

AWS India Marketplace Seller Guide – Additional requirements for India based Sellers

Step-by-Step Guide for AWS Marketplace Sellers

AWS Marketplace will now allow India based sellers to sell paid offers to buyers based in India. Buyers can procure software and services from India based sellers and will receive their invoices from AWS India and can pay in Indian rupees (INR).

This guide provides additional steps that India based sellers need to complete in addition to the steps listed under [Getting Started](#) section of the seller guide, so they can register, complete tax verification, set-up disbursement preferences and create offers on AWS Marketplace.

Key Feature Benefits:

1. India based Sellers can sell paid offers on AWS Marketplace and receive disbursements to India based bank-accounts in Indian rupees (INR).
2. Buyers will be invoiced in Indian rupees (INR) and will include Goods and Service Tax (GST), as applicable.
3. AWS India will facilitate issuance of tax compliant invoices to AWS customers in INR with you as Seller of Record (SoR), as per information provided on the tax registration tab in AWS Marketplace Management Portal (AMMP).

Considerations:

1. If you are a seller based outside India, your sales to India based buyers will remain in USD via AWS Inc.
2. If you are selling using an account which part of AWS Organizations, it is mandatory to use a separate (stand-alone) account to sell in India, to avoid taxation errors.
3. Private offers with contract with consumption pricing and usage-based pricing will remain in USD.

Step 0: Create a new standalone AWS account

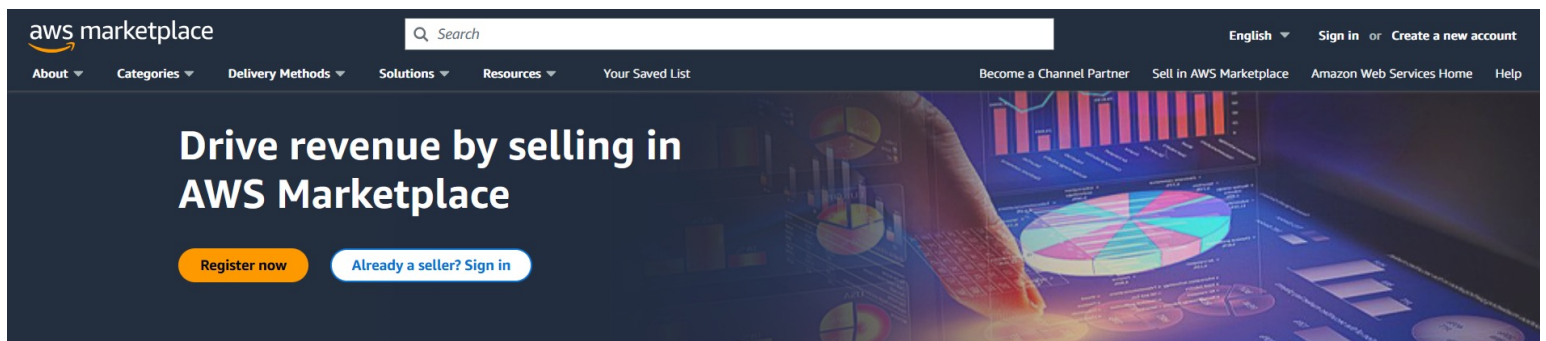
Create a new [AWS India account ID](#). This account ID will be needed for you to register as an India Marketplace seller must be a standalone account and not a linked account in your AWS Organization.

Note: Failure to do this may result in incorrect tax and incompliant invoices.

Step 1: Complete seller registration on AWS Marketplace Management Portal

Once a new AWS account is created, use that account to create AWS Marketplace seller account as explained in the [seller guide](#).

1a: Register as a seller on [AWS Marketplace Management Portal \(AMMP\)](#)



Benefits of selling in AWS Marketplace

Easy software delivery

Deliver your software as an easy-to-build AMI, SaaS, container or data product, and take advantage of quick deployment options. Enable customers to deploy your software in minutes.

Multiple pricing options

See the way your customers need to buy. AWS Marketplace supports pay-as-you-go and long-term commitment plans, Private Offers, and flexible payment schedules.

