

AWS Marketplace India Seller Registration

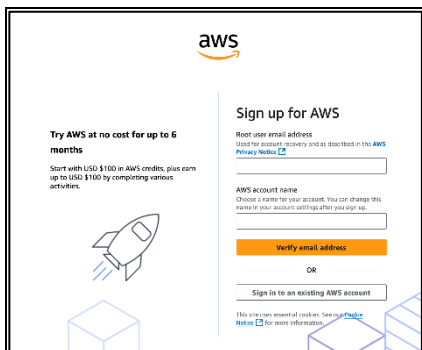
Last Update: 23 April 2026

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 match 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.

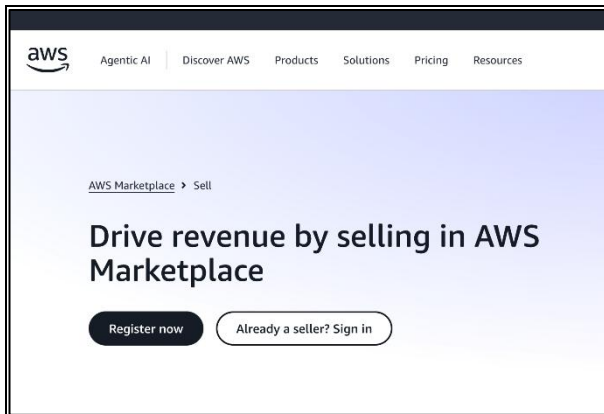
Important Note

E-invoicing is a mandatory 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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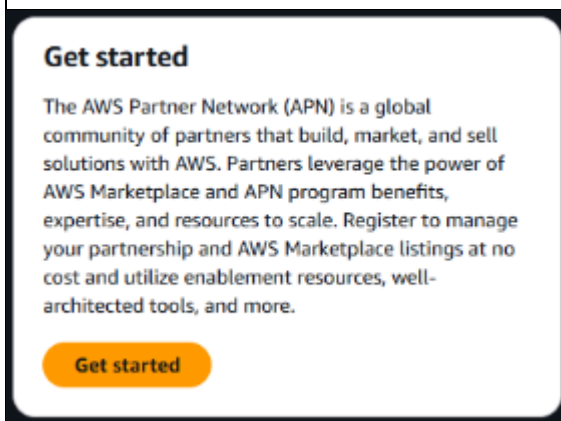
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Step 2: Registering as an AWS Marketplace Seller



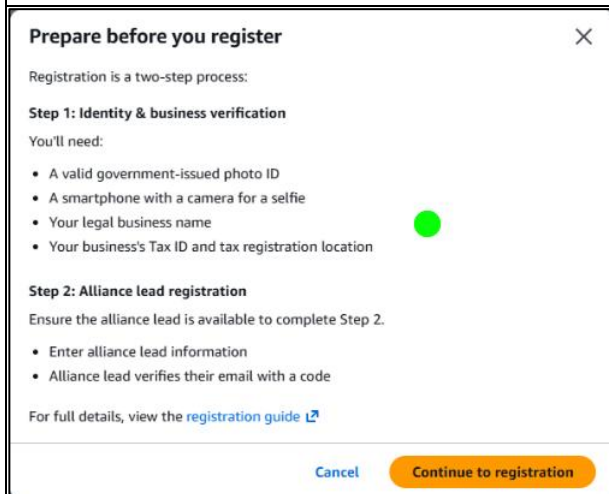
Register as a seller on AWS Marketplace:
<https://aws.amazon.com/partners/marketplace/>

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.

Note: Identity verification is done on your smartphone via QR code.

