

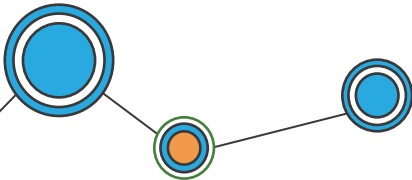


Unlocking Opportunities

with

Democratic Digital Commerce

...



Understanding ONDC: DPI, Entity & Initiative



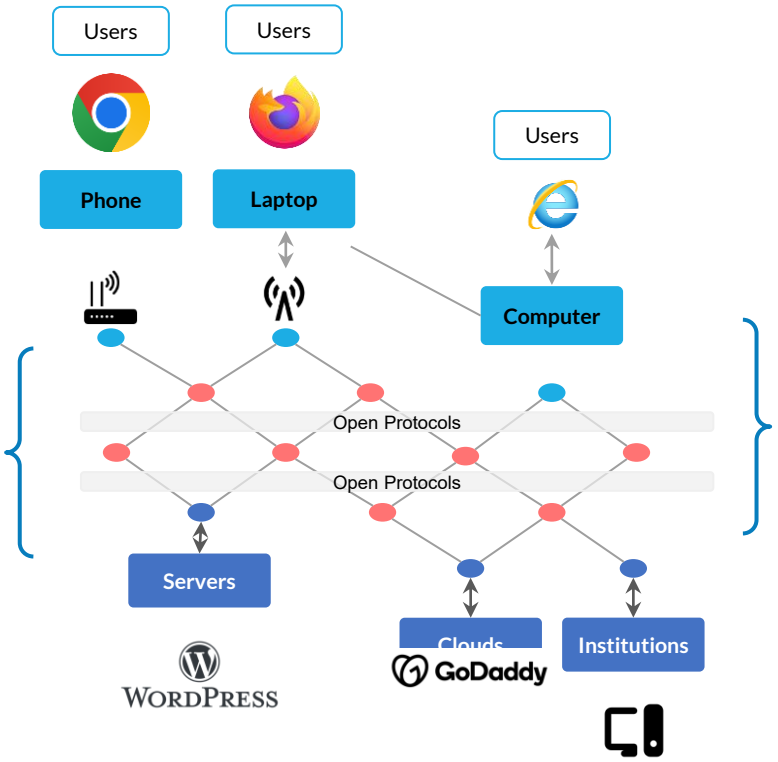


1. ONDC as a

Digital Public Infrastructure

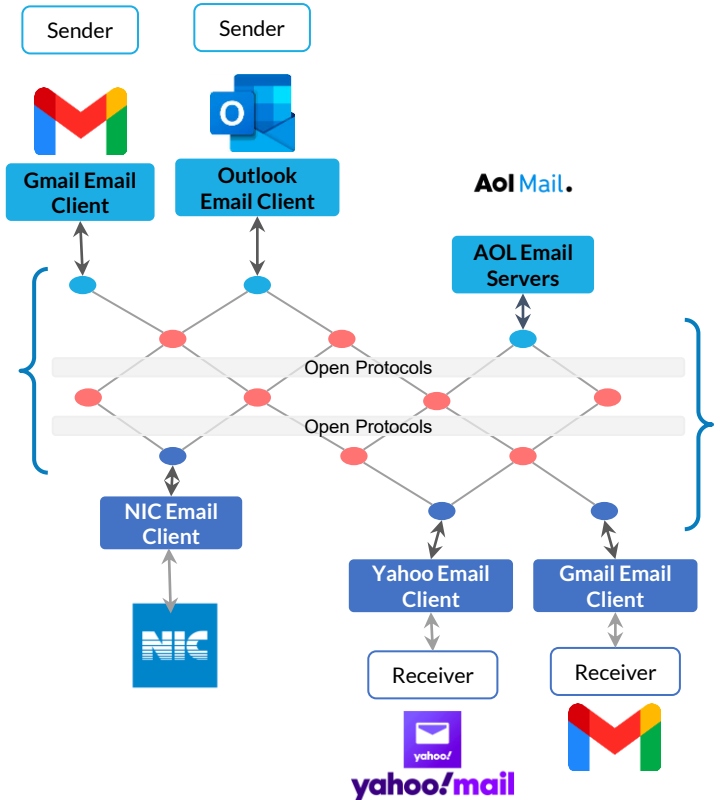
Internet & email are interoperable networks based on open protocols

Information Exchange



Internet: Hypertext Transfer Protocol (HTTP)

Message Exchange



Email: Simple Mail Transfer Protocol (SMTP)

Indian
government
recognised
several systemic
challenges during
the **COVID**
pandemic