Simplified billing & payments

Leave the metering, billing, collections, and disbursement of payments to AWS – focus on marketing and selling your software.



1b: Provide a unique legal business name. This will be the name used on tax invoices.

Register to sell on AWS Marketplace

Review legal business name

Legal business name
This name is shown on communications between you and buyers, and between you and AWS Marketplace.

Max 100 characters

Tell us about yourself - optional

What's your business purpose for registering on AWS Marketplace?

☒ Listing software products

☐ Listing Data Exchange products

☐ Registering as a channel partner

☐ Registering as AWS IQ

☐ Listing Machine Learning products

☐ Listing Professional Services

What types of products do you intend to list on AWS Marketplace? Select all that apply.

☐ Server - AMI

☐ Server - AMI with CloudFormation templates

☐ Server - Container

☐ SaaS

☐ Machine learning or artificial intelligence algorithms/models

☐ Data Exchange

☐ Professional Services

☐ Undecided

Which pricing models do you plan to support? Select all that apply.

☐ Pay-as-you-go/consumption based pricing (e.g. hourly usage, metered usage etc.)

☐ Contract based pricing (e.g. Annual, multi-year contract etc.)

☐ Free

☐ Bring your own license (BYOL)

☐ Undecided

What is the primary category that best describes your products?

Choose an option

Which industry segment do you provide solutions for?

Choose an option

Cancel

Register and sign into management portal

1c: Create your public profile as mentioned in the [seller guide](#)

aws marketplace management portal

Home

Products

Requests

Offers

Agreements

Assets

Insights

Support

Partners

Settings

Welcome! You are now registered on the AWS Marketplace Management Portal.

We've sent a welcome message to the email that is linked to this AWS account: your email address. To update the email address, see [Change Your Email Address](#). To create a product, click on **Products**.

Home > Settings

Settings

Account summary

Legal business name
Your legal business name

Business location
United States

Account status
Incomplete
Your public profile is incomplete. Select [Add public profile](#) to continue.

Public profile

Tax information

Payment information

Know your customer (KYC)

Service-linked roles

Notifications

Tags

Public profile

To create your public profile, click [Add public profile](#)

Add public profile

Public Profile

This information is displayed to potential buyers once you publish a product. Find your seller profile page by selecting your display name on the product details page. It can take a few minutes to update in your account settings, and up to 30 minutes for your profile to appear or update on AWS Marketplace.

ADD LOGO

Will display up to 300px wide x 150px high
PNG on transparent background, max file size 500 Kb

Upload

Display name

Can be different from your business's legal entity name

40 characters maximum

URL to website

https://...

Enter company description or personal bio

600 characters maximum. Supported special characters are ®, ©, ™ and currency symbols.

Cancel

Submit

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3

Step 2: Provide tax information

Once you complete your public profile, your account will be verified by AWS Marketplace operations team. You will then receive an email from AWS to proceed with tax verification on AMMP.

You will need to submit the following information before you can start listing your offers:

1. GST identification number (GSTIN)
2. Permanent Account Number (PAN). (Note: PAN will be auto-populated from the GSTIN you provided)
3. Seller Signature (wet signature in JPEG or PNG file, PDF is not supported, <9MB) that will be used on tax invoices for your buyers. (Note: You will need a submit a ticket using the [contact us](#) form to submit signature)
4. Legal business name and address that corresponds to your GSTIN for tax purposes
5. Acknowledgements on the following: (a) non-applicability of Withholding Tax (WHT) on Listing Fees; (b) confirmation that your GSTIN is enabled for e-invoicing; (c) authorization to AWS India to raise invoices (e-invoices to GST registered buyers) for sales made by you through AWS Marketplace, along with a declaration that you will be responsible for remitting the applicable GST to the Government

Contact us

Submit a support request

Primary email address

Additional email addresses - optional

Use comma separation when entering multiple email addresses

10 email addresses maximum

Is your question about your listing(s) in the Commercial Marketplace (including AWS Data Exchange) or Intelligence Community Marketplace?

