

Get on the shelf. Stay on the shelf.

Mirchi Labs handles every step between a buyer's yes and your product going live — catalog readiness, photography, item setup, and ongoing compliance.

THE CHALLENGE

Getting to shelf is harder than it looks.

Landing a buyer conversation is only half the battle. What comes next — data formatting, compliance, portal submissions, image specs — trips up even great brands.

✓ Retailer portals reject your data

Wrong attributes, missing GTINs, image spec violations — retailers don't explain what's wrong, they just reject.

✓ Every retailer has different rules

Walmart wants one format. Whole Foods wants another. Managing it manually doesn't scale.

✓ No one on your team owns this

You're running a brand, not a data ops team. This work needs specialized knowledge you don't have yet.

✓ Delays cost real revenue

Every week your product isn't live is a week of sales your competitors are capturing.

HOW IT WORKS

One partner. Every step from audit to shelf.

1

Audit

Upload your product spreadsheet. We score your catalog against your target retailer's exact requirements and flag every gap.

2

Content

Retail-ready product photos and PDP copy — formatted to each retailer's image specs, title rules, and attribute guidelines.

3

Item setup

We submit to the retailer portal, manage error flags, and handle resubmissions until your SKUs are live.

4

Monitoring

Requirements change. We keep your listings compliant and catch suppressions before they cost you revenue.

RESULTS

Brands that worked with Mirchi.

"Mirchi resolved hundreds of compliance errors and got our items live 90% faster than we expected. We didn't have to touch the portal once."

HL Innovative · Multi-brand CPG supplier

HOW PRICING WORKS

Transparent structure. Scoped to your situation.

Pricing is based on your SKU count, the number of retailers you're onboarding to, and whether you need ongoing support. No retainer required to start — most brands begin with a one-time engagement and add support as they grow.

ONE-TIME SETUP	PER-SKU / PER-RETAILER ONBOARDING	ONGOING SUPPORT
Covers your initial intake, catalog readiness audit, and workflow configuration. Scoped to your SKU count and catalog complexity. <i>Paid once at the start of your engagement.</i>	Covers content enrichment, retailer-specific mapping, compliance formatting, and submission through to go-live. Priced by SKU volume — larger catalogs get better rates. Each additional retailer is priced at a reduced rate. <i>Paid per SKU, per retailer. No ongoing commitment.</i>	Optional monthly retainer covering compliance monitoring, error resolution, listing updates, and content lifecycle management across all active retailers. <i>Month-to-month. Cancel anytime.</i>

We'll scope a custom estimate based on your SKU count, target retailers, and timeline — on a quick call.

WHAT MIRCHI HANDLES

Every service your brand needs to get — and stay — on shelf.

 ShelfReady audit Free catalog readiness score against your target retailer's requirements. Know your gaps before your first submission.	 Product photography Retail-spec images for every retailer — correct background, resolution, angle, and format. No rejections for image issues.	 PDP copywriting Titles, bullets, and descriptions formatted to each retailer's rules. Content that gets accepted, not flagged.
 Item setup Portal submission, error resolution, and resubmission management until your SKUs are live.	 Retailer expansion Already live at one retailer? We handle mapping differences and full submission for every new channel you add.	 Compliance monitoring Monthly listing health check across all retailers. We catch suppression before it costs you revenue.

Ready to get on the shelf?

Start with a free ShelfReady audit — know your gaps before your first retailer submission.

FREE AUDIT

mirchilabs.com/shelfready

BOOK A CALL

calendly.com/mirchilabs

EMAIL US

onboarding@mirchilabs.com