverables from the platform. A clear understanding about the platform is very crucial from the client's perspectives; hence the role of explanation holds prominence. BuildaBazaar will be giving exhaustive study material and training to the partner for the same.

SELLING

Selling is the most important part of the client engagement. After explaining about the platform and the deliverables to the client, partner should be able to sell store plans, store customization packages, customer store features, payment gateway solutions et al as per client's requirements. Having sound knowledge of various sales strategies comes handy during this phase of client engagement. Dedicated sales training from top performing sales executives at BuildaBazaar would be provided to the partner for the same.

SERVICING

Once the client has agreed to come on-boards, the partner will collaborate with the client and BuildaBazaar Team to take the store setup ahead. Servicing includes procuring necessary details from the client for payment gateway, providing logistics integration support and providing platform knowledge to the client.

CUSTOMER RELATIONSHIP MANAGEMENT

Maintaining a good client-relationship is the key to any successful business. After the store setup, partner will be addressing client's store related concerns and will be collaborating with BuildaBazaar team for the same. Access to customer relationship management (CRM) portal will be provided for it to keep a track of the communication with the clients.

HOW DOES THE PARTNER PROGRAM WORK?

- Each partner would have a unique numeric code which would help in mapping clients coming through the partner.
- The partner approaches a potential client to setup a store on BuildaBazaar over email / phone / personal meeting
- Client comes online and creates a store using the link sent by partner, or directly otherwise
- In the first case where he uses the link shared by the partner the store automatically gets mapped to the partner; without any human intervention. Any payment made to BuildaBazaar - online / offline through that store would get added to calculate Partner's payout
- Partner also has access to a CRM panel where he can enter the leads he is working on, real time
- This would ensure faster resolution in cases of conflicts between partners
- The end client can also provide / enter the partner code into his/her admin panel to ensure proper mapping of the client to the partner
- In case of a conflict, the choice of the store owner to entitle credit to a particular partner would be final and binding
- In case of a conflict between two partners, the one who has entered the lead under consideration first would be provided credit
- The partner code can be entered at any point before the client pays BuildaBazaar
- Remittance to the partner would happen on the completed and paid stores on a monthly basis. The store has to be active for at least 30 days for it to be accounted in the current cycle
- No fee paid by the client is refundable under any circumstance

FAQ'S

WHO CAN SIGN UP AND WHAT ARE THE REQUIREMENTS TO BECOME A PARTNER?

Anyone with a dream to grow & prosper, with determination to make it big, with passion and zeal to become successful and with promptness to put in the effort required can sign up and can become successful in the Partner Program. All we need is dedication towards the business, team spirit to work with us and belief in the platform BuildaBazaar. Anyone with more than 18 years of age and with educational qualification equivalent to HSC can become partner.

WHAT ARE THE GROWTH PROSPECTS OF THE PARTNER PROGRAM?

With the rising demand for online shopping, amid the ongoing internet revolution, almost every small, medium and large sized business in India wants to come online. With such future prospects, BuildaBazaar SaaS (Software as a Service) model appears sustainable and scalable from both short and long term perspective and offering a robust growth trajectory to our associates.

WHY SHOULD ONE CHOOSE BUILDABAZAAR?

BuildaBazaar provides a state of the art self-service e-commerce platform (the largest in the country with more than 15,000 live store implementations) and hosts a large number of the best designed online stores of the country (As per a market research, ~50 of the top 350 Indian e-commerce sites are powered by BuildaBazaar platform). Besides, it provides regular trainings and upgrades, and customer oriented services, wherein the prices and plans are designed as per the needs of customers. BuildaBazaar provides the best-in-class platform features, some worth mentioning like:

- E-commerce Analytics & Database Support
- Product Catalog Management
- Website Hosting with complete webstore and Shopping cart functionality
- Order management
- Shipment Management
- Marketing and Promotion Tools for E-commerce
- Search Engine Optimization (SEO) and online marketing
- E-Commerce financial management
- Social network integration
- Global E-commerce solution
- Payment Gateway Integration & Checkout Process
- Customer Service & Database Management
- Store customization with personalized look and feel

HOW WOULD THE PARTNER EARN REVENUE AND GAIN PROFITS?

BuildaBazaar has designed various store setup plans and customization packages which fulfill the need of most merchant segments. This enables the partners to reach out to their clients, offer more & sell easily; giving the partners the variety to pitch to the clients at their end. Discounts, festival offers, and other schemes make the partners earn more with BuildaBazaar.

WHAT ARE THE ADVANTAGES OF THIS PARTNER PROGRAM?