Commercial Marketplace

What do you need help with? Pick a category that best applies.

Tax Documents

Select a subcategory

Seller Digital Signature

Popular helpful links for this topic:

[AWS India FAQs](#)

Provide more details about your request

Hello, I need help updating my seller signature as an AWS Marketplace seller in India.

Thanks,
TestAcc13

1000 characters maximum

Message support

We usually reply within 7 days

marketplace management portal

[Home](#)
[Products](#)
[Requests](#)
[Offers](#)
[Agreements](#)
[Assets](#)
[Reports](#)
[Support](#)
[Partners](#)
[Settings](#)

[Home](#) > [Settings](#)

Settings

Account summary

Legal business name
Lorem Ipsum India

Business location
India

Account status
 Missing account information

Public profile

Tax information 1

Payment information 1

Know your customer (KYC)

Notifications

Tags

Notice about further required tax documentation

Required seller signature documentation must be submitted before you can sell paid products. [Create a support case](#) to begin this process. more about how to receive tax invoices, refer to [India FAQ](#). View [terms and conditions](#) for additional details.

Tax summary

Tax information allows AWS Marketplace to accurately report and withhold taxes on your product sales.

Tax registration status

Not yet started

Step 2: Provide tax information (Contd.)

Note:

Under applicable tax regulations, there is a relaxation from affixing signatures on invoices for B2B transactions that are subject to e-invoicing. While we expect that most sellers will transact primarily with business customers, the classification of a transaction as B2B or B2C depends on whether the customer has provided valid GST details in their AWS India profile. If GST details are provided, the transaction will be treated as B2B. If GST details are not provided, the transaction will be treated as B2C. In such cases, a tax invoice is required to include the seller's signature. Without this, the invoice would be treated as non-compliant. To ensure compliance, we require a specimen signature of your authorized signatory. This will allow us to print the signature on invoices generated in your name. The specimen signature you provide will be used solely for the limited purpose of generating invoices on your behalf. Consistent with the AWS Privacy Notice, we apply strict purpose-limitation principles and maintain robust safeguards to protect your personal information. We remain committed to handling your data securely and in accordance with applicable laws. For further details, please refer to the [AWS Privacy Notice](#).

Step 4: Add disbursement method

Once you have provided the banking information, navigate back to **Payment information** menu, find **Disbursement methods** and click on **Add disbursement method** button.

Select the disbursement currency from **Currency** dropdown and select the appropriate **Bank account** for INR. Indian Sellers can only receive disbursements in INR. You can choose to receive disbursements either monthly or daily.

You can only associate INR currency to one bank account. You can switch association to a different bank account. All disbursements to you will be sent through applicable clearance and settlement

Note: Public offers will remain in USD. You do not have to add USD as a disbursement method as you cannot receive disbursements in USD.

The screenshot displays the AWS Marketplace Management Portal interface. The main window shows the 'Payment information' tab with a 'Disbursement methods' section. A modal window is open for adding a new disbursement method, showing options for currency (Indian Rupee), bank account, payment method type, and disbursement schedule (Daily or Monthly).

Disbursement information required
To receive disbursements from AWS Marketplace, you must set up a disbursement method. As a seller based in India, you can only receive disbursements in Indian Rupee (INR).

Bank accounts (1) [Info](#)

Sellers in India can only be paid via bank account based in India. Any bank in India must have an IFSC code.

Account number	Verification status	Payment method type	ARN
**** *123	Not required	IFSC	arn:aws:payments:useast-1:123456789012:paymentinstrument

Disbursement methods [Info](#)

Disbursement methods allow you to receive payments from buyers.

No disbursement method
To add disbursement method, you need to complete your tax and bank account first.

[Add disbursement method](#)

aws marketplace management portal

Home Products Requests Offers Agreements Assets Reports Support Partners Settings

Home > Settings > Add disbursement method

Add disbursement method [Info](#)

To add a disbursement method, select the bank account you want to use and determine a schedule that's right for you.

Disbursement currency [Info](#)
The default currency for Indian sellers transacting in India is INR. This is not changeable.

