

AWS Marketplace India Seller Registration

Last Update: 23 April 2026

Step 1: Create an AWS India account

Create a new AWS India account.

This will be the AWS account used for AWS Marketplace registration.

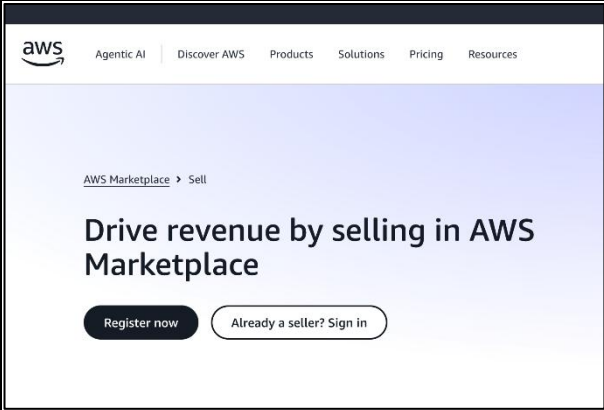
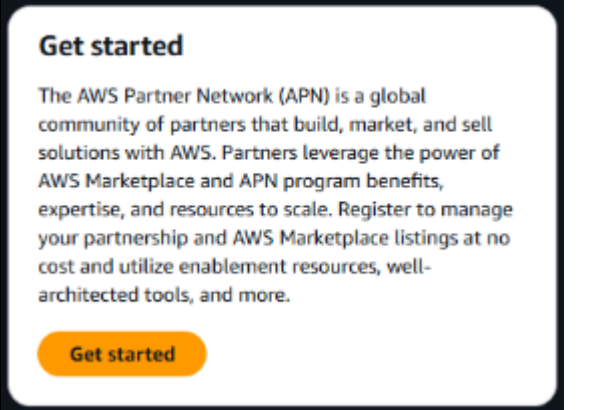
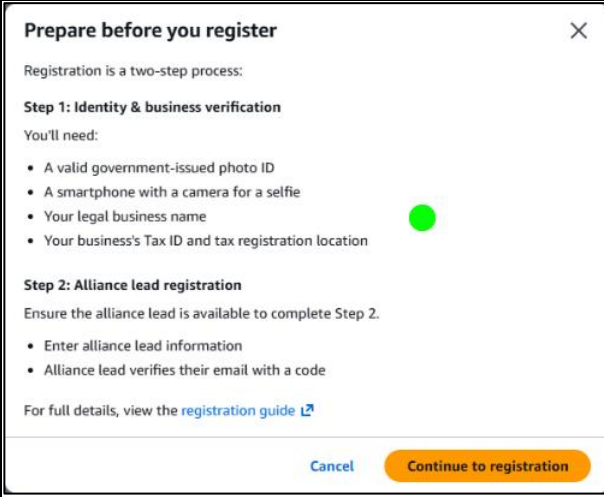
*Note: This account needs to be a **standalone** account and not linked to any AWS Organization account.*

	Go to https://aws.amazon.com/ to create a new account. This is the root email address and will be associated with the AWS account and receiving account-related email notifications. Please monitor this email account as e-invoices will be sent to this email address. Enter your company or personal contact information. If your contact or billing address is based in India, in compliance with Indian Computer Emergency Response Team (CERT-In) regulations, AWS is required to collect and validate your identity information before granting you access to AWS services. The name that you choose between your contact or billing information must exactly <u>match</u> the name that appears on the document you plan to use for customer verification. For example, if you plan to verify a business account using a Certificate of Incorporation, you must provide the business name that appears on the document. Please refer to Create an AWS account with AWS India for more information.
Please enable GSTIN for e-invoicing. Refer to this video for more information. Important Note E-invoicing is a <u>mandatory</u> onboarding pre-requisite for all sellers on the AWS India Marketplace, regardless of their turnover threshold. This enables AWS India to issue GST-compliant tax invoices on seller's behalf and is a non-negotiable condition for participating in the India Marketplace.	

