



Listing Guidelines



Disclaimer

This content contains general information to assist in understanding about Snapdeal listing process. This is only a training resource to deliver more appropriate understanding about the process. This does not attempt to interpret Snapdeal website terms of sale or any other policies.

Snapdeal reserves the right to modify any content therein at any time without any prior notice.



IMAGE GUIDELINES

General Image Guidelines



Acceptable Image Quality

- Submitted image(s) should be clearly visible and not pixelated or blur.
- Submitted image(s) should not have distorted dimension.
- Submitted image(s) should not be scanned.
- Submitted image(s) should reflect product and its color as is.
- Submitted image(s) should not be morphed.
- Submitted image(s) should be 100 KB to 10 MB.
- Image must be in sync with the product description.
- All fields/filters value added in the content must be in sync with the image.
- Models should wear minimal makeup and nothing overpowering.

Gridline placement

- Product must be placed in the center of the image frame. Products must fill at least 75% of the image.
- Image should sport at least margin of 20(H) x 20(W) Pixels on all four sides from actual product wherever applicable.

How to share product images?

- The image(s) shared for listing must be in .jpg for single listing request and for bulk listing request the acceptable formats are .jpg or .jpeg, TIFF and PNG is also accepted.
- Paid version of any Photo bucket, Dropbox, Google Drive or any other service provider must be used to share the image links.

Image Dimension- Clothing Categories

Aspect Ratio & Image resolution



- **For clothing categories (Men's, Women's & Kid's)**– The Submitted image(s) should be minimum 1200 pixel in width and 1600 pixel in height.
- Aspect Ratio (Width/Height): should 0.75.

Refer below examples:

1200 pixel in width



1200 pixel in width



Image Dimension- Other Categories

Aspect Ratio & Image resolution



- **For other categories (Footwear, Fashion accessories, Handbags, Watches etc.)-** The submitted image(s) should be minimum 1105 pixel in width and 1300 pixel in height.
- Aspect Ratio (Width/Height): 0.85.

Refer below examples-

1105 pixel in width

1300 pixel in height



1105 pixel in width

1300 pixel in height



1105 pixel in width

1300 pixel in height



General Image Guidelines- Background



- The background shouldn't overpower the product.
- For images with background, no border should be used (white or any other color).
- **For clothing categories**, images must have light & neutral backgrounds (**Cream ,off-white, light grey, beige**).
- **For Kids clothing**, images must have light & neutral backgrounds (**Cream ,off-white, light grey, beige**), and must not contain excluded accessories. Table top shots are also acceptable.
- **For Fashion accessories** , **white background** is required. **Environment/Table top** shots are also acceptable.
- **For Home & Living** products, place the product in an environment which displays the look of the product when in use. Use props (furniture, furnishing etc.) to enhance the look.

Refer below examples-

Clothing Category- Mens, Womens, Kids



Home & Living



Fashion accessories



General Image Guidelines- Lighting issue



Insufficient / Incorrect Lighting

- Image shouldn't be burnt out or merge with background due to excess lighting
- Product color should not change in additional views due to lighting issue
- Model skin should not look pale or dark due to lighting issues

Product merged with
background design is not visible



Lighting issue on
face & hand



Poor lighting issue



Blurred Images & Insufficient lighting



Blurred— Out of focus, hazy, details & design are not visible.



Details & design visible



Over exposed & product merged with background



Shadow on the Product



The photo should have a realistic shadow. 1st Image has realistic shadow . 2nd Image doesn't have shadow. . 3rd Image doesn't have a realistic shadow.

