INTERIOR CHOWK

A venture by Soham Infratech (Est. 2012)

Har ghar ka one stop solution

About us

InteriorChowk is a digital marketplace initiative started in 2026 to simplify buying best home interior products and providing service providers (Architects, Interior Designers, contractors data within the same platform.

It's venture by Soham Infratech (Est. 2012)



InteriorChowk was born from real challenges faced in the interior industry — high costs, limited choices, and delayed execution. Our goal is to create a transparent and efficient marketplace where products and services are easily accessible, fairly priced, and locally delivered.

Mr. Vivek Singh, Director

INTERIOR CHOWK

Har ghar ka one stop solution

Problem statement



High commission charged by existing marketplaces.



Delayed delivery even within the same city.



Increased product prices for customers due to mutiple fees.



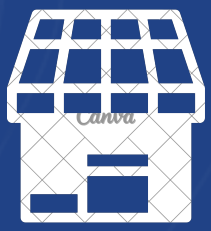
No single platform offering products + service providers.

Both sellers and customers lose in the current system.

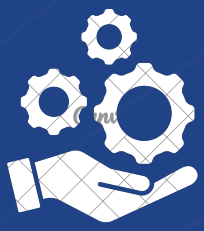
INTERIOR CHOWK

Har ghar ka one stop solution

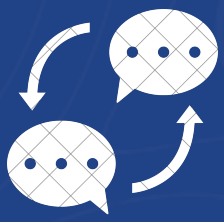
Our Solution – InteriorChowk



Marketplace for home interior products.



Platform for architects, interior designers & contractors.



Direct customer–service provider interaction.



Same-city, same day instant delivery feature.

sellers, service provider and customers will stay in profit.

INTERIOR CHOWK

Har ghar ka one stop solution

How we Creates Value

For Customers

- Lower product prices.
- Free access to service providers.
- Faster local delivery.

For Sellers

- 30% lower commission than other platforms.
- Better pricing → higher conversion
- Local demand visibility

For Service providers

- Direct business leads
- Subscription-based visibility
- No commission on project value

INTERIOR CHOWK

Har ghar ka one stop solution

Why Choose InteriorChowk?

- Lower commission for sellers.
- Competitive pricing for customers.
- Product + service ecosystem.
- Local-first delivery approach.
- Backed by 10+ years industry experience (via parent company).

INTERIOR CHOWK

Har ghar ka one stop solution



SELLER'S GUIDE

#Meridukaan Merikamai

INTERIOR CHOWK

Har ghar ka one stop solution

If you've come across this guide, it's likely that you're interested in becoming a seller on **InteriorChowk**. This comprehensive guide aims to assist you in launching your online business on the **InteriorChowk** platform.

Why sell on InteriorChowk ?

Selling at minimum commission*



Sell your products with the added benefit of a minimum commission.

Zero waiting for payments



Receive your payment instantly once we have received it from our payment gateway.

One stop solution



InteriorChowk is not just an app; it's a platform where a multitude of architects, interior designers, and contractors actively recommend your products to their customers.

Quick support



Our committed Seller Support team is here to address all your queries and concerns.

INTERIOR CHOWK

Har ghar ka one stop solution

Buisness Management

Dedicated Personnel to assist Your Business on InteriorChowk who will help you on Account creation, product listing, Shipping, accounts related query etc.



Seamless User Interface

InteriorChowk Seller Panel, Designed with the seller's needs in mind, our platform offers an intuitive and effortlessly navigable interface.



Expand Sales Nationally

We currently offer shipping services nationwide within PAN India, covering 19000+ PIN codes, and collaborate with 25+ reliable courier partners.

Free branding & promotion*

InteriorChowk is committed to supporting your growth journey, and our free branding and promotion services aim to boost your presence in the competitive market.

