

Category	Base CPC Rate
appliances-home	4.5
appliances-kitchen	6.1
appliances-large	4.5
appliances-personal-care-appliances	3.6
automotive-bike-accessories	4.1
automotive-car-care	3.6
automotive-car-interior	4.0
automotive-car-wheels-tyres	3.6
automotive-helmets	3.6
automotive-oils-additives	3.6
baby-car-seats	3.6
baby-care	3.6
baby-carriers	3.6
baby-clothing	3.6
baby-gym-mats	3.6
backpacks-drawstring-trolley-bags	5.0
bags-clutches	3.6
bags-gym	3.6
bags-hiking-rucksacks	8.6
bags-utility	3.6
bakeware	3.6
bathroom-furnishing	6.3
beauty	5.8
books-academic-professional	3.6
books-children-teen	3.6
books-competitive-exams	3.6
books-fiction-literature	3.6
books-reference	3.6
books-school	3.6
boys-clothing	8.1
building-material	3.6
cameras-camera-accessories	3.6

car-vehicle-electronics	3.6
computers-components	3.6
computers-computer-accessories	2.7
computers-data-cards	3.6
computers-headphones-mics	3.6
computers-laptops	3.6
computers-monitors	3.6
computers-printers-scanners	3.6
computers-routers-modems	3.6
computers-software-cd-roms	3.6
computers-speakers	3.6
computers-warranty-insurance	3.6
daily-needs-bags	3.6
dietary-supplements	5.6
e-learning-cds-dvds	9.0
e-learning-certification-courses	3.6
e-learning-competitive-exams	3.6
electronic-dth-services	3.6
electronic-headphones-earphones	3.6
electronic-telephones	3.6
electronic-tv-accessories	12.0
electronics-dj-karaoke	3.6
electronics-home-audio-systems	7.5
electronics-mp3-media-players	3.6
electronics-speakers	4.0
electronics-stereo-components	3.6
electronics-video-players	3.6
eyewear-cases-pouches	3.6
fashion-kids	3.6
fashion-men	4.9
fashion-women	3.6
food	3.6
fragrances-men	6.1

fragrances-women	3.6
furniture-chairs	18.0
furniture-kids	3.6
furniture-living-room	14.4
furniture-outdoor-garden	9.0
furniture-storage-cabinets	3.6
gaming-accessories	3.6
girls-clothing	5.2
health	6.7
home-furnishing-blankets-quilts	9.0
home-furnishing-mats	3.6
home-furnishing-mattress-protectors	10.8
home-furnishing-pillows-covers	14.4
home-improvement-innovative-products	3.6
home-improvement-led-bulbs-cfls	5.2
home-improvement-utility	12.6
home-kitchen-bar-glassware	3.6
home-kitchen-bean-bags	10.8
home-kitchen-bed-linen	7.2
home-kitchen-candles-fragrances	3.6
home-kitchen-catering-equipment	3.6
home-kitchen-clocks	5.8
home-kitchen-cookware-bakeware	5.9
home-kitchen-curtains-blinds	8.6
home-kitchen-cushions	4.5
home-kitchen-cutting-cooking-tools	3.6
home-kitchen-dining-serving	3.6
home-kitchen-disposals	3.6
home-kitchen-gardening	3.6
home-kitchen-hardware-fixtures	4.5
home-kitchen-home-cleaning	14.4
home-kitchen-home-decor	3.6
home-kitchen-kitchen-storage	2.7

home-kitchen-lamps	3.6
home-kitchen-microwave-cooking	3.6
home-kitchen-pet-supplies	3.6
home-kitchen-religion-spirituality	3.6
home-kitchen-rugs-carpets	7.2
home-kitchen-sanitary-bathroom-fittings	18.0
home-kitchen-table-linen	3.6
home-kitchen-tea-coffee-serveware	3.6
home-kitchen-wall-decor	6.3
household-essentials	3.6
jewellery-fashion	2.7
jewellery-precious	3.6
jewellery-precious-silver-coins-bars	3.6
jewelry-coins-bars	10.8
jewelry-silver	3.6
kids-bassinet	3.6
kids-bouncers	3.6
kids-decor-bedding	3.6
kids-eyeglasses-frames	3.6
kids-footwear	3.6
kids-high-chairs	3.6
kids-strollers	5.4
kids-sunglasses	3.6
kids-toys-activity-sets	3.6
kids-toys-baby-toys-accessories	3.6
kids-toys-bicycles-tricycles	7.2
kids-toys-collectible-toys	3.6
kids-toys-dolls	3.6
kids-toys-educational-products	3.6
kids-toys-electronic-toys	3.6
kids-toys-gift-store	3.6
kids-toys-indoor-games-puzzles	3.6
kids-toys-kids-room-decor	3.6