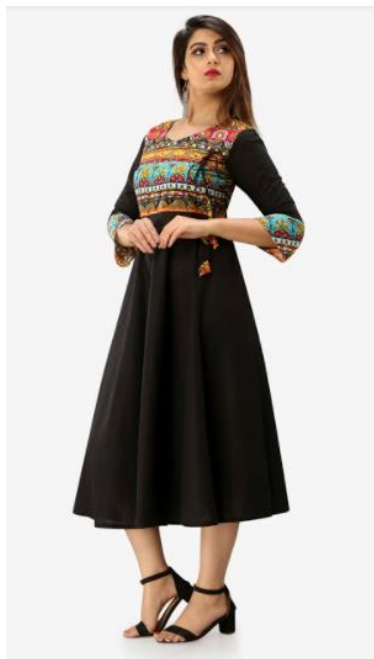


Image Guidelines – Women's Fashion



Minimum 5 images are required as per below sequence:

1st Image- Close up shot of Top



Minimum 2 images are mandatory
- **2nd & 3rd Image:** Details focussing on Neckline, Sleeves, Back etc.



4th image- Full Look



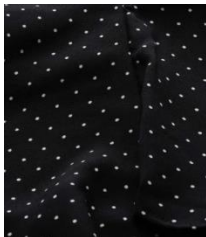
Recommended for Fashion category-

6th Image - Size Chart
needs to be in centimetre

Womenswear size chart

Size	Label Size	Bust (in inches cms)	Waist (in inches cms)	Hip (in inches cms)
XS	XS	32 inches	25 inches	35 inches
		81.3 cms	63.5 cms	89 cms
S	S	34 inches	27 inches	37 inches
		86.4 cms	68.5 cms	94 cms
M	M	36 inches	29 inches	39 inches
		91.4 cms	73.5 cms	99 cms
L	L	38 inches	31 inches	41 inches
		96.5 cms	78.5 cms	104 cms
XL	XL	40 inches	33 inches	43 inches
		101.6 cms	83.5 cms	109 cms
XXL	XXL	42 inches	35 inches	45 inches
		106.7 cms	89 cms	114 cms
3XL	3XL	44.5 inches	37.5 inches	47.5 inches
		113 cms	95 cms	121 cms
4XL	4XL	47 inches	40 inches	50 inches
		119.4 cms	101.5 cms	127 cms

5th Image: Material (Close up of the fabric of the product)



Brand logo in the form of label (If applicable) →



Image Guidelines – Clothing Category (Ethnic)



Minimum 5 images are required as per below sequence:

Refer below example of Kurti -

1st Image- Close up shot of Kurti



Minimum 2 images are mandatory

- **2nd Image & 3rd Image:** Details of focussing on neck, back, sleeves etc.



4th image- Full Look



5th Image: Material (Close up of the fabric of the product)



Image Guidelines – Men's Fashion



Minimum 5 images are required as per below sequence:

1st Image- Close up shot of T-shirt



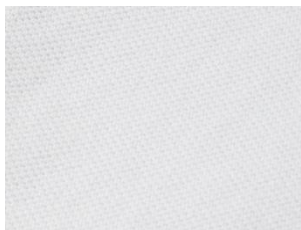
Minimum 2 images are mandatory
- **2nd & 3rd Image:** Details focussing on Neckline, Sleeves, Back etc.



4th image- Full Look



5th Image: Material (Close up of the fabric of the product)



Recommended for fashion categories-
6th Image - Size Chart needs to be in centimetre
(If applicable)



Men's Polo Shirts

Size	Width	Length
Small	20" (51cm)	29" (74cm)
Medium	22" (56cm)	29" (74cm)
Large	23" (58cm)	29" (74cm)
XL	24" (61cm)	30" (76cm)
XXL	26" (66cm)	31" (79cm)

Please note that this chart is intended as a guide and sizes do vary slightly.

Brand logo in the form of label **(If applicable)** ➡



Image Guidelines – Clothing Category (Ethnic)



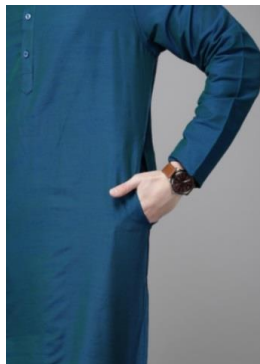
Minimum 5 images are required as per below sequence :

1st image: Close up shot of Kurta



Minimum 2 images are mandatory

- **2nd Image & 3rd Image:** Details of focussing on neck, back, sleeves etc.