INDIA

COVID surge: DPIIT sets up control room to monitor delivery, logistics of essential commodities



Despite COVID Pandemic & Internet Penetration giving a large push to eCommerce, it's **limited to the elite**

Majority of trade & commerce is not digitally enabled



Digital Commerce is only

5-6%

of overall commerce in India.

well below China (25-30%), Indonesia (20-25%)

On the seller side,

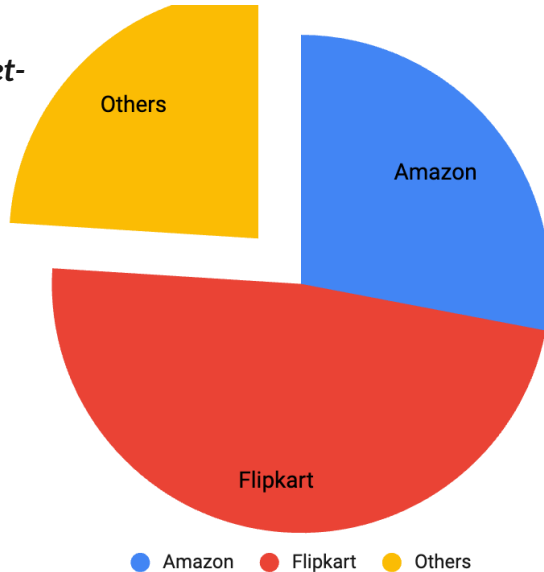
<2%

of sellers make their products or services available online

In the digital commerce sector, **markets are dominated** by a few players

2 Companies control **76%** of market

*e-Commerce Market-
share in India in
2023*

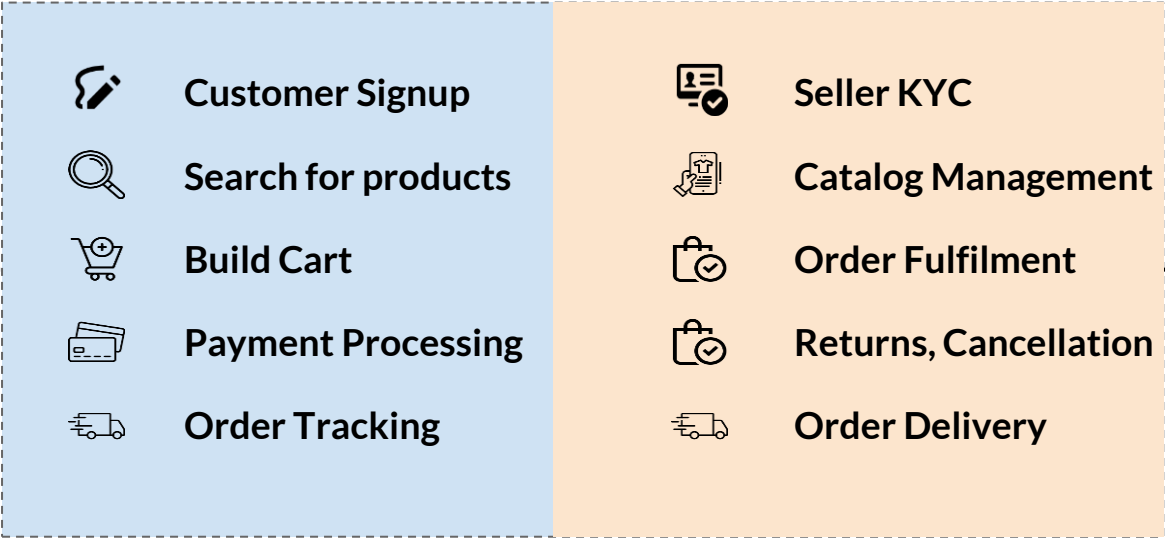


**This is true not just in India,
but across the world.**

Globally, 4 Chinese companies control 42% of the global ecommerce market

eCommerce platforms work **in their interest**, neither for buyers nor sellers using proprietary technology

eCommerce Platforms



This **market concentration** has led to adverse effects across domains and sectors



High **entry barriers** for new players



Limited **innovation**



Buyer/seller **captivity**



Limited avenues for buyers & sellers



Information asymmetry leading to **market inefficiencies**



Increasing Cost of Operations & Growth

Digital market concentration and inequity are **global issues**

Digitally mature markets have attempted to address these challenges through **regulation**



UK's **Digital Markets, Competition and Consumers Bill**, currently under review, aims to promote competition, protect consumers & regulate digital platforms



US is attempting to use **American Innovation and Choice Online Act** & Anti-trust Regulation to combat concentration in eCommerce



EU passed the **Digital Markets Act** to try address the problems of a few platforms becoming gatekeepers of digital markets

India is leading the world in solving these global problems using technology and market participation.