Currency
Indian rupee | INR (₹)

Disbursement bank account [Info](#)
The disbursement account is the account where you want us to deposit your sales from AWS Marketplace. Only Indian bank accounts are supported.

Payment method type
By choosing the option below, you decide to use that payment method type as a disbursement account.
Choose a bank account

[Add bank account](#)

Disbursement schedule
A disbursement schedule outlines the plan for the distribution of funds. Choose between daily or monthly disbursement options and specify the preferred day of the month for receiving disbursements.

Payment schedule for your disbursements

☒ **Daily**
Daily disbursements occur when they become available. Sellers must have a positive balance to receive disbursements.

☐ **Monthly**
Sellers choose a day of the month (1-28) to receive disbursements. The disbursement date is the same each month.

[The disbursement schedule applies to all disbursement methods. If you update the disbursement schedule, it applies to all disbursement methods.](#)

[Cancel](#) [Add disbursement method](#)



Step 5: Create ISV direct private offer or [DSOR direct private offer](#)

Once you have provided your banking information and configured disbursement preference, you can now create private offers in USD or INR. **Private offers can be created only after you have created a product listing. Refer to this guide on how to create a [product listing](#).**

Important things to take note:

1. **AWS Marketplace product listing will always be in USD. However, INR option is available when creating private offers with contract pricing (eg:SaaS Contracts). Public offers and private offers with consumption pricing will remain in USD.**
2. **Product title should be suffixed with [IN]**
3. **Offer availability by Country: [India based sellers can sell public and private offers to India based buyers only](#). Even if you target countries other than India or send private offers to buyers outside India, such buyers will not be able to subscribe to those offers.**

From the **Offers** menu in AWS Marketplace Management Portal, click on **Create private offer**. Select **Direct private offer**, product type and your product under dropdown. At offer creation step 2 (set offer duration and prices), select the currency from the dropdown.

When you finish entering all details, review the offer and click **Create private offer**.

- Please [refer to this guide](#) to understand the offer submission process.

For further assistance on the offer creation process, please reach out via [Contact Us form](#). Select Commercial Marketplace, Private Offer and Offer Creation, and provide details about your request.

Product title, ID, and code
Complete the first stage of product creation by generating a unique product ID and code for your new SaaS product.

Product title
This is the name displayed to buyers at the top of the product listing page and in search results.

The product title can have up to 72 characters.

Generate product ID and product code

This can take up to 10 seconds.

Offer availability by country
Enable country-specific availability by identifying the countries you want to exclude or by limiting availability to allowlisted countries only.

☐ All countries
Your product will be available for buyers to purchase in all countries.

☐ All countries with exclusions
Your product will be available for buyers to purchase in all countries except for the ones you exclude.

☒ Allowlisted countries only
Your product will be available for buyers to purchase only in the countries you specify.

Allowlisted countries
Choose the countries in which you want to make your product available for purchase.

Choose one or more countries

India X

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8

Step 4: Create Channel Partner Private Offer or DSOR Channel Partner Offer

Once you have provided your banking information and configured disbursement preference, you can now create CPPO or DSOR Channel Partner Offer in USD or INR.

For ISVs or CP accounts that will be participating in the CPPO process: Before you initiate an offer, **complete a mandatory one-time step of creating a selling authorization Service-Linked Role (SLR)** by logging into AWS Marketplace Management Portal (AMMP) with your AWS Marketplace seller account, navigating to the Settings tab → Service linked roles and clicking Create service-linked role. The SLR is required for ISVs, DSORs and CPs to create and accept selling authorizations.

As an ISV or DSOR partner, you need to first create a resale authorization. From the **Partners** menu in AWS Marketplace Management Portal, click on **Create opportunity** button.

Under **Discounts and Products**, select the discount type and your product for resale. Select currency from the dropdown. When you finish entering all details, review the authorization and click on **Create opportunity** button.

