

# Become part of India's **Digital Commerce Revolution**



**Cashew Buyer & Seller Meet - July 07, 2023**

# A truly “Made in India” digital revolution for the world



*“ONDC will democratise digital commerce & move it from platform-centric model to an open-network model.”*

**Sh. Piyush Goyal**  
Hon'ble Union Minister,  
Ministry of Commerce & Industry



# ONDC Advisory Council comprising of stalwarts from multiple domains



**Nandan Nilekani,**  
*Non- Executive  
Chairman, Infosys*



**R S Sharma,**  
*CEO, National  
Health Authority*



**Adil Zainulbhai,**  
*Chairperson,  
Capacity Building  
Commission*



**Dilip Asbe,**  
*MD & CEO, National  
Payments  
Corporation India*



**Suresh Sethi,**  
*MD & CEO, Protean  
eGov Technologies Ltd.  
(Formerly NSDL eGov  
Infrastructure Limited)*



**Anjali Bansal,**  
*Founder and  
Chairperson, Avaana  
Capital*



**Arvind Gupta,**  
*Co-Founder & Head,  
Digital India  
Foundation*



**Kumar Rajagopalan**  
*CEO, Retailers  
Association of India*



**Sanjeev, IAS**  
*Joint Secretary, DPIIT, Ministry  
of Commerce & Industry*



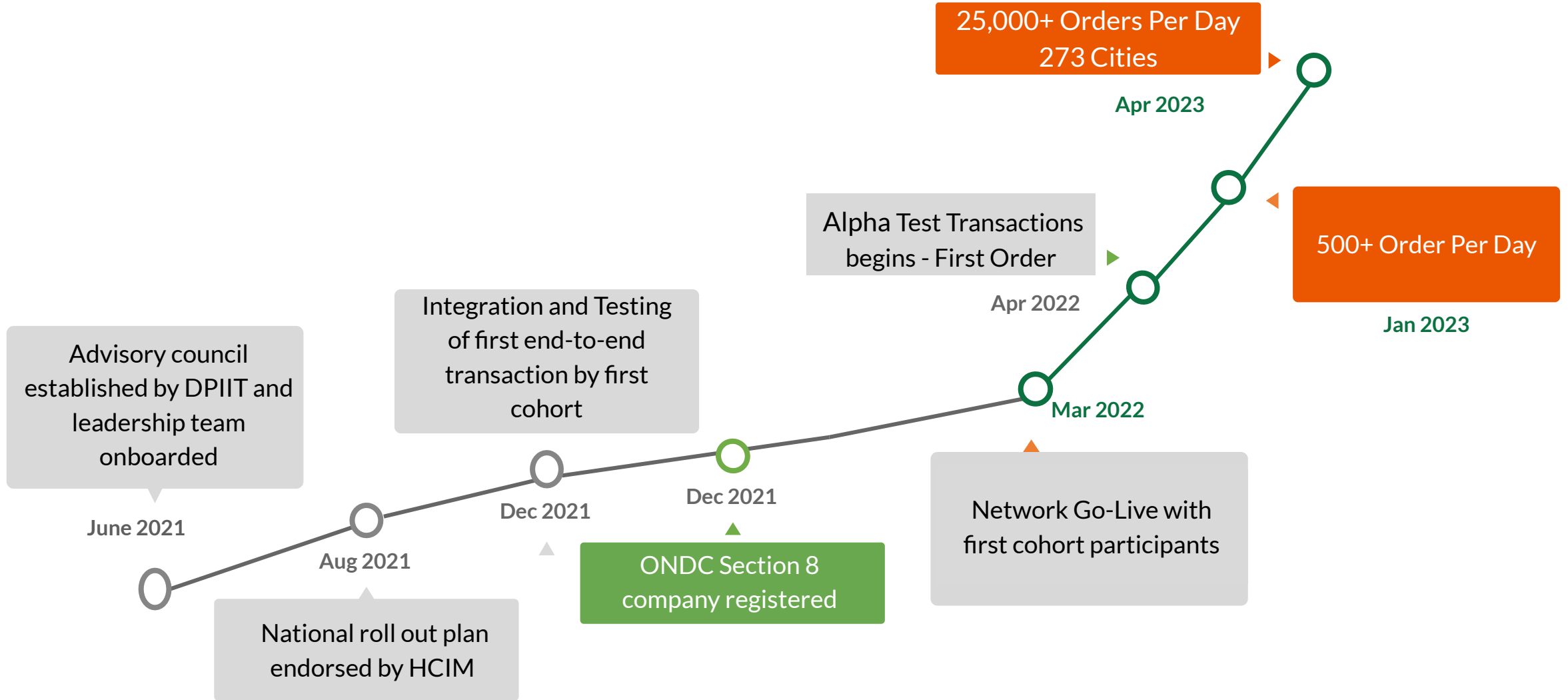
**Praveen Khandelwal,**  
*Secretary General,  
CAIT*