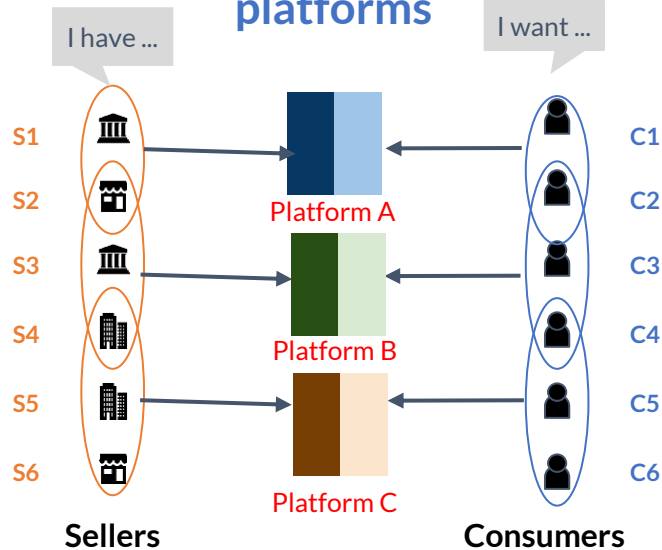
ONDC is a sustainable model of building digital commerce for markets which are rapidly digitising.

There is a clear need to shift from a platform-centric approach to a **network-based approach** i.e. ONDC

