Instructions before preparing the template:

Description should start with tittle.

For e.g.: "*Formula 1: India's oldest and largest selling car-care brand. A rich heritage since 25 years. Marketed in over 75 countries worldwide. One side washes, one side scrubs.*" -> Does not tell you anything about the product

Instead, something simple like "*Formula 1 High Performance Super Sponge. One side washes, one side scrubs. Made by Formula 1: India's oldest and largest selling car-care brand. A rich heritage since 25 years. Marketed in over 75 countries worldwide.*" -> Just added the full product name and <Made by>, followed by the generic brand description; also rearranged ASIN-specific info to appear before the generic brand info.

Category specific instructions:

I. Helmets

A.   Title Style Guide
Brand Name + Series Name (If exists) + Model + Helmet Type + "Helmet" + <with Special Visor Details> + (Department, Color, Size)

Instructions:
- Valid values for Department = Women's, Girl's, Boy's, Kid's (No need to specify unisex or Men's)
- Valid values for Helmet Type = Flip-up, Full Face, Open Face , Motocross , Flip-up Motocross
- <special visor details> = No need to add if standard visor (transparent or scratch-free or UV-protection). Add if there are special features or colors (e.g. "Double Visor", "Mirror visor", "Chrome Visor", "Rainbow Visor")

Examples:
1. Studds Rhyno Full Face Helmet (Cherry Red, L)
2. Studds Ninja 3G Flip-up Full Face Helmet with Double Visor (Gun Grey, M)
3. Steelbird Curve SB-36 Open Face Helmet (Girl's, Pink & White, S)
4. LS2 MX456.21 Tuareg Motocross Helmet (Red & Green, XL)

B.   Mandatory Attributes
1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. included_components
12. warranty_description, if applicable
13. Size & Size_map
14. Color & Color_map

15.   Inner Material
16.   Outer Material

C.   Detail Page SOP

- Bullet point #1 to 5: Key features of the product have to be mentioned. These could/should include:
  -> Information related to the material of the helmet and its security features. This also includes inner material, its features and benefits
  -> Material of the visor, its security related and special features.
  -> Design, decal, colour information
  -> Specifications around air vents and ventilation
  -> Country of origin/manufacture (if outside India)
  For e.g.:
  - Acrylonitrile Butadiene Styrene (ABS) outer shell provides extra hard protection and can withstand high impacts.
  - Anti-bacterial interiors with padded laser cut foam, which is layered with washable quick-dry soft fabric.
  - Scratch-resistant, ultra-durable visor with UV protection.
  - Dual port exhaust vents for improved airflow.
  - Designed and manufactured by AGV in Monza, Italy
  - White base and red graphics design to give you a daring, extra-tough look for those perilous expeditions.

- Bullet Point #6: Provide details of strap type and clamping mechanism in the helmet.
  For e.g: Quick release chinstrap mechanism

- **Warranty details**: along with the validity of the warranty.
  For e.g: 1-year manufacturer's warranty against defects and damages to outer shell. No warranty on inner lining, visor or chin-straps.

- **What's included in the package:** This should include a comma-separated list of components that clearly identifies everything included in the package including additional visors or helmet covers or tools etc.
  For e.g.: 'Includes: 1 helmet, 1 helmet cover, 1 additional visor, warranty card, user manual'

Important Note: Please create size and color variations for helmets.

II. Protective/Riding Gear

A. Title Style Guide

<mark>Brand Name + Series Name (If exists) + Model + Material Type + Department + Gear Type + Item Quantity + (Color)</mark>

Instructions:
- Valid values for Department = Women's, Girl's, Boy's, Kid's (No need to specify unisex or Men's)
- Valid values for Gear Type = Gloves, Knee guards/pads, Riding Jacket Motorcycle Boots, Jackets, Dorsal guard, Elbow guards/pads, Riding goggles, Riding pants, Full Body suit, Balaclava, Riding mask, Shin guards/pans, visor etc.
- Item Quantity = Only applicable for items that can come in a pack of 2 – gloves, elbow/knee/shin/wrist. Mention only if item is 'single piece'
- Material Type = Specify only if material is Leather or Kevlar