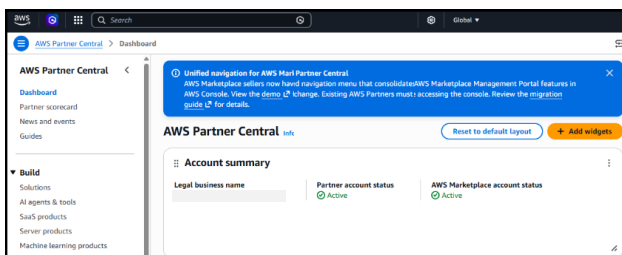
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<p>Provide business details Info</p> <p>Enter your company's business details for AWS Partner Central and AWS Marketplace registration. This will be saved to your AWS account.</p> <p>Business verification details</p> <p>Legal business name Enter your legally registered business name. AWS Partner Central and AWS Marketplace use this name to communicate with you.</p> <p><input type="text" value="Enter legal business name"/></p> <p>Country of incorporation <input type="text" value="Select country"/></p> <p>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 or business registrations (e.g., EIN, VAT, GST, Company Registration Number, ABN).</p> <p><input type="text" value="Enter Tax ID or Business Registration Number"/></p>	<p>Provide your business details for verification:</p> <ul style="list-style-type: none">Legal business nameCountry of incorporationTax ID or Business Registration Number <p><i>Note: Your legal business name must be <u>unique</u> and does <u>not</u> contain any special characters, e.g. #, %, @, etc.</i></p>						
<p>Verification status Info</p> <p>Verification processes</p> <table border="1"><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> <p><input type="button" value="Continue registration"/></p>	Process	Status	Identity verification	Complete	Business verification	Complete	<p>You may need to wait 1 – 2 hours for identity verification and business verification to be completed.</p>
Process	Status						
Identity verification	Complete						
Business verification	Complete						
<p>Register to be an AWS Partner Info</p> <p>Legal business name</p> <p>Legal business name Enter your legally registered business name. AWS Partner Central and AWS Marketplace use this name to communicate with you.</p> <p><input type="text"/></p> <p>Alliance lead details Info As the alliance lead contact, you will manage your organization's Partner Central and AWS Marketplace relationships.</p> <p>First name <input type="text" value="Enter first name"/></p> <p>Last name <input type="text" value="Enter last name"/></p> <p>Job title <input type="text" value="Enter job title"/></p> <p>What is your company's primary product or service? <input type="text" value="Select a primary product or service"/></p> <p>Verify email address</p> <p>Business email <input type="text" value="Enter email"/> Enter a valid email address. Example: someone@anycompany.com</p> <p><input type="button" value="Send verification code"/></p>	<p>Proceed to complete the registration form with alliance lead information. Verify your business email and submit registration.</p> <p>Please refer to Registration FAQ for any questions regarding the Partner Central registration process.</p>						

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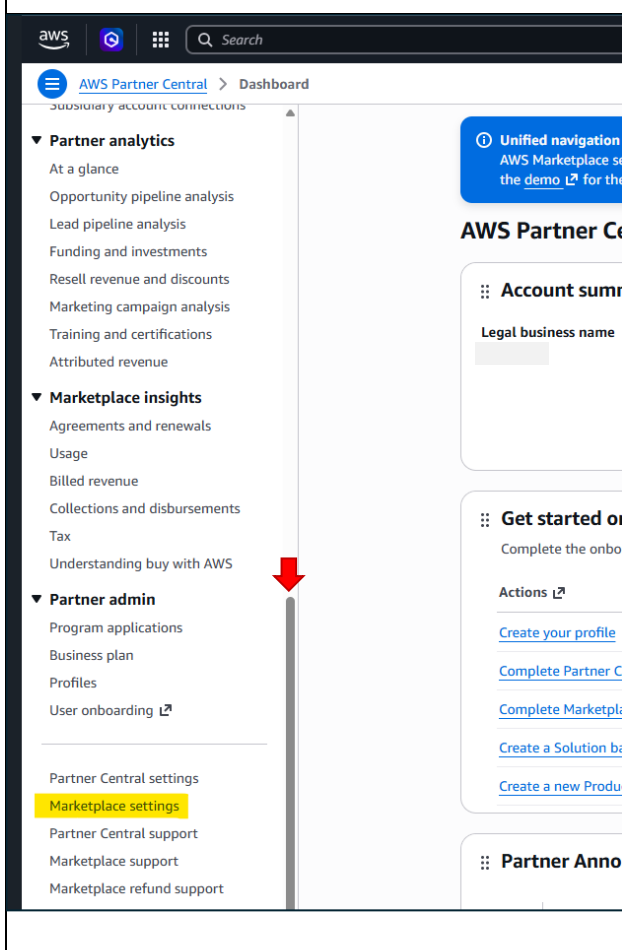
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After completing registration, you are redirected to the [AWS Partner Central dashboard](#).

