

Online Marketplace Selector

India SMB

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Recommends which online channels to sell on — Amazon, Flipkart, Meesho, ONDC, own site/WhatsApp, Instagram — with fit, commission ranges and pros/cons for your product, and where to start. Use this to choose channels; to join ONDC specifically use the ONDC Seller Onboarding Guide.

Purpose of this tool & output

Amazon, Flipkart, ONDC, Meesho or your own site — where should you sell?

How the output is used

Use the comparison to choose where to sell — Amazon, Flipkart, ONDC, Meesho or your own site — on cost and fit.

Who should vet it

Your accountant, to confirm the net economics after each platform commission and returns.

Important cautions

Fees and policies change; verify current rates on each platform.

Companion documents

- ONDC Seller Onboarding Guide
- Product Listing Builder
- Shipping & Returns Policy Generator
- Online Pricing Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.