4th Image: Full Look



5th Image: Material (Close up of the fabric of the product)



Recommended for fashion categories-

6th Image - Size Chart needs to be in centimetre **(If applicable)**

Size Chart Silk Kurta Pyjama for Mens

size	Length in inch/cm					Pyjama
	Chest	Shoulder	Sleeves	Kurta Length		
38	44/110	18.5/47.5	23.5/59.5	39/99.5		48/124
40	46/115	18.5/47.5	23/59	40/101.5		50/127.5
42	48/120	20/51.5	24.5/62.5	43.5/110		50/126
44	50/125	21/54	26.5/67	44/112		49/125

Image Guidelines – Kid's Fashion



Minimum 5 images are required as per below sequence:

Table top shots are also acceptable

1st Image- Full Look of T-shirt



Minimum 3 images are mandatory

- **2nd Image & 3rd Image:** Details of focussing on neck, back, sleeves etc.
- **4th Image:** Pattern of the T-shirt



5th Image- Material (Close up of the fabric of the product)



Recommended for fashion categories-

6th Image - Size Chart needs to be in centimetre (If applicable)

	HEIGHT	WEIGHT	CHEST	WAIST
XXS (5)	42-44 in / 107-112 cm	40-43 lbs / 18-19 kg	23-24 in / 58-61 cm	22-23 in / 56-58 cm
XS (6)	45-47 in / 114-119 cm	44-50 lbs / 20-23 kg	24-25 in / 61-63 cm	22-23 in / 56-58 cm
S (7/8)	48-53 in / 122-136 cm	51-65 lbs / 23-29 kg	25-27 in / 63-69 cm	23-24 in / 58-61 cm
M (10/12)	54-59 in / 137-150 cm	66-87 lbs / 30-39 kg	27-29 in / 69-74 cm	24-26 in / 61-66 cm
L (14/16)	60-64 in / 153-163 cm	88-115 lbs / 40-52 kg	30-32 in / 76-81 cm	27-29 in / 67-74 cm
XL (18/20)	65-69 in / 165-175 cm	116-140 lbs / 53-63 kg	33-35 in / 84-89 cm	29-31 in / 74-79 cm

Back view- Clothing Category



Minimum 5 images are required as per below sequence :

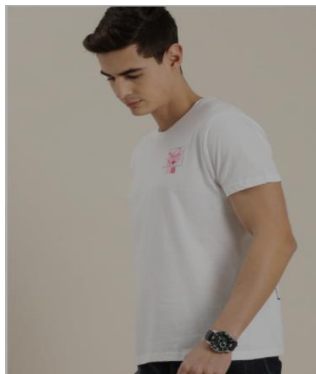
Back view can be given as main image, only if that is the USP of the product (Printed/Design on the back of product).

1st Image- Close up shot of T-shirt



Minimum 2 images are mandatory -

2nd & 3rd Image: Details focussing on Neckline, Sleeves, Back etc.



4th image- Full Look



5th Image: Material (Close up of the fabric of the product)



Recommended for fashion categories-

6th Image - Size Chart needs to be in centimetre (If applicable)

SIZE	Chest		Length		shoulder	
	cm	inch	cm	inch	cm	inch
S	86	33.9"	62	24.4"	42	16.5"
M	94	37"	65	25.6"	45	17.7"
L	98	38.6"	69	27.2"	46	18.1"
XL	104	41"	72	28.3"	48	18.9"
2XL	108	42.5"	74	29.4"	49	19.3"
3XL	116	45.7"	76	29.9"	50	19.7"