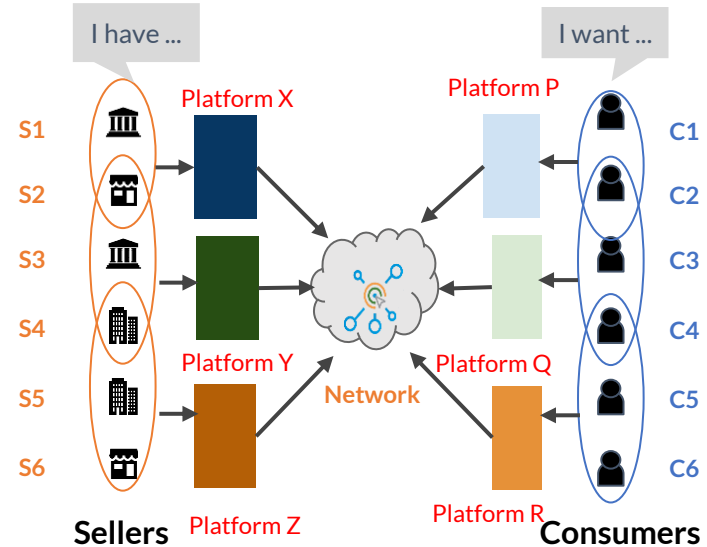
UNBUNDLING

INTEROPERABILITY

From: siloed, strictly controlled platforms

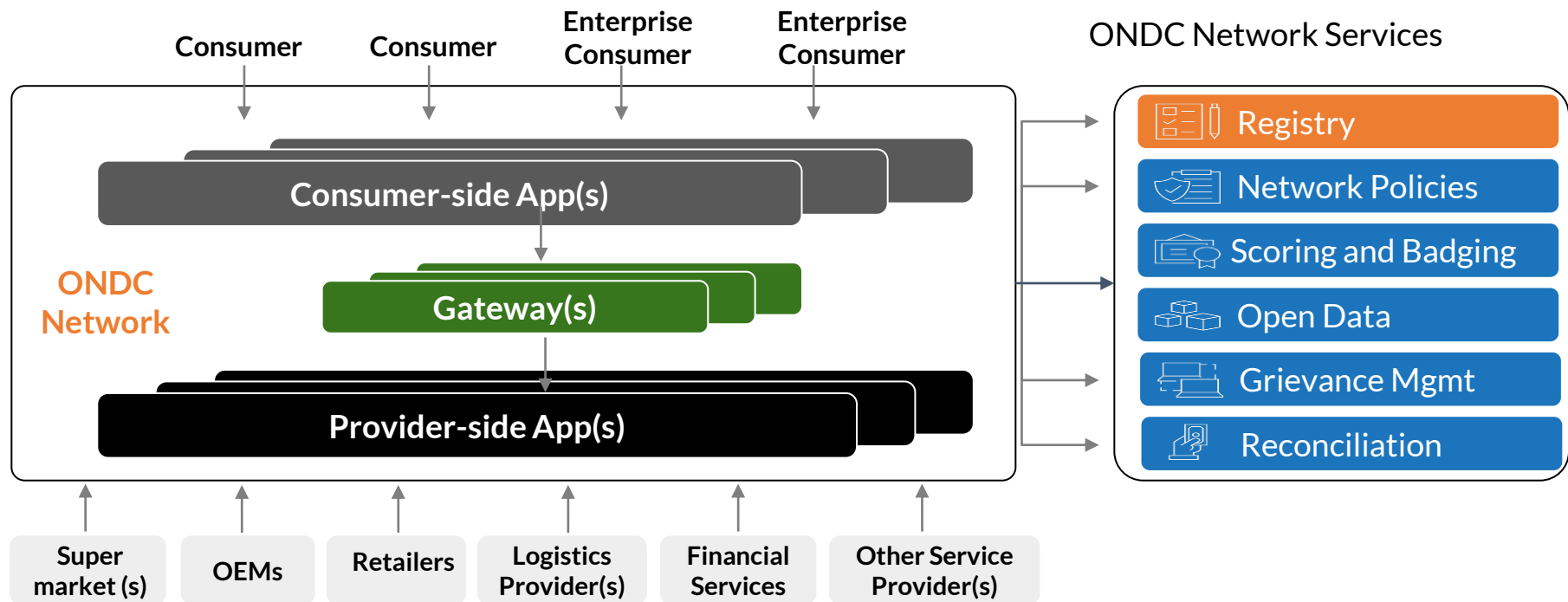


To: transactions enabled across platforms



ONDC is built with an open architecture, Protocols & Standards

Demand Side



Supply Side

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

ONDC unlocks efficiency, scale & benefits for all participants



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



FOR TECHNOLOGY COMPANIES

- Maximise value of your technology
- Innovate to your strengths
- Monetisation opportunity on transactions
- Less time-to-scale
- Enhanced platform loyalty



2. ONDC as a

Entity & Company

ONDC is a non-profit company, funded by 27 institutions which represent India's market & a pedigree of transformational projects

QCI Protean eGov CDSL NSDL BSE NSE CSC e-Gov SBI UCO Bank NABARD

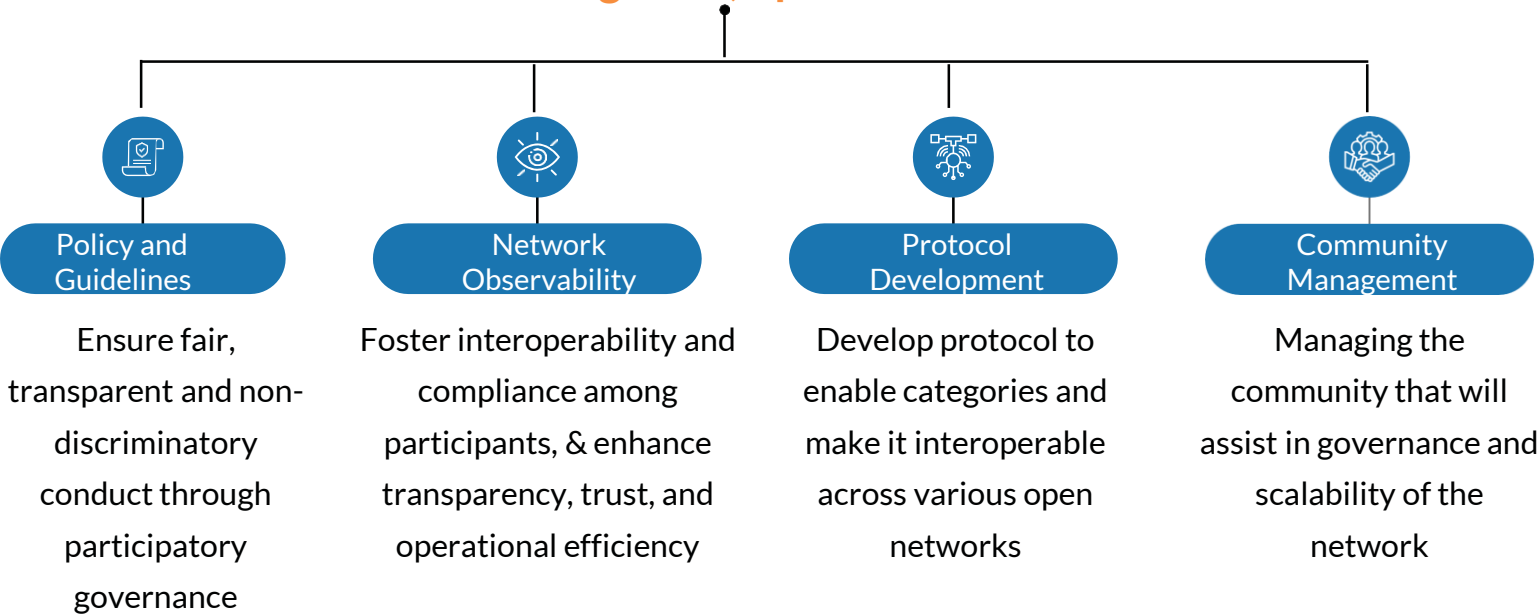
Bank of Maharashtra SIDBI Indian Bank PNB Bank of Baroda Bank of India IDBI Bank Canara Bank

