



OEM and Brand Application Workflow

The OEM Panel can be used for the following by a seller:

1. Submit request to be approved as OEM for a brand in a category
2. Submit request for creation of non -existing brand in a category
3. View Categories and brands for which seller is already Approved OEM
4. View OEM requests that are pending/rejected for any brand and category
5. Manage Resellers in category -brand where seller is Approved as OEM

Open gem.gov.in and click on Login

PRODUCTS SERVICES CONTENT

Looking for something on GeM?

Bids Sign Up **Login**

CATEGORIES GeM Advantages GeM Exclusive FAQs Contact Us Rate a Seller New on GeM

Shri Narendra Modi
Hon'ble Prime Minister of India

" The crisis the world is facing today teaches us that way forward is - Atmanirbhar Bharat (A self - reliant India) "

Rich Listing of Products / Services Integrated Payment System Multiple Procurement Modes Transparency and Ease of Selling

Ask GeMmy

Not Registered with GeM ? Sign up to experience the Marketplace

 [Register as Buyer](#)

 [Register as Seller](#)

Need help with your Login ?



Raise a Ticket

Agents and experts available on a single platform ready to help you



Contact Us

Email. [helpdesk-gem\[at\]gov\[dot\]in](mailto:helpdesk-gem[at]gov[dot]in)

Call: 1-1800-419-3436 / 1-1800-102-3436 (8 am - 8 pm Mon to Sat)

Login in to Government e Marketplace | GeM

GeM User Id * 

Type the characters in the box below. *

WQKSFG



Enter your User ID and
captcha and click on 'Submit'

shall be entered on next screen post
GeM login ID and Captcha validation

Submit

My Account
Logout

Hello

- Notifications
- Summary
- Orders and Payments
- Bid/RA
- Category Insights
- Product and Services
- Incidents
- GeM S

From the dropdown menu, click 'My Account' to proceed further

Notifications

1. Dear Seller,

In order to ensure that all your offerings on GeM are up to date in terms of offer price, inventory position, delivery locations, discounts etc., it is now mandatory for all sellers to update these details regularly. Any offerings not updated for 60 days will be automatically marked as 'expired' on the platform, and will not be available for procurement till the details are updated again. Any of your offerings that have not been updated for 45 days will be visible under a new tab on your dashboard "Offerings Expiring Soon" w.e.f. 25th June 2020. All expired offerings will be visible under a new tab on your dashboard "Expired Offerings". [Click here](#) to see a step-by-step guide for the functionality.

If any of your offerings are visible in the "Offerings Expiring Soon", you are advised in your own interest to update the required details on these offerings before 10th July 2020, post which any offerings not updated in the last 60 days will be marked expired. While updating your offerings please do ensure to check and review your delivery locations also, since as per revised IM policy, refusal / non acceptance of and failure in supply against Direct Purchase orders for offered locations would invite penalties and forfeiture of caution money.

If any of your expired offerings (i.e. offerings in the Expired Offerings tab) are not updated for a further period of 60 days, the offerings will be removed and you would need to re-upload or pair the offering to start selling again. All such offerings will be visible on your seller dashboard for informational purposes only. Kindly note that you will need to update your Expired offerings by 20th July 2020, post which any non-updated expired offerings will be removed.

Latest Bids

List of bids

Latest Announcement

15 February 2018
Sellers please note, if you have any catalogs which you were selling successfully on GeM but are no longer available for pairing post movement of your categories to CMS Quadrant 2, please send an email to oem.services@gem.gov.in with subject "Missing Catalog on GeM" with GeM contract numbers for fulfilled orders /details of the product (brand/model).



javascript:ct.gem.redirectToPartner('NT_EDIT_PROFILE');

TEST COMPANY



Feedback

You have completed your profile. You can now [create catalogue](#), fulfil orders and participate in Bids.

My Company ▾

My Actions ▾

Personal Settings ▾

My Team ▾



Click here to proceed on ⓘ

Company Profile

Business / Organisation Type

Proprietorship

Business / Organisation Name

Test Company

14/07/2020 ⓘ

Are you a Startup ?

Yes

Are you registered with MSME as a Micro or Small Enterprise ?

Yes

Do you want to participate in Bid ?

Yes No

SAVE



TEST COMPANY 100% completed

You have completed your profile. You can now [create catalogue](#), [fulfil orders](#) and [participate in Bids](#).

My Company

My Actions

• Vendor Assessments

OEM Panel

Reseller Panel

Close Account

Personal Settings

Feedback

ASSESSMENTS

ASSESSMENT EXEMPTIONS

CREATE NEW ASSESSMENT

Vendor Assessment is only for OEMs. Resellers/Service providers are exempted from Vendor Assessment. Certain OEMs like those having Rs.500 Crore or more turn over, OEMs like NSIC registered sellers, Central/State PSUs, ZED certified etc are also exempted from Vendor assessment. Please see Policy Document for details

Select "OEM Panel" from the menu

Note:

If OEM Panel link is not visible:

- Ensure your profile is complete (bank accounts, office address, assessment details)
- Ensure Vendor Assessment requirement is complete:
 - If your organization is exempt from VA (refer VA policy), kindly ensure last 3 years' tax records with profit values are updated on your panel (if all details have been entered, Vendor Assessment tab will not be visible on your panel)
 - If not VA exempt, kindly ensure VA process has been initiated and payment is complete

Here you can select the category in which you want to request for OEM for a category and brand

OEM Panel

Create New Brand or OEM Requests

[Back To My Account](#)

Search Category:

▾
 ▾
 ▾
 ▾

[Click here to view existing request notifications \(if any\)](#)

OEM Actions

You are not OEM of any category and brand.



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OEM Panel

Create New Brand or OEM Requests

[Back To My Account](#)

If the brand is already present in the category, you can select it from the dropdown

Search Category:

UAT Category Level 1 ▾

UAT Category Level 2 ▾

UAT Category Level 3 ▾

UAT Category Level 1 ▾

Select Brand:

▾

Cannot find your brand in the selected category? [Click here to create a new brand request](#)

[Click here to view existing request notifications \(if any\)](#)

OEM Actions

You are not OEM of any category and brand.



New Request ✕

Document Guidelines ⌵

Brand*

Enter Brand Name ▾

Confirm

Enter your brand name or select an existing brand from the list

Enter the Brand name and
click on 'Confirm' to proceed



Brand And OEM Already Exists: Please use different brand

Document Guidelines

Brand*

Confirm

CIKO

Select an existing brand from the list

If the Brand name already exists, a message will appear stating that the Brand & OEM already exist



Ask GeMmy

Brand Already Present

Document Guidelines

Brand*

Confirm

BRAND X

Select an existing brand from the list:

If you select an existing Brand from the dropdown menu and only brand is there no OEM then you can request for only OEM Panel



Ask GeMmy



OEM Panel

Create New Brand or

Search

UAT

Select B

Cannot find your brand

Click here to view existing

OEM Actions

You are not OEM of any cat

[Back To My Account](#)

New Request



Document Guidelines



Brand*

Enter your brand name or select an existing brand from the list.

Enter new Brand name and click on 'Confirm' to proceed



New Request



Document Guidelines



Brand*

Brand New

You are applying for **Brand New**. Please read the Document Guidelines for the required supporting documents carefully before creating the request.

Do you want to go ahead and request a new brand?

CANCEL

PROCEED

Click here to Proceed



New Request

Document Guidelines

Select 'Yes' to apply as an OEM

Brand*

Brand New

Do you want to apply as an OEM?*

Yes No

Link to Brand's website/webpage*

Link 1

Upload Documents* (only .pdf files)

-- Select file type--

Upload

+ Add More Documents

If you are applying for this brand with the intent of participating in an ongoing bid, you can opt for priority processing of your request.

Do you want to apply for priority processing?

Yes No

APPLY FOR BRAND

Note : OEMs should complete Vendor Assessment with QCI or get Vendor Assessment Exemption as per the Vendor Assessment Policy to be eligible for applying to be OEM



OEM Panel

Create New Brand or

Search

UAT

Select B

Cannot find your brand

Click here to view existing

OEM Actions

You are not OEM of any ca

Document Guidelines

Brand*

Do you want to apply as an OEM?* Yes No

Please [click here](#) to understand responsibilities and benefits of getting recognized as OEM on GeM.

Applying as OEM gives you Dashboard access to manage resellers.

You are creating a request for a new brand as well as for OEM recognition for the brand. Please read the Document Guidelines completely and ensure you are in possession of all the required documents that need to be uploaded.

Please note that furnishing of wrong/misleading/spurious info

Uploading Trademark Certificate is Mandatory.

Please upload the supporting documents

Link to Brand's website/webpage*

Upload Documents* (only .pdf files)

If you are applying for this brand with the intent of participating in an ongoing bid, you



OEM Panel

Create New Brand or

Search

Upload

Select Brand

Cannot find your brand?

