

Category	Festive Base CPC Rate
appliances-home	5
appliances-kitchen	6.8
appliances-large	5
appliances-personal-care-appliances	4
automotive-bike-accessories	4.6
automotive-car-care	4
automotive-car-interior	4.4
automotive-car-wheels-tyres	4
automotive-helmets	4
automotive-oils-additives	4
baby-car-seats	4
baby-care	4
baby-carriers	4
baby-clothing	4
baby-gym-mats	4
backpacks-drawstring-trolley-bags	5.6
bags-clutches	4
bags-gym	4
bags-hiking-rucksacks	9.6
bags-utility	4
bakeware	4
bathroom-furnishing	7
beauty	6.4
books-academic-professional	4
books-children-teen	4
books-competitive-exams	4
books-fiction-literature	4
books-reference	4
books-school	4
boys-clothing	9
building-material	4
cameras-camera-accessories	4

car-vehicle-electronics	4
computers-components	4
computers-computer-accessories	3
computers-data-cards	4
computers-headphones-mics	4
computers-laptops	4
computers-monitors	4
computers-printers-scanners	4
computers-routers-modems	4
computers-software-cd-roms	4
computers-speakers	4
computers-warranty-insurance	4
daily-needs-bags	4
dietary-supplements	6.2
e-learning-cds-dvds	10
e-learning-certification-courses	4
e-learning-competitive-exams	4
electronic-dth-services	4
electronic-headphones-earphones	4
electronic-telephones	4
electronic-tv-accessories	16
electronics-dj-karaoke	4
electronics-home-audio-systems	10
electronics-mp3-media-players	4
electronics-speakers	4.4
electronics-stereo-components	4
electronics-video-players	4
eyewear-cases-pouches	4
fashion-kids	4
fashion-men	5.4
fashion-women	4
food	4
fragrances-men	6.8

fragrances-women	4
furniture-chairs	20
furniture-kids	4
furniture-living-room	16
furniture-outdoor-garden	10
furniture-storage-cabinets	4
gaming-accessories	4
girls-clothing	5.8
health	7.4
home-furnishing-blankets-quilts	10
home-furnishing-mats	4
home-furnishing-mattress-protectors	12
home-furnishing-pillows-covers	16
home-improvement-innovative-products	4
home-improvement-led-bulbs-cfls	5.8
home-improvement-utility	14
home-kitchen-bar-glassware	4
home-kitchen-bean-bags	12
home-kitchen-bed-linen	8
home-kitchen-candles-fragrances	4
home-kitchen-catering-equipment	4
home-kitchen-clocks	6.4
home-kitchen-cookware-bakeware	6.6
home-kitchen-curtains-blinds	9.6
home-kitchen-cushions	5
home-kitchen-cutting-cooking-tools	4
home-kitchen-dining-serving	4
home-kitchen-disposals	4
home-kitchen-gardening	4
home-kitchen-hardware-fixtures	5
home-kitchen-home-cleaning	16
home-kitchen-home-decor	4
home-kitchen-kitchen-storage	3

home-kitchen-lamps	4
home-kitchen-microwave-cooking	4
home-kitchen-pet-supplies	4
home-kitchen-religion-spirituality	4
home-kitchen-rugs-carpets	8
home-kitchen-sanitary-bathroom-fittings	20
home-kitchen-table-linen	4
home-kitchen-tea-coffee-serveware	4
home-kitchen-wall-decor	7
household-essentials	4
jewellery-fashion	3
jewellery-precious	4
jewellery-precious-silver-coins-bars	4
jewelry-coins-bars	12
jewelry-silver	4
kids-bassinet	4
kids-bouncers	4
kids-decor-bedding	4
kids-eyeglasses-frames	4
kids-footwear	4
kids-high-chairs	4
kids-strollers	6
kids-sunglasses	4
kids-toys-activity-sets	4
kids-toys-baby-toys-accessories	4
kids-toys-bicycles-tricycles	8
kids-toys-collectible-toys	4
kids-toys-dolls	4
kids-toys-educational-products	4
kids-toys-electronic-toys	4
kids-toys-gift-store	4
kids-toys-indoor-games-puzzles	4
kids-toys-kids-room-decor	4

