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### Q1. Where can I view Snapdeal Listing Guidelines? –

**Ans** –You can refer the listing guidelines on seller panel under –

- Catalog Tab section
- Sellerhelp tab section

Alternatively, you can [Click Here](#) to view the guidelines

### Q2. What are the different types of listings?

**Ans:** You can list your product by the following means -

- Single Listing – You can list single SKU one by one
- Bulk Listing – This feature helps you in listing product(s) in bulk at one time. There are three types of Bulk Listing option available-
  - I. Lite Content Sheet
  - II. Bulk Content Sheet
  - III. Import Listing
- Sell an Existing Product – This feature helps you to list the same product(s) that already exists on Snapdeal website

While you do listing, please ensure all product information and images given by you are matching and are as per Snapdeal Listing Guideline.

### Q3. I have to list a single product, what is the process of listing?

**Ans:** Login to your seller panel using your login ID and password:

- Step- 1: Click on Catalog Tab on left side of your dashboard screen
- Step- 2: Click on +Add Product and click on “Create a Single listing”
- Step- 3: Choose the category, subcategory and product type you wish to list your product and enter the brand name
- Step – 4: Fill all the necessary content details in 'Product Details' and 'Attributes & Image' section
- Step- 5: Fill Pricing and Logistic details in 'Shipping & Pricing' section
- Step- 6: Submit your listing by clicking on “**Preview and Add to Catalog button**”
- Step- 7: Check the status of your listing by visiting 'Track Listings' panel

Additionally, you can also refer the below video link to check how to do Single listing:



- Please How To Create a New Single Listing (Hindi) – [Click Here](#)
- Please How To Create a New Single Listing (English) – [Click Here](#)

#### **Q4. Can I list an already listed product on Snapdeal (Multi Mapping)?**

**Ans:** Choose from millions of listed products on Snapdeal. Just add a few details and start selling. Login to your seller panel using your login ID and password:

- Step- 1: Click on Catalog Tab on left side of your dashboard screen
- Step- 2: Click on +Add Product
- Step- 3: Search the product by its name or SUPC code under Sell an Existing Product tab
- Step-4: Click on “Start Selling”, provided your brand authorization is approved under Brand<Subcategory<Category combination. If yes, proceed to fill the relevant details
- Step-5: Accept the terms and conditions and submit the listing for approval
- Alternatively, you can list a product that you find on Snapdeal website by clicking on “Sell this item on Snapdeal” link.

Additionally, to see the video on how to Sell An Existing product, please [Click here](#)

#### **Q5. How to list my products in bulk?**

**Ans:** The product can be listed in Bulk by downloading an updated version of the Content sheet. Content sheet works best on Microsoft excel 2010 or above. Follow the below steps to download the sheet :

- Step- 1: Login to your seller panel using your login ID and password
- Step-2: Click on Catalog Tab
- Step-3: Click on +Add Product and click on “Content sheet” to download the content sheet of an updated version
- Step- 4: Start filing the details in content sheet and export the sheet before uploading to finally submit your listings for approval



#### Q6. How to fill content sheet to do bulk listing?

**Ans:** Content sheet works best on Microsoft excel 2010 or above. The product can be listed in Bulk by downloading a Content sheet of the updated version.

- Step- 1: Click on Add product and click on “Content sheet” to download the content sheet of an updated version
- Step- 2: Click on “Enable Editing” and “Enable content” and allow the Content sheet to check compatibility and upgrade to updated versions
- Step-3: Fill your seller code and Select and fill product type details.
- Step-4: Enter a keyword to search your category, subcategory or product.
- Step-5: Below three sheets will be generated for selected listing along with existing Home, Data definitions and validation sheets.

Tabs in Content Sheet	Description
Product	This sheet will ask for all product related details. There are some mandatory fields like: Create Group, Brand, Product Name, Description, Weight (g), Length (cm), Width (cm) and Height (cm) and other product attributes depending on product type. EAN / UPC only in case of electronic items. NOTE: The product name will be auto-generated by Snapdeal for some Product Types. Create group only in case of if you want to list product in groups. Example: Different colors/sizes on same webpage.
Costing	This sheet will ask for all product costing related details. There are some mandatory fields like: MRP, Selling Price, Wooden packaging, Inventory and SLA.
Image	This sheet will be used to add product images in an appropriate sequence by creating

- Step- 6: You can check the errors (if any) by clicking on “Fix errors” which will redirect to the validation sheet. You need to fix the errors before exporting the sheet to avoid getting below error message:  
**Error Message:** "Please fix all the errors on the listing sheet to export"
- Step- 7: Export the sheet
- Step- 8: Upload the content sheet on seller panel

Additionally, to see the video on how to list product in Bulk, please [Click here](#)



### Q7. I am unable to submit bulk sheet?

Ans: Please refer below error message and the action required:

Error Detected	Error Message	Resolution
Export Sheet	Please fix all errors on the listing sheet to export	<ul style="list-style-type: none"> <li>Click on Fix error, It will redirect to Validation Log Page</li> <li>Click on attribute link to go the error and correct the same</li> </ul>
Upload Sheet	<ul style="list-style-type: none"> <li>Bulk listing sheet cannot be uploaded because its an old version. Please download new version</li> <li>New version of Snapdeal bulk listing sheet is available. Please download and use it for listing</li> </ul>	<ul style="list-style-type: none"> <li>Check the content sheet version mentioned on the top of the sheet</li> <li>Go to seller panel and download the updated version of the content sheet and check the version</li> </ul>
Upload Sheet	<ul style="list-style-type: none"> <li>RunTime Error – 1004</li> <li>RunTime Error – 14</li> <li>RunTime Error – 13</li> </ul>	<ul style="list-style-type: none"> <li>Please ensure that you are not using any formula in the sheet</li> <li>If you copy pasting the information in the sheet then ensure to Paste Special the values only</li> </ul>

### Q8. How to list my products using Lite sheet?

Ans: Product can be listed in Bulk by downloading a Lite Content sheet of updated version. Content sheet works best on Microsoft excel 2010 or above.

- Step- 1: Login to your seller panel using your login ID and password
- Step-2: Click on Catalog Tab, Within Catalog, go to **Add Product** section.
- Step-3: Select Category>>Sub-category>>Product Type and Fill the Brand. And Click on **Download** Button.
- Step- 4: Start filing the details in content sheet and export the sheet before uploading to finally submit your listings for approval

Additionally, to see the video on how to list product using Lite Content sheet, please [Click here](#)



### Q9. How to list my products using Import sheet?

Ans

- Step- 1: Login to your seller panel using your login ID and password
- Step-2: Click on Catalog Tab
- Step-3: Within Catalog, go to **Add Product** section and click on “Import your listings”
- Step-4: Select Category>>Sub-category>>Product Type and Fill the Brand and Click on Next Button
- Step-5: Now Create Excel Sheet with your Product details and follow the given point to fill the sheet-
  - i. Sheet should be in Excel format. No other format such as csv will be accepted by the system.
  - ii. Make sure that only the sub sheet containing product information is kept in the excel and other sub sheets are deleted
  - iii. Make sure that first column and row aren't empty
  - iv. Attribute headers should be present in the first row
  - v. Mandatory attributes mentioned on the screen should be present in the sheet.
- Step 6: Creating Variants of the Same Product
  - i. Variants can be created for some products such as Dresses on the basis of Colours, Sizes etc.
  - ii. To create products as variant, add a column in your import sheet which contains a value which is common for all variants of that product
  - iii. Map your column to our column “Create Group”

Note: This is an optional value. If you do not want to create variants, you do not need to add this.

- Step 7: Upload Sheet
  - i. Click on Upload Catalog and upload your other store sheets
  - ii. Make sure that listed mandatory attributes are present in your uploaded sheet.
  - iii. Sheet upload can take upto 5 minutes
- Step 8: Match Attributes –
  - i. -Once the sheet is uploaded, match the column names in your sheet to Snapdeal attributes by selecting from dropdown
  - ii. -No mandatory Snapdeal attribute can be left unmatched
- Step 9: Download Error Sheet and Upload Corrected Sheet
  - i. Products without any issues have been uploaded
  - ii. Products with issues have been added to snapdeal content sheet along with the issue description and the sheet is available for download
  - iii. Download the sheet and correct the issues as per issue description
  - iv. Upload the corrected sheet using the upload button

Additionally, to see the video on how to list product using Import sheet, please [Click Here](#)



#### Q10. How I can add images in the content sheet?

**Ans:** For successful product listing you need to add image URLs of your listings in the Image tab under the Content sheet. Image URLs can be created by following the below steps:

- The SKU (Stock Keeping Unit) you have listed so far in the content sheet will be visible under SKU Code column
- Copy and Paste the url of images against each SKU (Please note Image 1 is the landing image of that SKU)

Accepted URLs: Google Drive, Paid Photo bucket and Paid Drop box account.

To view Image Guidelines, please [Click Here](#)

#### Q11. What kind of images can be uploaded?

**Ans:** Below are the mandate image guidelines to be used for product for display on Snapdeal:

1. Submitted image(s) should be 850 pixels in width and 995 pixels in height
2. Submitted Image Size should be less than 10 MB
3. Submitted image(s) should not be pixelated or blur
4. Submitted image(s) should not have distorted dimension
5. Submitted image(s) should not be scanned
6. Submitted image(s) should reflect the product and its color as is
7. Submitted image(s) should not be morphed
8. Do not use logos, MRP and watermark on Images
9. For better picture quality you can refer to the general image guidelines given on your panel.
  1. Visit the 'Seller help' tab at the top of the panel
  2. Go to 'Training video' tab



**Q12. What is “add/create group” feature, how can I use it?**

**Ans:** By using ‘Add Group’ option, you can club similar SKUs together to display them on a single product display page (PDP). An ideal PDP should display all the variants of the same product on a single page. If two or more SKUs cannot be shown as variants of the same product, you need to create more groups.

Simply follow the steps below:

Step 1: Choose Category, Sub-category and Product Type

Step 2: Enter the SKU and other relevant details

Step 3: After entering SKU codes and other attribute details, click on ‘Add Group’ button under ‘Create Group’

Step 4: A layover opens in which you can group variant SKUs. Select the Variant SKUs, which you want to group, and click on Add to Group in the first group box

Step 5: Group Variant SKUs in the yellow square box and click on ‘Add to Group’ button

Step 6: Similarly, select the rest of SKUs and select groups accordingly

Step 7: Once you are completed with allocation of groups click on ‘Save All Groups’. The groups will start reflecting in front of the brand name.

Additionally, to see the video on how to Use Add Group feature, please [Click Here](#)



## Track Listing FAQs

### Q1. How can I track my listing?

**Ans:** You can track your listings from seller panel by clicking on 'Track Listings' on the right hand side of the 'Catalog' tab. Track listings are segregated in below sections (shown on the left hand side of the 'Catalog' tab) -

Section	Description
Track New Listing	Under this section, you can check the status of new listing
Track Edit Listing	Under this section, you can check the status of listing that you have edited
Track Existing Listing	Under this section, you can check the status of listing that you have multi mapped

Further, all the above 3 sections have below tabs from where you can check the status of your Listing and take corrective actions, if required -

Section	Description
Under Review	All the new listings that you submitted will undergo a rigorous quality check. 'Estimated Time' gives you an idea of when your listing is expected to go live if it clears all quality checks.
Approved	All the listings that were approved during quality check and are live on snapdeal.com are shown here.
Rejected	Listings that are rejected during quality check are displayed here with the reasons
Drafts	This tab contains the list of all SKUs that you would have added to 'drafts' from 'Single Listing' panel.

### Q2. How can I avoid Listing from getting rejected'?

**Ans:** If you ensure all product information and images given you are matching and you follow the Snapdeal Listing Guideline then there is least chances of listing getting rejected

### Q3. Why there are no details available in track listing although content sheet has been uploaded?

**Ans:** We request you to wait for 30 minutes from upload time and re-check. If still issue persists we would suggest you raise the query from the panel.



**Q4. By when my listings will be live/uploaded on the website?**

**Ans:** 85% of our listings go live within 4 hours if your listing request is in sync with our guidelines. If the listing request is rejected, you can review the rejection reason on your seller panel and edit the listing as per the suggestion against each SKU in your Rejections tab of track listings.



### Rejection reasons in Listing FAQs

This covers all possible reasons of rejections when a listing gets rejected under Image or Content types.

Rejection Type	Reason	Description	SUGGESTIONS
Image	Colour Variation	Product Colour/Design variations in different image views	Update new image without color/design variation and resubmit the request
Image	Front/Combo View is Missing	Front view of the product is missing	Update the front/combo view image of the product and resubmit the listing
Image	Unwanted Text/Watermark/Graphic	The product images have unwanted borders/logos/watermarks/text/QR Code/language/MRP/Discount/Offer etc	Remove them from the images and resubmit the Listing as per Snapdeal Guideline
Image	Image Quality not as per Snapdeal Guidelines	<p>Images are not as per the Snapdeal Image guidelines as these might have one of the following issues:</p> <ul style="list-style-type: none"> <li>• Blurred/Cropped/Distorted Images/Folded view</li> <li>• Insufficient/Incorrect Lighting - Any shadow/reflection/camera flash should not be visible on the product.</li> <li>• Model is not wearing any bottom wear</li> <li>• Packaging/Mannequin Photo-shoot</li> <li>• Obscene Image</li> <li>• Morphed Images - The body/frame and face/product proportions are misaligned.</li> <li>• Unwanted Accessories/Props/Jewellery - These are not allowed</li> </ul> <p>Please refer to the content &amp; image guidelines of this category while listing the product.</p>	Update new images as per Snapdeal Listing Guideline
Image	Discrepancy in Product Images	Different products/designs are visible in mandatory & optional images.	Share new image without any discrepancy and resubmit the request



Rejection Type	Reason	Description	Suggestion
Content	Validation Error Occurred	Any mandatory field is left blank	Ensure that all the mandatory marks (highlighted in red) are filled and Listing is re-submitted.
Content	Incorrect Filter Values	The information given in one of the filter value is not matching with the rest of the product information.	Provide the correct information and resubmit the listing
Content	Incorrect Mapping Wrong category/product type selected	Mapping of this product is incorrect.	The correct mapping is with respect to Category > Sub-Category > Product Type can be identified in the content & image guidelines of this category
Content	Brand Name Mismatch	Brand in the content field/image is not matching to the brand in the description/image. Please refer to the content & image guidelines of this category while listing the product.	Please correct the details and resubmit the listing. Please ensure it matched with all the other information given in images and content.
Content	Combo Details Missing/Unclear	A combo detail in the content field/image is not matching to the combo details in the description/image.	Share complete information about the product and its combo offerings and resubmit the request
Content	Combo Not Allowed	We do not allow such combo listing in this Product Type.	Please list each product separately. Please refer to the content & image guidelines of this category while listing the product.
Content	This Is A Banned Or Restricted Product(s)	This product is banned from being sold on our platform.	We regret but you cannot sell this product on our platform.

**Happy Selling & Thank you!!**