Key advantages for partners are:

- A business opportunity to earn significant amount of money and grow tremendously as an e-commerce service provider with the best service offerings in the market
- Saving upfront costs of acquiring technological infrastructure & human resource for setting up and running a business
- Association with one of the most promising e-commerce companies in the country
- Training and support provision by BuildaBazaar

HOW DO I GET STARTED?

- Fill your details on the sign-up page here - <http://www.buildabazaar.com/partner/sign-up>
- After sign-up, a Partner Program Presentation is sent to the applicant's email id and applicant would be soon contacted by our partner program executive
- The applicant can go through the presentation and [FAQs](#)
- Interested applicants can register here -<http://www.buildabazaar.com/partner/register>
- We say, if you have made your mind, you have already started

WHOM SHOULD THE PARTNER CONTACT IN CASE OF ANY QUERIES?

You can contact the Partner support at 079-49004848 or write to us at partner@BuildaBazaar.com

CAN PARTNERS USE EMAIL BLAST TO PROMOTE THE BUSINESS?

Yes. BuildaBazaar generally approve mailing campaigns, so long as the recipient is already a customer or subscriber of your services, and can unsubscribe from future mailings. Please note that the emails need to be reviewed by us before being sent out.

ARE THERE ANY TAXES TO BE PAID UNDER THE BUILDABAZAAR PARTNER PROGRAM?

Yes. Both the Partner and BuildaBazaar have to pay their own service tax from their respective share of revenue.

WHAT ARE THE KINDS OF BUSINESSES PARTNER CAN APPROACH?

Partner can approach small or medium enterprises, entrepreneurs or anyone who has the desire to sell products or services online. Partner can also approach large corporate who want to enter the e-commerce space.

WHAT INDUSTRY SEGMENTS CAN PARTNER APPROACH AND SELL INTO?

Partner can reach out to merchants and businesses across several categories. Some of the worth mentioning are:- Apparels (Men, Women, Kids, Bridal wear),Fashion Accessories, Mobile Phones & Accessories, Lifestyle (Footwear, Watches, Personal care and Beauty Products), Jewelry Stores, Book Store, Electronics Items, Car & Bike Accessories, Toys & Games store, Office supplies, Kitchenware, Foods (Restaurants, Bakery, Chocolates & Vegetable stores), Home Décor & Furniture, Handicrafts, Gifts and Flower Shop, Fitness Machines and devices, Optical store, Sports Goods, Security systems, Computer Hardware and Software, IT Products, BuildaBazaar Care, Healthcare Services and Products, Music & Entertainment (Posters, Movies, Events), Financial Services, Education Services, Event Management, Fashion Consulting, Non-Profit, Travel, Miscellaneous hardware equipments.

However there are products and services that are forbidden to be sold online as per industry regulations. Partners are expected not to approach them. Please contact our Partner Program Helpline for more details on it.

WILL THE PARTNER GET TRAINING?

Yes. Systematic & professional trainings will be arranged at our end for you to perform better and excel in the e-commerce industry. The trainings shall be arranged at our offices in both in-person and through webinars. Training sessions will be on sales, lead generation, discipline & time management, process, technology, decision making, offering services accurately to the client, PR & digital media. Also you would be provided with a 'Training Manual' to understand e-commerce industry, development of a web store at our end and other things concerned. Regular training on effective team handling, time management and sales would also be provided to partners.

WILL THERE BE ANY KNOWLEDGE REPOSITORY/RESOURCE WHICH PARTNER CAN ACCESS AND THEREON HONE SKILLS AND BE UP TO DATE WITH LATEST DEVELOPMENTS?

Yes. BuildaBazaar will have a system wherein you will be able to access our entire knowledge resource. Updated documents, literature, proposals etc. will also be shared with Partners.

DOES A PARTNER NEED TO BE CERTIFIED?

Yes. Partner will be given a joining certificate which has to be mandatorily displayed in partner's office. This will authenticate the partner as our proud partner.

HOW DOES THE PARTNER REGISTER POTENTIAL LEADS GENERATED AT HIS END?

Partners would be given access to a lead form wherein partner can enlist prospects for his business. We would also train partners to generate new leads and successfully close existing ones.

WHAT TYPES OF SKILLS ARE ESSENTIAL TO SUCCEED AS A BUILDABAZAAR PARTNER?

Skills which we think would give partners an edge are:

- Passion to make money
- Knowledge about Information Technology and E-Commerce Industry
- Basic knowledge about computers and internet
- Good communication and relationship management skills
- Dedication and seriousness towards the business
- Strong belief in BuildaBazaar and yourself

CAN PARTNER GET EXCLUSIVE RIGHTS FOR A PARTICULAR TERRITORY OR REGION?