kids-toys-musical	4
kids-toys-outdoor-sports-accessories	4
kids-toys-party-supplies	4
kids-toys-puzzles	4
kids-toys-ride-ons	4
kids-toys-soft-toys	4
kids-walkers	4
kitchen-bathroom-fittings-paints	4
kitchen-bathroom-fittings-sanitaryware	7
kitchen-bathroom-fittings-sinks	8.6
kitchen-bathroom-fittings-taps-faucets	12
kitchen-bathroom-fittings-walls-flooring	4
kitchen-dining-bar	4
laundry-bags	4
lifestyle-frames	5.4
lifestyle-handbags-wallets	5.2
lifestyle-laptop-bags	6.4
lifestyle-luggage	7.2
lifestyle-school-bags	4
lifestyle-sunglasses	6.8
lifestyle-travel-accessories	4
men-apparel-ethnic-wear	5.2
men-apparel-innerwear	6.2
men-apparel-jeans	9
men-apparel-outerwear-jackets	4
men-apparel-rainwear	4
men-apparel-shirts	4.2
men-apparel-shorts-cargos	7.2
men-apparel-sports-wear	6
men-apparel-suitings-shirtings	8
men-apparel-suits-blazers	4
men-apparel-sweaters	4
men-apparel-sweatshirts	5.2

men-apparel-trackpants-tracksuits	8.6
men-apparel-trousers	6.6
mens-footwear	6.2
mens-footwear-boots	5.5
mens-footwear-sandals	5.5
mens-footwear-floaters	6.2
mens-footwear-ethnic	5.5
mens-footwear-special-shoes	6.2
mens-footwear-slippers-floaters	5
mens-football-shoes	5
mens-footwear-formal-shoes	5.5
mens-footwear-casual-shoes	5
mens-footwear-floater-sandals	5.5
mens-footwear-sports-shoes	5
mens-running-shoes	5
mens-footwear	5
mens-footwear-loafers	5
mens-training-shoes	5
mens-tshirts-polos	8.8
messenger-bags	4
mobile-services	4
mobiles-accessories	8
mobiles-mobile-parts	6
mobile-enhancements	4
mobiles-flip-cases-covers	4
mobiles-screen-guards	6
mobiles-power-banks	4
mobiles-bluetooth	4
mobiles-selfie-sticks	4
mobiles-bumper-cases-covers	6
mobiles-all-cables	6
mobiles-cables-chargers	8
mobiles-printed-back-covers	4

mobiles-plain-back-covers	4
mobiles-batteries	4
bluetooth-headphones	6
mobiles-cases-covers	4
mobiles-wearables-smartwatches	6
bluetooth-headsets	6
mobiles-chargers	6
mobiles-memory-cards	4
mobiles-mobile-phones	2
mobiles-tablet-accessories	4
mobiles-tablets	4
musical-instruments-accessories	4
musical-instruments-brass-wind	5
musical-instruments-classical	4
musical-instruments-drums-percussions	4
musical-instruments-guitars	16
musical-instruments-others	4
musical-instruments-records-mixers	5
musical-instruments-violins	4
non-fiction-books	4
office-equipment-lab	4
office-equipment-laminators-binders	4
office-equipment-note-counters-shredders	5
safes-locks-door-fittings	4
scanners	4
sofa-covers	4
sports-hobbies-fitness	20
sports-hobbies-sports	3
stationery-art-craft-supplies	4
stationery-basic-supplies	4
stationery-calculators	4
stationery-gifts-posters	4
stationery-pens-marker	4

stationery-school-supplies	4
storage-devices	2.6
vehicle-services-security-solutions	4
watches-couple	4
watches-men	6.2
watches-women	6
women-apparel-bottomwear	5
women-apparel-dresses	3
women-apparel-dupattas	4
women-apparel-kurtis	3.2
women-apparel-lehenga	4
women-apparel-lingeriessleepwear	3.4
women-apparel-plus-sizes	4
women-apparel-rainwear	4
women-apparel-salwars-churidars	4.6
women-apparel-sarees	5.4
women-apparel-sportswear	4
women-apparel-suits	3
women-apparel-topwear	3
women-apparel-winterwear	4
women-ethnicwear-saree-combos	4
women-wallets	4
womens-footwear	3