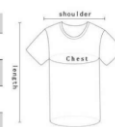


Image Guidelines – Footwear



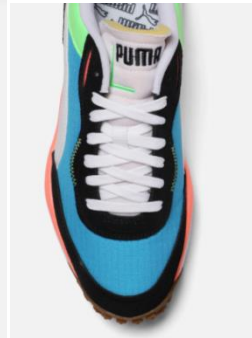
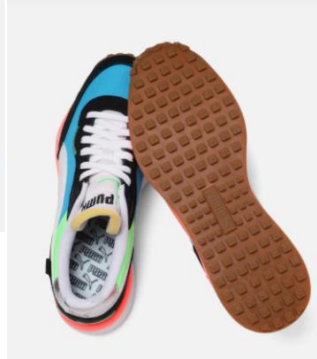
Minimum 4 images are required as per below sequence:

1st Image-Close up shot of Shoes



Minimum 2 images are mandatory

- **2nd & 3rd Image**- Focussing on Details/Individual elements



5th Image- Brand logo in the form of label/package (if applicable)



4th Image - Model photoshoot



Image Guidelines – Fashion Jewellery



Minimum 4 images are required as per below sequence:

1st Image- Close up shot
Of Necklace set



Minimum 2 images are mandatory (Focussing on
Details/Individual elements as shown below)-

- **2nd Image-**Earrings
- **3rd Image-** Close up of Necklace



4th Image- Model/Dummy
/Lifestyle photoshoot



Image Guidelines – Fashion Accessories



Minimum 4 images are required as per below sequence:

1st Image Close up shot of Men's wallet



Minimum 2 images are mandatory-
2nd & 3rd Image- Focussing on Details/Individual elements/Material



4th Image-Brand logo in the form of label/packaging (if applicable)



Note: Environment/ Table top shots are also acceptable.

Image Guidelines – Home & Living



Minimum 4 images are required:

1st Image- Product in focus but placed in an environment where it is being used



Minimum 2 images are mandatory-
- **2nd & 3rd Image-**Focussing on Details
(Design/Print etc.)



4th Image- Material/ Texture of the product (If applicable)



Additional Image-
6th Image – Size/Dimension (If applicable)



Image Guidelines – Home & Living



Minimum 4 images are required:

1st Image- Product in focus but placed in an environment where it is being used



Minimum 2 images are mandatory-

- **2nd & 3rd Image-**Focussing on Details (Design/Print etc.)



4th Image- Material/ Texture of the product (If applicable)



Additional Image-

6th Image – Size/Measurement (If applicable)



ROUND	RECTANGLE	RUNNER
100 x 100 cm	100 x 150 cm	50 x 85 cm
150 x 150 cm	150 x 230 cm	80 x 120 cm
200 x 200 cm	200 x 300 cm	80 x 200 cm
	250 x 350 cm	80 x 300 cm
		80 x 400 cm
		100 x 200 cm
		100 x 400 cm

Combo Image Guideline- Same Product Combos



- **Pack details** should be mentioned in **product highlights and product name** on the platform and not on the image
- If the combo products are of same color/design then detail of 1 product is required.

Minimum 4 images are required as per below sequence : Refer below example: Pack of 3 t-shirts (same color)

1st Image- Main Image should display all the products in combo



Minimum 2 images are mandatory

- **2nd Image:** Front view image of one of the T-shirt
- **3rd Image:** Details of one of the T-shirt focussing on neck, back, sleeves, close up shot etc.



4th Image- Brand name/Logo/ Material/design, if applicable



Combo Image Guideline- Same Product Combos (Different colors)



- **Pack details** should be mentioned in **product name and details** in content and not on the image.
- If the combo products are of different color then detail of 1 product is required. **Front view is mandate for all the products shown in the combo.**

Minimum 4 images are required as per below sequence : Refer below example: Pack of 2 t-shirts (Different color)

1st Image-Main Image should display all the products in combo



Minimum 2 images are mandatory

- **2nd Image:** Front view image of one of the T-shirt
- **3rd Image:** Details of one of the T-shirt focussing on neck, back, sleeves, close up shot etc.



