

INDIA PROCURE · WHITEPAPER

The Complete GeM Registration Handbook

A step-by-step guide for Indian
MSMEs, startups & manufacturers

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1. Why GeM matters in 2026

The Government e-Marketplace (GeM) is now the single largest public procurement channel in India. In FY 2024–25 the platform crossed ₹5.4 lakh crore in Gross Merchandise Value, with over 1.6 lakh government buyers and 22 lakh+ registered sellers.

For an Indian MSME, being on GeM means direct access to Central Ministries, State Governments, PSUs, autonomous bodies, and public-sector banks — without middlemen. Micro & Small Enterprises (MSEs) additionally get:

- EMD exemption on most categories
- Price preference in bid evaluation
- Reservation on tenders up to ₹200 crore (with further sub-reservations for women-owned and SC/ST enterprises)
- Purchase preference as per PPP-MSE 2012 policy

But most sellers who register on GeM never receive a single order. The reason is almost always the same: an incomplete or incorrectly configured account.

This handbook walks you through it end-to-end.

2. Before you register: eligibility & documents

You can register on GeM as:

- Proprietorship (Aadhaar-linked)
- Partnership / LLP
- Private Limited / Public Limited Company
- Trust / Society
- HUF

Documents checklist

Keep these ready in one folder before you start — the whole process takes ~30 minutes when documents are in order, and can drag out for weeks when they aren't.

#	Document	Where to get it	Notes
1	Aadhaar of authorised signatory	UIDAI	Mobile must be linked for OTP
2	PAN card (entity + signatory)	Income Tax	Names must match exactly across docs
3	GST registration certificate	gst.gov.in	Active GSTIN required

#	Document	Where to get it	Notes
4	Udyam Registration (Udyam Certificate)	udyamregistration.gov.in	Mandatory for MSE benefits
5	Business bank account	Any scheduled bank	Current account in entity's name
6	Cancelled cheque	Your bank	For account verification
7	Company PAN & Incorporation Cert	MCA (for Pvt Ltd/LLP)	—
8	Authorisation letter	Self-drafted	If signatory $\neq$ owner
9	Product/service catalog	Prepared by you	Photos, specs, HSN codes
10	OEM Authorisation Letter (if reseller)	From the OEM	On OEM letterhead

Common mistake: Applying without Udyam. You can register without it, but you lose every MSE benefit — which is 60–70% of the reason to be on GeM in the first place. Register on Udyam first (it's free and takes 15 minutes), then GeM.

3. The registration flow, step by step

Step 1 — Create the Primary User account

Go to gem.gov.in → Sign Up → Seller.

- Enter your PAN (proprietor's PAN for proprietorship; entity PAN otherwise).
- Enter your Aadhaar-linked mobile.
- Verify OTP.
- Set a strong password (16+ chars, alphanumeric + symbol).

Step 2 — Complete the Vendor Assessment

GeM's own Vendor Assessment (previously done by QCI) validates that you actually exist and can deliver. You'll upload:

- Entity PAN + Udyam
- Bank details (cancelled cheque)
- Business address proof (utility bill / rent agreement)
- Photographs of your premises (if manufacturer)

Vendor Assessment fee: ₹11,200 (excl. GST). Waived for MSEs in certain categories.

Step 3 — Add your Office & Warehouse

Every seller must declare at least one Office (registered address) and at least one Warehouse / Delivery location. These drive:

- The pin codes you can serve
- Which regional bids you're shown
- Delivery timelines the buyer sees

Tip: If you can deliver pan-India via courier, add multiple warehouses across zones — this widens the bids you appear in.

Step 4 — Choose your Seller type

- OEM (Manufacturer) — you make the product. Highest trust score.
- Reseller / Trader — you resell OEM products. Needs OEM Authorisation.
- Service Provider — you offer services (manpower, AMC, consulting).

You can be more than one across different catalogs, but each SKU is tagged to a specific seller type.

Step 5 — Activate MSE Benefits

Under Profile → MSE Details, enter your Udyam number and category (Micro / Small). Attach the Udyam certificate PDF.

- Also tick Women-owned and SC/ST-owned if applicable — these unlock sub-reservations.
- Verify the certificate shows up as "Verified" (green tick) within 48 hours. If it doesn't, raise a ticket.

Step 6 — List your Catalog

This is where 90% of sellers get stuck. Your product must map to a GeM category — either a Product or a Service with a defined golden parameter template.

For each SKU you'll enter:

- Golden parameters (brand, model, HSN, warranty, delivery days)
- Additional parameters (technical specs)
- MRP and Selling Price
- Product images (min 4, white background, 1000×1000px)
- BIS / ISI / ISO certificates (if applicable)
- OEM authorisation (if reseller)

Every catalog goes through Category Manager approval before it goes live. Rejections are common — the checklist in Section 6 covers the top 12 rejection reasons.

4. What happens after you go live

Once your catalog is approved:

- Your products become visible under Direct Purchase (buyers can order up to ₹25,000 without a bid).
- You start receiving Bid invitations and RA (Reverse Auction) notifications matching your categories.
- Government buyers can add you to their Buyer's Own Vendor List.

