

## Brand/Product Listing Approval - SOP

Seller can log into the Seller panel for Product upload, select the Sub-category and

1. Request for a Brand Listing
2. Upload a Product

Brands/Product listing approval will be done by GeM as per the guidelines defined below:

### 1. Brand Listing Approval

GeM can Approve, Reject, On-Hold or Pair the requested Brand

- a. Approver will validate the Brand submitted for listing through Google or Trademark database
- b. In case the Brand submitted belongs to a Registered company, the same shall be **approved** for listing and will get added in the list of Brands for that particular sub-Category.
- c. In case a Brand is observed to be in conflict or misrepresentation of existing or known Brand, it will be **rejected** and accompanied with a reason. Suitable action (warning, show-cause) will be taken against the Seller requesting such Brand
- d. In case a Brand submitted cannot be validated, it will be kept **on-hold**
- e. In case an OEM requests their Brand to be aligned to one of the Brands they had already listed, such Brands shall be **paired** against the existing Brand
- f. More documents can be requested from Seller for on-hold Brand
- g. **SLA - 15 Days**

### 2. Product Listing Approval

GeM can approve or reject the listing of Products

- a. Products approved for listing will reflect in the market
- b. Rejection will be accompanied with a reason
- c. **SLA - Bid pending Products - 48 hours**
- d. **SLA – All other Products – 4 days**

**Sellers may please note that any misrepresentation of Brand/Product may result into suspension of Seller or its Products on GeM.**