Examples:
1. Dainese Zen Evo Leather Motorcycle Jacket (Black)
2. G2 Wave Leather Back Protector (Grey)
3. Shift Enforcer Single Piece Elbow Guard (Black)
4. GLX Aviator Womens' Riding Goggles (Chrome Silver)
5. Fox Head Dirtpaw Kevlar Single-piece Right-hand Racing Glove (Green)
6. Dainese Delta Pro Evo C2 Perforated Leather Pants (Black)

B. Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. included_components
12. warranty_description, if applicable
13. Size & Size_map
14. Waist (if applicable)
15. Inseam length (if applicable)
16. Chest size (if applicable)
17. Color & Color_map
18. Inner Material
19. Outer Material
20. Sole Material (for shoes)

C. Detail Page SOP

- Bullet point #1 to 5: Key features of the product have to be mentioned. These could/should include:

-> Information related to the material of the product and its construction. This also includes inner material, its features and benefits

-> Information related to security features of the product.

-> Features like Waterproof/water-resistant and stain-resistant

-> Aesthetic design and color information

-> Specifications around air vents and ventilation

-> Country of origin/manufacture (if outside India)

-> Certifications, standards, specifications (if any)

For e.g.:

- o Composite inserts in carbon fiber on the knuckles, back and joints of the fingers. <e.g. from gloves>
- o Made from durable composite of nylon and 3 resin polymers for improved protection and increased airflow. <e.g. from balaclava>
- o Perforated E.V.A Rubber padding under all the parts and has wonderful air flow system. The design of this layer helps burning impact energy on multiple locations. <e.g from jackets>
- o Air inlets with zippers on thighs. Dual-line calf zippers with air pockets. <e.g. from riding pants>
- o Italian design from AGV <e.g. from helmet visor>
- o Certified as PPE to EN 13594 Standard cat. II level 1. <e.g. from elbow protector>

- **Bullet Point #6:** Provide details of straps fastening system.
  For e.g: Comes with fast-action Velcro straps for easy adjustment.

- **Warranty details**: along with the validity of the warranty (if present).
  For e.g: 1-year limited warranty against wear and tear of zippers and fabric. Covers all manufacturing defects, if any. Does not cover damages due to water.

- **What's included in the package:** This should include a comma-separated list of components that clearly identifies everything included in the package

  For e.g.: 'Includes: 1 leather jacket, 1 jacket cover, 1 hanger, warranty-cum-information card'

Important Note: Please create size & colour variations for protective gear (jackets, gloves etc.)

+ For trousers, waist size variations

III. Tyres

A. Title Style Guide

Brand Name + Series Name + Model + Tyre Code + Section Width + "/" + Aspect Ratio + Tyre Construction + Rim Size + Tyre Type + Vehicle Type + "Tyre", + Tyre Position (if applicable)

Instructions:
- Valid values for Tyre Code = P, LT, T (P stands for passenger and is default. LT stands for light-truck, T stands for temporary spare tyre)
- Section width, aspect ratio & rim size = All these are mandatory attributes in numbers. (Only if aspect ratio is entered as 200+, enter the number in the item_diameter attribute in place of 200+)
- Valid values for Tyre construction = R, D, B, - (B=bias belt; D=diagonal; R=radial; - = cross ply tyre)
- Valid value for vehicle type = 2-Wheeler, Car, 3-Wheeler, Cycle, LCV, Bike, Scooter
- Tyre Position = "Front" or "Rear", only for bikes, if mentioned; Ignore in all other cases
- Valid values for Tyre Type = Tube type, Tubeless

Examples:
1. Bridgestone MY01 P195/65 R15 Tubeless Car Tyre
2. MRF Nylo Grip P90/90 -10 Tube-Type Scooter Tyre
3. MRF Zapper Q P130/70 R14 Tubeless Bike Tyre, Rear
4. Michelin Energy XM2 LT160/205 R16 Tube-Type LCV Tyre

B. Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. Section Width
12. Aspect Ratio
13. Tyre construction
14. Rim size
15. Auto part position
16. Tyre Type
17. Speed rating
18. Load Index
19. Tread Depth
20. Item weight
21. Item diameter
22. Item length/width/height
23. included_components

24. warranty_description

C. Detail Page SOP

- Bullet Point 1: "Alloy wheels and rims in the picture (if any) are for representational purposes only and do not ship with the tyre. Tube-type tyres do not ship with the rubber tubes."
- Bullet point #2 to 7: Key features of the product have to be mentioned. These could/should include:

  -> Information related to the design and material of the product and its construction. This also includes its features and benefits

  -> Information related to lifetime, weather-specific usage

  -> Speed-rating or load-rating related description (not just the rating)

  -> Indian/international certifications, standards, specifications (if any)

  For e.g.:
    - Robust radial construction with flexible side-wall gives better shock-absorption and resistance to punctures
    - Advance tyre tread design offering excellent road grip and water channeling
    - Improve your vehicle's mileage by up to 12% and enjoy a smoother ride
    - Good for over 80,000 Kms under normal road conditions
    - 'W' rating - handles speeds of 270 Km/hr with minimal wear and tear

- **Warranty Information:** Warranty details, along with the validity of the warranty (if present).

  For e.g: Limited warranty against manufacturing defects.

- **What's included in the package:** This should include a comma-separated list of components that clearly identifies everything included in the package

  For e.g.: 'Includes: 1 tyre'

IV. Wheels

A. Title Style Guide

Brand Name + Series Name + Model + Rim Size + "-inch" + Color/Design + "Alloy Wheel" + (Set Size)

Instructions:
- Color = Refers to the color or finish of the wheel
- Design = Refers to the
- Valid values for Set Size = 1 Piece, Set of 2, Set of 3, Set of 4, Set of 5
- Rim Size = is the diameter of the rim/wheel, in inches. Can range in value from 6 to 30.

Examples:
1. HRS Ninja BZ19 17-inch Hyper Silver Alloy Wheel (Set of 4)
2. Freeman Racing Wheels F5607 15-inch Chrome Alloy Wheel (Set of 5)
3. Maruti ZE44521 14-inch Grey Alloy Wheel (1 Piece)
4. Motegi Racing Series MR107 Gloss Black Finish Machined Alloy Wheel (1 Piece)

B. Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. Rim Width
12. Rim size
13. Hole count
14. PCD
15. Item Offset (ET)
16. Wheel Backspacing
17. Load Index
18. Item weight
19. Item diameter
20. Item length/width/height
21. included_components
22. warranty_description

C. Detail Page SOP

- Bullet Point 1: "Lug nuts are not sold with the wheel/rim. The rubber tyres in the images (if any) are purely for representational purposes and do not ship with the product."
  Bullet Point 2: Technical details: Rim Width = __; Hole Count = __; PCD (pitch circle diameter) = __; ET (offset) = __; Wheel Backspacing = __
  For e.g.:

- Technical details: Rim Width = 17"   Hole Count = 8   PCD (pitch circle diameter) = 100   ET (offset) = 45mm   Wheel Backspacing = 153mm

- Bullet point #3 to 7: Key features of the product have to be mentioned. These could/should include:
  -> Information related to the design and material of the product and its construction. This also includes its features and benefits
  -> Design related information
  -> Speed, load-rating related description (not just the rating)
  -> Country of origin
  -> Indian/international certifications, standards, specifications (if any)
  For e.g.:
  - High gloss black machined finish with machined accents
  - 5-spoked design with unique rivet details around the lip
  - One-piece painted aluminum with center cap
  - Meets JWL (Japan Wheel Light) and VIA (Vehicle Inspection Association) standards (Dot Approved)

- **Warranty Information:** along with the validity of the warranty (if present).
  For e.g: Warranty, Labour: Motegi wheels are warranted by the manufacturer to be free from structural failure under normal and intended use for as long as the original purchaser owns the product. Wheel finish warranties are as follows. Chrome and painted aluminum wheels have a one-year finish warranty against the chrome/paint peeling or lifting on the wheels face. Wheels with PVD finishes have a two-year finish warranty against the PVD peeling or lifting on the wheels face. Polished aluminum wheels that have not been clear coated oxidize and require regular maintenance. Polished aluminum finish wheels do not have a finish warranty. Steel wheels have a ninety day finish warranty against the chrome/paint peeling or lifting on the wheels face. For exact warranty details please refer to the warranty card enclosed with your wheels at the time of purchase.

