



Haatza

Sell anywhere

Welcome to Selling on
Haatzaseller.com

India's Growing E-Commerce platform

BEGINNER'S GUIDE



Why sell on Haatza?



Over 50 Crore+ customers on the platform



Payments as fast as 7 days



Onboarding in just 5 minutes



Dedicated account managers to help your business grow



Access to India's biggest digital shopping opportunities with Haatza

Benefits of Becoming a Haatza Seller?



24000+ serviceable pin codes



3000+ Delivery hubs



Low cost of doing business



24x7 seller support



Exclusive webinars & trainings

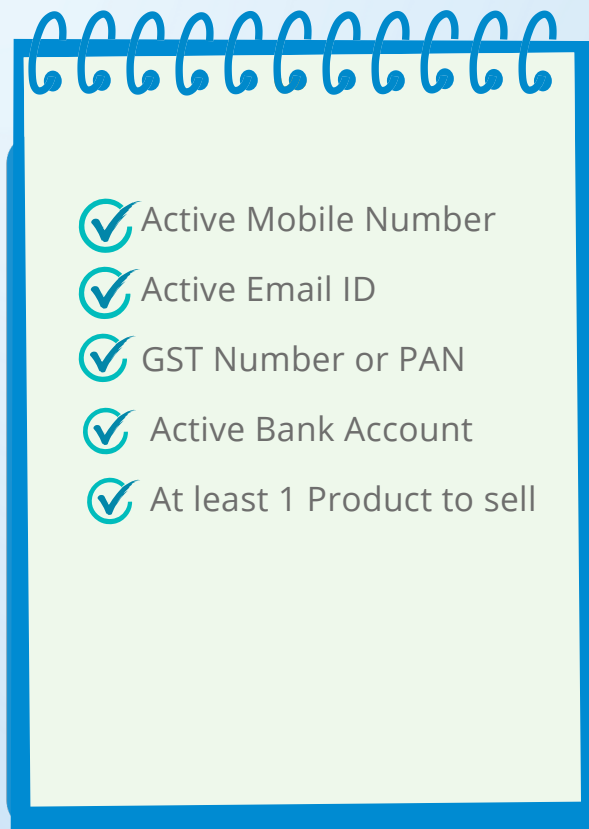


Did you know?

Haatza's top role is to empower entrepreneurs, farmers, and businesses by giving them a digital-first platform to grow without limits — and with 0% commission.

BEFORE YOU START

Your checklist to get started on Haatza



And, this is all that you need to have to start your registration!



What is GST?

GST or Goods & Service Tax is an indirect tax imposed on the supply of goods and services.

How to obtain your GST number?

Visit www.gst.gov.in and follow these steps:



Register or Login to www.gst.gov.in



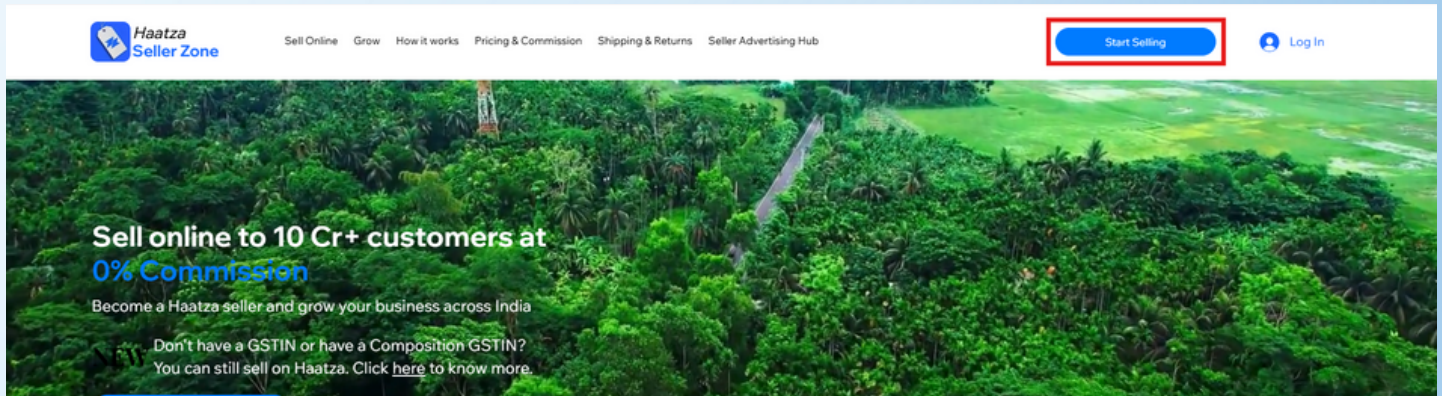
Submit the enrollment application



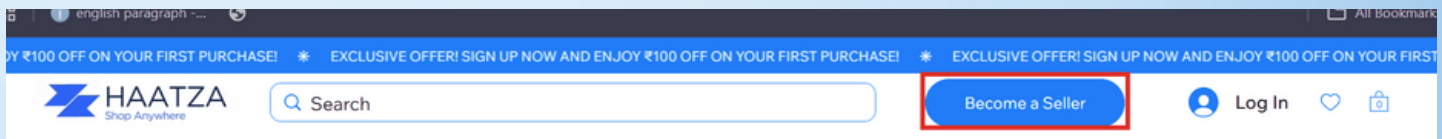
Fill in the GST enrollment application form

How to Register on Haatza?

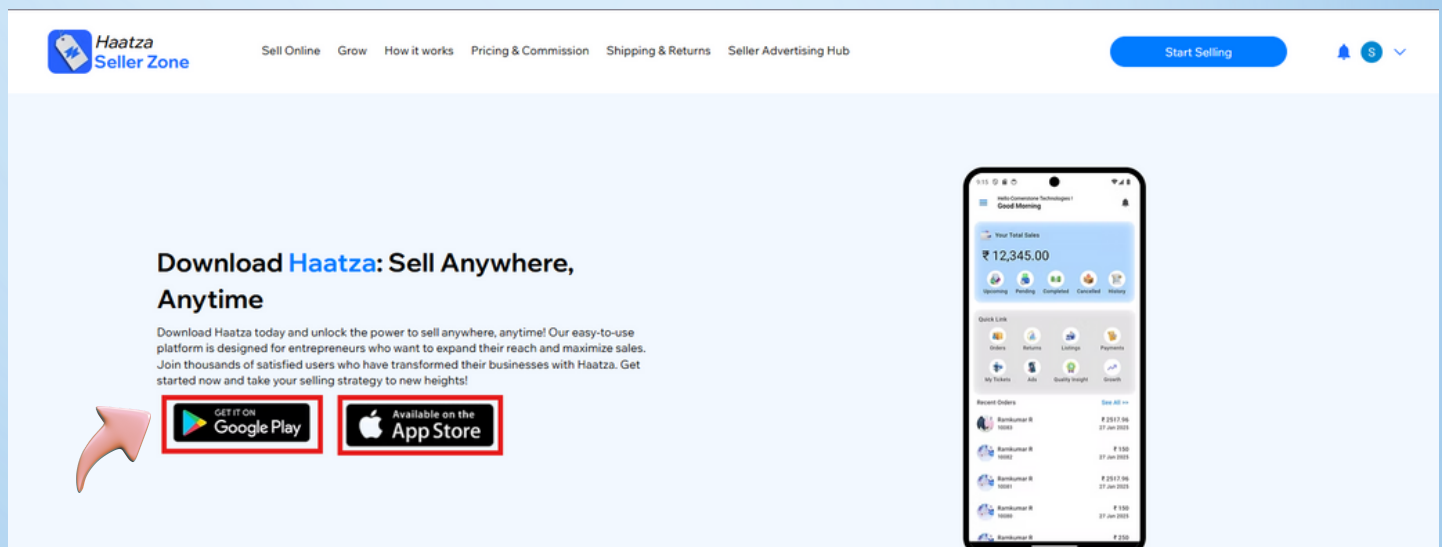
- 1 Go to www.haatzaseller.com and click on "Start Selling"