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Step 2: Registering as an AWS Marketplace Seller

	Register as a seller on AWS Marketplace: https://aws.amazon.com/partners/marketplace/ Use the root email address and AWS account created in Step 1.
	You will be redirected to the AWS Partner Central service homepage. Click Get Started. Follow the Partner Central registration process.
	Prepare the following information and documents needed for the verification process. ▪ A valid government-issued photo ID ▪ A smartphone with a camera for a selfie ▪ Your legal business name ▪ Your business's Tax ID and tax registration location Please refer to verification process for more information. <i>Note: Identity verification is done on your smartphone via QR code.</i>

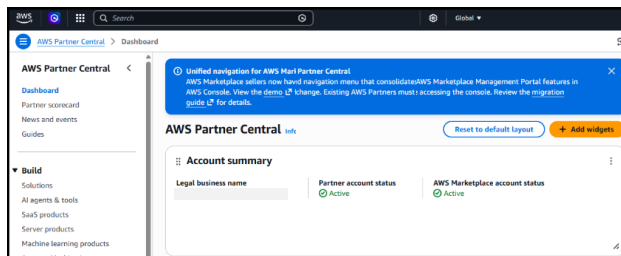
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Provide business details Info Enter your company's business details for AWS Partner Central and AWS Marketplace registration. This information will be saved to your AWS account. Business verification details Legal business name Enter your legally registered business name. AWS Partner Central and AWS Marketplace use this name to communicate with you. Enter legal business name Country of incorporation Select country Tax ID or Business Registration Number Info Enter your company's tax ID or business registration number exactly as it appears on your official government records (e.g., EIN, VAT, GST, Company Registration Number, ABN). Enter Tax ID or Business Registration Number	Provide your business details for verification: - Legal business name - Country of incorporation - Tax ID or Business Registration Number <i>Note: Your legal business name must be <u>unique</u> and does <u>not</u> contain any special characters, e.g. #, %, @, etc.</i>						
Verification status Info Verification processes <table><thead><tr><th>Process</th><th>Status</th></tr></thead><tbody><tr><td>Identity verification</td><td>✔ Complete</td></tr><tr><td>Business verification</td><td>✔ Complete</td></tr></tbody></table> Continue registration	Process	Status	Identity verification	✔ Complete	Business verification	✔ Complete	You may need to wait 1 – 2 hours for identity verification and business verification to be completed.
Process	Status						
Identity verification	✔ Complete						
Business verification	✔ Complete						
Register to be an AWS Partner Info Legal business name Legal business name Enter your legally registered business name. AWS Partner Central and AWS Marketplace use this name to communicate with you.  Alliance lead details Info As the alliance lead contact, you will manage your organization's Partner Central and AWS Marketplace relationships. First name Enter first name Last name Enter last name Job title Enter job title What is your company's primary product or service? Select a primary product or service  Verify email address Business email Enter email Enter a valid email address. Example: someone@anycompany.com Send verification code	Proceed to complete the registration form with alliance lead information. Verify your business email and submit registration. Please refer to Registration FAQ for any questions regarding the Partner Central registration process.						

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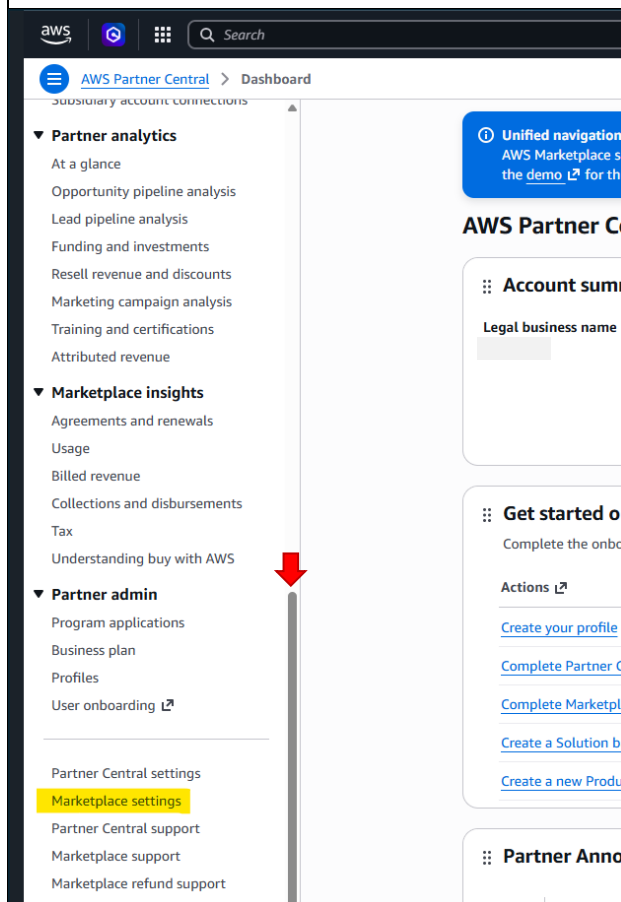
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After completing registration, you are redirected to the [AWS Partner Central dashboard](#).