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

Settings [Info](#)

Account summary [Info](#)

Legal business name	Business location Info United States	Account status ⊙ Incomplete Your public profile is incomplete. Select Add public profile to continue.	KYC verification Info Step 1: Business verification ⊙ Not started Step 2: Bank account verification ⊙ Not started Step 3: Secondary user verification - optional ⊙ Not started
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Registered catalog [Info](#)
AWS Marketplace - Commercial
[Manage catalogs](#)

Public profile | Tax information ¹ | Payment information | Know Your Customer (KYC) | Service-linked roles | Notifications | Tags

Public profile [Info](#)

To create your public profile, click [Add public profile](#)

[Add public profile](#)

Click Public profile -> **Add public profile** to [create your seller public profile](#).

Public Profile ×

This information is displayed to potential buyers once you publish a product. Find your seller profile page by selecting your display name on the product details page. It can take a few minutes to update in your account settings, and up to 30 minutes for your profile to appear or update on AWS Marketplace.

ADD LOGO
Will display up to 300px wide x 150px high
PNG on transparent background, max file size 500 Kb
[Upload](#)

Display name
Can be different from your business's legal entity name

40 characters maximum

URL to website

Enter company description or personal bio

600 characters maximum. Supported special characters are ®, ©, ™ and currency symbols.

[Cancel](#) [Submit](#)

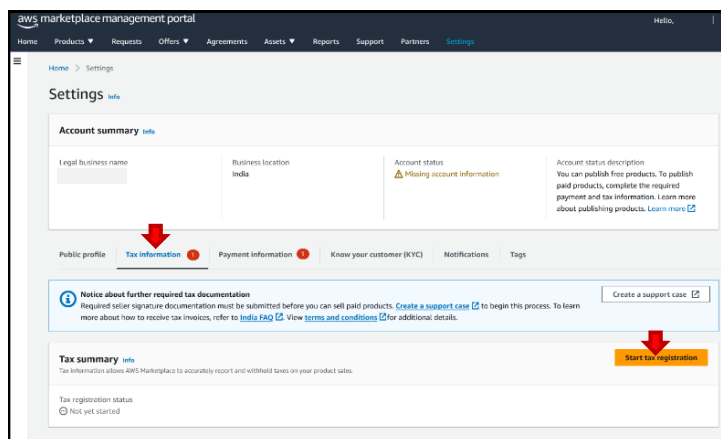
Provide a brief description of your company, including your products, solutions, and services provided. Your company website must be accessible globally.

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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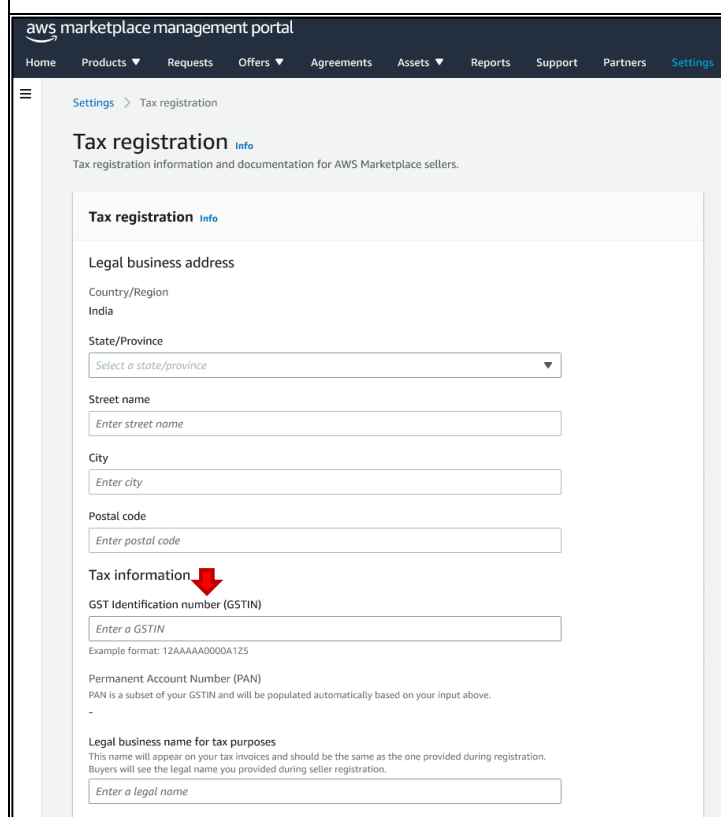
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Step 4: Verify Tax Information