**Jaxay Shah,**  
*Chairman,  
Quality Council of  
India*



# Advisory council to operating company in less than 12 months



● ONDCs' Impact is now visible



39000+

Sellers



45 Lakh+

Products



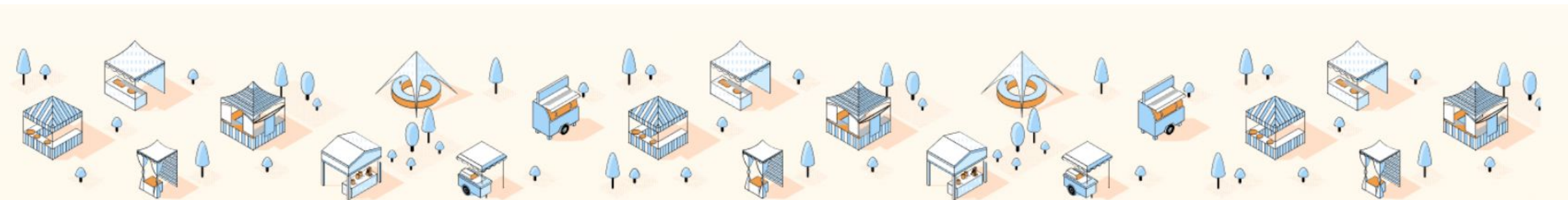
273 cities

Alpha Live






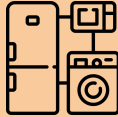







2 cities

Beta Live



● A network with potential to democratize multiple domains across sectors

## Categories/Domains Live on Network

B2C					B2B	
 Food & Beverages	 Grocery	 Home & Kitchen	 Electronics & Appliances	 Mobility	 Grocery	 Fashion
 Beauty & Personal Care	 Agriculture	 Health & Wellness	 Fashion			

**Upcoming Domains  
On ONDC**

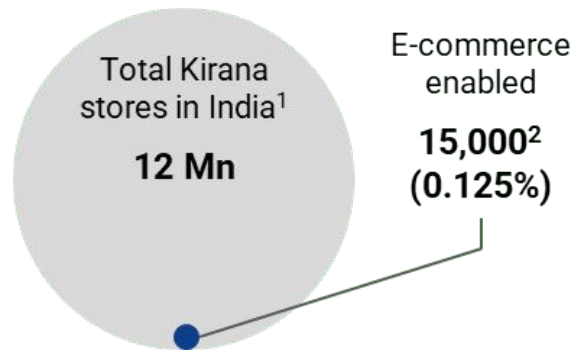
**Financial  
Products**

**Services**

# ONDC's goal is to dramatically step change eCommerce penetration

## Limited Reach

Significant part of retail sector is not digitally enabled



E-retail penetration is only at 6-7% in India; well below China (25-30%), Indonesia (20-25%), and the US (14-16%)




MARKET PENETRATION

Limited share of smaller towns and rural area



B2B commerce penetration is only at 1-1.5% in India; well below global average of 20%

### Sources:



## ONDC has been designed to solve key factors across the value chain holding back participation

- Limited **Choices** for sellers to be online
- Inability for retailers and merchants to **set their own terms** and conditions
- **Discoverability** an issue for buyers and sellers beyond large eCommerce platforms
- For most players - **barriers to stitching the value chain** – unviable if not impossible





The design revolves around 2 interrelated principles

## UNBUNDLING

of customer & seller acquisition to  
reduce Go-to-market efforts



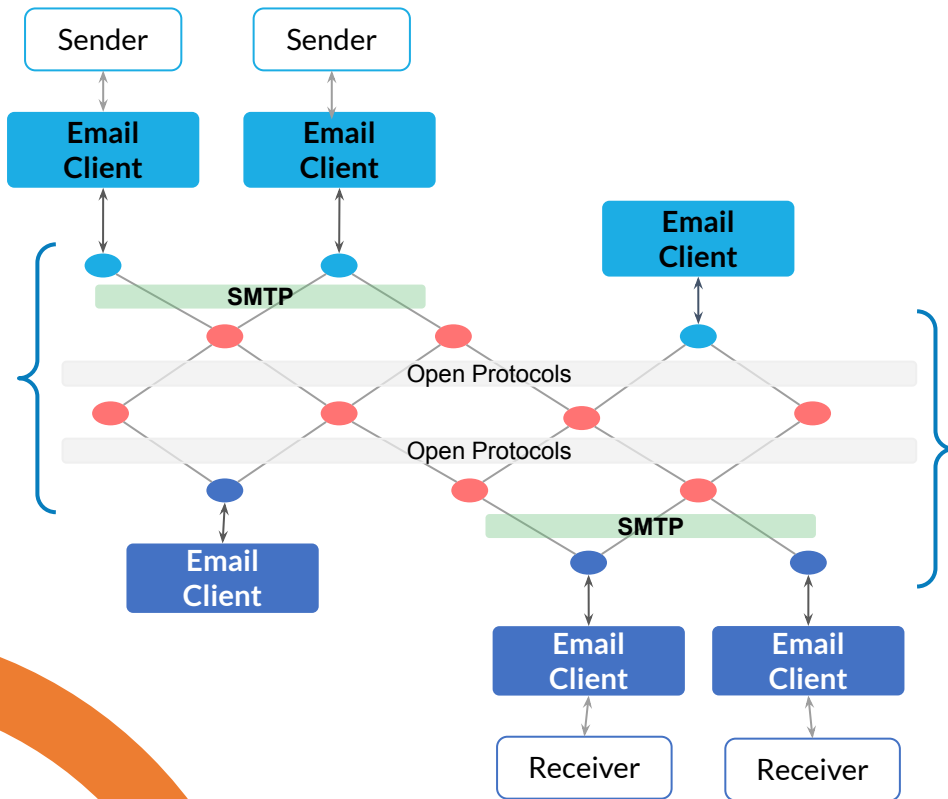
## INTEROPERABILITY

between platforms/ applications  
for greater market access

