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MIZO EDITION

Nang pawh Amazon Seller i ni thei

India-ah online zawrhna intan dan bulbal



ACCOUNT | GST | FEE | SHIPPING | HLAWH

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Thuhmahruai: He lehkhabu hman dan

Amazon India-ah thil zawrh hi ram chhunga thil zawrhna business tan nana a man tlem ber zinga mi a ni. Dawr, thil khung (godown) emaw mi tam tak i mamawh lo. I mamawh chu mite duh thil, registration dik tak, sum chhuah chhui thiam leh Amazon dan zawm thiamna a ni. He lehkhabu hian thu awlsam tak hmangin a pawimawh tawh zawng zawng a hrilh dawn che.

He lehkhabu hi zawrhna tan hmasa berte tan ka ziak: online-ah kal duh dawrtu, in-a business tan tum nu, sum tlem nei zirlai, Mizoram pawna customer zawng kut chhuak thiam (craft maker), leh hlawhna dang neih duh hnathawktu tan. Technology emaw tax thiam chhan i mamawh lo.

He lehkhabu-ah eng nge awm

- Amazon India chu eng nge a nih leh marketplace hian a thawh dan.
- Market: mi engzat nge online-a lei, market lian zawng leh a kal dan.
- Registration i mamawh tawh zawng zawng: PAN, business hmanrua, bank account, GST, Udyam, trade licence.
- Thil engte nge GST awm lo zawrh theih a nih leh he thu-ah chin dan.
- Amazon fee: referral fee (commission), closing fee, weight handling (shipping) fee, FBA fee, leh chungte chunga GST.
- Tax: GST return, TCS, TDS leh zawrhtute tan income tax.
- Seller Central-ah account hawn dan, a tiamin a tiamin.
- Thil thlan, sourcing, listing, brand siam leh advertisement.
- Shipping dan, return, pawisa dawn leh account health.
- Hlawhna dik tak, hlawh chhuah tehna leh ni 90 launch plan.

I intan hmain thu pawimawh

> Fee, tax rate leh dan hi a danglam fo a ni. He lehkhabu-a fee zat hi November 2026 khan Amazon India fee page leh press release-ah leh Sources thu-a sawi lehkhabu dang atangin lak a ni. I ti hmain Seller Central-a fee page dik tak, GST portal official leh Income Tax website enfiah rawh. Fig pakhat chauh atanga lak emaw, hnuaia source-te inhmu lo a nih chuan he lehkhabu hian (verify) tih nen a hrilh a ni.

> He lehkhabu hi thu zirtirna tlangpui a ni a, dan, tax emaw sum lam thurawn a ni lo. Register i tum hmain emaw return i thehluh hmain Chartered Accountant (CA) emaw GST practitioner i zawh a tha.

> Entirnan hman zat zawng zawng hi hmanlai tehna entir nan chauh a ni. Hlawh i dawn ngei tih tiam a ni lo. Zawrhtu thar tam zawk chuan thla hmasa-ah hlawh tlem a nei a, a thenkhat chuan sum an chan a ni.

Bung dah dan

Bung 1 atanga 3-ah hun remchang thu leh i thutlukna tur chu a awm. Bung 4 atanga 8-ah dan leh tax lam siam dan. Bung 9 atanga 12-ah Amazon account, thil thlan, sourcing leh listing. Bung 13 atanga 16-ah chi sum, shipping, pawisa dawn leh hlawh. Bung 17 atanga 19-ah advertisement, account health leh market zir dan. Bung 20 leh 21-ah tun chhoh, ram dang-a thawn (export) leh i launch plan. Chumi hnuah thu awmzia, checklist leh source te a awm.

Bung 1: Engvangin nge Amazon India-ah zawrh tur?

Hun remchang lian tak

India online retail market hi a lian a, a chho nasa zel. Bain and Company 2026 zirchianna chuan Indian mi 29 atanga 30 crore vel hian 2025-ah online-in an leilet a, chu chu kum 5 liam ta kha aia a dang a ni. Online retail zawrhna (gross merchandise value, GMV) hi 2025-ah USD 65 atanga 66 billion vel a ni a, kum 5 chhung kum tin 19 atanga 21 percent vela a thang. Bain chuan 2030-ah USD 170 atanga 180 billion a ni ang tih a hria.

Tehna	Zat	Source
India-a online-a leilet, 2025	29 atanga 30 crore vel	Bain, 2026
Online retail GMV, 2025	USD 65 atanga 66 billion	Bain, 2026
Kum 5 chhung thanna	Kum tin 19 atanga 21 percent vel	Bain, 2026
Tum chhuah GMV, 2030	USD 170 atanga 180 billion	Bain, 2026
Internet hmangtute zinga online-a leilettu	30 percent vel (US 74, China 92)	Bain, 2026
GDP zinga e-retail	1.6 percent vel	Bain, 2026

India-a internet hmangtu zinga 30 percent chauh online-a leilet a, US-ah 74 percent a nih avangin hun remchang a awm a ni. Khawpui tlem zawka mite online-a leilet an tan chuan market a thang zel ang.

Thanna a lo chhuak dan

- **Khawpui te zawk:** Bain sawi dan chuan khawpui lian tak aia hnuaia khawpuite chuan 2025-a online order belhchhah zinga a tlai chanve vel an thawk. Chung chuan internet hmangtu 25 atanga 30 percent an leilet a, khawpui lian tak-ah chuan 45 atanga 50 percent a ni.
- **Mi naupang zawk:** Gen Z hi online leilettu 40 atanga 45 percent a ni.
- **Quick commerce:** Minute 30 chhung-a thawn hi 2025-ah USD 10 atanga 11 billion a ni a, chu chuan ei leh in leh nitin hmanrua a zawrh nasa ber. Amazon-a zawrhtu tan chuan nitin thil hi app rang tak te nen an inhmachhawn nasat a, mahse thilpek (gift), fashion, in-a hman thil leh accessories ang thil hi Amazon-ah a zawm zel.

Amazon zawrhtu hmun

Amazon India chuan September 2026-ah zawrhtu 20 lakh (2 million) a tling tawh tih a puang a, kum chhung-a zawrhtu thar 3 lakh aia tam an lo kal a, chu chu kum thum chhung-a a thanna tha ber a ni. Amazon chuan he thanna hi Rs 1,000 hnuaia thil referral fee awm lo (Bung 13-ah a sawi) leh zawrhtute tana AI hmanrua thar nen a hmin. Press release-ah chuan Tier 3 khawpui-a entrepreneur hmasa ber te platform-ah an lut tih pawh a sawi.

> I tan chuan: platform hian zawrhtu te a lawm a, mahse zawrhtu 20 lakh awm tihin inhmachhawnna a awm tihna a ni bawk. I hlawhtlinna chu thil dik thlan, man dik petu leh customer-te experience tha pek chu a ni ang.

Engvangin nge i website nei mai lovin Amazon?

Thu	Amazon	I website
Traffic	Leilettu tam tak a awm tawh	Traffic zawng zawng i siam tur