- **What's included in the package:** What's included in the package – This should include a comma-separated list of components that clearly identifies everything included in the package

  For e.g.: 'Includes: 1 alloy wheel, 1 center cap, 1 synthetic polymer cover, warranty information booklet, instruction manual'

Important Note: Please create color variations for alloy wheels

V.   Lubricants

A.   Title Style Guide

<mark>Brand Name + Series Name (If exists) + Model + Viscosity + Motor Oil Type + Fuel Type + Product Type + "for" Vehicle Type + (Volume + Pack size)</mark>

Instructions:

- Fuel Type = Petrol or Diesel or CNG (This HAS to be mentioned for additives, motor oil or fluids going into the engine)
  Note: Gas/Gasoline is not understood readily in India and should be translated as Petrol
  Note 2: Some engine oils work with petrol and diesel as well. In this case, use "Petrol/Diesel"
- Volume = should be in mL or L (no quarts)
- Pack size = Mention only if pack size is >1
- Motor Oil Type = Mention only if the product type is an engine oil.
  Valid Values = Synthetic, Bio-based, Hybrid, Recycled
- Vehicle Type = Do not mention if car. Mention if Bikes, Scooters, LCVs, Trucks etc.

Examples:

1. Motul 847405 Mocool Radiator Additive (500 ml)
2. Castrol 03087 EDGE Extended Performance 5W-30 Synthetic Diesel Engine Oil (4.8 L, Pack of 3)
3. Mobil 1 94003 10W-30 Synthetic Petrol Engine Oil for Bikes (960 ml)
4. Liqui Moly 2007 Jectron Petrol Fuel Injection Cleaner (300 ml, Pack of 2)

B.   Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. Item Volume
12. Viscosity (if applicable)
13. Color & Color_map (if applicable)
14. included_components
15. warranty_description, if applicable

C.   Detail Page SOP

- Bullet point #1 to 5: Key features of the product have to be mentioned. These could/should include:
  -> Information related to the benefits and advantages of the product.
  -> Country of origin
  -> Indian/international certifications, standards, specifications (if any)
  For e.g.:
  - Formulated with Trizone technology to protect all 3 critical zones: engine, clutch and gearbox
  - Eliminates starting problems, hesitation and stalling
  - Excellent high- and low-temperature performance Pours at temperatures as low as -30ºC and protects at oil temperatures as high as 350ºC

- o Exceeds API SL and JASO MA-2
- **Product Description:** Include the application of the product here.
  For e.g.: Castrol MAGNATEC DIESEL combines dedicated diesel technology with intelligent molecules for an extra layer of protection, reducing wear during the critical warm-up period.
  Application - Castrol Magnatec Diesel 15W-40 is suitable for use in automotive diesel engines where the manufacturer recommends API CF or ACEA A3/B3, A3/B4 or earlier specifications including: TDI, DI, Inter-cooled, Turbo charged engines, Crdi engines that require a 15W-40 lubricant

- **Warranty Information:** along with the validity of the warranty (if applicable).

- **What's included in the package:** What's included in the package – This should include a comma-separated list of components that clearly identifies everything included in the package
  For e.g.: 'Includes: 1 alloy wheel, 1 center cap, 1 synthetic polymer cover, warranty information booklet, instruction manual'

Important Note: Please create volume variations for lubricants (engine oils, fuel additives, greases etc.)

VI. Air Fresheners & Fragrances

A. Title Style Guide

Brand Name + Series Name (If exists) + Model + Product Type + (Capacity / Pieces)

Examples:

5. Ambi Pur Lavender Spa Car Air Freshener (7ml)
6. Areon Wish Gel Air Freshener for Car (80 g)
7. Ambi Pur Sky Breeze and Thai Dragon Fruit Car Air Freshener (Set of 2)
8. My Shaldan Lime Gel Air Freshener for Car (80 g)
9. Areon Ken Black Crystal Car and Home Air Freshener (35g)

B. Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. Item Volume(If applicable)
12. included_components
13. warranty_description, if applicable

Instructions:

- If it is gel based air freshener, please use product type as 'Gel Air Freshener for Car', else use 'Car Air Freshener'
- Please mention the life span of the freshener in the bullet features – e.g. 'Refreshing up to 8 weeks' or 'Lasts up to 45 days'

VII. Car Care Products

A. Title Style Guide

Brand Name + Series Name (If exists) + Model + Product Type + "with" + Any Accessory + (Capacity / Color / Pieces)

Examples:

1. Formula 1 High Performance Carnauba Wash & Wax Car Shampoo (478 ml)
2. Turtle Wax Colour Magic Wax Polish (500ml, Black)
3. AutoGlym Surface Detailing Clay Kit (5 Pieces)
4. Formula 1 High Performance Super 2-Pack Microfiber Cleaning and Washing Towels (2 Pieces)
5. Formula 1 High Performance Carnauba Car Wax (240 g)
6. Sonax Xtreme Polish & Wax 2 Car Polish and Wax (350 g)

B. Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. Item Volume(If applicable)
12. Color & Color_map
13. included_components
14. warranty_description, if applicable,

Instructions:

- Color for a car care product implies the paint color or color of the vehicle this product needs to be applied on.
- Please mention in the title if there is any accessory with the product such as brush, cloth, applicator, etc.