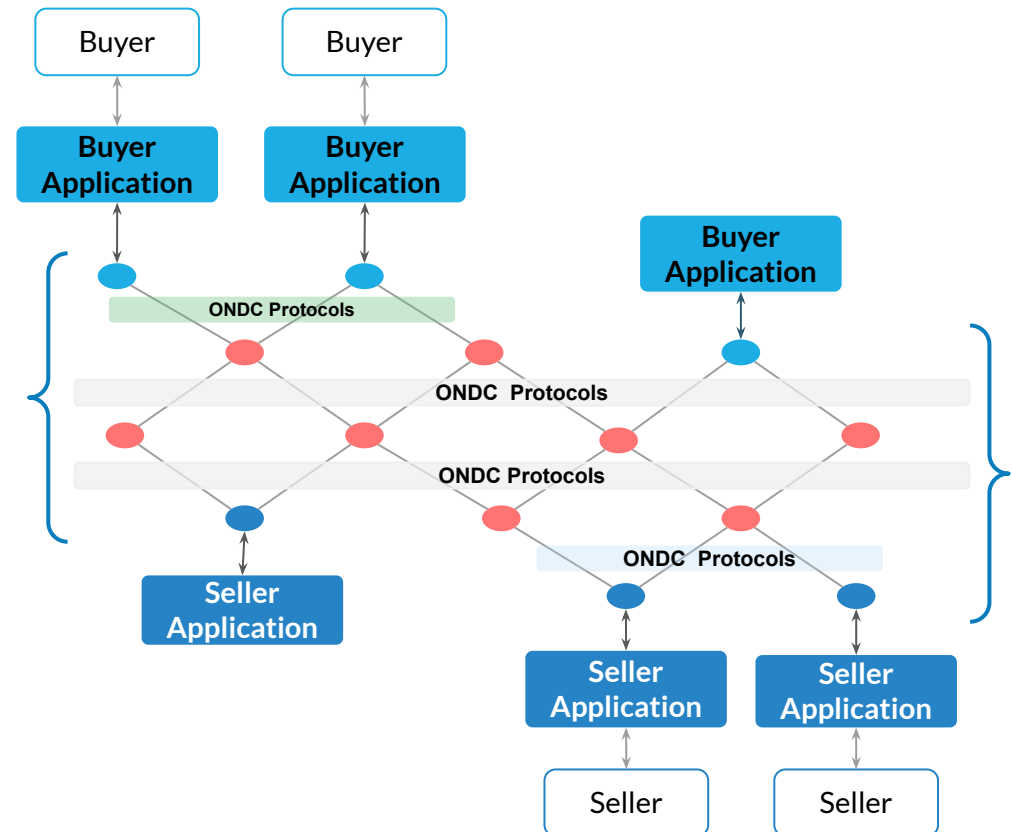


# Built on ONDC Protocols that facilitates commerce aware communication between unconnected entities

## Open Protocol Email System



## Open Protocol Digital Commerce

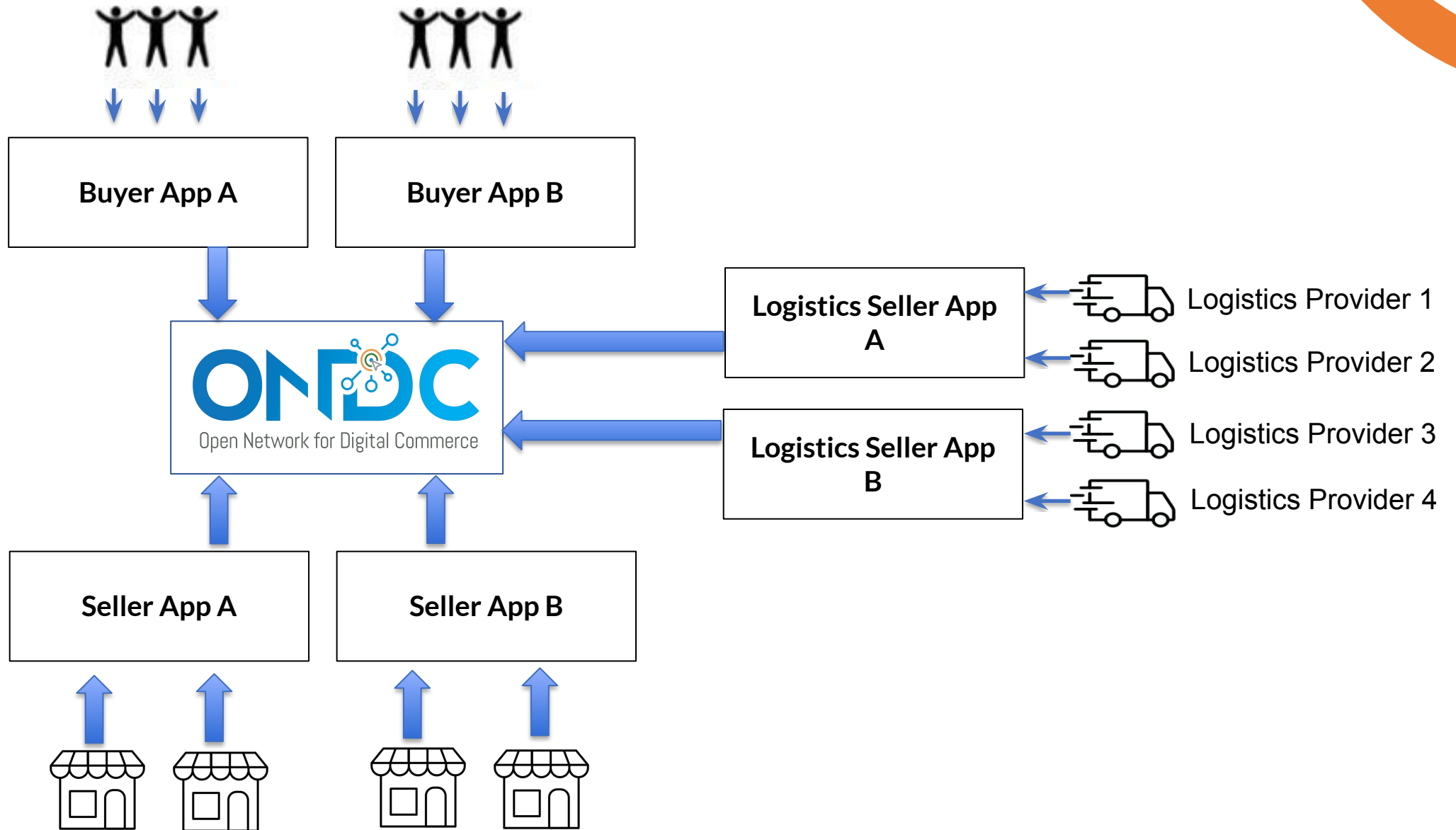


