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STAR Payout Structure

MEESHO STAR PAYOUT STRUCTURE

Net sales	Timebound	Aggregate payout (INR)
Range		
$0 \leq \text{Net sales} < 2000$	NA	0
$2000 \leq \text{Net sales} < 6000$	60 Days	1500
$6000 \leq \text{Net sales} < 12000$	60 Days	3500
$12000 \leq \text{Net sales} < 20000$	60 Days	6500
$20000 \leq \text{Net sales} < 40000$	60 Days	10000
$40000 \leq \text{Net sales} < 60000$	90 Days	18000
$60000 \leq \text{Net sales} < 100000$	90 Days	26000
$100000 \leq \text{Net sales}$	90 Days	40000

Payout cycle for STARs:

Monthly payouts will be made as per your achieved milestones. Our team will get in touch with you at the end of every month to initiate the process.

Terms and conditions:

- Net Sales will be calculated for only delivered orders (excluding returns / refunds / cancellations). The return period of 7 days must have elapsed (this may happen after the time-bound period of 60 days or 90 days is over).
- No payout will be given to sellers marked as ineligible (meaning sellers who already exist on Meesho) or fraudulent. The fraud policy document will be shared with you soon.
- Orders worth more than ₹2000 will be capped at ₹2000. For example, an order value of ₹2500 will be counted as ₹2000. It will not be considered null. This means that order values can be more than ₹2000 but payouts of only ₹2000 will be considered.
- The timeframe is to begin from the registration date of the seller. The registration date refers to the date on which the KYC of a seller account is completed.

Best Practices for STARs:

- Always validate that the seller is a new seller, i.e., he/she is not already selling on Meesho. Sellers with multiple accounts on Meesho are eligible for payouts. For this, confirm if the seller has previously registered on Meesho
- Always validate for seller intent, profile & valid documents including invoices, seller KYC, etc.
- You should not onboard a seller whose GST had been registered previously, before STAR. If that seller is still registered (through delinking, etc.), it is marked as "GST match seller" and the payout is blocked immediately. It is your responsibility to keep a check on delinked GSTs through seller calls and leads from genuine sources.
- Do not engage in Google ads for registering sellers. This includes sellers who have come through ads, broadcasting of UTM on social media or getting leads from non-genuine sources.
- It is required that the sellers you onboard are your own leads and are aware of the STAR program, being provided account management by STAR.

Tax implications on STARS:

- If you have registered with a GST, the GST invoice would be applicable (you need to create it at the end of the month). 18% GST is applicable over and above the amount payable to you.
- If you have registered without a GST, an individual invoice (without GST) would be applicable (you need to create it at the end of the month). The whole invoice amount will be credited to you (GST won't be added).
- According to the availability of a valid PAN, a certain % of TDS will be applicable as per the section 194H of the Income Tax Act.

Explanation of key terms (Glossary):

- **Net Sales:** The Net Sales slabs are the ranges of Sales (excluding return/ refund/ cancellations) in which the seller you onboard should lie to be eligible for payout (within a defined period).
- **Timeframe:** The timeframe explains the period in which a certain milestone needs to be achieved for you to be eligible for a payout. The timeframe begins from the registration date of the seller.
- **Aggregate Payout:** Aggregate payout is the total sum that you will receive if your seller reaches the aligned Net Sales slab in the defined timeframe.

Examples:

- There is no payout if the seller you onboarded is in the ₹0-₹2,000 Net Sales slab.
- If the seller you onboarded achieves an Net Sales of ₹2,000-₹6,000 within 60 days of his/her registration, you are eligible for a payout of ₹1,500. Likewise, if the seller progresses and achieves an Net Sales ₹6,000-₹12,000 within 60 days of his/her registration, you will be eligible for a payout of ₹3,500 (added ₹2,000 since the seller lies in the higher Net Sales slab). Similarly, for a seller that has achieved Net Sales between ₹12,000-₹20,000 within 60 days of registration, you will receive ₹6,500 as a payout. You receive ₹10,000 if the seller you onboarded achieves an Net Sales of ₹20,000-₹40,000 in the 60 days time frame.
- For Net Sales slabs beyond ₹40,000, you get a time-frame of 90 days (30 days extra than the 60 days time-frame limit for previous milestones) to achieve it. If a seller attains an Net Sales of ₹40,000-₹60,000 in 90 days of registration, you are eligible for a payout of ₹18,000. Similarly, for a seller in the Net Sales slab between ₹60,000- ₹1,00,000 within 90 days of registration, you will receive ₹26,000 in payouts. The highest payout will accrue if your seller achieves an Net Sales of ₹1,00,000 or higher within 90 days of registration. In this case, you're eligible for a total payout of ₹40,000.