4th Image- Brand name/Logo/Material, if applicable



Combo Image Guideline- Different design Combos



Different design combos of same Product. **Front view is mandate for all the products shown in the combo.**

Minimum 5 images are required as per below sequence: Refer below example: Pack of 2 T-shirt

Minimum 2 images are mandatory

- **2nd Image:** Front view image of one of the T-shirt
- **3rd Image:** Details of one of the T-shirt focussing on neck, back, sleeves, close up shot etc.

4th Image- Material of one of the T-shirt

5th Image- Front look of second T-shirt

1st Image-Main Image should display all T-shirts in Combo



Please note: In case combo is more than pack of 2, then place the products diagonally in the main image.

Combo Image Guideline- Different design Combos



Different design combos of same Product. Front view is mandate for all the products shown in the combo.

Minimum 5 images are required as per below sequence: Refer below example: Pack of 2 Kurtis

1st Image- Main Image should display all Kurtis Combo



Minimum 2 images are mandatory

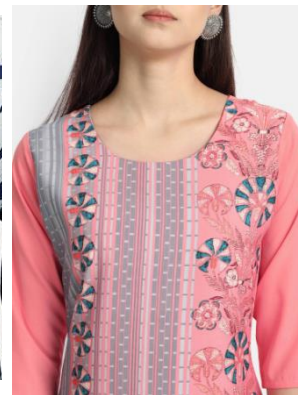
- **2nd Image:** Front view image of one of the Kurti
- **3rd Image:** Details of one of the Kurti focussing on neck, back, sleeves, close up shot etc.



4th Image- Material of one of the Kurtis



5th Image- Front look of second Kurti



Please note: In case combo is more than pack of 2, then place the products diagonally in the main image.

Combo Image Guideline- Kids Fashion

Same product Combos



Same Product combos of different color and design. Front view is mandate for all the products shown in the combo.

Minimum 7 images are required as per below sequence: Refer below example: Pack of Cardigans

1st & 2nd Image-Main Image
should display all Combo products



Minimum 2 images are mandatory

- **3rd Image:** Front view image of one of the product
- **4th Image:** Details of one of the product focussing on neck, back, sleeves, close up shot etc.



5th, 6th & 7th Image -

Individual Image of all the products



Please note: In case combo is more than pack of 2, then place the products diagonally in the main image.

Combo Image Guideline- Kids Fashion

Same product Combos



Same Product combos of different color and design. Front view is mandate for all the products shown in the combo.

Minimum 7 images are required as per below sequence: Refer below example: Pack of Top & Bottom set

1st Image- Main Image should display all Combo products



Minimum 2 images are mandatory

- **2nd Image:** Front view image of one of the T-shirt
- **3rd Image:** Details of one of the T-shirt focussing on neck, back, sleeves, close up shot etc.



4th, 5th, 6th & 7th Image- Individual Image of all the products



Note: In case combo is more than pack of 2, then place the products diagonally in the main image.

Combo Image Guideline- Different Product Combos



Different product combos (For example: 1 Cap, 1 watch and 1 Sunglass)

Minimum 7 images are required as per below sequence:

1st Image- Main Image should display all products in combo



2nd, 3rd & 4th Individual image of all the products



5th & 6th Image- Details focusing on Dial color, straps/frame, design, close up shot etc. (wherever applicable)



7th Image- Material, if applicable



Combo Image Guideline- Different Product Combos



Different product combos (For example: 1 Scarf, 1 Gloves, 1 beanie)

Minimum 7 images are required as per below sequence:

1st Image- Main Image should display all products in combo



2nd, 3rd & 4th Individual image of all the products



5th & 6th Image- Details focusing on design, close up shot etc.



7th Image Material, if applicable



Combo Image Guideline- Different Product Combos



Different product combos (For example: 1 Watch, 1 Belt, 1 Sunglass and 1 Wallet)

Minimum 7 images are required as per below sequence:

1st Image- Main Image should display all products in combo



2nd, 3rd, 4th & 5th Image- Individual image of all the products



6th Image- Details focusing on Pockets, design, close up shot etc.



