

STYLE GUIDE – FOOD BLENDER

This document is intended as a guidance to create effective, accurate product listings to improve your business potential. Amazon product detail page shows information about the product - including title, bullet points, product description and images. This information is crucial to ensure customers find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance product discovery.

In addition to using this document, we encourage you take advantage of the information available in our 'Help pages'.

1. Title Guidelines: Product title is the first thing customers see when searching for a product. It is vital to have crisp and informative title for customers to find your products when they visit Amazon.in or search online.

Recommended title format to use while listing Food Blender and related products:

For the Parent of Variation Products

[Brand Name] + [Model] + [Name of the Product] + [Wattage] + [Wattage Unit of Measure], [Number of Pieces] "Jars"

Examples:

1. Prestige Iris Mixer Grinder, 750W, 4 Jars
2. Butterfly Smart Mixer Grinder, 750W, 3 Jars
3. Wonderchef Nutri-Blend Mixer Grinder, 400Watts, 2 Jar
4. Preethi Zodiac MG 218 Mixer Grinder, 750W, 5 Jars

For Standalone or Child products

[Brand Name] + [Model] + [Name of the Product] + [Wattage] + [Wattage Unit of Measure], [Number of Pieces] "Jars" + [Color Name]

Examples:

1. Prestige Iris Mixer Grinder, 750W, 4 Jars (White and Blue)
2. Butterfly Smart Mixer Grinder, 750W, 3 Jars (Grey)
3. Wonderchef Nutri-Blend Mixer Grinder, 400Watts, 2 Jar (Black)
4. Preethi Zodiac MG 218 Mixer Grinder, 750W, 5 Jars (Black/Light Grey)

What to Do	What Not to Do
Capitalize the first letter of each word. E.g.: Prestige Iris Mixer Grinder, 750W, 4 Jars	Do not use all capital letters: PRESTIGE IRIS MIXER GRINDER, 750W, 4 JARS
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

2. Bullet Point Guidelines: Bullet points highlight additional details of your product in short and easy to read format. They can influence customer purchase decision.

Recommended bullet point format and order

- **Bullet Point 1 – Wattage:** [Wattage + Wattage Unit of Measure], **Voltage:** [Voltage + Voltage Unit of Measure]
- **Bullet Point 2 – Jars:** [Container Type], [Number of Pieces] "Jars", **Volume :** [Container Volume] + [Container Volume Unit of Measure], **Jar Material:** [Container material], **Body Material:** [Material Type], **Blade Material:** [Blade Material Type], **Speed Control :** [Number of Speeds]
- **Bullet Point 3 – Warranty:** [Warranty Description]
- **Bullet Point 4 – Special Feature:** [Special Feature]
- **Bullet Point 5 – Direction:** [Directions], **Care Instructions:** [Care Instructions], **Included Components:** [Free Text]

Example:

- Wattage: 750 Watts, Voltage: 230 V
- Jars: Dry Jar, 2 Wet Jar, Juicer Jar, Jars: 4 Jars, Volume: 0.4 Litre, 0.75 Litre, 1.5 Litre, Jar Material: Stainless Steel, Body Material: ABS Plastic, Blade Material: Stainless Steel, Speed Control: 3 Speeds
- Warranty: 5 Year Manufacturer Warranty on Motor and 2 Year Product Warranty
- Special Feature: Operating noise levels between 80-90 dB
- Directions: Jar safety lock to ensure safety - product won't start if not locked correctly, Care Instructions: Do not run the mixer grinder for more than 5 minutes continuously, give a gap of 2 minutes if you need to use for more time, Included Components: Pack of 2 jars

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Jars: Dry Jar, 2 Wet Jar, Juicer Jar	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

3. Product Description Guidelines

This section is an opportunity to sell or promote your product & brand by providing additional information not already captured in title and bullet points. An accurate and consistent description of an item helps customers to gain insight into a product and improves the overall shopping experience.

Recommended Format

Shop wide range of collection of [Name of the Product] from the house of [Brand Name] on Amazon. [Name of the Product] are made of [Material Type], which is durable. It has unique features [Special Feature].

Example: Shop wide range of collection of Mixer Grinders from the house of Prestige on Amazon. Mixer Grinder are made of Stainless Steel, which is durable. It has unique features of operating noise levels between 80-90 dB.

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Include product specific information like material name, special features etc	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Provide detailed included components, style name, capacity etc will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length

4. Image Guidelines

Product images are displayed on the search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

General Image Guidelines

- Main image should have 100% White background
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- Secondary images should complement to the main image
- Main and additional images should not include logos or watermarks/texts.
- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by

our system.

- Secondary images should have non-white background (RGB value: 255,255,255)
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

1



Main Image: Basic product image

2



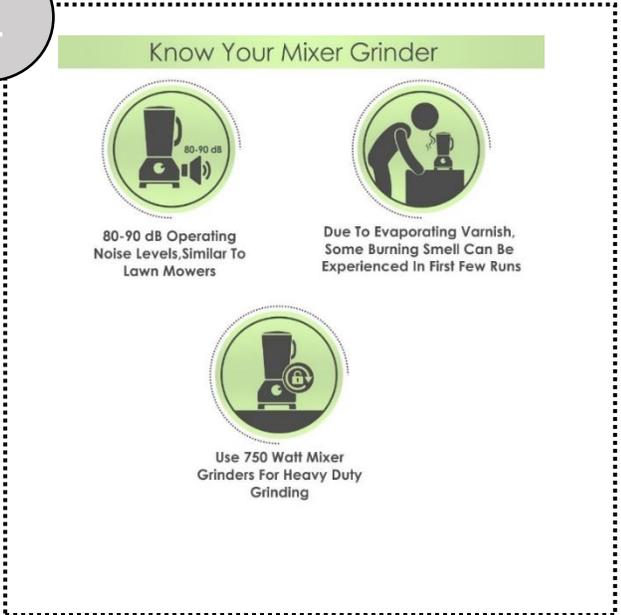
Secondary image 2: Image of the product details (Usage) – Idly Batter, Masala

3



Secondary image 3: Image of the product details

4



Secondary image 4: Infographic 1 – Highlighting certain Warnings for the customer (Decibel level, Burning Smell, Wattage requirement)