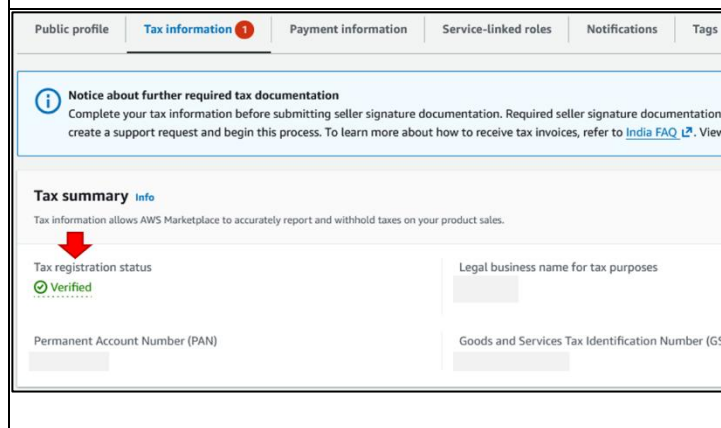
Navigate to next tab: Tax Information -> **Start Tax Registration**

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



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.



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

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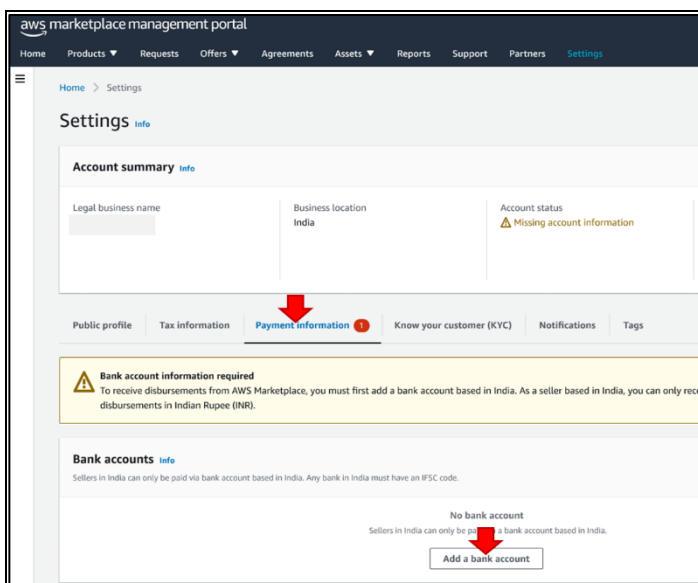
Step 5: Submit Seller Signature