INTERIOR CHOWK

Har ghar ka one stop solution

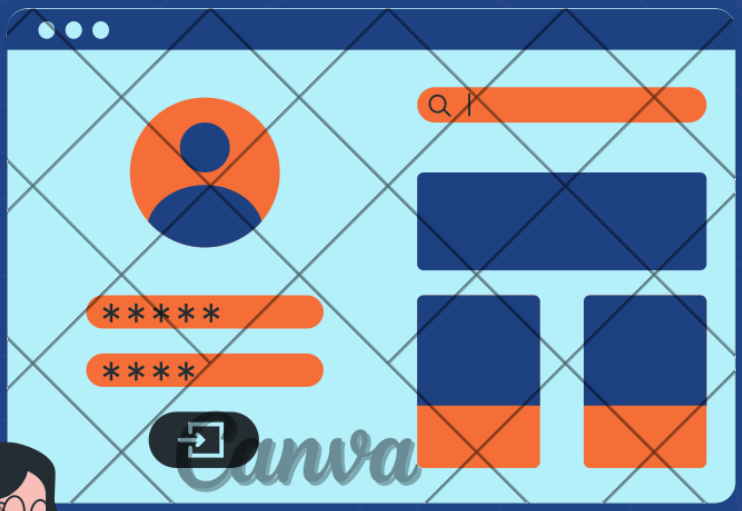
BEFORE YOU START

Before you begin the selling journey, it's essential to ensure that you have all your details and documents readily available.

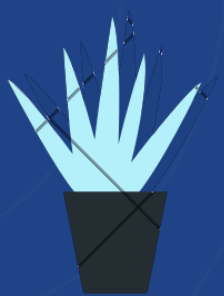
- **Valid Email ID**
- **Active Mobile Number**
- **GST Number**
- **PAN**
- **Active Bank Account**



And there you have it – finalize this checklist to initiate your registration process.







INTERIOR CHOWK

Har ghar ka one stop solution

OUR SELLING PROCESS



Register your business

Add your personal and business details including GST/PAN and active bank account.



Product listing

List your products by providing complete details including Brand, price, features etc.



Order and shipping

Get order from customer and shipped timely.

INTERIOR CHOWK

Har ghar ka one stop solution

How to register your business.

STEP 1. **Go to https://interiorchowk.com/seller'schowk** and click on **"Start selling now"**.

STEP 2. **Fill the following personal information.**

- Your full name
- Valid E-mail address
  (This will be consider as your user ID)
- Active mobile number
  (Ensure that given mobile no. is active for OTP verification)
- Create password
  (Use a password that is at least 8 characters long. Include a mix of alphabets, numbers & special characters such as !, @, #, $, %, ^, &).
- Click on **NEXT** tab to fill business information.

STEP 3. **Fill the following business information.**

- Enter GSTIN
- Enter PAN
- Enter Bank details
  (Account holder name must match with the GSTIN certificate)
- Click on **PREVIEW** tab to check entered details.
- Click on **SUBMIT** tab and start business with us.

INTERIOR CHOWK
Har ghar ka one stop solution

Steps to List Your Products

STEP 1. Go to https://interiorchowk.com/seller/auth/seller-login

STEP 2. Enter your login credentials.
(Your user ID is your registered Email ID)

After successfully logging in, you will be entered into the **InteriorChowk seller panel**.

STEP 3. Go to **Main menu** ➤ **My shop** ➤ Complete your profile.
(Add warehouse, Signature, Preferred Delivery Partners)

STEP 4. Navigate to Seller Dashboard ➤ **Products** ➤ **Add new products**

STEP 5. Enter the following details

- Select product category and click on **Next.**
- Fill product general information like Brand, Return days, Replacement days, MOQ, Warehouse, HSN code, Self delivery and click on **Next.**
  (If you are selling a Double bed and you can accept your return within 7 days)
  Example:- HSN code is 9403, Return days-7, Category - Furniture, Sub category - Bed, Sub sub category - Double bed, SKU- 12345, Brand -ABC, Unit- Peice.
- Enter the product title & Description.
  (Product **title** may contains product name, type, brand, size, colour, special feature. And **description** contains about product detail , quality, features, specifications, about manufacturer and warranty)
  Example of title :- ABC Furniture store H Queen Size Bed with Box Storage and 2 Side Stand Box for Bedroom || Blue white || 78x60 inches.
- Create product variations like colours, types, sizes etc.
  Example:- Colour- Brown white, Blue white, Green white, Type- King, Queen, Size- 72x72, 78x72, 60x72 inches.

INTERIOR CHOWK
Har ghar ka one stop solution

- Enter Product price & stock like MRP, Tax, Discount, Minimum quantity etc.
- Enter product dimensions and weight.
- Create Product Tags, SEO keywords.
  Example:- bedroom furniture, Upholstered Bed, Queen Bed, king bed, Stylish Bed, double bed, wooden bed.
- Upload Images and enter youtube link
  (Upload high-resolution product images from different angles, including close-ups for intricate details. Ensure accurate representation of colors and textures)

STEP 6. Click on **Submit** to send your listing to the admin for review.



INTERIOR CHOWK
Har ghar ka one stop solution

Order and shipping process

STEP 1. https://interiorchowk.com/seller/auth/seller-login

STEP 2. Enter your login credentials.
(Your user ID is your registered Email ID)

STEP 3. Go to **Orders** to check the orders placed by customers.

STEP 4. Order preparing for shipment.
(Sellers prepare the ordered items for shipping, ensuring proper packaging to prevent damage during transit)

STEP 5. Download shipping label.
Go to order details and click on **download lable**
(Sellers download shipping labels and affix them to the parcel. Sellers ensure that the labels are visible, containing accurate customer addresses and other necessary information)

STEP 6. Dispatch
(On the scheduled date, our delivery partner will arrive at your designated pick-up address to collect your parcel for delivery)

STEP 7. Go to **Orders** and select the specific order then click on **Track order** to monitor the progress of your order.

INTERIOR CHOWK
Har ghar ka one stop solution

SELLER'S EARNING AND THEIR CALCULATIONS

To support different kinds of businesses, we offer three commission models. Sellers can choose one model during onboarding:

- **Category-Based Commission**
  - Commission % varies by product category.
  - Simple, familiar, and ideal for most sellers.

- **Transfer Price Model**
  - Seller sets a fixed transfer price for each product.
  - InteriorChowk sells at any price and pays the seller their fixed amount.
  - Seller bears no extra costs; we handle shipping, platform fees & commission.

IC FEES

Our IC Fee is a combined charge that covers both the platform fee for using our marketplace and the payment gateway processing charges incurred on each transaction. Instead of splitting these costs into multiple deductions, we've bundled them into a single, transparent fee. This fee is calculated on the total billing amount (inclusive of GST) and directly supports platform improvements, secure payment handling, and ongoing growth initiatives for our sellers.

Rate : Fixed 5% of Total Billing Amount including all taxes and shipping.
Applicable on : Category Based Commission and Flat % Commission model only.

INTERIOR CHOWK
Har ghar ka one stop solution

EARNING CALCULATIONS

Example as per commission models.

Customer buy a LED clip lights which listed price is ₹ 90 (Base price ₹ 76.27 + GST @ 18% ₹13.73) and the total billing amount is ₹ 150.

1- Category-Based Commission – This is a product category based commission model. Different commissions apply to different product categories. Such as, Commission rate is 8% on lighting products.

Applicable on:
Base Rate only i.e ₹ 76.27@ 8% = ₹ 6.10/-

2- Transfer Price Model - The seller's fixed transfer price for a piece of LED Clip Light is ₹50.
Then, Commission rate = Listed price - Transfer price
= ₹90 - ₹50 = ₹40 (44.44%)

Applicable on:
Base Rate only i.e ₹ 76.27@ 44.44% = ₹ 33.89/-

(In this case, shipping cost will be borne by IC or Customer and NO any IC Fee will be charged on this sale).

INTERIOR CHOWK
Har ghar ka one stop solution

Earning Calculations

Particular	Category Based Commission model	Transfer price Commission model
EARNINGS		
Base Price	76.27	76.27
GST @18%	13.73	13.73
Listed Price	90	90
Commission Rate	8.00%	44.44%
DEDUCTION		
Less : Commission on base price	-6.1	-33.89
Less : IC Fee @5%	-4.5	-
Less : Shipping (as per actual)	-25	-
Less : GST @ 18% on Comm. Fee & Shipping)	-6.41	-6.1
Net Payable to Seller	**47.99**	**50**

INTERIOR CHOWK
Har ghar ka one stop solution

Hooray!

Your onboarding process is now finished.

Start Selling Now



Stay Connected: Follow Us for the Latest Updates!

Disclaimer:- While InteriorChowk ("Soham Infratech") has made reasonable efforts to compile the provided information, there is no guarantee of its accuracy, completeness, or usefulness, and the information may contain errors. InteriorChowk explicitly disclaims any and all liability and assumes no responsibility for any consequences resulting from the use of such information. InteriorChowk reserves the right to change or update the information at any time, without prior notice, at its sole discretion. The seller is strictly prohibited from copying, redistributing, or republishing the information or its content without the prior written consent of InteriorChowk. By choosing to use the information, the seller does so at its own risk and explicitly waives any claims, rights of action, and/or remedies (under law or otherwise) against InteriorChowk arising from or in connection with the use of or reliance upon such information.

Get Help Here: **support@interiorchowk.com**

9953 680 690

INTERIOR CHOWK

Har ghar ka one stop solution