7th Image- Material, if applicable



Image Guidelines – Common Rejections in Listings



Some of the common rejection reasons are mentioned below:

- Color Variation cases
- Professional Vs. unprofessional photo shoot
 - Image Background issue
 - Model Posing / Facial Expression
 - Blurred/Insufficient lighting/Distorted/ Stretched Image/ Cropped
 - Obscene Images
- Unwanted Text/Watermark/Graphic/ MRP
- Mannequin shoot not allowed
- Required Model Photo shoot / Ghost mannequin photo shoot
- Table top / Flat shoot
- Design discrepancy multiple images uploaded for single product listing
- Any kind of text on image is not allowed

Color Variation | Rejection



Color in image 1 is different from image 2: Avoid using images having color variation. Change in color can impact the buying decision of the customer and might result in return



Professional Vs. Unprofessional photo shoot



Image Background - All types of background are accepted where product is clearly visible. Lifestyle shoot, Outdoor photo shoot etc.

White background &
product is clearly visible



Out door background
Product **NOT** standing out



Grey background &
product is clearly visible



Out door background Product
NOT standing out



Unprofessional Photoshoot



Seller must upload only good quality images - Product not standing out and is merging with the back ground or looks unprofessional.



Such Draping view is not allowed

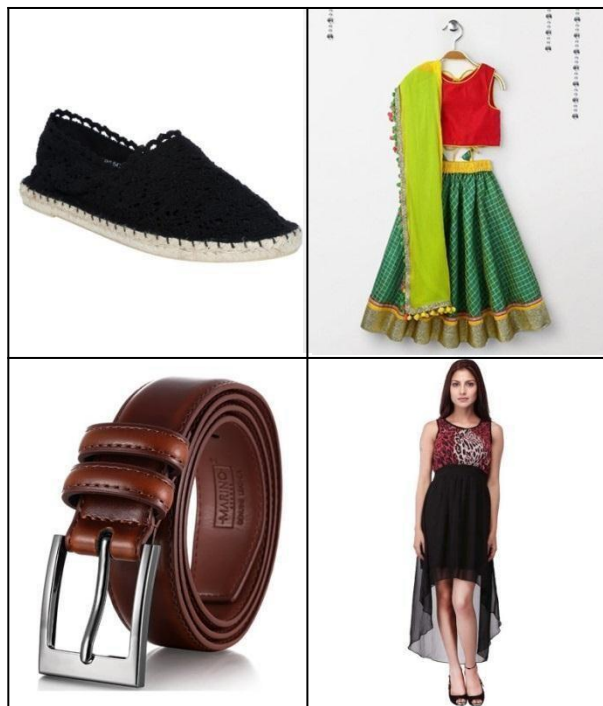
Distorted/ Stretched Image



Cropped Image



Cropped - Product should not be cropped (design should be visible properly)



Rough Edge Images



Images with Rough edges are not acceptable



Obscene Images



Obscene Images – Cannot be accepted .

If the private part in the image is edited we can accept the same

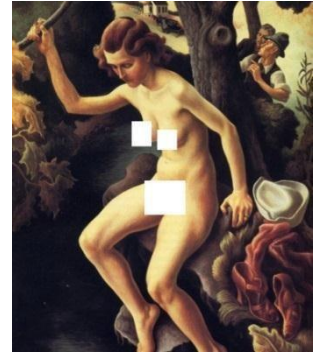
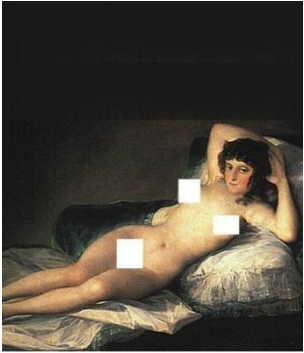


Image Guideline | Policy or Product promoting information



SNAPDEAL Policy - Any detail related to SNAPDEAL policies in image or content it will not be approved.

For Example - *Money back guarantee will be rejected owing to Snapdeal policies*

1. SD/Return/Refund Policy
2. Disputes Policy
3. Shipping/Free Shipping

Seller Promoting Texts – This will not be accepted anywhere in content & image.