Click here to view existing brands

OEM Actions

You are not OEM of any category

Do you want to apply as an OEM? * Yes No

Please [click here](#) to understand responsibilities and benefits of getting recognized as OEM on GeM.

Applying as OEM gives you Dashboard access to manage resellers.

You are creating a request for a new brand as well as for OEM recognition for the brand. Please read the Document Guidelines completely and ensure you are in possession of all the required documents that need to be uploaded. Please note that furnishing of wrong/misleading/spurious information may lead to rejection of your request.

Uploading Trademark Certificate is Mandatory.

Link to Brand's website/webpage *

www.flipkart.com



Upload Documents * (only .pdf files)

Trademark certificat

Upload

OEM Brand Merger Workflow.pdf

+ Add More Documents

If you are applying for this brand with the [Undertaking](#) you can opt for priority processing of your request.

Do you want to apply for priority processing?

Please select the checkbox to continue

Declaration

I have read and agree to all the terms of the [Undertaking](#).

OEM Panel

Create New Brand or

Search

UAT

Select B

Cannot find your brand

Click here to view existing

OEM Actions

You are not OEM of any cat

Applying as OEM gives you Dashboard access to manage resellers.

You are creating a request for a new brand as well as for OEM recognition for the brand. Please read the Document Guidelines completely and ensure you are in possession of all the required documents that need to be uploaded. Please note that furnishing of wrong/misleading/spurious information may lead to rejection of your request.

Uploading Trademark Certificate is Mandatory.

Link to Brand's website/webpage*

www.flipkart.com



Upload Documents* (only .pdf files)

Trademark certificat

Upload

OEM Brand Merger Workflow.pdf



+ Add More Documents

If you are applying for this brand with the intent of participating in an ongoing bid, you can opt for priority processing of your request.

Do you want to apply for priority processing?

Yes No

BID No:

Enter Bid No.

Please note that GeM may periodically verify the bid participation on prioritised requests. If bid participation is not found, GeM may apply penalties on the seller as deemed fit.

Click on Yes to apply for priority processing only if you are applying for this brand with intent of participating in ongoing bid





OEM Undertaking

Saurav Kumar Mishra

Please read the "OEM Undertaking" carefully

Undertaking applicable to OEMs selling in Quadrant 1 Categories

By offering / uploading / creating catalogue of our product on GeM under this category, we hereby undertake that:

- We are the OEM of the product being offered as per the definition of OEM given the General Terms and Conditions on GeM.
- We agree to be bound by the General Terms and Conditions for Sale / Purchase of Goods and / or Services (GTC) and also the Product / Service Specific Special Terms and Conditions (STC) as applicable.
- We are totally and exclusively responsible for complete accuracy and integrity of data submitted in respect of the product offered on GeM (including MRP of the product) and will be liable for administrative action as per GeM terms and conditions in case of any discrepancy / infirmity in any data / information submitted on GeM.
- If there is any change in any of the particulars of the product, we will immediately update the product catalogue on GeM (not later than within 7 days).
- All legal liability in respect of the offered product shall be totally and exclusively of ours for both sanity and quality of offer including warranty obligations and after sales service.
- We will ensure that Catalogues of obsolete model or end of the life product including critical components fitted therein are not uploaded on GeM portal.

GeM may apply penalties on the seller as deemed fit.

Agree

Declaration

I have read and agree to all the terms of the Undertaking.

APPLY FOR BRAND AND OEM

After applying, your request will be reviewed by the GeM brand approval team. If required, the team may ask for additional information or corrections in the request. You can check the current status of your request at any time under the Brand / OEM Requests tab in your seller dashboard.



You are creating a request for a new brand as well as for OEM recognition for the brand. Please read the Document Guidelines completely and ensure you are in possession of all the required documents that need to be uploaded. Please note that furnishing of wrong/misleading/spurious information may lead to rejection of your request. Uploading Trademark Certificate is Mandatory.

Link to Brand's website/webpage*

www.flipkart.com



Upload Documents* (only .pdf files)

Trademark certificat

Upload

OEM Brand Merger Workflow.pdf

+ Add More Documents

If you are applying for this brand with the intent of participating in an ongoing bid, you can opt for priority processing of your request.

Do you want to apply for priority processing? Yes No

Declaration I have read and agree to all the terms of the [Undertaking](#).

APPLY FOR BRAND AND OEM

Click here to proceed

After applying, your request will be reviewed by the G... am may ask for additional information or corrections in the request. You can check the current status of your request at any time under the Brand / OEM Requests tab in your seller dashboard.

