

New Base CPC Rates for Categories

Category	Proposed CPC
air-conditioners-window	1.0
appliances	3.1
appliances-air-conditioners	1.0
appliances-fans-air-coolers	1.6
appliances-gas-stoves-hobs	1.0
appliances-home	1.9
appliances-induction-cookers	1.0
appliances-iron	1.7
appliances-juicer-mixer-grinders	2.9
appliances-kitchen	6.7
appliances-large	1.1
appliances-microwave-ovens-otgs	1.0
appliances-mixer-grinders	6.7
appliances-personal-care-appliances	3.1
appliances-refrigerator	2.1
appliances-washing-machines-dryers	1.5
appliances-water-purifiers	4.5
automotive	1.0
automotive-bike-accessories	3.1
automotive-car-care	2.5
automotive-car-interior	4.6
automotive-car-wheels-tyres	1.0
automotive-helmets	1.0
automotive-oils-additives	1.0
baby-care	3.1
baby-carriers	3.1
baby-car-seats	1.0
baby-clothing	2.1
baby-gym-mats	1.6
backpacks-college-bags	3.0
backpacks-drawstring-trolley-bags	2.9
bags	1.9
bags-clutches	3.1
bags-gym	1.0
bags-hiking-rucksacks	2.4
bags-utility	2.5
bakeware	1.0
bathroom-furnishing	4.0
beauty	6.7

bed-sheets	7.8
bluetooth-headphones	1.0
bluetooth-headsets	1.0
books	1.9
books-academic-professional	2.5
books-children-teen	3.7
books-competitive-exams	4.6
books-fiction-literature	2.0
books-fiction-literature-general	1.0
books-reference	1.0
books-school	3.1
boys-clothing	3.4
boys-clothing-tshirts	5.5
building-material	1.3
cameras	1.0
cameras-camera-accessories	2.0
cameras-digital-cameras	1.0
car-vehicle-electronics	3.1
computers	3.1
computers-2-1-speakers	2.0
computers-computer-accessories	3.0
computers-data-cards	1.0
computers-external-hard-drives	1.0
computers-headphones-mics	1.0
computers-laptops	1.8
computers-monitors	1.0
computers-pen-drives	3.0
computers-printers-scanners	3.1
computers-routers-modems	1.5
computers-software-cd-roms	2.3
computers-speakers	1.0
computers-warranty-insurance	1.0
containers	3.7
cookware-sets	3.1
cricket-bats	1.0
curtains	7.8
cushion-covers	3.5
daily-needs	1.0
daily-needs-bags	1.5
dietary-supplements	4.5
dinnerware	2.5
e-learning-certification-courses	5.3
e-learning-competitive-exams	4.6
electronic	4.0
electronic-dth-services	1.0

electronic-headphones-earphones	1.5
electronics-bluetooth-speakers	4.0
electronics-dj-karaoke	1.0
electronics-headphones	4.0
electronics-home-audio-systems	1.0
electronics-mp3-media-players	1.0
electronics-speakers	2.7
electronics-stereo-components	1.0
electronics-video-players	2.5
electronic-telephones	1.0
electronic-tv-accessories	3.4
eyewear	3.5
eyewear-cases-pouches	1.4
fashion	3.6
fashion-caps-hats	4.0
fashion-kids	1.0
fashion-men	1.0
fashion-mens-jewellery	4.0
fashion-women	4.6
fitness-equipment-home-gym	10.0
food	4.6
fragrances-men	3.2
fragrances-women	1.0
furniture	5.3
furniture-chairs	7.0
furniture-kids	3.7
furniture-living-room	2.4
furniture-outdoor-garden	1.1
furniture-storage-cabinets	2.5
gaming-accessories	3.1
gaming-consoles	1.0
gas-stoves-three-burners	2.8
girls-clothing	1.7
girls-clothing-frocks	1.0
girls-clothing-lehengas	1.0
handbags-clutches	2.4
health	1.0
home-furnishing	3.2
home-furnishing-blankets-quilts	10.0
home-furnishing-mats	1.0
home-furnishing-mattress-protectors	4.9
home-furnishing-pillows-covers	1.0
home-improvement-led-bulbs-cfls	4.0
home-improvement-utility	10.0
home-kitchen	1.4

