

New Base CPC Rates for Categories

Category	New CPC Rate
appliances-home	5.3
appliances-kitchen	6.8
appliances-large	5.3
appliances-personal-care-appliances	4.5
automotive-bike-accessories	4.5
automotive-car-care	3.8
automotive-car-interior	4.5
automotive-car-wheels-tyres	3.8
automotive-helmets	4.5
automotive-oils-additives	3.8
baby-car-seats	4.5
baby-care	4.5
baby-carriers	4.5
baby-clothing	3.8
baby-gym-mats	4.5
backpacks-drawstring-trolley-bags	6.0
bags-clutches	4.5
bags-gym	3.8
bags-hiking-rucksacks	9.0
bags-utility	3.8
bakeware	3.8
bathroom-furnishing	6.8
beauty	6.8
books-academic-professional	3.8
books-children-teen	3.8
books-competitive-exams	4.5
books-fiction-literature	3.8
books-reference	3.8
books-school	4.5
boys-clothing	8.3
building-material	3.8
cameras-camera-accessories	3.8
car-vehicle-electronics	4.5
computers-components	3.8
computers-computer-accessories	3.0
computers-data-cards	3.8
computers-headphones-mics	3.8
computers-laptops	3.8
computers-monitors	3.8

computers-printers-scanners	4.5
computers-routers-modems	4.5
computers-software-cd-roms	4.5
computers-speakers	4.5
computers-warranty-insurance	3.8
daily-needs-bags	3.8
dietary-supplements	6.8
e-learning-cds-dvds	12.0
e-learning-certification-courses	5.3
e-learning-competitive-exams	4.5
electronic-dth-services	3.8
electronic-headphones-earphones	4.5
electronic-telephones	3.8
electronic-tv-accessories	12.8
electronics-dj-karaoke	3.8
electronics-home-audio-systems	8.3
electronics-mp3-media-players	3.8
electronics-speakers	4.5
electronics-stereo-components	3.8
electronics-video-players	3.8
eyewear-cases-pouches	4.5
fashion-kids	4.5
fashion-men	6.0
fashion-women	4.5
food	4.5
fragrances-men	7.5
fragrances-women	4.5
furniture-chairs	21.8
furniture-kids	3.8
furniture-living-room	17.3
furniture-outdoor-garden	9.8
furniture-storage-cabinets	3.8
gaming-accessories	4.5
girls-clothing	6.0
health	7.5
home-furnishing-blankets-quilts	10.5
home-furnishing-mats	3.8
home-furnishing-mattress-protectors	11.3
home-furnishing-pillows-covers	16.5
home-improvement-innovative-products	4.5
home-improvement-led-bulbs-cfls	6.0
home-improvement-utility	14.3
home-kitchen-bar-glassware	3.8
home-kitchen-bean-bags	11.3
home-kitchen-bed-linen	9.0

home-kitchen-candles-fragrances	4.5
home-kitchen-catering-equipment	3.8
home-kitchen-clocks	6.8
home-kitchen-cookware-bakeware	6.8
home-kitchen-curtains-blinds	9.0
home-kitchen-cushions	5.3
home-kitchen-cutting-cooking-tools	3.8
home-kitchen-dining-serving	3.8
home-kitchen-disposals	4.5
home-kitchen-gardening	4.5
home-kitchen-hardware-fixtures	5.3
home-kitchen-home-cleaning	15.0
home-kitchen-home-decor	4.5
home-kitchen-kitchen-storage	3.8
home-kitchen-lamps	4.5
home-kitchen-microwave-cooking	3.8
home-kitchen-pet-supplies	4.5
home-kitchen-religion-spirituality	4.5
home-kitchen-rugs-carpets	9.0
home-kitchen-sanitary-bathroom-fittings	18.8
home-kitchen-table-linen	4.5
home-kitchen-tea-coffee-sereware	4.5
home-kitchen-wall-decor	6.8
household-essentials	4.5
jewellery-fashion	3.0
jewellery-precious	4.5
jewellery-precious-silver-coins-bars	4.5
jewelry-coins-bars	12.0
jewelry-silver	5.3
kids-bassinet	4.5
kids-bouncers	4.5
kids-decor-bedding	4.5
kids-eyeglasses-frames	4.5
kids-footwear	3.8
kids-high-chairs	4.5
kids-strollers	6.8
kids-sunglasses	4.5
kids-toys-activity-sets	4.5
kids-toys-baby-toys-accessories	3.8
kids-toys-bicycles-tricycles	9.0
kids-toys-collectible-toys	3.8
kids-toys-dolls	3.8
kids-toys-educational-products	5.3
kids-toys-electronic-toys	4.5
kids-toys-gift-store	4.5