<p>Contact us</p> <p>Submit a support request</p> <p>Primary email address</p> <input type="text"/> <p>Additional email addresses - <i>optional</i> Use comma separation when entering multiple email addresses</p> <input type="text"/> <p>10 email addresses maximum</p> <p>Which AWS Marketplace Catalog are you inquiring about?</p> <p>Commercial Marketplace</p> <p>What do you need help with? Pick a category that best applies.</p> <p>Tax Documents</p> <p>Select a subcategory</p> <p>Seller Digital Signature</p> <p>Popular helpful links for this topic: AWS India FAQs</p> <p>Provide more details about your request</p> <p>This form is for India-based sellers to submit their authorized seller signature.</p> <p>Before you begin, have the following ready:</p> <ul style="list-style-type: none">- 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. <p>1000 characters maximum</p> <p>Message support</p> <p>We usually reply within 7 days</p>	<p>Create a support case via our Contact Us form.</p> <p>Pre-requisites:</p> <ul style="list-style-type: none">▪ An authorized <u>wet</u> signature in JPEG or PNG format only. <i>Max. file size: 10MB</i>▪ Your Tax Registration is <u>verified</u>. <p>-----</p> <p>Question: What is a wet signature? <i>A handwritten signature in pen and ink on a piece of paper. Scan it and send us the image file (JPEG or PNG only).</i></p> <p>-----</p> <p>Select the following options:</p> <ul style="list-style-type: none">▪ Commercial Marketplace▪ Tax Documents▪ Seller Digital Signature <p>Submit your request by clicking Message support.</p> <p>You will receive an email with the subject title: AWS Marketplace: Thank You for Your Request – Tax Documents > Seller Digital Signature – <Case ID></p> <p>Please reply to this email and attach your seller signature. Please wait 3 – 5 working days for your submission to be processed.</p> <p>Concurrently, you can complete Step 6.</p>
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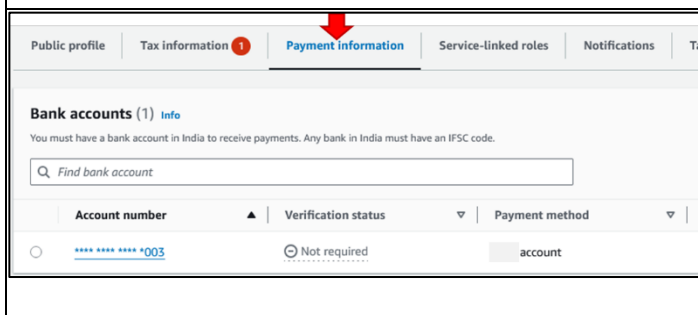
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Step 6: Add Bank Account Information

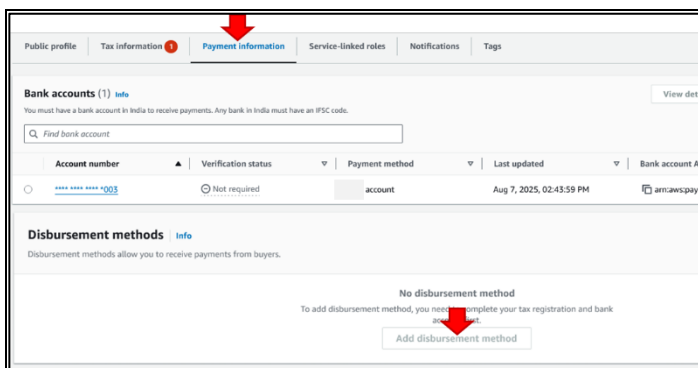


Navigate to Payment Information -> **Add a bank account** to add a local Indian bank account.



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

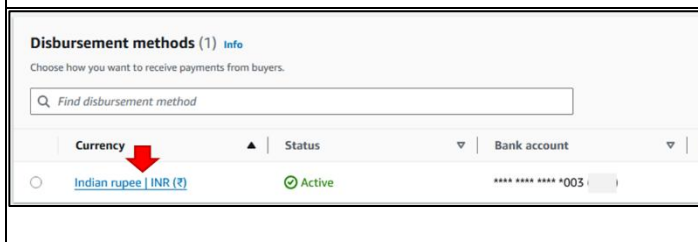
Step 7: Add Disbursement Method



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.