home-kitchen-bar-glassware	2.5
home-kitchen-bed-linen	6.3
home-kitchen-candles-fragrances	4.6
home-kitchen-catering-equipment	3.7
home-kitchen-clocks	6.7
home-kitchen-cookware-bakeware	4.5
home-kitchen-curtains-blinds	3.8
home-kitchen-cushions	5.3
home-kitchen-cutting-cooking-tools	3.7
home-kitchen-dining-serving	3.7
home-kitchen-disposals	4.6
home-kitchen-gardening	4.6
home-kitchen-hardware-fixtures	5.3
home-kitchen-home-cleaning	10.0
home-kitchen-home-decor	4.6
home-kitchen-home-decoratives	2.2
home-kitchen-kitchen-storage	2.5
home-kitchen-lamps	4.6
home-kitchen-microwave-cooking	3.7
home-kitchen-pet-supplies	3.1
home-kitchen-religion-spirituality	4.6
home-kitchen-rugs-carpets	6.0
home-kitchen-sanitary-bathroom-fittings	10.0
home-kitchen-table-linen	4.6
home-kitchen-tea-coffee-serveware	4.6
home-kitchen-wall-decor	6.7
home-theatre-5-1-speakers	2.0
household-essentials	3.1
jewellery-fashion	2.6
jewellery-precious	3.1
jewellery-precious-silver-coins-bars	4.6
jewelry	1.0
jewelry-bangles-bracelets	3.9
jewelry-coins-bars	6.6
jewelry-earrings	3.9
jewelry-mangalsutra	3.0
jewelry-necklaces-sets	3.9
jewelry-pendant-sets	3.0
jewelry-rings	3.0
jewelry-silver	5.3
jewelry-wedding-accessories	1.4
kids-bassinet	3.1
kids-bouncers	2.3
kids-clothing	1.1
kids-decor-bedding	1.0

kids-footwear	1.1
kids-high-chairs	1.0
kids-strollers	4.5
kids-sunglasses	1.0
kids-toys	3.1
kids-toys-activity-sets	1.0
kids-toys-baby-toys-accessories	1.0
kids-toys-bicycles-tricycles	3.9
kids-toys-collectible-toys	1.0
kids-toys-dolls	1.5
kids-toys-educational-products	1.9
kids-toys-electronic-toys	3.1
kids-toys-gift-store	1.0
kids-toys-indoor-games-puzzles	2.0
kids-toys-kids-room-decor	1.0
kids-toys-musical	2.5
kids-toys-outdoor-sports-accessories	1.0
kids-toys-party-supplies	1.0
kids-toys-puzzles	1.0
kids-toys-ride-ons	1.3
kids-toys-soft-toys	3.1
kids-walkers	3.1
kitchen-bathroom-fittings	1.1
kitchen-bathroom-fittings-paints	3.1
kitchen-bathroom-fittings-sanitaryware	6.7
kitchen-bathroom-fittings-sinks	1.0
kitchen-bathroom-fittings-taps-faucets	10.0
kitchen-bathroom-fittings-walls-flooring	1.0
kitchen-dining-bar	1.0
laundry-bags	1.1
lifestyle-backpacks	6.0
lifestyle-belts	4.0
lifestyle-frames	1.6
lifestyle-handbags-wallets	5.2
lifestyle-laptop-bags	2.1
lifestyle-luggage	4.5
lifestyle-school-bags	1.4
lifestyle-sunglasses	5.8
lifestyle-travel-accessories	2.5
lifestyle-watches	1.0
living-room-sofa-sets	5.0
lunch-boxes	3.7
make-up-lipsticks	4.5
make-up-nail-polishes	1.5
men-apparel-ethnic-wear	1.6

