

# Product Approval on GeM Standard Operating Procedure

## Metadata of Standards

SI No	Description	Values
1.	Title	Product Approval on GeM
2.	Drafted by	Subarnasri
3.	Reviewed By	Mahesh Kumar
4.	Approved by	Lily Prasad
5.	Publisher	GeM
6.	Target Audience	GeM MSP & SPV
7.	Brief Description	This document specifies the process through which all the products available in the marketplace of GeM are sanitised.
8.	Document Number	GeM/2018/SOPs/Product Approval/1.2
9.	Total number of pages	5
10.	Last updated	10-12-2018
11.	Periodicity of update	Yearly

## Version Control

Version No.	Drafted By	Reviewed By	Approved By	Date
1.0	Vikas Chadha	Mahesh Kumar	-	1-12-2018
1.2	Vikas Chadha	Mahesh Kumar	Lily Prasad	10-12-2018
1.3	Subarnasri	Mahesh Kumar	Lily Prasad	27-05-2019

## **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. Reviewer will validate the Brand submitted for listing through Web Search or

<https://ipindiaonline.gov.in>

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 and the seller will be requested to share documentation to validate the authenticity of the same.

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. Filling appropriate brand URL Link is mandatory while requesting a brand approval. The Web link shared should be a non-GeM URL.

g. SLA - 15 Days

#### 2. Product Listing Approval

GeM can approve or reject the listing of Products

a. Product listing requests made with complete and correct information shall be approved for listing in the marketplace.

b. Rejection will be accompanied with a reason. The same may be due to any technical specification, image, price, Brand, Model; Base price etc.

c. Rejected Products listing will have to be re-uploaded by the Seller post-correction for review and approval to be able to list on GeM"

d. SLA – for all Products – 4 days

e. For certain categories, Product listing requests are directly processed by the OEMs for their respective products (OEM's in Q2 Only OEM's can upload the catalogue authorised resellers can only pair). In case there is a delay at OEMs end, such listings are taken up by GeM for further processing.

Please note that GeM is a trust based portal and undertakes listing of Products/Brands purely based on the information/documents provided by the Sellers. Based on onus of authentic information/documents provided, rests completely and vicariously with the Seller

Requesting such listings. In case it is observed that Seller(s) is/are providing fake or misleading information, GeM reserves its rights to take suitable action against such Seller(s) including barring them from doing transactions on GeM and disabling such Seller(s).