You should see your **Account Summary**:

- Legal business name
- Partner account status
- AWS Marketplace account status



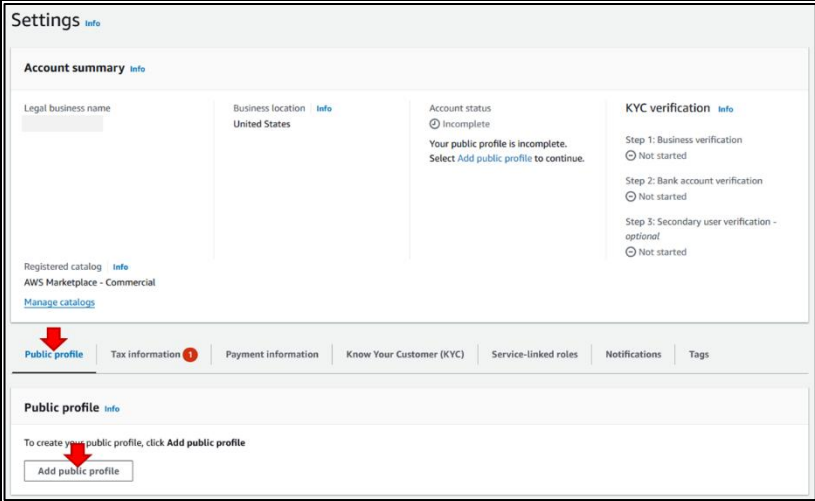
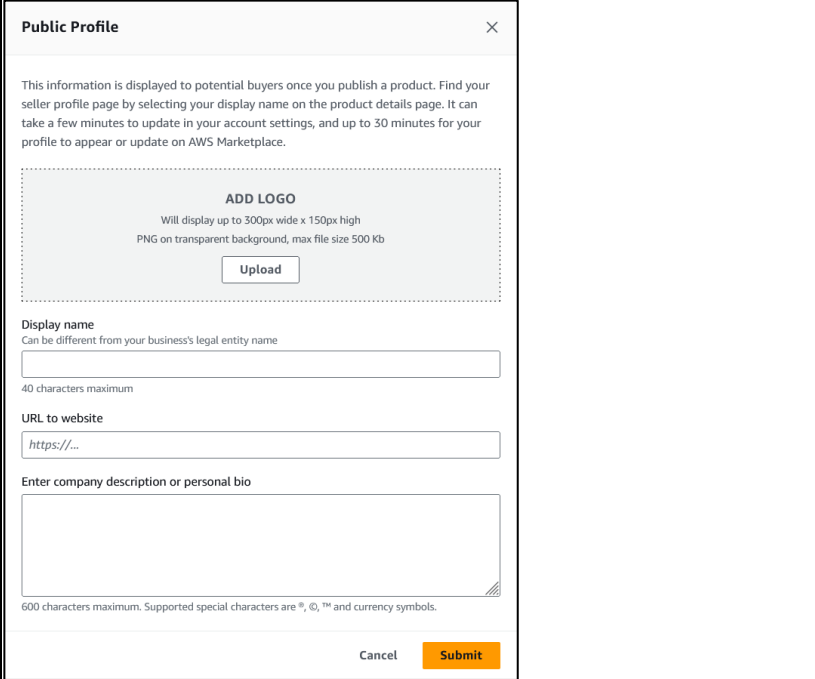
In the left navigation panel, scroll down to **Marketplace settings**.

*Note: For Partner Central-related issues, please click **Partner Central support** (right below **Marketplace settings**).*

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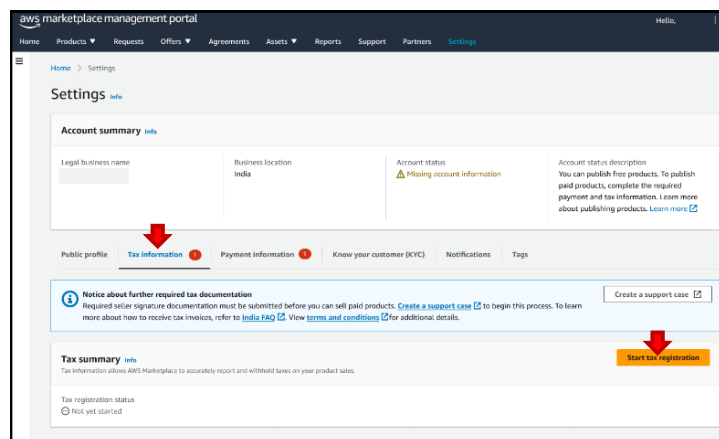
Step 3: Create a Public Profile

	Click Public profile -> Add public profile to create your seller public profile.
	Provide a brief description of your company, including your products, solutions, and services provided. Your company website must be accessible globally. Your public profile may take up to 2 working days to be approved. You will receive an email sent to your root email account.

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Step 4: Verify Tax Information



aws marketplace management portal

Home Products Requests Offers Agreements Assets Reports Support Partners Settings

Settings info

Account summary info

Legal business name Business location India Account status Missing account information Account status description You can publish free products. To publish paid products, complete the required payment and tax information. Learn more about publishing products. Learn more

Public profile **Tax information** Payment information Know your customer (KYC) Notifications Tags

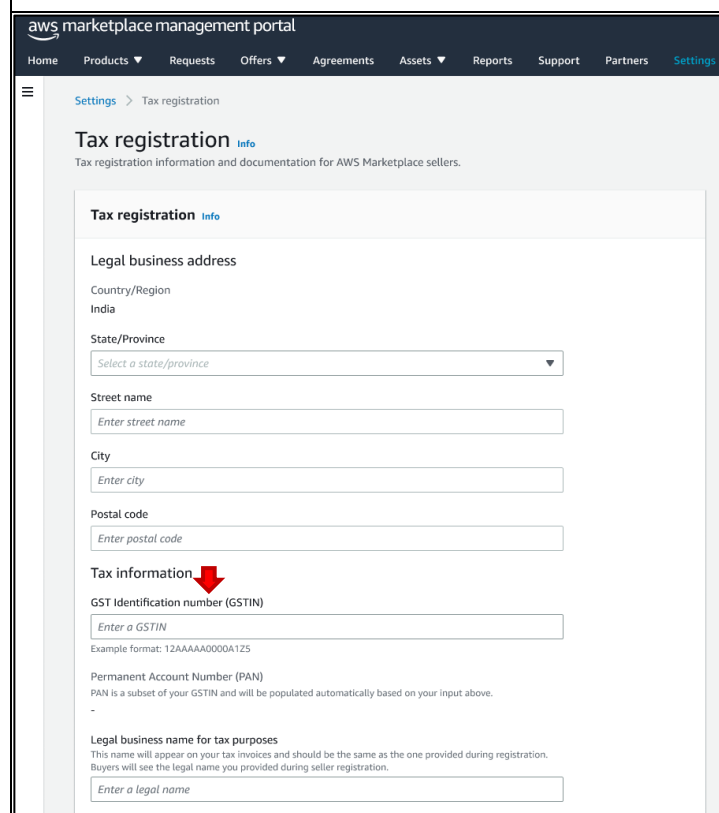
Notice about further required tax documentation Required seller signature documentation must be submitted before you can sell paid products. Create a support case to begin this process. To learn more about how to receive tax invoices, refer to India FAQ. View terms and conditions for additional details. Create a support case

Tax summary info Tax information allows AWS Marketplace to accurately report and withhold taxes on your product sales.