Union Bank of India Indian Overseas Bank IndusInd Bank IDFC Bank Kotak Bank

Federal Bank RBL Bank ICICI Bank HDFC Bank Axis Bank

ONDC serves as a network facilitator with various roles

Building trust, open & inclusive



...mentored by Advisory Council comprising of **industry stalwarts**



Nandan Nilekani,
*Non- Executive
Chairman, Infosys*



R S Sharma,
*Chairman,
ONDC*



Dilip Asbe,
*MD & CEO,
NPCI*



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



Suresh Sethi,
*MD & CEO,
Protean eGov*



Anjali Bansal,
*Founder and
Chairperson,
Avaana Capital*



Jaxay Shah,
*Chairman,
Quality Council of
India*



Adil Zainulbhai,
*Chairperson,
Capacity Building
Commission*



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



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



Anurag Jain, IAS
*Secretary, Ministry
of Road Transport
& Highways*



**Rajesh Kumar
Singh, IAS**
*Secretary, Ministry
of Defense*



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



Rohit Kumar Singh IAS
*Fmr Secretary, Ministry
of Consumer Affairs*



Anil Agrawal, IPS
*Member,
Competition
Commission of India*

...and an Esteemed Panel of Board of Directors



R S Sharma,
*Chairman,
ONDC*



Jaxay Shah,
*Chairman,
QCI*



**Mr. Suresh
Sethi, MD &
CEO-Protean**



**Mr. Ashishkumar
Chauhan,
MD & CEO-NSE**



**Mr. Adil
Zainulbhai,
Chairman, CBC**



**Mr. Arvind Gupta,
Co-Founder and
Head, Digital India
Foundation**



**Mr. Ashish Parthasarthy,
Treasurer, Group Head – GIB,
NRI, Overseas & Tele-Service
Channels, HDFC Bank**



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



**Mr. Ritesh
Tiwari, CFO &
ED, HUL**



**Mr. Nitin Chugh,
DMD & Head Digital
Banking & Transformation,
SBI**



**Mr. Ateesh
Singh,
JS-AFI, Ministry
of MSME**



**Mr. Sanjiv,
JS, DPIIT,
Ministry of
Commerce &
Industry**



**Mr. Bharat Kherra
AS, Department of
Consumer Affairs**



**Mr. T. Koshy,
Managing
Director & CEO**



2. ONDC as a
National Initiative

ONDC has seen a significant growth in transactions...

Monthly Orders

1,000+

Beginning of 2023

Retail: 1,000+

50 Lakhs +

Beginning of 2024

Retail: 19 Lakhs +

Mobility: 31 Lakhs +

1.3 Crore +

Now

Retail: 77 Lakhs +

Mobility: 50 Lakhs +

Sellers & Service Providers have increased multifold

7 Lakhs +

60% are small sellers and service providers

Sellers & Service Providers

800+



Beginning of 2023

Retail Sellers: 800+

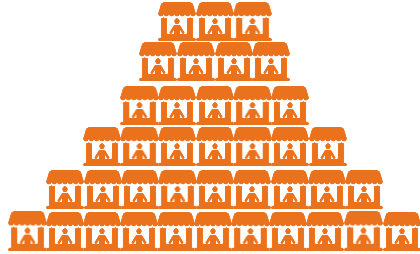
3 Lakhs +



Beginning of 2024

Retail Sellers: 1 Lakh +

Drivers: 2 Lakhs +





Now

Retail Sellers: 2 Lakhs +




Drivers: 5 Lakhs +

ONDC has enabled major categories & domains to cater better consumer experience








It began with...

-  Grocery & FMCG
-  Food & Beverage
-  Ride Hailing

Now it also has...

-  Education, Skilling & Training
-  **Exports**
-  Beauty & Personal Care
-  Fashion & Apparel
-  Electronics & Appliances
-  Agri Products
-  Home & Kitchen
-  Health & Wellness
-  Metro Ticketing
-  **B2B**

In Early stages...

-  Insurance
-  Loans
-  Mutual Funds
-  Ticketing
-  Travel
-  Digital Subscriptions
-  Video-on-Demand & Digital Content

In pipeline

-  Legal Services
-  Repair, Maintenance & At-home services
-  Automotive Supplies
-  Sports Equipment
-  Warehousing
-  Fiber & Yarns

... and many more

ONDC has footprint pan India, with **critical density of sellers and products** becoming available on the network

Unique cities with **transactions**

1,300+

Countable Cities

610+

cities with >100 orders in the each of the last 3 months

Unique cities with **sellers**

700+

Tier 2+ cities contribute

40%

of retail orders



One Nation, One Digital Market connecting nano, micro, businesses as well as startups and global leaders



Different consumer apps are taking diverse approaches to leverage ONDC

The logo for Paytm, featuring the word "paytm" in a bold, blue, sans-serif font.

Enabling all B2C Categories
Food, Grocery, Fashion, Electronics,
Ride Hailing

The logo for OLA, featuring the word "OLA" in a bold, black, sans-serif font.

Live with food, logistics &
Grocery

The logo for Dainik Jagran, featuring a stylized rainbow sun icon above the text "दैनिक जागरण" in a bold, black, sans-serif font.

Jagran is building content - to
commerce with ONDC

The logo for TATA NEU, featuring the word "TATA" in black and "NEU" in a bold, black, sans-serif font, with a colorful, stylized "N" icon to the right.

Entered Food domain with ONDC

The logo for Otipy, featuring a green tree icon inside a circle, followed by the word "Otipy" in a bold, green, sans-serif font, and the tagline "Always Fresh, Never Stored" in a smaller, green, sans-serif font below it.

Focusing on Grocery & Farm Produce

The impact of ONDC goes beyond conventional e-Commerce...

ONDC's **"Amazing India"** program showcases unique products from farmers and social sector sellers

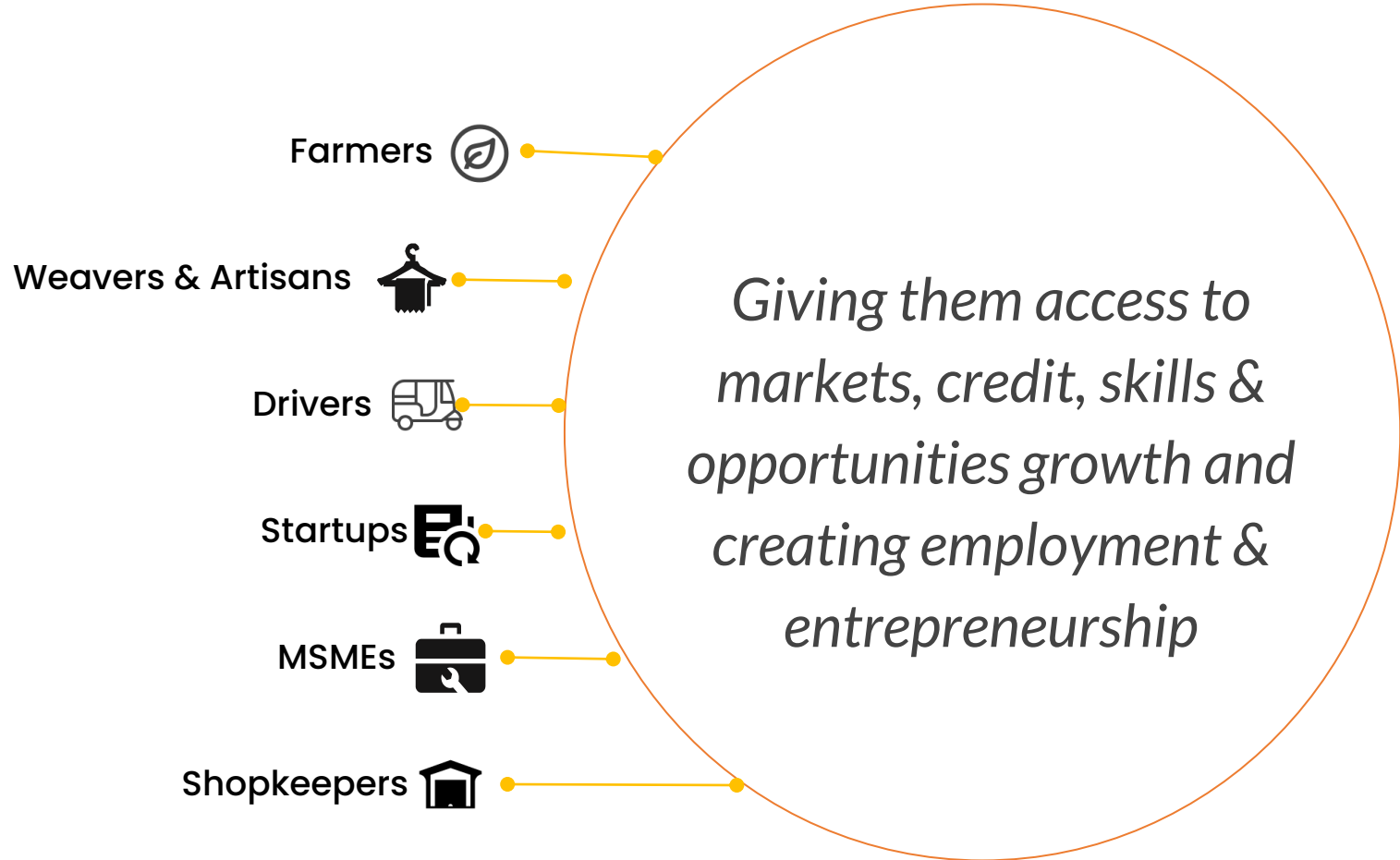
Govt. Emporiums/PSUs	300+
Social enterprises & NGOs	400+
FPOs & O-FPOs	7,500+
Self Help Groups	250+
Weaver/ Artisans group	600+