Open interoperable Made-in-India specifications  
Inspired by Beckn Protocol [<https://becknprotocol.io/>]



# Universal Buyer Seller Logistics Network!

After ONDC



# Demystifying ONDC

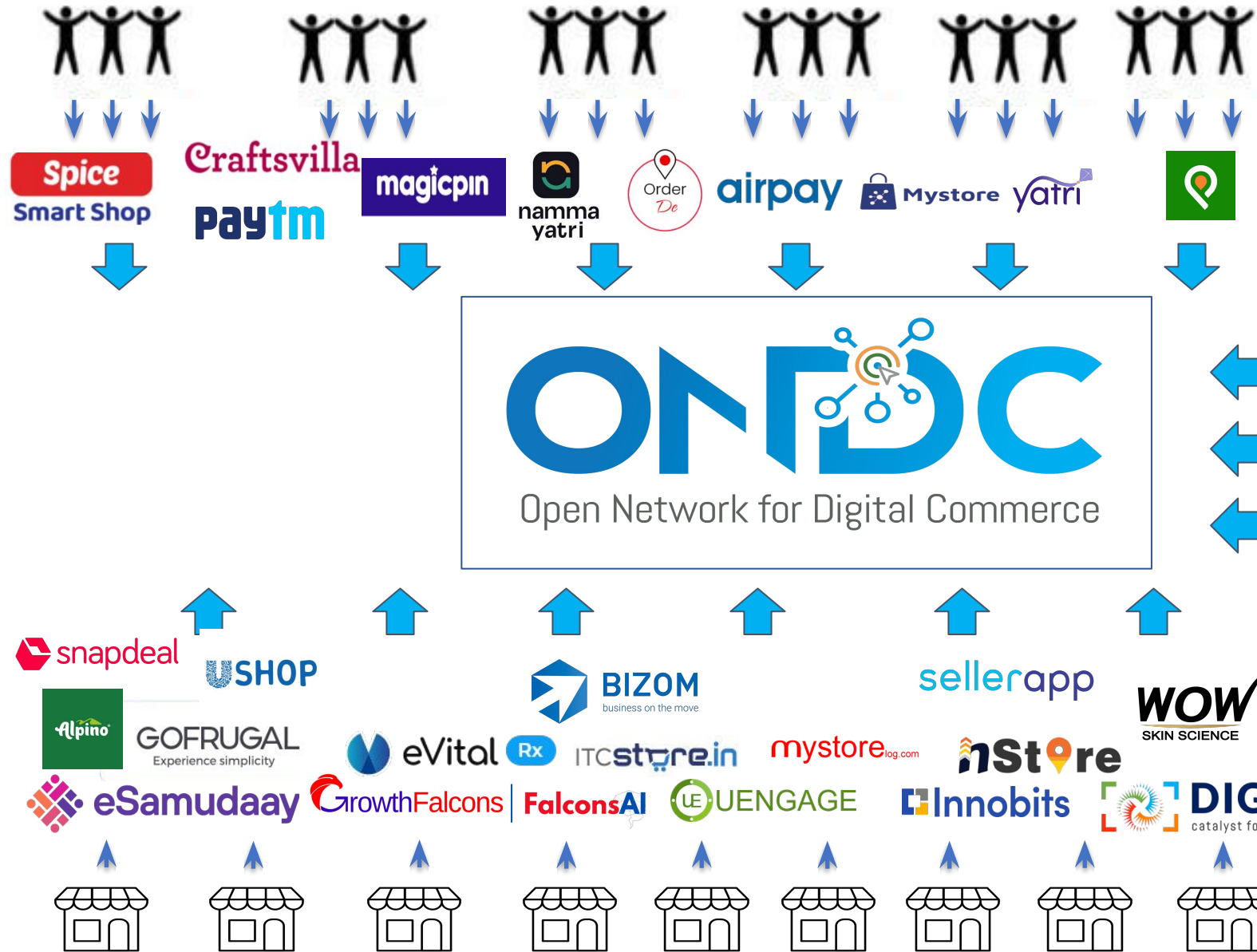
## ONDC is...