Tax registration status Not yet started Start tax registration

Navigate to next tab: Tax Information -> **Start Tax Registration**

Please refer to [Getting started as a seller in India](#) for more information on the AWS Marketplace registration process.



aws marketplace management portal

Home Products Requests Offers Agreements Assets Reports Support Partners Settings

Settings > Tax registration

Tax registration info Tax registration information and documentation for AWS Marketplace sellers.

Tax registration info

Legal business address

Country/Region India

State/Province Select a state/province

Street name Enter street name

City Enter city

Postal code Enter postal code

Tax information Tax information

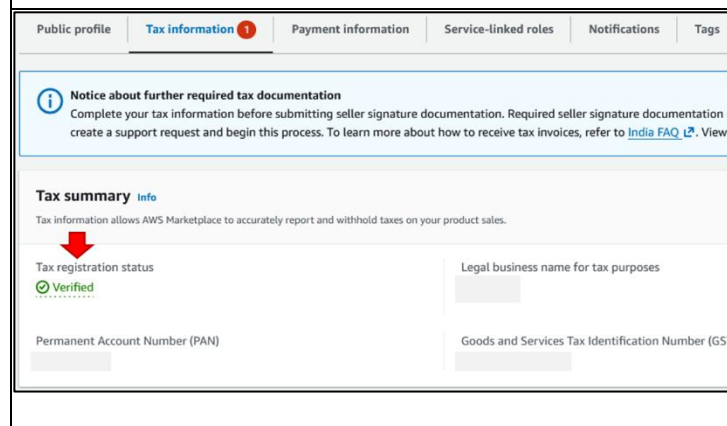
GST Identification number (GSTIN) Enter a GSTIN Example format: 12AAAAA0000A1Z5

Permanent Account Number (PAN) PAN is a subset of your GSTIN and will be populated automatically based on your input above. -

Legal business name for tax purposes This name will appear on your tax invoices and should be the same as the one provided during registration. Buyers will see the legal name you provided during seller registration. Enter a legal name

Input your Tax Registration details, including the **GST Identification Number (GSTIN)**.

Please ensure your Tax Registration information is **verified** before you continue to the subsequent step.



Public profile **Tax information** Payment information Service-linked roles Notifications Tags

Notice about further required tax documentation Complete your tax information before submitting seller signature documentation. Required seller signature documentation create a support request and begin this process. To learn more about how to receive tax invoices, refer to India FAQ. View

Tax summary info Tax information allows AWS Marketplace to accurately report and withhold taxes on your product sales.

Tax registration status Verified Legal business name for tax purposes

Permanent Account Number (PAN) Goods and Services Tax Identification Number (GSTIN)

Please ensure your Tax Registration information is **verified** before you continue to **Step 5**.

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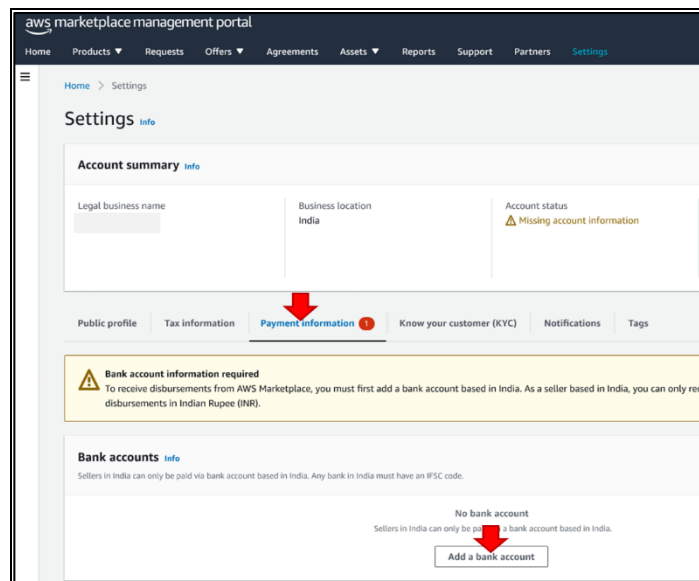
Step 5: Submit Seller Signature