Your first order usually arrives within 30–90 days of a clean catalog going live. If nothing comes in 90 days, the diagnosis is almost always one of:

1. Catalog SKUs mapped to the wrong category
2. Pricing 10%+ above L1 in your category
3. Delivery timeline set too long (default 10 days is safer)
4. Missing MSE benefits in your seller profile
5. Poor product images (buyers filter these out visually)

5. Bids: the essentials

- Bid — Sealed technical + financial bid, evaluated together. Standard tender flow.
- Reverse Auction (RA) — After technical qualification, price bidders compete live for 30 minutes. L1 wins.
- Direct Purchase — Buyer picks a product directly. Below ₹25k without comparison; ₹25k–₹5L needs L1 comparison across 3 sellers.
- Custom Bid — Buyer creates their own spec-sheet. You bid on those specifications.

For each bid you'll upload:

- Technical compliance sheet (line-by-line)
- Financial bid (BOQ format)
- EMD (₹0 for exempt MSEs)
- Supporting docs (certifications, past-performance)

Deadline rule: Bids close sharp at the second listed. GeM does not accept late uploads under any circumstance. Aim to submit at least 6 hours before deadline.

6. The top 12 catalog-rejection reasons

If your catalog is rejected, the Category Manager's note is usually terse. Here's what each really means:

1. "Product does not match category" — You picked the wrong category. Search buyer bids to see which category they use for your product, and re-list there.
2. "Golden parameters incomplete" — One or more mandatory fields left blank or "N/A".

3. "Image quality poor" — <1000×1000px, watermarked, or busy background.
4. "HSN mismatch" — HSN code doesn't align with the category's HSN mapping.
5. "Brand not registered" — Your brand isn't in GeM's brand master. Add it via Brand Registration.
6. "OEM authorisation missing/expired" — For resellers.
7. "BIS certificate required" — Category mandates BIS licence. Attach it or delist.
8. "MRP < Selling Price" — Typo, usually.
9. "Duplicate SKU" — Same product listed twice; delist one.
10. "Warranty terms unclear" — Enter both duration AND coverage scope.
11. "Country of Origin missing" — Mandatory under Rule 144(xi) of GFR 2017.
12. "Delivery timeline unrealistic" — Set too short (buyers doubt) or too long (buyers skip).

7. Compliance you must maintain

Being on GeM isn't set-and-forget. These are the ongoing checkpoints:

- Rule 144(xi) — Country of Origin declaration on every SKU. Required since 2020.
- Class-I / Class-II Local Supplier declaration on each bid (PPP-MII 2017). Wrong tick = disqualification.
- BIS / mandatory standards — Auto-checked for the ~380 categories under CRO.
- GeM SPRS (Seller Performance Rating) — Order fulfilment, on-time delivery, buyer feedback. Below 3.0 and buyers can filter you out.
- Udyam annual updation — Udyam certs now auto-renew, but verify your investment/turnover data is current (April each year).

8. Post-award: from PO to Payment

Once you win an order (PO):

1. Accept the PO within 48 hours on GeM.
2. Dispatch within the promised delivery days.
3. Upload CRAC (Consignee Receipt-cum-Acceptance Certificate) after buyer confirms receipt.
4. Invoice goes on GeM within 10 days of CRAC.
5. Payment as per PFMS — 10-day SLA for Central Ministries; State bodies vary.

If payment is delayed beyond 10 days, escalate through:

1. Buyer's HOD (via GeM messages)
2. GeM Grievance portal

3. MSME Samadhaan portal (for MSE delayed payments — Section 15 of MSMED Act triggers compound interest)

9. A realistic timeline

Week	Milestone
1	Documents + Udyam ready. Registration submitted.
2	Vendor Assessment completed. Bank verified.
3	First catalog uploaded.
4-5	Category Manager approval (revisions if needed).
6	Live on GeM. First bid participation.
8-12	First order (Direct Purchase or small bid).
3-6 mo	Regular bid pipeline established.

Sellers who chase this timeline aggressively (rather than reactively) usually cross ₹10L in orders within 6 months.

10. Frequently asked questions

Q. Is GeM registration really free? The seller account is free. The Vendor Assessment (~₹11,200 + GST) is the only mandatory fee, and it's waived for MSEs in many categories. Anyone quoting you "GeM registration fees" of ₹15,000+ is charging consultancy on top — which is fine, as long as it's transparent.

Q. Can I register without GST? Only sellers of exempt goods/services. In practice: no, get GSTIN first.

Q. Do I need to be in Delhi/Bengaluru to sell on GeM? No. GeM is fully online. Buyers are pan-India. Delivery is what matters.

Q. What if my product isn't in any GeM category? Request category creation via Product/Service Not Found on GeM. Approval takes 30-45 days.

Q. How do I know which bids are worth chasing? That's the real skill — covered in our second whitepaper, Winning GeM Bids: A Practical Playbook.

About India Procure

India Procure is a Bangalore-headquartered government procurement consultancy serving MSMEs across India.

We've guided 300+ MSEs through GeM onboarding, facilitated ₹40 Cr+ in orders, and helped clients evaluate 1,200+ tenders. Our services span registration, catalog optimisation, bid strategy, and post-award support.

Free consultation: indiaprocure.com/contact Call: +91 91138 99941 Email: info@indiaprocure.com

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