- ✓ An open network, capability, infrastructure
- ✓ Infinite models, fertile for innovation
- ✓ Eliminates need for central intermediary
- ✓ Market and Community led initiative

## ONDC is NOT ...

- ✗ An application, a platform, a product
- ✗ A single model
- ✗ A central intermediary
- ✗ A regulator

# Universal Buyer Seller Logistics Network!



10 Buyer Applications  
~ 100 Million Potential Buyers



7 Logistics Applications

32 Seller Applications  
39,000+ Sellers  
45 Lakh+ SKUs

# Healthy pipeline of Network Participants across roles

## Seller-Side

## Buyer-Side

## Logistics

54+

Advanced Stage



9K+

Underway



## Try placing an order on ONDC!

ONDC is now beta testing. You will see a fast-paced addition of new stores and restaurants.

You can order Food, Groceries and other products from the following buyer apps:



We invite you to try placing your orders on these pioneers. Scan the code for the website.





## Seller Proposition



- Plug into ONDC and complete your e-commerce solution
- No need to set up all business activities and services
- Partner with the best, cost effectively



# For all participants, ONDC brings benefits not possible before



## FOR BUYERS

- Single platform accesses all domains
- Access all sellers in each domain
- Unified experience
- Wider options for price, delivery, add-ons
- Faster hyper-local fulfilment
- Buyer experience key differentiator



## FOR SELLERS

- Discoverable by entire buyer universe
- Maintain one-time, single registration
- Low cost access to complete value chain
- Autonomy on rules & terms
- Increased profitability
- Business enhancement analytics
- Portable network-wide reputation
- No disintermediation risk



# How to join? Retailer, Manufacturer, Craftsman but not create app?

→ Go to our website [ondc.org](https://www.ondc.org) and click on [Network Participants Tab](#) in top menu - Contact any seller app that is live or in advanced stages

The screenshot shows the ONDC website's 'Network Participants' page. The page has a navigation bar with 'Home', 'About', 'Roles You Can Play', 'How To Join', 'Learn About ONDC ONDC Participants + [How to Shop](#)', 'Resources', and 'English'. A 'Network Participants Form' button is visible in the top right. Below the navigation, there are two tabs: 'Network Participants' (selected) and 'Ecosystem Participants'. The main content area is divided into a left sidebar with filters and a central table of participants.

**Integration Stage**

- Live on the Network
- Advance Stage of Development
- Initiated Integration

**Role**

- Buyer Network Participant
- Seller Network Participant
- Logistics Service Provider

**Category**

**Retail**

- Food & Beverage
- Grocery
- Home & Decor
- Electronics
- Fashion
- Beauty & Personal Care
- Hyperlocal

Name	Role	Categories	Active Cities	Contact	Website
Alpino	Seller Network Participant	Agriculture, Food & Beverages, Grocery, Health & Wellness	Pan India	Hiren Sheta	<a href="#">alpino.store</a>
Bech.app by SignCatch	Seller Network Participant	B2B, Grocery	Pan India	Nitin Gupta	<a href="#">bech.app</a>
Bitsila	Seller Network Participant	B2B, Beauty & Personal Care, Electronics & Appliances, Fashion, Food & Beverages, Furniture & Kitchen, Grocery, Health & Wellness, Home	Ahmedabad & Kolkata, Bangalore, Chennai, Delhi, Hyderabad, Mumbai, Pune	Sooryah	<a href="#">bitsila.com</a>
Bizom	Seller Network Participant	B2B, Beauty & Personal Care, Electronics & Appliances, Fashion, Furniture & Kitchen, Grocery, Health & Wellness, Home	Pan India	Abdullah Khalid	<a href="#">bizom.com</a>
BoAt	Seller Network Participant	Electronics & Appliances	Pan India	Nisith Bag	<a href="#">boat-lifestyle.com</a>



**Thank you!**