Successfully added request for approval. Check progress under notifications tab.

OEM Panel

Create New Brand or OEM Requests

[Back To My Account](#)

Search Category:

--Select Level 1 Category---

--Select Level 2 Category---

--Select Level 3 Category---

--Select Level 4 Category---

[Click here to view existing request notifications \(if any\)](#)

OEM Actions

You are not OEM of any category and brand.



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Feedback

Sellers please note that, if you are an Original Equipment Manufacturer (OEM) for a brand, then under GeM CMS 2.0 you can become an authorized OEM for your brand and manage your catalogue and resellers.

- Please refer the [link](#) for more information about GeM CMS 2.0 and benefits of getting authorized as an OEM (access to OEM dashboard / OEM Panel).
- To learn how can you get authorized as an OEM, please refer the [link](#).

Once the request is submitted, you can track the request status in the Brand/OEM Requests option under the "Published" tab

Catalogue Search

SEARCH

RESET

Inventory Notified

Price outside Range

Notified Products

Published

Waiting For Admin Clearance

Waiting For Seller Clearance

More ▾

PUBLISHED

Name	Title on Market Place	ProductID	Gem Catalogue Id	Category	Brand	Model	MRP/NDP	Offer Price	Product Status	Inv S
Radical New Age Cream	Unbranded 10.05.2019 450	7241057-906444460165	5116877-46587031756-cat	Skin Care	NA	SK 11	200	160	Published	Pu

Draft products

Rejected

Brand / OEM Requests

Gs1Catalogue Request

Change Requests

Expired Offerings

Offerings Expiring Soon

Discontinued



Ask GeMmy



Sellers please note that, if you are an Original Equipment Manufacturer (OEM) for a brand, then under GeM CMS 2.0 you can become an authorized OEM for your brand and manage your catalogue and resellers.

- Please refer the [link](#) for more information about GeM CMS 2.0 and benefits of getting authorized as an OEM (access to OEM dashboard / OEM Panel).
- To learn how can you get authorized as an OEM on GeM, kindly refer the [Catalogue Management](#) section under FAQs.

Catalogue Search

SEARCH

RESET

Inventory Notified

Price outside Range

Notified Products

Published

Waiting For Admin Clearance

Waiting For Seller Clearance

More ▾


BRAND / OEM REQUESTS

Request Id	Requested At	Requested For	Requested Value	Category	Brand Status	Request Status	Reasons	Additional Details
8041	23-07-2020 11:16:30	Brand	BrandNew	UAT Category Level 1	Pending approval	Pending approval		View



BRAND / OEM REQUESTS

Request Id	Requested At	Requested For	Requested Value	Category	Brand Status	Request Status	Reasons	Additional Details
7388	27-05-2020 20:24:17	Brand and OEM	Brand Y	Lead Time on Stock	Pending approval	Info requested	Info requested reason: Trademark Class does not match category mentioned in the request, Incorrect links	View



Click here to view the complete status of the Request

Detailed status can be viewed here

Feedback

Request Status: Info requested

Request Attempts: 1

Approver Comments:

Comment	Commented at
Info requested reason: Trademark Class does not match category mentioned in the request, Incorrect links	27.05.2020 20:31

Links: 1. <https://admin-mkp.gemorion.org>

Documents:

Document	Status	Uploaded at
Trademark certificate	Active	27.05.2020 20:24

Request re-submission: [click here to re-submit request](#)

Close

If admin requests for additional information the OEM can check that in their dashboard and will have 3 attempts to resubmit his request.

Tabs simplified

BRAND / OEM REQUESTS								
Request Id	Requested At	Requested For	Requested Value	Category	Brand Status	Request Status	Reasons	Additional Details
7388	27-05-2020 20:24:17	Brand and OEM	Brand Y	Lead Time on Stock	Pending approval	Info requested	Info requested reason: Trademark Class does not match category mentioned in the request, Incorrect links	View

Request ID -- Unique number generated for each request. Sellers should share this with helpdesk for any queries on the request.

Requested At -- Time when the request was created by the seller

Requested For -- type of request (Brand / OEM / Brand and OEM)

Requested value -- Brand Name

Category -- GeM category in which request was created

Brand Status -- Current Status of the brand

Request Status -- Current status of the request

Reasons -- Any info asked by approval team or rejection reasons will be shown here

Additional Details -- Click on View to see details submitted with the request



GeM
Government
e Marketplace

Efficient • Transparent • Inclusive