No. There are no territorial rights given. Partner can sell the service offering to anyone-anywhere. BuildaBazaar doesn't want the partners to be restricted area/region wise. Most importantly, we believe that a healthy competition is always a good source of motivation to grow and to bring innovation in the business.

WILL THERE BE ANY TARGETS FOR THE PARTNERS?

Yes. We have monthly and quarterly targets for partner as we think a well-structured target oriented growth plan brings consistency in the development process.

WILL THE PARTNER BE GETTING ANY HELP TO ACCOMPLISH THE TARGETS?

Yes. We are there to help the partner in every possible way. We would be training the partner methodically and would provide the partner with leads to proceed further. The targets would be achieved jointly by partner's efforts and our support.

CAN PARTNER WORK WITH A REGULAR JOB?

Yes. If one can manage the partnership deliverables and job effectively, it would not be an issue. But we would suggest partners to dedicate maximum possible time on the Partnership Program as there is a huge scope of growth and development.

CAN THE PARTNER WORK HIMSELF OR DOES THE PARTNER NEED TO HAVE EMPLOYEES?

To start with, the partner can start alone. Over time based on the need and business one could employ more people as need be.

FROM WHERE WILL THE PARTNER GET LEADS?

BuildaBazaar has a planned advertising model to help partners reach the target audience. However, generating leads from your own social circle and your business networks is also strongly recommended. More the leads, more the conversions, more will be your profits.

HOW SHOULD THE PARTNER APPROACH PROSPECTIVE LEADS?

One can start by telling about the BuildaBazaar platform and the growth opportunity it can provide. We would train Partners on how to approach the prospects in a more professional way as soon as they join the Partner program.

ARE THERE ANY TESTIMONIALS TO HELP THE PARTNER IN PITCHING TO THE PROSPECTIVE CLIENTS?

Yes. BuildaBazaar is enabling thousands of retailers, manufacturers, suppliers, SME (Small & Medium Enterprises) all across India to venture into the e-commerce industry and contribute significantly to the growing Indian e-commerce potential. BuildaBazaar, owing to its quality and robust e-commerce services, has gained trust of some of the largest Indian retailers like [Airtel](#), [Crossword](#), [The Mobile Store](#), [Vijaysales](#), [Bombay Dyeing](#), [VIP Bags](#), [TVC Skyshop](#) etc. & has received appreciation from many other customers and continues to do so.

HOW MUCH WILL THE PARTNER EARN?

It completely depends on the amount of efforts and time; the partner invests as there is sound potential for everyone to earn a very handsome amount of money through this opportunity. We say, as a Partner, sky is the limit to the earning potential.

WHEN WILL THE PARTNER ACHIEVE BREAK EVEN?

As per BuildaBazaar's estimates for partner's revenue projections, under a normal scenario, break even can be achieved in 2-3 months from start. It's a one of its kind business model that enables the partners to achieve break-even in just a matter of few months.

DOES THE PARTNER NEED TO TRAVEL?

If partner wishes to, he/she can travel for client engagement. Partner might also have to travel for training purpose. More information would be provided by our Partner Program Executive.

WHAT SERVICES CAN THE PARTNER SELL?

Partner can sell the Silver Plan, the Gold Plan, and the Platinum Plan that BuildaBazaar offers to the customers. Partner can also sell different services and add-ons features offered by BuildaBazaar. Partner's revenue share on them would be based as per the agreement.

IS THERE A COST TO BECOME A PARTNER?

Yes. There is a one-time non-refundable Partnership fee of Rs. 100,000 to be paid to become a BuildaBazaar Partner.

CAN THE PARTNER PARTICIPATE IF HE/SHE DOESN'T LIVE IN INDIA?

Yes. One can manage being a Partner from abroad also.

IF A CLIENT SIGNS UP FOR A TRIAL ACCOUNT AND UPGRADES, WILL THE PARTNER BE PAID FOR THE UPGRADED PLAN?

Yes, the partner would be paid only when a client pays and the sale/lead is closed. Partner doesn't get any commission on trial accounts.

WILL THERE BE MORE FEATURES COMING IN THE PARTNER SYSTEM?

Partner would be duly intimated in time for any such up gradations. We would be surely bringing changes to make the partnership more fruitful for both entities.

WHAT ARE THE TARGETS FOR A BUILDABAZAAR PARTNER?

The BuildaBazaar Partner would be given half-yearly targets of minimum of Rs. 500,000/- . In case the targets are not achieved the partnership is liable to be severed. The targets may be reviewed and revised on an annual basis.

ARE THERE ANY INCENTIVES FOR THE PARTNER FOR OVER-ACHIEVING TARGETS?