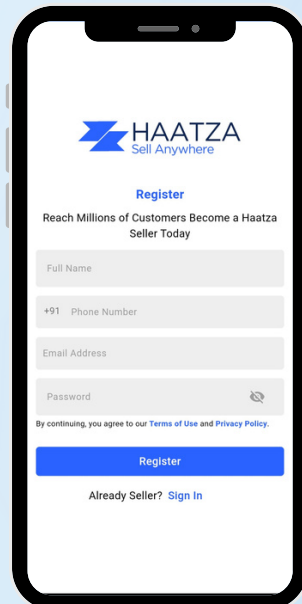
or official Haatza Shopping Website and click on "Become a Seller"



- 2 After clicking the 'Start Selling' button, download the app from Google Play or App Store



3 After downloading the app, proceed with the **Registration process**

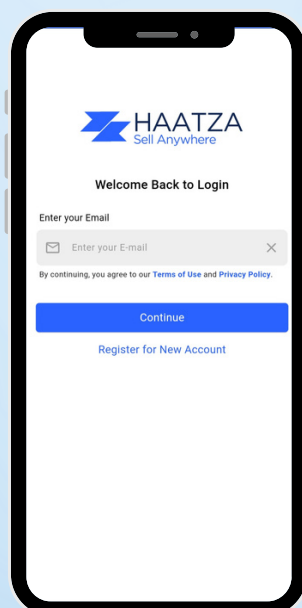


The registration form on the Haatza app screen includes the following fields and elements:

- HAATZA Sell Anywhere logo
- Register** header
- Text: "Reach Millions of Customers Become a Haatza Seller Today"
- Form fields: Full Name, +91 Phone Number, Email Address, Password (with an eye icon for visibility toggle)
- Text: "By continuing, you agree to our [Terms of Use](#) and [Privacy Policy](#)."
- Register** button
- Text: "Already Seller? [Sign In](#)"

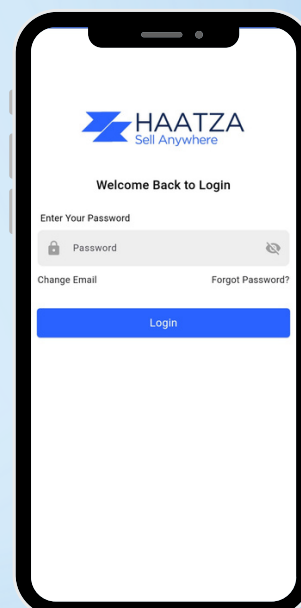
Complete all fields in the registration form and click 'Register'

Once registered, go to the **Login page and login with your username and password.**



The login screen (Email Entry) on the Haatza app includes the following elements:

- HAATZA Sell Anywhere logo
- Welcome Back to Login** header
- Text: "Enter your Email"
- Email input field with an eye icon for visibility toggle
- Text: "By continuing, you agree to our [Terms of Use](#) and [Privacy Policy](#)."
- Continue** button
- Text: "[Register for New Account](#)"

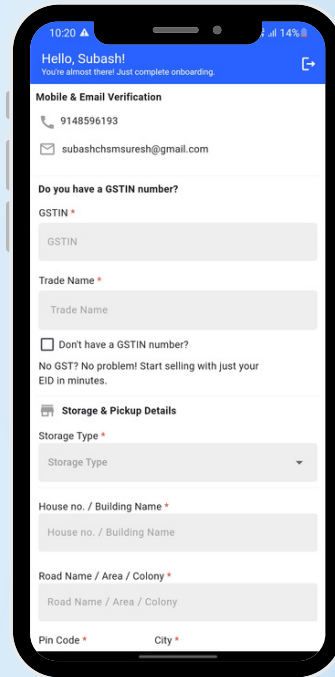


The login screen (Password Entry) on the Haatza app includes the following elements:

- HAATZA Sell Anywhere logo
- Welcome Back to Login** header
- Text: "Enter Your Password"
- Password input field with an eye icon for visibility toggle
- Text: "[Change Email](#)" and "[Forgot Password?](#)"
- Login** button

After entering your username and password, click the 'Login' button to begin the Onboarding process.

4 Complete all required fields during the **Onboarding process**



10:20 14%

Hello, Subash!

You're almost there! Just complete onboarding.

Mobile & Email Verification

9148596193

subashchmsuresh@gmail.com

Do you have a GSTIN number?

GSTIN *

Trade Name *

Trade Name

☐ Don't have a GSTIN number?

No GST? No problem! Start selling with just your EID in minutes.

Storage & Pickup Details

Storage Type *

Storage Type

House no. / Building Name *

House no. / Building Name

Road Name / Area / Colony *

Road Name / Area / Colony

Pin Code * City *

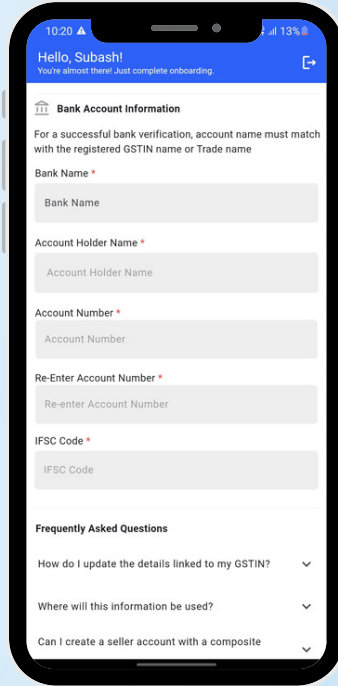
Enter your GSTIN number or PAN Number, Trade Name, Storage and Pickup details, Address, then proceed to the Bank Details section.



REMEMBER:

If you don't have a GST number, select 'Don't have GST number.' This will enable the PAN Card option. Enter your PAN number to complete the onboarding process. Getting started is quick and hassle-free!

- 5 Enter all your **Bank details** (e.g., Bank Name, Account Holder Name, Account Number, IFSC Code) accurately.



10:20 13%

Hello, Subash!
You're almost there! Just complete onboarding.

Bank Account Information

For a successful bank verification, account name must match with the registered GSTIN name or Trade name

Bank Name *

Account Holder Name *

Account Number *

Re-Enter Account Number *

IFSC Code *

Frequently Asked Questions

How do I update the details linked to my GSTIN? ▾

Where will this information be used? ▾

Can I create a seller account with a composite ▾

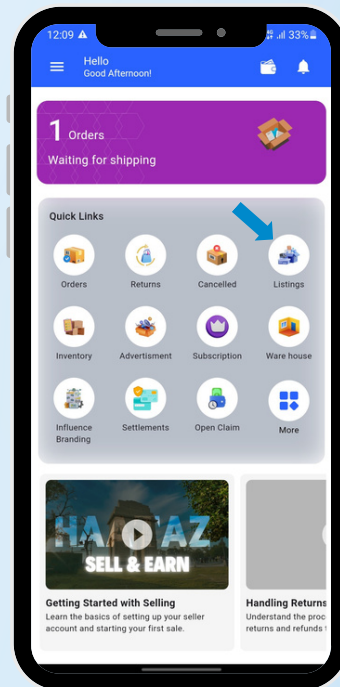
After entering all the details, you will have completed the Onboarding process.

Points To Remember:



- Zero Commission Marketplace
- Zero Penalty Charges
- Seamless Onboarding
- Dedicated Seller Dashboard.
- Wider Reach
- Secure Payments
- Support for All Sellers
- Mobile App Access
- Dedicated Support
- Grow with Marketing Tools

6 Once Onboarding is complete, Begin **Creating Listings**



After clicking the 'Listing' button, you can add your product by providing key specifications to attract more customers.

What is Listing?

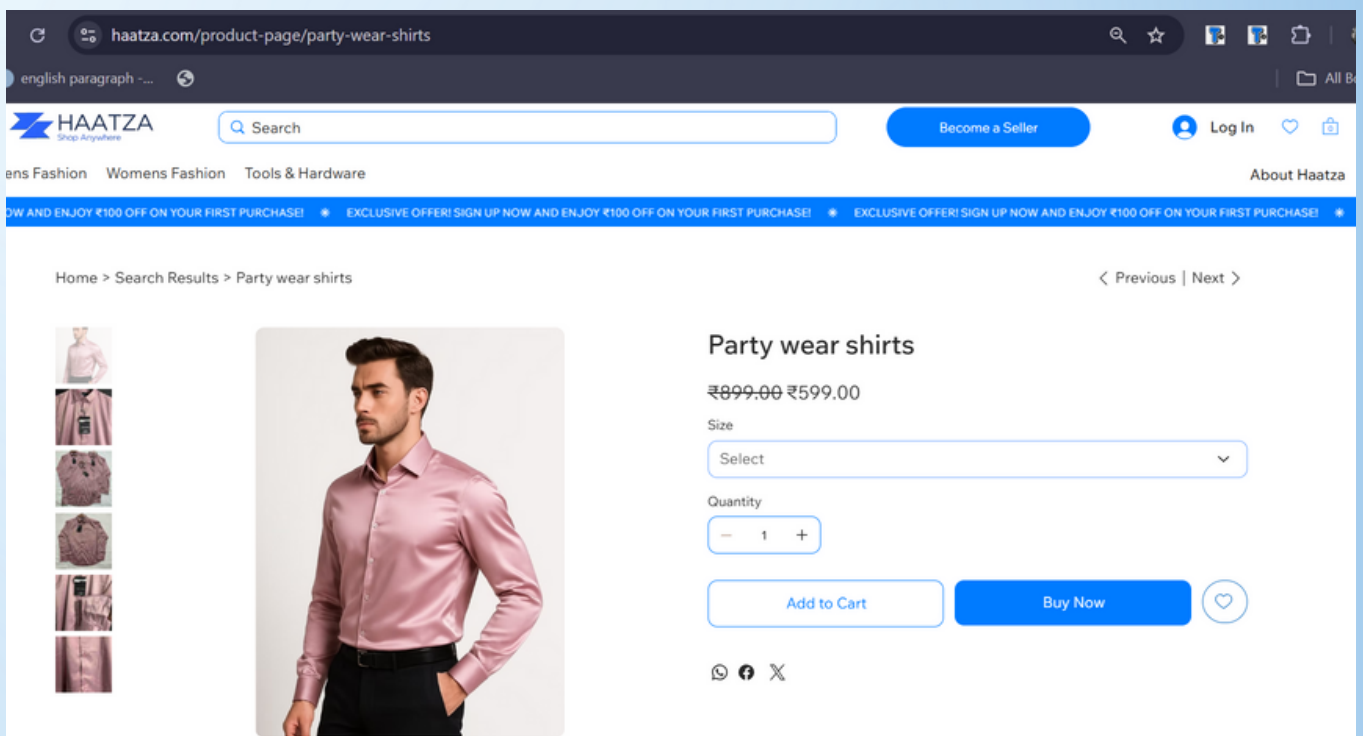
A listing is the online entry of a product with its details, making it visible for customers to view and purchase

Image Specifications

- Use clear color images
- Minimum resolution of 1100x1100 px
- Authentic images taken in bright light
- White or Clean Background
- Accurate Representation
- Follow Image Guidelines to reduce Quality Check failures

7 Submit your **Product listing**

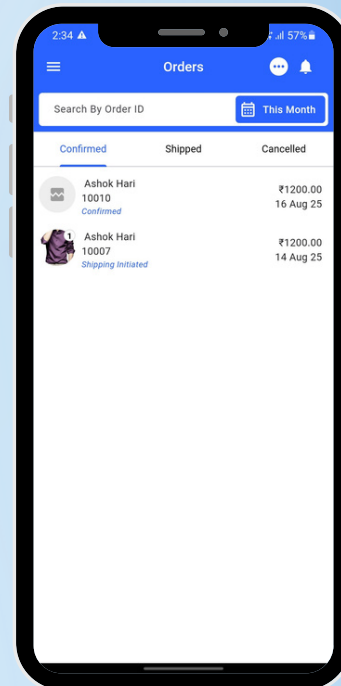
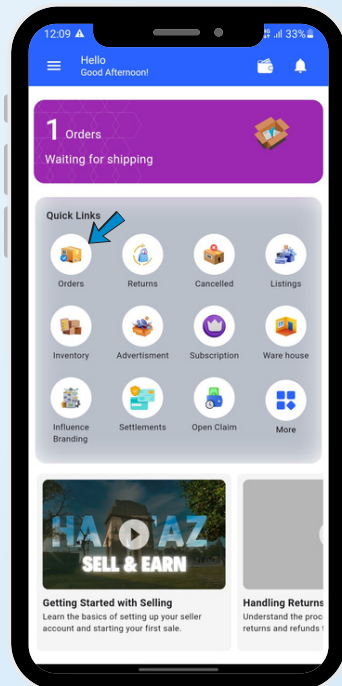
After uploading all specifications, send the listing for QC review. Once approved, your product will go live on the Haatza Shopping.