kids-toys-musical	3.6
kids-toys-outdoor-sports-accessories	3.6
kids-toys-party-supplies	3.6
kids-toys-puzzles	3.6
kids-toys-ride-ons	3.6
kids-toys-soft-toys	3.6
kids-walkers	3.6
kitchen-bathroom-fittings-paints	3.6
kitchen-bathroom-fittings-sanitaryware	6.3
kitchen-bathroom-fittings-sinks	7.7
kitchen-bathroom-fittings-taps-faucets	10.8
kitchen-bathroom-fittings-walls-flooring	3.6
kitchen-dining-bar	3.6
laundry-bags	3.6
lifestyle-frames	4.9
lifestyle-handbags-wallets	4.7
lifestyle-laptop-bags	5.8
lifestyle-luggage	6.5
lifestyle-school-bags	3.6
lifestyle-sunglasses	6.1
lifestyle-travel-accessories	3.6
men-apparel-ethnic-wear	4.7
men-apparel-innerwear	5.6
men-apparel-jeans	6.8
men-apparel-outerwear-jackets	3.6
men-apparel-rainwear	3.6
men-apparel-shirts	3.8
men-apparel-shorts-cargos	6.5
men-apparel-sports-wear	5.4
men-apparel-suitings-shirtings	7.2
men-apparel-suits-blazers	3.6
men-apparel-sweaters	3.6
men-apparel-sweatshirts	4.7

men-apparel-trackpants-tracksuits	7.7
men-apparel-trousers	5.9
mens-footwear	4.7
mens-footwear-boots	4.1
mens-footwear-sandals	4.1
mens-footwear-floaters	4.7
mens-footwear-ethnic	4.1
mens-footwear-special-shoes	4.7
mens-footwear-slippers-floaters	3.8
mens-football-shoes	3.8
mens-footwear-formal-shoes	4.1
mens-footwear-casual-shoes	3.8
mens-footwear-floater-sandals	4.1
mens-footwear-sports-shoes	3.8
mens-running-shoes	3.8
mens-footwear	4.7
mens-footwear-loafers	3.8
mens-training-shoes	3.8
mens-tshirts-polos	7.9
messenger-bags	3.6
mobile-services	3.6
mobiles-accessories	7.2
mobiles-mobile-parts	5.4
mobile-enhancements	3.6
mobiles-flip-cases-covers	3.6
mobiles-screen-guards	5.4
mobiles-power-banks	3.6
mobiles-bluetooth	3.6
mobiles-selfie-sticks	3.6
mobiles-bumper-cases-covers	5.4
mobiles-all-cables	5.4
mobiles-cables-chargers	7.2
mobiles-printed-back-covers	3.6

mobiles-plain-back-covers	3.6
mobiles-batteries	3.6
bluetooth-headphones	5.4
mobiles-cases-covers	3.6
mobiles-wearables-smartwatches	5.4
bluetooth-headsets	5.4
mobiles-chargers	5.4
mobiles-memory-cards	3.6
mobiles-mobile-phones	1.5
mobiles-tablet-accessories	3.6
mobiles-tablets	3.6
musical-instruments-accessories	3.6
musical-instruments-brass-wind	4.5
musical-instruments-classical	3.6
musical-instruments-drums-percussions	3.6
musical-instruments-guitars	14.4
musical-instruments-others	3.6
musical-instruments-records-mixers	4.5
musical-instruments-violins	3.6
non-fiction-books	3.6
office-equipment-lab	3.6
office-equipment-laminators-binders	3.6
office-equipment-note-counters-shredders	4.5
safes-locks-door-fittings	3.6
scanners	3.6
sofa-covers	3.6
sports-hobbies-fitness	18.0
sports-hobbies-sports	2.7
stationery-art-craft-supplies	3.6
stationery-basic-supplies	3.6
stationery-calculators	3.6
stationery-gifts-posters	3.6
stationery-pens-marker	3.6

stationery-school-supplies	3.6
storage-devices	2.3
vehicle-services-security-solutions	3.6
watches-couple	3.6
watches-men	5.6
watches-women	4.5
women-apparel-bottomwear	4.5
women-apparel-dresses	2.7
women-apparel-dupattas	3.6
women-apparel-kurtis	2.9
women-apparel-lehenga	3.0
women-apparel-lingeriessleepwear	3.1
women-apparel-plus-sizes	3.6
women-apparel-rainwear	3.6
women-apparel-salwars-churidars	4.1
women-apparel-sarees	4.1
women-apparel-sportswear	3.6
women-apparel-suits	2.7
women-apparel-topwear	2.7
women-apparel-winterwear	3.6
women-ethnicwear-saree-combos	3.6
women-wallets	3.6
womens-footwear	2.7
furniture-bedroom	6.0