No, as of now there are no additional incentives on overachieving targets. The same may be reviewed and instituted over time.

CAN THE SAME CITY HAVE MORE THAN ONE PARTNER? IF YES, THEN HOW DO I COMPETE IN THE MARKETPLACE WITH MORE THAN ONE PARTNER?

Yes. There is no limit as of today on the number of partners in a city. We believe that the scope of e-commerce and web is unlimited and is not limited to a particular geography. Also clients value relationship and the value of service. They would stick with partners who provide great experience

and overall support. Also by restricting your territory we would be doing injustice to the vast potential of e-commerce and its scope.

DOES BUILDABAAR PROVIDE ANY MARKETING SUPPORT TO PARTNERS?

Yes, BuildaBazaar would provide the following marketing support to partners:

BuildaBazaar would share 50% of any above the line media activity performed by the Partner in his/her local territory, terms and conditions apply.

BuildaBazaar would provide posters, banners and other marketing material as requested from time to time to the Partner.

BuildaBazaar would also share designs of poster, banners and other marketing material on the website for use by the preferred partner.

HOW TO BECOME A BUILDABAZAAR PARTNER

Following is the process-flow to be followed to become the BuildaBazaar partner:-



Web Link for step 1 - <http://www.BuildaBazaar.com/partner/register>

WHAT DOES BUILDABAZAAR LOOK FOR IN A PARTNER

It is easy to collaborate with us, if you meet the certain criteria. We select our partners with attention and accuracy through a defined process.

Partners must share with us similar principles, objectives, backgrounds, interests and perspectives. You can be a part of our team if you have the following qualities in you -

- **Positive:** Self motivated and ambitious. You can think on your feet, make good decisions and of course comply with the Business partner requirements & investments. You are able to meet deadlines and are a good networking person. You set high goals and design strategy to achieve them.
- **Committed:** You have a fine eye for details. You are dedicated and passionate about the service you provide. You take this as your first priority and give 100% justice to it
- **Communication skills:** People skills are vital, and although you can always improve them, you must begin with a genuine ability to turn most strangers into friends. Knowing and respecting the needs of your clients. You know when to talk and when to listen, and how to get things across in a way someone will understand – pleasant to deal with.
- You are **trustworthy** and use **initiative**. Practical, clever and have a sales characteristic and you are the one BuildaBazaar is looking for.

APPLICATION FORM

You may fill the following application form and send to:

BuildaBazaar.com, NSI Infinium Global Private Limited, 9th Floor "A" Wing Gopal Palace, Nehrunagar, Ahmedabad.-380015

Or you could also fill the digital application form here - <http://BuildaBazaar.com/partner/register> and drop an email at partner@BuildaBazaar.com

BUILDABAAR PARTNER AGREEMENT

The BuildaBazaar Partnership agreement can be accessed here -

<http://www.BuildaBazaar.com/partner/register/terms-and-conditions>.

Please go through it and take a copy of the same and keep it with you for future record.

CONTACT US

Feel free to reach us at 079-4900 4848 or write to us at partner@buildabazaar.com. You can alternatively visit one of our offices at

- Ahmedabad - 9th Floor,A-Wing, Gopal Palace,Nehrunagar, Ahmedabad- 380015. Phone: 7940260260
- Mumbai - Hi-Tech Plaza Ground Floor, Mahakali Caves Road, Landmark: OppAhura Center, Andheri (East), Mumbai – 400093, Phone: 022-26879272
- Delhi - Khasra No.617& 618,Plot A-19,Pocket-4, Rangpuri, Extension,A Block, Mahipalpur,New Delhi-110037, Phone: 011-43549196
- Kolkata - 50, Ustad Amir Khan Sarani, 701/D Block P, New Alipore, Kolkata - 700053
- Bangalore - 3rd Floor, Trupthi Complex, #25, 4th Cross, Amarjyoti Layout, Sanjay Nagar Main Road, Bangalore - 560094, Phone: 080-41674142

APPENDIX

BANK ACCOUNT DETAILS

HDFC Bank Details	
1. Account Name	NSI Infinium Global Pvt. Ltd.
2. Account number	00068300000110
3. IFSC Code	HDFC0000006
4. Bank Name	HDFC Bank
5. Branch Location (City)	HDFC Bank House, Near Mithakali Six Road Navrangpura (Ahmedabad)

ICICI Bank Details	
1. Account Name	NSI Infinium Global Pvt. Ltd.
2. Account number	002405011973
3. IFSC Code	ICIC0000024
4. Bank Name	ICICI Bank
5. Branch Location (City)	JMC House Branch-Ahmedabad