AMAZING INDIA

Discover India's Richness Through
Authentic Treasures



The impact of ONDC goes beyond conventional e-Commerce...



The impact of ONDC goes beyond conventional e-Commerce...

25 Lakh+ farmers
are connected to ONDC



United by ONDC

9 FPOs from Dinajpur, West Bengal came together to promote their products in e-rickshaws. Collectively they have received **14,000+ orders** on the ONDC network.

Weavers are using ONDC to **cut out middlemen and create livelihoods**



Sri Vidhya Handlooms achieved pan-India market access and credibility through ONDC, inspiring the community's younger generation to embrace the digital scaling of the business.

Transitioned from traditional sales to e-commerce, expanding product listings from **20 to 900**, and stabilizing at **400** enhanced digital catalogues.

Accumulated over **1200 orders**, demonstrating the potential of digital networks like ONDC to elevate traditional businesses in the marketplace.

Inspired the **younger generation** within the community to **pursue digital expansion**, increasing business scalability.

Drivers have been able to **increase their earnings due to low commissions** and higher efficiencies



Narsappa A Elevating Dreams and Living Standards

Narsappa A's story began later, starting his career as a driver between 2018 and 2019. His financial journey took a turn for the better when he joined Namma Yatri in November 2022. Transitioning from an **annual income of Rs. 2,20,000 to Rs. 5,00,000**, Narsappa experienced more than just an increase in earnings. The improved financial stability allowed him to **uplift his family's standard of living** and support their dreams more comfortably. For Narsappa, driving for Namma Yatri **has been more than a job; it has been a gateway to a better life**, marking a noticeable improvement in how they live and dream.



Rajalakshmi From Passion to Ownership

For Rajalakshmi, auto driving was always more than a profession—it was a passion. Beginning her driving career in August 2023 and quickly transitioning to Namma Yatri by October of the same year, she saw her earnings **double from Rs. 10,000 to Rs. 20,000 per month**. This significant boost in income not only affirmed her love for driving but also enabled her to achieve a long-held dream: purchasing her own electric auto. Rajalakshmi's story is a powerful testament to how a passion, when paired with the **right opportunities, can lead to substantial personal and professional growth**.

ONDC is driving the evolution of **next generation of startups in India**

What can startups do with
ONDC?

Build

Unique solutions & innovative products

Scale

Your proposition rapidly and profitably

Expand

*Enter new domains, verticals to increase revenue
from existing market presence*



- Plotch.ai positioned itself as an early Technology Service Provider (TSP) for ONDC, helping brands and companies quickly onboard ONDC.
- Early adopters of Google's ONDC Accelerator, using Gen AI for rapid cataloguing on ONDC.
- Pre-Seed From Antler, Peak XV, Global Founders Capital, and Apoletto mid last year.



- Kiko.live focusing on onboarding Small retailers to ONDC.
- Went live and crossed 10K+ growing 100% WoW in 1 month.
- funded by early-stage investors including 9 Unicorns, Venture Catalysts, SOSV, and GSF, as well as angel investors such as the CEOs of IndiaMART, Spotify India, Nazara

MSMEs get national digital market access on their own terms through ONDC, accelerating their growth



KalpNil Naturals, founded by Kalpana Mali in Maharashtra, produces cold-pressed oils and transitioned to ONDC in April 2023.

KalpNil Naturals expanded to 44 cities via ONDC, boosting profits by cutting intermediaries.

ONDC enabled KalpNil to earn Rs 2.5 lakhs in 5 months, empowering small, woman-led business.

ONDC is making digital commerce more inclusive for Street Vendors

ONDC has started pilot to onboard Street Food Vendors who with the PM Svanidhi Program

- ✓ Initial pilot started in Lucknow and Delhi from Mar '24
- ✓ ONDC Team has onboarded 500+ street food vendors who have already received 7,000+ order till date.

Pilots show a 25% increase in income for street vendors every month





**Key Action Points:
HCIM Meeting**

Key Action Points - HCIM Meeting

Area	Details	Progress
Appointment of Dr RS Sharma as Chairman, ONDC	ONDC to immediately initiate the process with its board - <i>Completion by September 15</i>	<i>Completed</i>
Appointment of Mr Rohit Kumar Singh to ONDC Advisory Council	DPIIT as the convener of the Advisory Council to take necessary action. - <i>To be completed by August 30</i>	<i>Completed</i>
Rollout of ONDC Buyer & Seller application	ONDC to establish a separate entity as a subsidiary to operate Buyer & Seller applications, starting with the buyer application. ONDC to create an implementation plan, including marketing models and operations plans, budgets and get it approved by its board and start execution Rs 120 crores raised in the latest round of funding to be utilised for development and marketing of buyer and seller side reference application- <i>To be Completed By September 15</i>	<ul style="list-style-type: none"> ● ONDC Board has approved formation of subsidiary on 25 August 2024. ● Plan for rollout being developed. To be presented to the the Chairman and board in coming weeks
Inputs on liability matrix	Sh. Dilip Asbe to share his inputs on protecting the consumer interest and developing a liability matrix w.r.t seller, seller apps, and ONDC to DPIIT and Advisory council for circulation - <i>To be shared by August 23</i> ONDC and Advisory Council to share inputs on the same - <i>To be shared by August 27</i>	ONDC has shared its inputs and published changes in consonance with the liability matrix in its policy and website.

Key Action Points - HCIM Meeting

Area	Details	Progress
<p>Issue of clarification in responsibilities and liabilities between Buyer apps and seller apps</p>	<p>Department of Consumer Affairs will issue clarification in the following manner</p> <ul style="list-style-type: none"> • The first liability will fall on Seller, then on the Seller App and in other eventualities, the third/fallback liability will be on the Network such as ONDC. • The buyer application will not be liable for any consumer grievance. <p><i>To be issued by August 30</i></p>	<p>ONDC has shared clarifications with DoCA through DPIIT</p>
<p>Grievance Redressal</p>	<p>ONDC to create a Task Force and prepare a detailed process for handling customer grievances, incorporating inputs from the Department of Consumer Affairs as per the clarification issued on the liability matrix, get it approved by the ONDC board and rollout. - <i>To be completed by August 30</i></p> <p>In the meantime, ONDC shall appoint a Grievance Redressal Officer immediately and dispose of all the 400 grievances registered with Department of Consumer Affairs against ONDC - <i>To be completed by 25 August 2024.</i></p> <p>ONDC shall join National Consumer Helpline of DOCA - <i>To be completed by 25 August 2024.</i></p>	<p>Resolution report shared with DPIIT and DoCA.</p> <p>All but 55 complaints resolved. Remaining complaints cannot be resolved due to insufficient information on filing.</p> <p>Grievance Officer appointed.</p> <p>ONDC is applying to join National Consumer Helpline as a Convergence Partner</p>

Key Action Points - HCIM Meeting

Area	Details	Progress
ONDC Finances	<p>Rs.160 crore was originally proposed for investment in ONDC in 3 years and thereafter function in a self sustainable mode.</p> <p>With the expansion of activities and after rounds of fundraising, ONDC has received a total of Rs.784 crore (180 Cr + 604 Cr) as investments from various public and private banks/enterprises.</p> <p>After joining of new Chairman, the ONDC Board shall undertake a comprehensive review of the ONDC Finances and financial sustainability plan in line with the new strategies – <i>To be completed by September 20</i></p>	<p>Finance Committee has conducted first round of review on 23 August 2024 and have shared its input.</p> <p>ONDC team is working on the inputs provided.</p> <p>Finance committee meeting being scheduled for final review</p>

THANK YOU