men-apparel-innerwear	1.0
men-apparel-jeans	1.0
men-apparel-outerwear-jackets	2.5
men-apparel-polo-tshirts	10.0
men-apparel-rainwear	1.0
men-apparel-shirts	4.0
men-apparel-shorts-cargos	4.5
men-apparel-sports-wear	1.0
men-apparel-suitings-shirtings	3.5
men-apparel-suits-blazers	1.0
men-apparel-sweaters	1.0
men-apparel-sweatshirts	1.0
men-apparel-trackpants	3.7
men-apparel-trackpants-tracksuits	2.2
men-apparel-trousers	5.8
men-apparel-tshirts	7.6
mens-football-shoes	1.0
mens-footwear	2.1
mens-footwear-boots	1.8
mens-footwear-casual-shoes	4.0
mens-footwear-ethnic	3.1
mens-footwear-floaters	4.0
mens-footwear-floater-sandals	1.7
mens-footwear-formal-shoes	4.6
mens-footwear-loafers	1.0
mens-footwear-sandals	2.0
mens-footwear-slippers-floaters	4.0
mens-footwear-special-shoes	1.0
mens-footwear-sports-shoes	1.3
mens-innerwear-underwear	1.0
mens-running-shoes	1.0
mens-training-shoes	1.0
mens-tshirts-polos	4.0
messenger-bags	4.6
mobiles-accessories	1.1
mobiles-all-cables	4.0
mobiles-batteries	3.7
mobiles-bluetooth	1.0
mobiles-bumper-cases-covers	1.0
mobiles-cables-chargers	5.1
mobiles-cases-covers	1.0
mobiles-chargers	3.7
mobile-services	1.0
mobiles-flip-cases-covers	3.7
mobiles-memory-cards	1.0

mobiles-mobile-parts	1.0
mobiles-mobile-phones	1.4
mobiles-plain-back-covers	6.0
mobiles-power-banks	6.0
mobiles-printed-back-covers	1.0
mobiles-screen-guards	2.8
mobiles-selfie-sticks	1.3
mobiles-tablet-accessories	2.2
mobiles-tablets	4.0
mobiles-wearables-smartwatches	1.0
musical-instruments-accessories	2.5
musical-instruments-brass-wind	1.0
musical-instruments-classical	4.6
musical-instruments-drums-percussions	3.7
musical-instruments-guitars	1.0
musical-instruments-recorders-mixers	3.5
non-fiction-books	2.4
office-equipment	1.0
office-equipment-lab	1.7
office-equipment-laminators-binders	4.6
office-equipment-note-counters-shredders	4.0
perfumes-men	5.1
power-tools-drill-machines-kits	2.6
pressure-cookers	3.0
safes-locks-door-fittings	3.7
scanners	1.0
skin-care-moisturizers-day-creams	5.2
sofa-covers	1.8
sports-bicycles	1.0
sports-hobbies	1.0
sports-hobbies-activewear	1.0
sports-hobbies-fitness	10.0
sports-hobbies-sports	2.0
stationery	2.7
stationery-art-craft-supplies	3.1
stationery-basic-supplies	3.1
stationery-gifts-posters	1.0
stationery-pens-marker	2.5
stationery-school-supplies	2.5
storage-devices	2.0
travel-luggage	6.7
trimmers	4.6
wall-clocks	6.7
wall-stickers	6.7
watches-couple	1.0

watches-men	5.2
watches-women	4.6
water-bottles	3.7
women-apparel-bottomwear	3.1
women-apparel-dresses	2.6
women-apparel-dress-material	2.3
women-apparel-dupattas	1.0
women-apparel-kurtis	2.7
women-apparel-lehenga	1.0
women-apparel-lingeriessleepwear	1.1
women-apparel-plus-sizes	1.0
women-apparel-salwars-churidars	3.5
women-apparel-salwar-suits	1.0
women-apparel-sarees	1.0
women-apparel-shirts-blouses	2.0
women-apparel-skirts	3.5
women-apparel-sleep-loungewear	3.7
women-apparel-sportswear	2.5
women-apparel-suits	1.9
women-apparel-tees	2.0
women-apparel-tops-tunics	3.9
women-apparel-topwear	2.6
women-apparel-winterwear	2.0
women-ethnicwear	1.9
women-ethnicwear-blouse-petticoat	1.0
women-ethnicwear-saree-combos	1.0
women-hair-accessories	3.1
womens-footwear	1.7
womens-footwear-ballerina	2.0
womens-footwear-casual-shoes	1.7
womens-footwear-ethnic	1.0
womens-footwear-sandal	2.6
womens-footwear-slippers-floaters	1.1
womens-footwear-sports-shoes	1.0
women-wallets	1.3