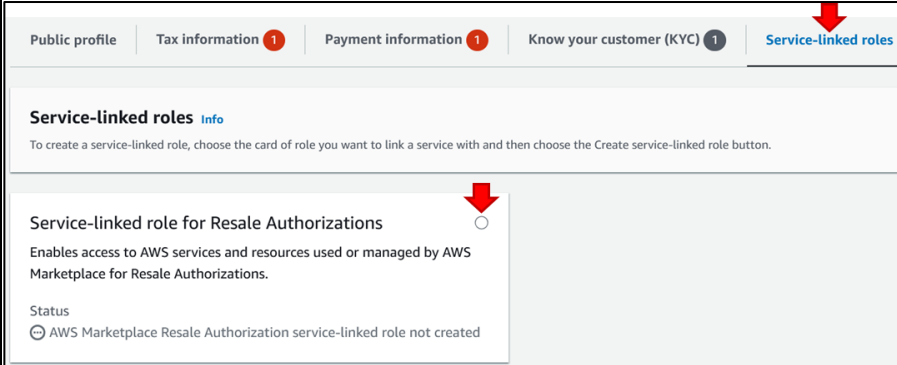
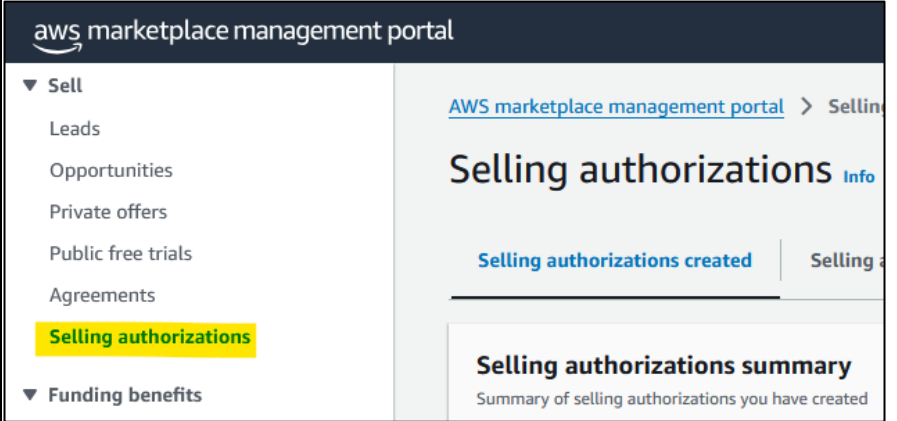
You can only add **INR** as your disbursement method.

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

	<p>Create the Resale Authorization Service-linked Role (SLR).</p> <p>This role is <u>mandatory</u> to create and accept selling authorizations.</p>
	<p>Under AWS Partner Central dashboard, in the left navigation panel, scroll midway to manage and view your Selling Authorizations.</p>
<p>Step 8: Create a support ticket via Contact Us form</p> <p>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:</p> <p>I want to register as a Channel Partner to create CPPO. AWS ID: <12-digit></p> <p>Pre-requisites completed: (1) AWS Marketplace paid seller (2) SLR created</p> <p>Please ensure all pre-requisite steps have been completed <u>before</u> raising the support ticket.</p>	<p>[Channel Partners only]</p> <p>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.</p>

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Appendix 1

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

Verify email address

Business email

Enter a valid email address. Example: someone@anycompany.com

✔ **Verification code sent**
Allow up to two minutes for delivery. If you don't receive an email, check your spam folder. You have 4 of 5 resend attempts remaining. [Resend code \(00:51\)](#)

Enter verification code
An email with a verification code has been sent to your email. Didn't receive a code?
The verification code has 6 characters.

▼ **Tags - optional** [info](#)
Tag your partner and seller account resources. Each tag consists of a key and an optional value. You can use tags to search, filter, manage access, or track your AWS costs. [Learn more](#) [↗](#).
No tags associated with the resource.
[Add new tag](#)
You can add up to 50 tags.

Terms and conditions
By registering, you agree to the [AWS Partner Network Terms and Conditions](#) [↗](#) and the [APN Customer Engagement Terms and Conditions](#) [↗](#).

❌ **Domain already in use**
This email domain is already associated with another partner account. [Contact support](#) [↗](#) if you believe this is an error.

[Cancel](#) [Submit registration](#)

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**:

