

# GUIDELINES FOR SELLERS TRANSACTING ON TATA STEEL AASHIYANA



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## **Tata Steel Aashiyana Customers:**

The sellers must not register themselves as customers to purchase and/or avail discounts. Additionally, the phone numbers registered on Sampoorna will not receive the OTP while logging in Tata Steel Aashiyana.

## **Customer Invoice:**

For sales conducted via Tata Steel Aashiyana, Sellers must generate invoices in the name of the customer who placed the order. The invoice must include the customer's order details and be provided to the respective customer.

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## **Sub-Seller Selling:**

Seller should not sell products to its channel partners/sub dealers/booking counters using discounts available on Tata Steel Aashiyana for the purpose of reselling the same.

## **Sales to consumers:**

Sellers should promote and sell products using Tata Steel Aashiyana to Individual Home Builders and end users.

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### **Seller Details:**

The details provided in the Seller's PAN Card, GST registration, and bank account must be consistent. In case of any changes of bank details, Sellers must update the Tata Steel Aashiyana Transact platform to prevent payment delays. Change in PAN Card and GST Details will result into new registration via new Seller onboarding process.

### **Filing TCS and TDS:**

The seller can claim the Tax Collected at Source (TCS) collected by the Tata Steel Aashiyana (E-commerce operator) for a particular tax period at the rate of 0.5% under section 52 of the CGST Act, 2017 after 10th of the month subsequent to the tax period in which it is collected by the Tata Steel Aashiyana. Secondly, the seller can claim the Tax Deducted at Source (TDS) credit deducted at a rate of 0.1% as per section 194O when paying advance tax (Income tax) on a quarterly basis. (Advisory Point)

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### **Marking order delivery:**

The orders received via Tata Steel Aashiyana should be marked delivered only after delivery is complete.

### **Order quantity to be delivered:**

Sellers should ensure the delivery of goods as per the order quantity mentioned in the order details matching the exact quantity as per the order details.

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## Free Delivery:

Sellers should ensure free delivery of Tiscon Related products on order value above Rs 40,000 within 5 KM radius of Seller shop/yard except Delhi, Kashmir, Tamil Nadu & selected districts of Uttarakhand. For other products, kindly refer to the shipping policy mentioned on Tata Steel Aashiyana Website by clicking on the link: <https://aashiyana.tatasteel.com/in/en/our-policies.html>

## Delivery Time:

The sellers need to comply to the delivery time as per the table mentioned below:

Brand	Delivery Time from the date of order placement
Pravesh	60 days
Tiscon	3 days
Agrico	10 days
Wiron	10 days
TiscoBuild	3-7 days
Dhurvigold	7 days
Durashine	No timeline Specified
Structura	No timeline Specified

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For any further policy related details, kindly refer to the link <https://aashiyana.tatasteel.com/in/en/our-policies.html> or reach out to our helpdesk [aashiyana.tatasteel@conneqtcorp.com](mailto:aashiyana.tatasteel@conneqtcorp.com) & [all.tsl\\_support@conneqtcorp.com](mailto:all.tsl_support@conneqtcorp.com) or call us at 1800-108-8282

11. Tata Steel will conduct periodic reviews and, upon receiving any customer complaint, will engage with the concerned consumers to verify the details. If a seller is found to have violated the prescribed guidelines, the following penalties shall be enforced:

**a. First Instance of Violation:** In the event of an initial violation, the Seller shall be required to meet with the Chief of Sales, Head of Sales, or Head of Marketing to provide an explanation regarding the breach and present a proposed corrective action plan. As a consequence, the seller's account will be temporarily deactivated from the Tata Steel Aashiyana platform for a period of seven (7) days.

**b. Second Instance of Violation:** If a second violation occurs, the Seller and Distributor will be required to meet with the Chief of Aashiyana and the Chief of Marketing and Sales. During this meeting, they must provide a detailed explanation for the repeated breach and outline more stringent corrective measures. As a consequence, the seller's account will be deactivated for a period of one (1) month from the Tata Steel Aashiyana platform.

**c. Third Instance of Violation:** Upon the third violation, Tata Steel shall proceed with the termination of the seller's business relationship across all Tata Steel Ltd. brands, including both on ground and e-commerce operations which may be permanent or temporary decided by Tata Steel post evaluation of each case.

12. The terms and condition of these guidelines shall at all times be kept confidential and shall not be disclosed under any circumstances.

13. The terms and condition may be modified from time to time and Seller shall duly be notified about such modification accordingly.