VIII. Car and Bike Parts

A. Title Style Guide

Brand Name + Part Number + Series Name + Model + Unique Feature + Part Position + Part Name + "for" Vehicle Model + (Set Size)

Instructions:

- Vehicle Model = Use this only for parts that are unique to a particular vehicle model. (see examples below)

  ☑ Maruti Swift   Honda City 6th gen   Honda (all models)   Maruti Swift (ZXi)   Honda Activa 2009

  ☒ Maruti Swift, Alto, Dzire   Maruti, Honda, Hyundai (all models)   Honda Activa

  Specify only if a single model OR all variants of a single model OR all variants of the brand

  Do not specify if there are multiple models (but not all) of a brand OR multiple brands etc.

- Set size = Set of 2, Set of 3, Set of 4, Set of 5 etc. (no need to mention single pieces)
- Unique Feature for corresponding part to be added. Below are examples of the attribute that is the unique feature for a part product type:

Part Name	Unique Feature
Wiper blade	Length
Brake pads	Material
Spark Plugs	Material
Cables	Length
Filters	Material

Examples:

1. Bosch 3397011434 Icon 22A 18-inch Rear Wiper Blade for Hyundai Accent (Pack of 2)
2. Mann-Hummel JLM 9549 C 1567 Air Filter for Honda (all models)
3. Akebono ACT914 ProACT Ultra-Premium Ceramic Brake Pad (Set of 4)
4. NGK IZFR6K11 6994 Laser Iridium Spark Plug

B. Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Item package quantity
7. Product Description
8. Minimum 3 Bullet Features
9. Warnings
10. Legal Disclaimers
11. Auto part position
12. Size & Size_map
13. Color & Color_map
14. Item weight
15. Item length, width and height
16. included_components
17. warranty_description
18. is_assembly_required

C.   Detail Page SOP

- Bullet Point 1: List fitment data provided by vendors. Separate each brand with a "/".
  For e.g.:
  Vehicle compatibility: Maruti Swift, Swift DZire, Alto, 800 (all variants and years) / Honda City (2007 – 2011), Civic (all variants and years) / Tata Indica (Vx, 2008 & 2009)

- Bullet point #2 to 6: Key features of the product have to be mentioned. These could/should include:
  -> OEM details and genuine part details and OEM part number
  -> Product Information related to the design and material of the product and its construction. This also includes its features and benefits
  -> Design related information
  -> Fitment or installation related information
  -> Country of origin
  -> Indian/international certifications, standards, specifications (if any)
  -> Color information, if relevant
  For e.g.:
    - Genuine Ford part from Original Equipment Manufacturer. OEM part no. ZZVD2123VD21
    - Four yttrium-enhanced ground electrodes provide optimum access to the air/fuel mixture for the most efficient combustion, plus the yttrium alloy ground electrodes reduce gap wear and oxidation for extended performance life
    - Mann-Hummel recommends filter installation by certified professionals.
    - Wiper installation manual provided for easy do-it-yourself installation.
    - Covers gaps left by newly installed speakers and the vehicles interior to leave you with a tidy finish
    - Meets JWL (Japan Wheel Light) and VIA (Vehicle Inspection Association) standards (Dot Approved)
    - White gloss finish to match your Hyundai i20

- **Warranty Information:** along with the validity of the warranty (must be present).
  E.g. Warranty: Bosch warrants its products to be free from defects in material or workmanship under the following conditions: The warranty period starts the day the product is delivered. Bosch will repair or replace, free of charge, any product which, under normal conditions of use and service, proves to be defective in material or workmanship and which is within the applicable warranty period. This warranty, however, does not cover any labor costs incurred in diagnosis of defects, removal or reinstallation of a product, nor does it cover any other consequential expenses. A dated purchase receipt, repair order or other written proof that the product is within the warranty period will be required in order to be eligible for free repair or replacement. This warranty is limited to the original purchaser, and is not transferable to subsequent owners of the product. Specifically excluded from this warranty are failures caused by misuse, negligence, modification, abuse, improper application, installation or operation, or failures caused by unauthorized service or use of unauthorized parts. Also excluded from this warranty are parts, which are subject to normal wear and tear, e.g. light bulbs, fuses and wiper blade inserts, etc. Bosch does not assume any responsibility for incidental or consequential damages.