Contact us	Create a support case via our Contact Us form .
Submit a support request Primary email address Additional email addresses - <i>optional</i> Use comma separation when entering multiple email addresses 10 email addresses maximum Which AWS Marketplace Catalog are you inquiring about? Commercial Marketplace What do you need help with? Pick a category that best applies. Tax Documents Select a subcategory Seller Digital Signature Popular helpful links for this topic: AWS India FAQs Provide more details about your request This form is for India-based sellers to submit their authorized seller signature. Before you begin, have the following ready: - Authorized wet signature in JPEG or PNG format (PDF not supported). Maximum file size: 10 MB. - Complete tax information in your account. We can only process your signature after both the wet signature and tax information are submitted. 1000 characters maximum Message support We usually reply within 7 days	

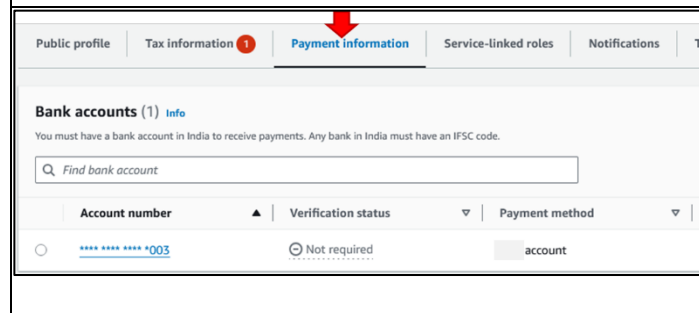
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Step 6: Add Bank Account Information

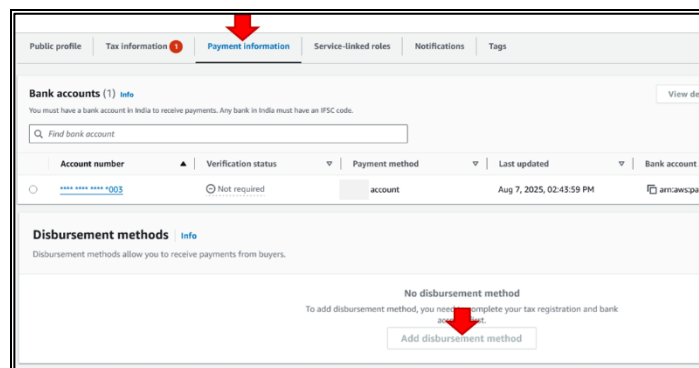


Navigate to Payment Information -> **Add a bank account** to add a local Indian bank account.



You will see your bank account details once it is added to your account successfully.

Step 7: Add Disbursement Method



You will receive an email response when your seller signature is approved.

Navigate to Payment Information -> **Add disbursement method**.

Once all steps are completed, you will receive an email to inform you that you can now sell paid listings on AWS Marketplace.

