

How to Start a Dropshipping Business in India

A step-by-step 2026 action plan: pick a niche, choose a supplier, launch your store, and start taking orders without holding inventory.

₹0DEPOSIT
TO START**No MOQ**START WITH
1 ORDER**COD**BUILT-IN
SUPPORT**25,000+**SELLERS
NATIONWIDE

✓ How to Dropship in India

The core process, in four moves

1

Choose a Product

Pick something with clear demand, healthy margins and manageable shipping.

2

Find a Supplier

Check quality, dispatch speed, returns handling and branding options.

3

List & Get Orders

Add it to your store. Customers order and choose prepaid or COD.

4

Supplier Fulfils

They print, pack and ship under your brand. You handle support.

9 Your 9-Step Launch Plan

The full process, start to scale

1

Create a Business Plan

Set your niche, pricing, marketing budget and profit target before building anything.

2

Choose a Profitable Niche

Look for real demand, workable margins and manageable return rates.

3

Define Your Brand & USP

Give one audience a clear reason to buy from you and not a competitor.

4

Choose a Reliable Supplier

Test samples, dispatch time, RTO handling and white-label options.

5

Set Up Your Store

Shopify or WooCommerce, product pages, shipping and returns info live.

6

Choose a Payment Gateway

UPI, cards and COD, with a clear settlement and reconciliation flow.

7

Market Your Store

Test one or two channels first, then scale what actually converts.

8

Manage It Day-to-Day

Daily order checks, weekly performance reviews, monthly profit reviews.

9

Scale What Works

Put more budget behind the products and channels already producing profitable orders.

WHY THIS PROCESS WORKS IN INDIA

COD still drives a large share of Indian ecommerce, and delivery windows, GST thresholds and RTO handling behave differently here than in a US or European playbook. Qikink dispatches orders within 48 hours on average, with COD support and delivery across India in 2–5 days.

₹ Know Your Real Numbers

Revenue isn't profit. Calculate the full order cost.

THE PROFIT FORMULA

Profit per order = Selling price - fulfilment cost - shipping - payment fees - marketing cost - discounts - expected returns / RTO

Worked example	Qty	Price	Product cost	Before other costs
Custom mugs	200	₹299	₹115	₹36,800
Clear phone cases	500	₹399	₹220	₹89,500

₹ What It Actually Costs to Start

No inventory investment does not mean zero cost

- Store platform & domain
- Fulfilment per order
- Marketing & customer acquisition
- Product samples
- Payment processing fees
- Returns & RTO handling

COD & RTO BENCHMARK

ClickPost's FY2026 data puts RTO for COD-heavy fashion and apparel stores in India at **21%–32%**. Failed COD deliveries add reverse shipping and handling costs on top of what you already spent acquiring the customer, so tracking RTO by product, location and courier from your first orders is worth the effort.

✓ Best Practices

- ☐ Price using the full order cost, not just supplier price
- ☐ Order samples before listing any product
- ☐ Track RTO by product, location and courier
- ☐ Set delivery expectations you can actually meet
- ☐ Review sales data weekly or monthly, not only when something breaks

! Mistakes to Avoid

- ✗ Choosing products without checking demand or margin
- ✗ Skipping product samples before launch
- ✗ Treating every COD order as guaranteed revenue
- ✗ Scaling ad spend before fulfilment can handle it
- ✗ Relying on a single product or marketing channel

§ Legal at a Glance

Choose a structure, then check when GST applies

Sole
Proprietorship

Partnership
Firm

LLP

Private Limited
Company

GST REGISTRATION THRESHOLDS

Goods: general threshold of **₹40 lakh** in most states • Services: general threshold of **₹20 lakh**

Lower thresholds and compulsory-registration rules can apply in certain states or sales channels, so check what applies to your business before you start selling.

? Quick Answers

The questions sellers ask most

Do I need inventory to start?

No. Your supplier holds and ships the stock. You only handle the storefront, pricing and customer support.

Is it really free to start?

You skip the inventory investment, but store, samples, marketing and fulfilment costs still apply.

How long does setup take?

A basic store can be ready within a few days once your product, supplier and platform are chosen.

What skills do I need?

No degree required. Product research, basic marketing, pricing and customer service go the furthest.

i What's Different About Selling With Qikink

The operational details that shape your margin

₹0 Deposit
No MOQ

White-Label
Branding

48-Hour
Dispatch (avg.)

COD Across
India

Ready to Start Selling?

Qikink handles printing, packing and shipping under your brand, with COD support across India. You choose the products and set your price.

Start Your Dropshipping Business →

Want the full breakdown? Read the complete guide at qikink.com/blog/how-to-start-dropshipping-business-in-india

Figures such as pricing, dispatch times, GST thresholds and RTO benchmarks reflect Qikink's published data at the time of writing and can change. Verify current pricing, tax and policy details before making business or capital decisions.