- **What's included in the package:** This should include a comma-separated list of components that clearly identifies everything included in the package
  For e.g.: 'Includes: 1 wiper blade, 1 clamp, warranty information booklet, instruction manual'

Special instructions for Car Batteries

1. Mention the voltage and amperage (in Ampere-hour) in the title:
2. *For e.g.* Amaron Black 0BL400RMF 24V 35Ah Car Battery
3. Mention the battery type and chemicals in the bullet points (for e.g. Wet Cell Lead Acid battery)

IX.   Car & Bike Accessories

A.   Title Style Guide

Brand Name + Part Number + Series Name + Model + "Universal" (if applicable) + Color + Unique Feature + Part Position + Accessory Name + "for" Vehicle Model + (Set Size)

Instructions:

- Vehicle Model = Use this only for parts that are unique to a particular vehicle model. (see examples below)
  - ☑ Maruti Swift   Honda City 6th gen   Honda (all models)   Maruti Swift (ZXi)   Honda Activa 2009
  - ☒ Maruti Swift, Alto, Dzire   Maruti, Honda, Hyundai (all models)   Honda Activa
  - Specify only if a single model OR all variants of a single model OR all variants of the brand
  - Do not specify if there are multiple models (but not all) of a brand OR multiple brands etc.
- Universality = when a product is a universal fit (for car mats, seat and car covers etc.), add "Universal". If it is not, do not mention anything.
- Set size = Set of 2, Set of 3, Set of 4, Set of 5, Complete set(for car mats) <no need to mention for individual pieces>
- Unique Feature for corresponding part to be added. Below are examples of the attribute that is the unique feature for a part product type:

Part Name	Unique Feature
Car Floor mats	Material/type of floor mat (e.g. Noodle, Rubber, 3D)
Seat Covers	Design or Material (Leather, Dual-tone)
Sun Shade	with UV Protection (don't mention if it's not UV-protected)
Towing or storage items	Foldable, Collapsible

Examples:

1. Coverking Universal Leather Front Car Seat Cover (Set of 2)
2. Sumex 4410008 3-Layer Lateral Sun Shade with UV Protection (2 Pieces)
3. Thule Ranger 90 Black Foldable Roof Box for Mahindra Xylo
4. StarMap 3008 Beige Luxury Graphite 3D Floor Mat for Hyundai i10 (3-Piece Set)

B.   Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Auto part position
7. Color & color_map
8. Size & size_map
9. Item weight
10. Is_stain_resistant
11. Is_water_resistant
12. Item Package Quantity
13. Item length/width/height
14. included_components
15. warranty_description
16. is_assembly_required

- Bullet Point 1: List fitment data provided by vendors, if applicable. Separate each brand with a "/".
  For e.g.:
  Vehicle compatibility: Maruti Swift, Swift DZire, Ritz, (all variants and years) / Tata Indica (2009 –), Indigo (all variants and years)

- Bullet point #2 onwards: Key features of the product have to be mentioned. These could/should include:
  -> Product Information related to the design and material of the product and its construction. This also includes its features and benefits
  -> List water-resistance, stain resistance, fire-resistant etc. features
  -> Color and Design related information
  -> Fitment or installation related information
  -> Country of origin
  -> Indian/international certifications, standards, specifications (if any)
  For e.g.:
    - CAD machine-cut carpets to ensure fully-tailored fit for your vehicle.
    - Anti-slip, stain-resistant & water-proof seat covers with granular backing and super-tough sewing around the edges
    - Dual-tone beige with black styling to match your car's interior trim.
    - Floor mats ship with screws and fasteners to hold your mats in place and ensure best protection for your car carpet.
    - Designed, manufactured and QC'd by Vauxhall in the U.K.

- **Warranty Information:** Warranty details, along with the validity of the warranty (must be present).
  For e.g.: 3M provides warranty against defects for all its products for a period of year from the date of purchase of the product. Labor charges are not covered. Also not covered are damages arising out of regular wear and tear.

- **What's included:** This should include a comma-separated list of components that clearly identifies everything included in the package
  For e.g.: 'Includes: 1 wiper blade, 1 clamp, warranty information booklet, instruction manual'

Special instructions for electronic accessories

1. GPS, sound systems, video players, mobile chargers & HUD cataloging will be handled by the CE team. Automotive team will control all other electronic & electrical accessories like parking sensors, parking assistants, mobile holders, car refrigerators etc.
2. For chargers, adapters or holders, mention the lead types and/or compatible phones/devices.
3. For tyre inflators, mention the PSI rating if available.
4. Mention voltage rating as the unique feature in the title (for e.g. 12V, 240V, 110V)

Important Note: Please create color variations for floor mats and seat covers. Universal car covers will also size (s, m, l etc.) and color variations. Please create size variations in addition to color variations for these.

X.   Lighting

A.   Title Style Guide

Instructions:
- Valid values for Bulb Type = Hx, 9xxx, LEDxx, Xenon etc.
- Product Type = Bulb, Assembly, Assembly Set, Angel Eyes
- Valid values for Bulb Usage = Headlight bulb, Indicator bulb, LED light, Number plate bulb, Tail light bulb etc.
- Item pack quantity = list the number of bulbs sold in a single packet. Don't mention if 1

Examples:
1. Osram H11 Night Breaker Unlimited 64211NBU-01B Headlight Bulb (12V, 55W)
2. Philips H4 X-treme Vision Headlight Bulb (12V, 55W, 2 Bulbs)
3. Osram P21W halogen Original 7507-581 Indicator Bulb (12V, 21W, 2 Bulbs)
4. Osram W5W halogen Cool Blue Intense 2825CBI-02B Number Plate and Tail Light Bulb (12V, 5W, 2 Bulbs)
5. Osram R5W Single Filament UltraLife 5007ULT-02B Number Plate Bulb (12V, 5W)
6. Hyundai LH-HYAC083-DPO-P2-A-N Driver Side Headlight Unit (12V, 55W)
7. Suzuki Depo 3181110RUC Headlight Pair Assembly (12V, 55W)

B.   Mandatory Attributes

1. Brand Name
2. Manufacturer Name
3. Part Number
4. Model
5. Vendor SKU
6. Voltage
7. Wattage
8. Base fitting – Cap type
9. Part Position
10. Beam angle
11. Color temperature
12. Operating life
13. Luminous intensity
14. Item package quantity
15. included_components
16. warranty_description

C.   Detail Page SOP

- Bullet point #1 to 5: Key features of the product have to be mentioned. These could/should include:
  -> Information related to brightness (luminous intensity) and comparative advantage over other bulbs
  -> Base/cap fitment information
  -> Technical specifications like color temperature, amperage, beam angle etc.
  -> Typical product lifetime
  -> Product advantages like vibration resistance, reduced power consumption, design/construction

-> Country of origin/manufacture (if outside India)

For e.g.:

- 1600 lumens for ultra-bright visibility. Provides up to 90% more light than standard halogen bulbs.
- Base: PX26D
- 5000K Cool White intensity. Wide angle beam with a light cone upto 40% longer and 20% more white than standard halogen lamps.
- UltraLife bulbs that can last upto 35,000 miles.
- Quartz construction with excellent resistance to vibration.
- Designed and manufactured by Philip in Netherlands and Germany.

- Bullet Point #6: Provide details of standards or regulations the product is compliant with.
  For e.g: Conforms to the requirements of ECE Regulation 37 and produced to E1 Approval Standards. The Autolamps brand is a KBA Approved E1 bulb, together with our ISO 9002 and ISO 14001 accreditations.

- **Warranty Information:** along with the validity of the warranty (must be present).
  For e.g.: 1-year manufacturer's warranty against manufacturing defects only.

- **What's included in the package:** This should include a comma-separated list of components that clearly identifies everything included in the package including additional visors or helmet covers or tools etc.
  For e.g.: 'Includes: 2 xenon headlamp bulbs, warranty card-cum-user manual'

Note: Beam angle, Color temperature, Operating life, Luminous intensity & Base fitting/Cap type will be mentioned in TechSpec