

## NEW SELLERS Onboarding on LazMall

To be a seller on LazMall, please follow the steps below through the application process.

### Step 1: Details to be prepared

1. One cell phone for OTP number registration.
2. One e-mail address.
3. Store name

### Step 2: Required Documents for the signup

1. A copy of the identification card of the Signee
2. A Copy of CompanyBank Book
3. A Copy of CompanyCertificate
4. A Copy of TaxRegistration / PP.20

Ps. Document no.1 – 4 will be provided by importers/ distributors/ service providers

LazMall: attached at least one certificate.

[Brand Owner] Trademark Certificate



[Exclusive Distributor] Pro of solely Exclusive Authorization Certificate

[Non-Exclusive Distributor] Brand Authorization Certificate

Ps. Brand Authorization Certificate from Italian company is a mandatory.

### Step 3: Brand logo for LazMall




1. Square Logo\*(120 x 120px. max 75 kb)

Style	Onsite Visualisation
Solid color background	
	




2. Long Logo\*(700 x 350px. max 75 kb)

Style	Onsite Visualisation
<p>In order to apply the logo across Lazada app/ desktop without limitation, the logo MUST NOT have a background, and MUST be a rectangular shape</p> 	<p>Homepage App</p> 

3. Square Banner\*(600 x 600 px. max 75 kb)

Style	Onsite Visualisation
<p>Can be updated with brand's most current key visuals – promotions, collections, launches</p>	<p>Desktop Display Size</p> <ul style="list-style-type: none"> <li>- Visible area 1188 x 300 px</li> <li>- Clear spacing 90 x 90 px from top and bottom (grey area)</li> </ul>  <p>Desktop</p>  <p>App</p> 


4. Long Search Banner\*(1360 x 480 px. max 75 kb)

Style	Onsite Visualisation
<p>Graphic or lifestyle image only. Do not include promo text</p> 	<p>Homepage Desktop</p> 
<p>Can be updated with brand's latest promotion available in shop-in-shop</p> <p>Strictly Confidential</p>	<p>Homepage Desktop</p> 

#### Step 4: Apply all the documents in this URL

[https://sellercenter.lazada.co.th/seller/register/registration\\_landing?spm=a2o7g.10547919.old-navigation.3.1d5a1e13sWPtBB](https://sellercenter.lazada.co.th/seller/register/registration_landing?spm=a2o7g.10547919.old-navigation.3.1d5a1e13sWPtBB)

**Selling Made Simple.**  
Become a seller today




**Lazmall Seller**

LazMall offers to consumers superior shopping experience with 100% authenticity promise, superior return and delivery experience

- ✓ You are a brand owner or authorized distributor
- ✓ Exclusive access to dedicated LazMall campaigns
- ✓ Benefit from higher overall search ranking
- ✓ Additional Seller tools
- ✓ Pay commission only when you sell

Sign up as a LazMall Seller




**Local Seller**

Lazada offers to consumers the widest assortment of goods from local sellers with peace of mind shopping experience

- ✓ You are based locally
- ✓ Access to wide array of seller tools
- ✓ 0% Commission

Sign up as a Lazada Seller



**LazGlobal Seller**


LazGlobal offers to consumers access to widest assortment from overseas sellers

- ✓ You are based in China/Korea/Japan
- ✓ You are a registered business
- ✓ Ship products to our oversea sort center
- ✓ Access to wide array of seller tools
- ✓ Pay commission only when you sell

Sign up as a LazGlobal Seller

#### Seller Communications on Approval/Rejection of LazMall Application-for new sellers

อีเมลหากร้านค้าได้รับการพิจารณาเป็นร้านค้า LazMall  
New seller's approved email



**Document verification successful.**

Dear !!! active\_mail !!!!

Your submitted documents have been successfully verified. You are now a seller on LazMall!


Best regards,  
Your !!! shop\_name !!! Seller Team

This is an automated email - no need to reply

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!!! shop\_name !!! - Seller Center

อีเมลหากร้านค้าได้รับการปฏิเสธเป็นร้านค้า LazMall  
New seller's rejection email



**Document verification failure.**

Dear !!! active\_mail !!!!

Your submitted documents have not been successfully verified due to

!!! reason !!!

Please resubmit your documents again at [here](#).

If you don't want to continue to sign up as Lazmall seller, you can click [here](#) to sign up as a regular marketplace seller.

Best regards,  
Your !!! shop\_name !!! Seller Team

This is an automated email - no need to reply