kids-toys-indoor-games-puzzles	3.8
kids-toys-kids-room-decor	3.8
kids-toys-musical	3.8
kids-toys-outdoor-sports-accessories	3.8
kids-toys-party-supplies	3.8
kids-toys-puzzles	3.8
kids-toys-ride-ons	3.8
kids-toys-soft-toys	4.5
kids-walkers	4.5
kitchen-bathroom-fittings-paints	4.5
kitchen-bathroom-fittings-sanitaryware	6.8
kitchen-bathroom-fittings-sinks	8.3
kitchen-bathroom-fittings-taps-faucets	11.3
kitchen-bathroom-fittings-walls-flooring	3.8
kitchen-dining-bar	3.8
laundry-bags	3.8
lifestyle-frames	5.3
lifestyle-handbags-wallets	6.0
lifestyle-laptop-bags	6.8
lifestyle-luggage	6.8
lifestyle-school-bags	3.8
lifestyle-sunglasses	6.8
lifestyle-travel-accessories	3.8
men-apparel-ethnic-wear	5.3
men-apparel-innerwear	6.0
men-apparel-jeans	7.5
men-apparel-outerwear-jackets	3.8
men-apparel-rainwear	3.8
men-apparel-shirts	4.5
men-apparel-shorts-cargos	6.8
men-apparel-sports-wear	6.0
men-apparel-suitings-shirtings	9.0
men-apparel-suits-blazers	3.8
men-apparel-sweaters	3.8
men-apparel-sweatshirts	5.3
men-apparel-trackpants-tracksuits	9.0
men-apparel-trousers	6.8
mens-footwear	5.3
mens-footwear-boots	5.3
mens-footwear-sandals	5.3
mens-footwear-floaters	6.0
mens-footwear-ethnic	4.5
mens-footwear-special-shoes	5.3
mens-footwear-slippers-floaters	4.5
mens-football-shoes	4.5

mens-footwear-formal-shoes	5.3
mens-footwear-casual-shoes	4.5
mens-footwear-floater-sandals	5.3
mens-footwear-sports-shoes	4.5
mens-running-shoes	4.5
mens-footwear-loafers	5.3
mens-training-shoes	4.5
mens-tshirts-polos	8.3
messenger-bags	4.5
mobile-services	4.5
mobiles-accessories	8.3
mobiles-mobile-parts	6.0
mobile-enhancements	4.5
mobiles-flip-cases-covers	3.8
mobiles-screen-guards	6.0
mobiles-power-banks	4.5
mobiles-bluetooth	3.8
mobiles-selfie-sticks	4.5
mobiles-bumper-cases-covers	6.0
mobiles-all-cables	6.0
mobiles-cables-chargers	7.5
mobiles-printed-back-covers	4.5
mobiles-plain-back-covers	4.5
mobiles-batteries	3.8
bluetooth-headphones	6.0
mobiles-cases-covers	3.8
mobiles-wearables-smartwatches	6.0
bluetooth-headsets	6.8
mobiles-chargers	6.0
mobiles-memory-cards	3.8
mobiles-mobile-phones	1.5
mobiles-tablet-accessories	3.8
mobiles-tablets	4.5
musical-instruments-accessories	3.8
musical-instruments-brass-wind	5.3
musical-instruments-classical	4.5
musical-instruments-drums-percussions	3.8
musical-instruments-guitars	15.0
musical-instruments-others	3.8
musical-instruments-recorders-mixers	5.3
musical-instruments-violins	3.8
non-fiction-books	3.8
office-equipment-lab	4.5
office-equipment-laminators-binders	4.5
office-equipment-note-counters-shredders	6.0

safes-locks-door-fittings	3.8
scanners	3.8
sofa-covers	3.8
sports-hobbies-fitness	18.8
sports-hobbies-sports	3.0
stationery-art-craft-supplies	4.5
stationery-basic-supplies	4.5
stationery-calculators	4.5
stationery-gifts-posters	3.8
stationery-pens-marker	3.8
stationery-school-supplies	3.8
storage-devices	3.0
vehicle-services-security-solutions	3.8
watches-couple	3.8
watches-men	6.0
watches-women	5.3
women-apparel-bottomwear	5.3
women-apparel-dresses	3.0
women-apparel-dupattas	3.8
women-apparel-kurtis	3.8
women-apparel-lehenga	3.8
women-apparel-lingeriesleepwear	3.8
women-apparel-plus-sizes	3.8
women-apparel-rainwear	4.5
women-apparel-salwars-churidars	5.3
women-apparel-sarees	4.5
women-apparel-sportswear	3.8
women-apparel-suits	3.0
women-apparel-topwear	3.0
women-apparel-winterwear	3.8
women-ethnicwear-saree-combos	4.5
women-wallets	5.3
womens-footwear	3.0
furniture-bedroom	6.8