Give us 5 out of 5 stars

We are best in this industry

Best seller, Top seller

Discount – 50% off (Example)

Beware of fake seller, etc.

Exclusive, Exclusively, SD Exclusive

Product Promoting Texts – Below product promoting texts are not allowed in both image or content.

High selling

Top selling

Highest selling

Best selling

Unwanted Text/Watermark/Graphic/ MRP



Unwanted Text/Watermark/Graphic/ MRP on the image is not acceptable.



Unwanted Text/Watermark/Graphic/ MRP



Unwanted Text/Watermark/Graphic/ MRP on the image is not acceptable

REJECT - Unwanted text like 'Best seller', 'Top rated' or offers like Buy 1 get 1 free, get 50% off should not be mentioned in the image. **Product benefits/features** like study strap, durable etc. are NOT allowed.



Unwanted Text/Social Media Logos/Government Details



Social Media Logos - We cannot **ACCEPT** social media logo , QR Code/Other language or text on the image. Social media logos like YouTube, Twitter, Facebook, etc.

QR Code, Social Media or other language –Not acceptable in content as well.



Unwanted Text/Graphic/ MRP/Government Logos



We will **REJECT** logo/details wherein seller has mentioned Corona/Coronavirus/Coronasafe or govt. authority logos”

Reduce your risk of coronavirus infection

- Clean hands with soap and water or alcohol-based hand rub.
- Cover mouth and nose with mask and make sure there are no gaps between your face and the mask.
- Cover nose and mouth with tissues or inside of elbow when coughing or sneezing.
- Avoid close contact with anyone with cold or flu-like symptoms.
- Avoid unprotected contact with live wild or farm animals.



ALCOHOL Based Hand Sanitizer
Protects against **viruses, germs,**
bacteria, yeast and mold.

FIGHTS GERMS!



**KEEP YOUR HANDS CLEAN AND SANITIZED
WITHOUT THE USE OF HARMFUL CHEMICALS.**

Types of Photoshoot



Model photoshoot



**Model photoshoot
Head cropped**



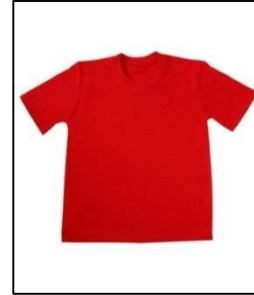
**Ghost mannequin
photoshoot**



**Hanger
photoshoot**



**Table top/ flat
photoshoot**



**Mannequin
photoshoot**



Types of Photoshoot- Clothing Category



Model photoshoot



Model photoshoot
Head cropped



Model photoshoot



Model photoshoot
Head cropped



- **Top wear (Apparels/Ethnic)**, model face should not be cropped in images.
- For Ethnic wear (Kurtis/Kurta sets/Sarees, product should not be cropped.
- **For bottom wear** , we need to show the close up shot in mandatory image (1st image). Rest of the images should include full look.

Types of Photoshoot- Kids & Infant Category



Model Shoot



Mannequin Shoot



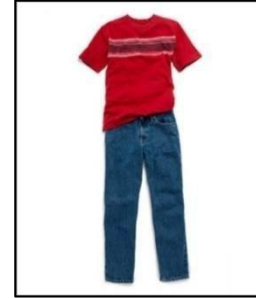
Ghost Mannequin



Hanger Shoot



Table Top Shoot



Face mannequin



For Infant wear, we allow mannequin shoots **only if the mannequin is of Baby model and not of a boy or a girl.**



Types of Photoshoot-Ghost Mannequin Shoot



Ghost mannequin photoshoot can be accepted as an additional images (**not as mandatory image**) in all the categories.

For Ghost mannequin photoshoot, those images will be accepted wherein back fabric is not cropped, refer eg- Image 1 and 3. If there is **no back fabric/cropped back**, then image will be rejected (refer, eg- Image 2)



Image 1



Image 2



Image 3



Image 4



Types of Photoshoot- Mannequin Shoot



Mannequin Photo shoot examples



Mannequin Photo-Shoot is allowed in below categories only:

1. Sports and Fitness category
2. KIDs fashion category –
 - Kids - Infant Wear (0-2 years)
 - Kids - Boys Clothing
 - Kids - Girls Clothing
3. Jewellery – Fashion & Precious
4. Fashion Accessories
5. Handbags & Clutches
6. Watches (Men & Women only)

Types of Photoshoot- Hanger/Folded View



- Hanger view is allowed only in **Boys/ Girls Clothing and Infant wear category** as Optional images.
- Folded view is not allowed in all categories . We can allow only in suiting's & shirting's , Towels.

REJECT– Mandatory and Optional not allowed



REJECT– Mandatory and Optional not allowed



Unwanted Text/Watermark/Graphic/ MRP



Other e-com competitive website/ brand logo & name:- We will **REJECT** logo/details of competitive website. For Example: Flipkart, eBay, Amazon, etc.



REJECT - Personal details like Voter id card, passport that can be validated should not be accepted



Unwanted Text/Watermark/Graphic & Unacceptable Tag/Label/ sticker/Wrapper



Product related graphics & model with the product are not acceptable. We can accept any type of props in optional image.



Design Discrepancy case



Design discrepancy in main (mandatory) image and optional image is not acceptable.

Design is completely different



Product is different



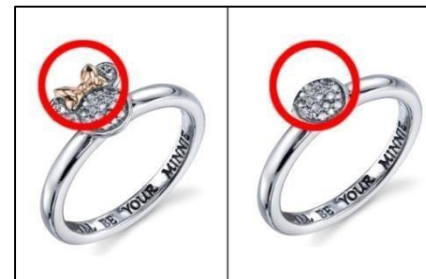
Number is different



Design is completely different



Product is different



Multiple view of Same Product



Multiple view of the same product as the main and Optional image is not acceptable

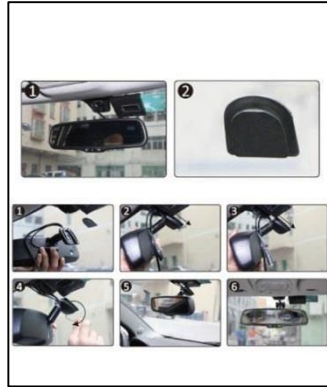
Side & front view



Front, side & back view



Product with all uses view



Same angle with multiple view



Front, back & side view



Packaging image



Brand Logo/Name can be shown only in the form of close up of packaging box (watches, sunglasses etc.)

Mandatory View



Optional View



Mandatory View



Optional View



Mandatory View



Optional View



National Emblem, Flag, Ashok Chakra- Not Acceptable



Listing with images of **National Emblem, Flag, Ashok Chakra** are not acceptable.



Please note “National Emblem, Ashok Chakra” anywhere in content & description is not acceptable.

National Emblem, Flag, Ashok Chakra- Not Acceptable



Listing with images of **National Emblem, Flag, Ashok Chakra** , **Satyamev Jayate** are not acceptable.



Jersey & Religious Image



Images of jersey displaying any Cricket team, any political party, any religious images are not acceptable.



BJP Car Flag



Key points to remember



To view category wise guidelines:

- Click on the Seller Help - Click on Listing Guideline (under Quick Link) section of your seller panel

To avoid your listing from rejections, please adhere to the below points -

- All content fields must match with other fields
- All content fields and descriptions must match with the image
- All content field must match with the product description
- Mention the correct size of the product that you are listing

Avoid listing any fake and counterfeit products from your account for better customer satisfaction

****Please note that the products offered for sale on Snapdeal must comply with all laws and regulations. The listing & sale of illegal or banned products is strictly prohibited on Snapdeal. You are advised to review the Banned Products list available on 'seller help' section of your seller panel carefully before listing products on Snapdeal.*



Thank You