Note:

1. India based Sellers and DSORs can only send resale authorizations to Channel Partners in India only. If you issue a resale authorization to a Channel Partner based outside India, such resale authorizations will fail. You can see the status of the resale authorization under the Request tab.
2. Your Channel Partner who will receive the resale authorization can only create CPPO in the same currency.
3. Your Channel Partner can extend CPPOs to buyers in India only. If they extend this to buyers outside India, such CPPOs will fail and buyers will not be able to subscribe.
4. For further assistance on the offer creation process, please reach out via [Contact Us form](#). Select Commercial Marketplace, Private Offer and Offer Creation, and provide details about your request.



Frequently Asked Questions - Sellers

1. I need assistance on the steps, who should I reach out to?

Please reach out via [Contact Us form](#). For assistance on adding your bank accounts or disbursement methods, select Commercial Marketplace, Seller Account and Banking. For assistance on creating private offers, select Commercial Marketplace, Private Offer and Offer Creation.

2. As an India-based seller onboarding onto AWS Marketplace, will I be able to sell outside of India?

You can only sell to buyers based in India from your India-based seller account. Buyers based outside of India will be able to view your listing but will not be able to purchase it.

3. As an India-based seller onboarding onto AWS MP, what should I know about my GST tax position and liability?

The buyer will be charged 18% GST and this will be paid to you. You are responsible for remitting GST to Indian tax authorities. AWS India will facilitate issuing a GST Tax invoice to the buyer with you as the seller on record (SoR) and will share the tax invoice with you via email.

4. As an India-based seller, will I have to pay any listing fees? And how will my listing fee be handled?

Yes, listing fees apply and are charged in Indian Rupees (INR). An 18% GST is applicable on the listing fees, and AWS Marketplace will provide a GST tax invoice. Listing fees and GST will be deducted from your seller disbursement. Please refer to the Seller Guide for current [fee details](#). You will be notified in advance of any fee changes.

5. As an India-based seller onboarding onto AWS MP, how will I receive my payments?

An India-based seller can only receive payments to their local India domiciled bank account. At the time of seller registration, you are required to provide your India domiciled bank account with the following details:

- 1) Account number
- 2) Indian Financial System Code (IFSC) code of the bank
- 3) Name and Address of the account holder associated with your bank account.

6. Can I receive my disbursements in any other currency?

An India-based seller registered on AWS Marketplace can only receive disbursements in Indian Rupees (INR) to their India domiciled account.

Frequently Asked Questions - Sellers

7. As an India-based seller onboarding onto AWS MP, do I need to with-hold any funds towards listing fee?

No, you are not required to withhold any funds towards listing fee. As per sub-section 4 of Section 194-O of the Income Tax Act, 1960 once with-holding tax is processed at any point in the payment flow, sellers are exempt from Tax Deducted at Source (TDS) withholding on listing fees. AWS will deduct TDS from the payment made by the buyer and remit it to tax authorities. TDS certificates will be shared with you for your tax claiming purposes.

8. As an India-based seller onboarding onto AWS Marketplace, can I price my offers in Indian Rupee (INR)?

All public offers and private offers with consumption pricing must be priced in USD only. You have the option to publish **private offers with contract pricing only** in INR or USD. Please note that the listing fee will always be deducted in INR and all your disbursements will always be in INR.

9. As an India-based channel partner, do I have any additional onboarding requirements to fulfill to sell on AWS Marketplace?

No. The same requirements apply to both ISVs and Channel Partners.

10. I am a non-India based seller already transacting with India-based buyers on AWS Marketplace. What will happen to my existing contracts?

If you are currently transacting on AWS Marketplace, that would mean you are registered on AWS Marketplace from an entity outside of India. If you do nothing and continue to sell from your non-India based entity, then your existing contracts will remain the same. Please note that invoices to your buyers will also remain in USD and will continue to be issued by AWS Inc.

Frequently Asked Questions - Sellers

11. I am already transacting with India-based and non-India based buyers on AWS Marketplace. I wish to change my location to India on my AWS account. What will happen to my existing contracts?

- 1. Please create a new stand-alone account** for selling to India-based buyers from your India-based entity. This is primarily to ensure your tax liabilities are properly accounted for without any dependencies on any other accounts you have. However, if you wish to change your location to India on the same seller account then the following steps apply:
Update your tax location under *AWS Billing Console* to **India**
2. Ensure your account has no other linked accounts. If the account is a linked account, then tax inheritance settings must be turned off.
3. Submit your Goods and Services Tax Identification Number (GSTIN), Permanent Account Number (PAN), Seller Signature and Indian bank account in AWS Marketplace Management Portal (AMMP).
4. Upon validation of your seller signature, you will be notified via email on when you can start listing offers on AWS India.
5. Once you complete registering as a seller on AWS India, you will no longer be able to sell new subscriptions / offers to buyers outside of India.
6. Your disbursements from your current offers with buyers outside of India will be blocked and you will need to cancel all of your current active agreements with buyers outside of India.
7. Your existing contracts with Indian buyers will be invoiced in Indian Rupees (INR) from AWS India.
8. You will receive disbursements in INR only to your Indian bank account.

Frequently Asked Questions - Sellers

12. As a non-India based seller, can I leverage an Indian Channel Partner to sell to India-based buyers?

You can leverage an India-based Channel Partner as part of the Designated Seller on Record (DSOR) program, where the Channel Partner will list the offerings on your behalf. AWS Marketplace will settle with the Channel Partner, and you will get your payment from the Channel Partner directly outside the AWS Marketplace. Please reach out to your AWS account representative or [AWS Marketplace Seller Operations team](#) for additional details.

13. I am already transacting with India-based buyers on AWS Marketplace but I wish to sell from my India-based entity (different from my current non-India based account). Do I need to re-list my offers?

Yes. These are considered two separate accounts, and you will need to re-list your offers from your new India-based entity. If your buyers wish to purchase from your India-based seller entity for their existing agreements, then you will need to cancel their current agreements with your India-based buyer and re-negotiate new agreements from your India-based entity. We also suggest using [IN] in your listing name from your India-based entity, to differentiate between your current listing vs. India-based listing.

14. If I am already registered as a buyer with AWS India, will I still need to create account to get onboarded as a Seller on AWS India Marketplace?

You will need to create a new standalone AWS Marketplace account for seller registration. This is to avoid any wrong tax and invoicing treatment for your AWS Marketplace seller account related to any Organization structure changes.

15. As an India-based Channel Partner, can I extend a Channel Partner Private Offer to an India-based buyer?

Yes. You can extend a Channel Partner Private Offer (CPPO) authorized by an Independent Software vendor (ISV) registered in India to an India-based buyer. If the ISV is registered outside of India, you cannot extend the CPPO to an India-based buyer.

Frequently Asked Questions - Sellers

16 . As an India-based Channel Partner, can I extend a Channel Partner Private Offer to a non India-based buyer?

No. You cannot extend a Channel Partner Private Offer (CPPO) to a non-India based customer irrespective of the Independent Software vendor (ISV) location.

17 . How will product offer pricing currency and seller disbursement work?

As an India-based seller, you will be able to create public and private offers in USD. Buyers will receive invoices with USD pricing, applicable GST and foreign exchange conversion rate to INR. The tax invoice will also be generated using the same rate on the commercial invoice. The amount in INR minus with-holding tax of 0.1%, TCS of 0.5% , lifting fee and tax on listing fee will be what you get disbursed to your India based bank account in INR.

In addition to the above, you will be able to create private offers with contract pricing only in INR. Buyers will receive an invoice with the same amount in INR as agreed during negotiation for the entirety of the subscription without any variability in foreign exchange rate. On the invoice(s), buyers will see the invoiced amount in INR, as well as the USD amount and the fixed foreign exchange (FX) rate that is applied at the time of offer acceptance. In rare cases, your charged amount in INR will have slight rounding differences (max. difference +/- 0.005 USD/ line item). This is due to our backend invoicing mechanism remains in USD but we lock the FX from USD to INR at the moment when your buyer accepts the private offer.

For additional details on your taxes and invoices please refer to the [Tax FAQs](#) and [Seller Tax Help](#)