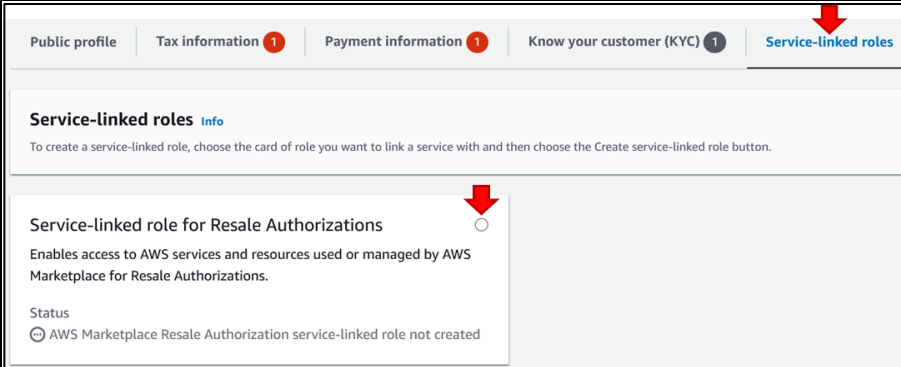
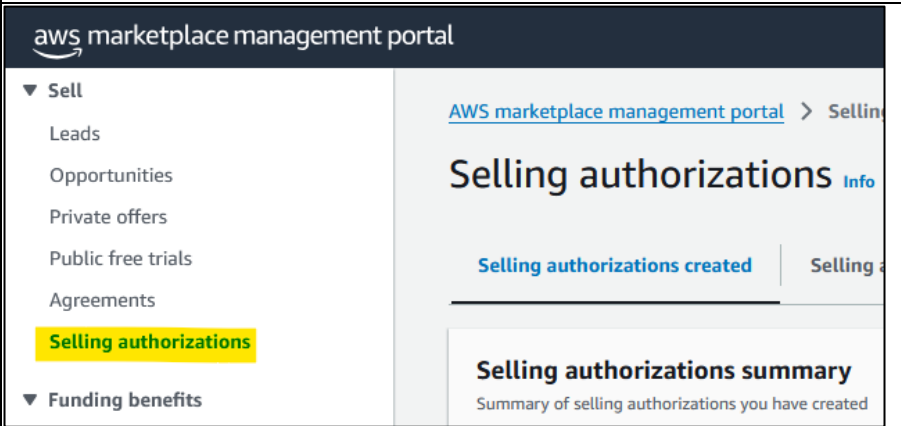
You can only add **INR** as your disbursement method.

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Account status ✔ Publish paid and free products You can publish free or paid (including BYOL) products for customers where you collect charges. Learn more 	Under Marketplace Settings, your Account status will be updated to “Publish paid and free products”. Your AWS Marketplace seller account is now ready to list products.
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[Optional] Step 8: ISVs and Channel Partners (CPs) participating in Channel Partner Private Offers (CPPO)

	Create the Resale Authorization Service-linked Role (SLR). This role is <u>mandatory</u> to create and accept selling authorizations.
	Under AWS Partner Central dashboard, in the left navigation panel, scroll midway to manage and view your Selling Authorizations.
Step 8: Create a support ticket via Contact Us form To complete your Channel Partner registration, please reach out via Contact Us form. Select Commercial Marketplace -> Seller Account -> Registration; and input the following (in bold) in your request: I want to register as a Channel Partner to create CPPO. AWS ID: <12-digit> Pre-requisites completed: (1) AWS Marketplace paid seller (2) SLR created Please ensure all pre-requisite steps have been completed <u>before</u> raising the support ticket.	[Channel Partners only] Channel Partners need to follow Step 8 in the Channel Partner Onboarding Guide and raise a support case to become an official reseller on AWS Marketplace.

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Appendix 1

When verifying your business information in **Step 2**, you may receive this error message:

The screenshot shows the 'Verify email address' step of the AWS Marketplace India Seller Registration process. It includes a 'Business email' input field, a 'Verification code sent' status box with a 'Resend code' button, and an 'Enter verification code' input field. Below these is a 'Tags - optional' section. At the bottom, the 'Terms and conditions' section is followed by an error message: 'Domain already in use. This email domain is already associated with another partner account. Contact support if you believe this is an error.' A red arrow points to this error message. At the bottom right, there are 'Cancel' and 'Submit registration' buttons, with another red arrow pointing to the 'Submit registration' button.

This means the email domain is already registered and has an existing Partner Central account. [Login to the AWS account](#) that was previously registered as **(1) an APN partner**:

- You need to migrate your Partner Central profile to the new experience. Please refer to this [migration demo](#) for step-by-step guidance. You can also refer to the [User Guide](#).

OR continue/ complete the registration on **(2) Partner Central**:

- Please [log in](#) and continue where you left off in **Step 2**.

Partner Central Resources

- [Partner Central User Guide](#)
- Demos in [Partner Central experience \(in AWS Console\) Knowledge Hub](#)
- For Partner Central-related issues, please create a support case via [Partner Central Support](#). You can also scroll down on the left navigation panel in [AWS Partner Central dashboard](#) to **Partner Central support**:

