

Grocery & Gourmet Foods Listing Policy

For certain high sensitive categories like food, ASSPL has a high bar for sellers to list products on Amazon.in. In order to ensure that our customers are able to buy food products with confidence on Amazon.in, we have implemented additional compliance checks for sellers. The requirements for selling in the Grocery & Gourmet Food category reflect customer concerns about product quality, product branding, and consumer safety.

As a seller, you must meet the requirements listed below to sell products in the Grocery & Gourmet Food category. Please take the time to read this list of requirements and consult our Help pages if you have questions about specific policies. Please note that meeting the requirement stated in this policy does not guarantee that Amazon will approve your ability to sell in this category or your full proposed selection. Amazon may remove your selling privileges on Amazon.in for failure to meet these requirements.

Seller requirements

1. You must have a FSSAI license with validity of at least 2 months in future.
2. It is your responsibility to get the FSSAI license renewed well in time before it gets expired and share the details of renewed license with Amazon Seller Support. If you fail to do so, your listings will be removed till you get a valid FSSAI license.
3. The 'Scope' of the license should include all food products and/or food product categories that you intend to list. In case of "proprietary Foods" the term 'proprietary Food' should be specified against the food product category / sub category.
4. If you intend to list any organic food product, you need to have a valid 'National Programme for Organic Production' (NPOP) certificate or Participatory Guarantee System for India (PGS-India) certificate (in case of imported organic food products, certificate from approved organic certification body of that country/region of origin). The 'Scope' of certificate should contain all the products you intend to list.
5. If you have opted for FBA, you will need FSSAI license for your Additional Place of Business (APOB) at Amazon Fulfillment Centre (FC) and the "Kind of Business" in the FSSAI license should be "Retailer".
6. If you have opted for MFN and/or Easyship, you need to keep a 'Daily sales record' (hard copy/register/soft copy as convenient) wherein you would have to write (in English/Hindi/local language) the 'Best before date' for food products dispatched to customers. The remaining shelf life should be least of 45 days or 30% at the time an order reaches a customer.

Product requirements

1. Food must be properly prepared, sealed, packaged (fully enclosed), and labeled as per the specification stipulated from time to time by FSSAI.
2. You must be properly licensed, permitted, registered, or otherwise approved by the applicable government/ statutory authority/ agency for the products you intend to sell
3. You are responsible for ensuring your food products and business operations comply with all necessary applicable Central and State laws, even if not specifically described in our policies.
4. All Grocery & Gourmet Food products must be sold in new condition. Used listings are not permitted.
5. All food products that the seller intends to list shall be pre-packaged and shall be in compliance with all applicable Acts/Rules/Regulations/Orders/Notifications, set out or issued from time to time by the Food Safety and Standards Authority of India (FSSAI), Department of Legal Metrology and Bureau of Indian Standards, as may be applicable. In addition to this, if the seller intends to list 'fortified foods' then they should also comply with the Food Safety and Standards (Fortification of Food) Regulations, 2016.
6. Food products must have a minimum shelf life of 5 months for FBA and 3 months for MFN. Food products must be shelf stable at ambient temperatures and not requiring cold chain viz. chilling or

freezing (except the selection sold on Amazon Now). Temperature sensitive and low shelf life Foods is a restricted category, pls refer Perishable Food Listing Guidelines page for further information

7. Date of manufacture, date of expiry and MRP must be legible on the food product labels.
8. FSSAI logo must be printed on the food product label along with the Food Business Operator (FBO) license number (in case of Importer, importers license no.) e.g.



Lic. No.: xxxxxxxxxxxxxxxx

9. Vegetarian/Non Vegetarian dot must be present on the food product label and should also be reproduced on the Detail Page:



10. The "Proprietary foods" that the seller intends to list should comply with all the legal requirements laid down for them in Food Safety and Standards Regulation and on the product label "Proprietary Food" along with category /Sub category, generic name, nature and composition of proprietary food to be mentioned.
11. Besides the above mentioned Labelling requirements, the food products shall comply with all the applicable requirements stipulated in Food Safety and Standards (Packaging & Labelling) Regulations 2011 and Legal Metrology (Packaged Commodities) Rules, 2011.
12. Food products that belong to the 'Restricted Categories' should be listed only after meeting the respective "specific prerequisites". Food products belonging to the product category included in "Negative List" should not be listed at all.

Product listing requirements

1. Food products need to have clear, high resolution images of all sides showing complete Labelling information (for boxes – 6 sides, packets – 2 sides, bottles – 2/3 sides covering all text) as per Complete Imaging SOP <https://sellercentral.amazon.in/gp/help/GNAPLZNG9WDWSWJ7>.
2. Requirements mentioned in Catalogue style guide to be met.
3. Products /product category included in "Negative List" below should not be listed.
 - Kuttu Atta / Buck wheat flour;
 - Singhara Atta / Singhare flour;
 - Whole Nutmeg;
 - Products that need cold chain / freezing (except the selection sold on Amazon Now);
 - Milk Powder without mandatory BIS certification;
 - Packaged Natural Mineral Water and Packaged Drinking Water without mandatory BIS certification;
 - Genetically modified foods or foods with genetically modified ingredients/GMOs;
 - Beef or products containing Beef as ingredient in any form;
 - Chocolates with liquor;
 - Milk and Milk Products from China;
 - Food products with misleading Health claims/Nutrition claims;
 - Imported food products on the Prohibited list or from the Prohibited source and the restricted list as notified by the DGFT (Directorate General of Foreign Trade).
 - Products containing Hemp seed as an ingredient

Amazon enforcement actions

Amazon reserves the right to review the quality of each of your products and listings, which may include checking whether products and listing data meet the requirements below. Failure to meet performance targets and food safety and quality standards will result in the following enforcement actions:

- If you repeatedly fail to meet requirements, you won't be allowed to sell your products on Amazon.
- You must complete a root cause investigation request and take corrective actions to prevent reoccurrences.
- Amazon may remove your selling privileges.

Next step

If you are able to meet all of the requirements listed above, go to [Grocery & Gourmet Foods](#) help page, and submit the list of specified documents if you want to apply to sell in the 'Grocery & Gourmet Food' category.