Points to Remember

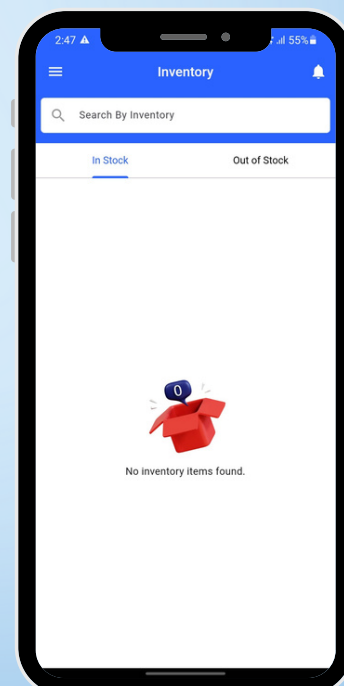
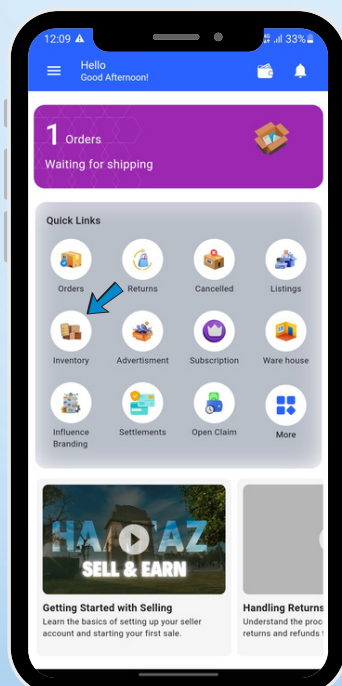
- Add accurate product details
- Highlight the major selling points of your product
- Add details about returns and replacement policy
- Add product care instructions

8 In the **Orders page**, you can view all orders placed by customers for your products

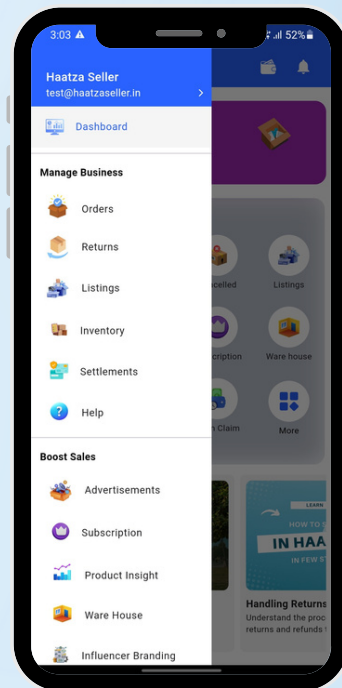


You can also track Shipping and Cancelled orders directly , making it easier for sellers to manage and dispatch their products

9 **Inventory** helps you efficiently manage your stock



- 10 **'Manage Business' and 'Boost Sales' features allow sellers to efficiently manage operations and increase sales**



The functionalities empower sellers to handle their stores effortlessly and improve sales performance

How Haatza helps the sellers



- Zero Commission
- Zero Penalty Charges
- Simple Onboarding.
- Dedicated Seller Dashboard
- Wider Reach
- Secure & Timely Payments
- Marketing Tools
- Mobile App Access
- Dedicated Seller Support

‘Voohoo! Your onboarding is now complete’

It's time to grow your business—list your first product and begin your journey. Your shop is ready, so start selling today by creating listings and boosting sales with ease

Grow your business on Haatza with our subscription plan. Gain better reach, advanced tools, and boost sales by 5–10% while scaling your online store

[**Click Here**](#)

For information on critical aspects like the Haatza Prohibited & Restricted Items Policy, Prohibited Items, Impact of Policy Violation, and Zero-Tolerance Policy go to haatzaseller.com

**Join us in unlocking the
true potential for your
business across India with**



haatza.com / haatzaseller.com

