

Taxonomy of Entities and Roles in the ONDC Network

Domain/Category	Buyer App	MSN (Marketplace Seller Node)	ISN (Inventory Seller Node)	Seller	Buyer
Retail (includes electronics, grocery)	Buyer App (consumer facing app)	E-commerce Marketplace	D2C, dark stores	Merchant	Consumer
Explanation	An entity that provides an interface to consumer/buyer will be categorised as a Buyer App. An entity that has (a) a contractual relationship with retailers/offline stores (b) onboard them on their platform and (c) provides an interface to retailers/sellers of food products will be categorised as MSN. Individual seller (FMCG company, brand owners, manufacturers) that have a platform can participate in the ONDC Network as ISN.				
F&B	Buyer app (consumer facing app)	Restaurant aggregator	Restaurant app / Cloud kitchens / Franchise	Restaurants	Consumer
Explanation	An entity that provides an interface to consumer/buyer will be categorised as a Buyer App. An entity that has (a) a contractual relationship with Restaurants (b) onboard them on their platform and (c) provides an interface to restaurants/sellers of food products will be categorised as MSN. Individual seller (restaurants, FMCG company, brand owners, manufacturers) that have a platform can participate in the ONDC Network as ISN.				
Mobility (radio taxi services)	Consumer facing app	Aggregator (does not own fleet)	Fleet operators	Driver	Rider
Explanation	An entity that provides an interface to consumer/buyer and allow them to search for rides will be categorised as a Buyer App. An entity that has (a) a contractual relationship with drivers (b) onboard them on their platform and (c) provides an interface to drivers will be categorised as MSN. Entities that own their own fleet (such as private tour operators) can participate on the ONDC Network as ISN,				
Mobility (railway, flights, metro tickets)	Buyer App	Online travel agents	Operators	Operators (IRCTC, Airlines, Metro Corporation, bus operators)	Passenger
Explanation	An entity that provides an interface to consumer/buyer and allow them to search and book tickets will be categorised as a Buyer App. An entity that act as agents of the operators can join the ONDC Network as MSN. Operators such as IRCTC, Airlines, Bus operators can participate as ISN.				

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Insurance	Broker / Corporate Agent / Web aggregator/e-commerce marketplace	-	Insurers	Insurer	Insured
Explanation	An entity that has the requisite permission under applicable law to act as insurance broker / corporate agent / web aggregator or an e-commerce marketplace for selling insurance products can become a Buyer App on the ONDC Network. An insurer can join the Network as an ISN.				
Digital Lending	DL App/lending Service Provider	-	Lender	Lender	Borrower
Explanation	A digital lending app or an LSP can become a Buyer App. A lender (banks, NBFC or any other entity authorised by RBI) can become an inventory seller node on the Network.				
Investment	Mutual Fund Distributor	A representative of the asset management company (SEBI regulated and AMC appointed OPAT, eg. RTA) or a regulatory authorized platform (BSE, NSE, MF Utilities)	Asset Management Company (AMC)	AMCs	Investor
Explanation	A mutual fund distributor that is registered (such as registration with AMFI) under applicable law can participate as a Buyer App. Regulated intermediaries (RTAs, Stock Exchanges, MFU) categorised as MSN on the ONDC Network. AMCs, themselves, can onboard on the ONDC Network as ISN.				
Travel and tourism	Consumer facing app	Online Travel aggregator (aggregators of hotels, bread and breakfast etc)	Hotels, bed and breakfast providers	Hotels, and bed and breakfast	Customer
Explanation	An entity that provides an interface to consumer/buyer and allow them to search for hotels will be categorised as a Buyer App. An entity that has (a) a contractual relationship with hotels/bed and breakfast providers (b) onboard them on their platform and (c) provides an interface to				

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	hotels/bed and breakfast providers will be categorised as MSN. Hotels, and bed and breakfast service providers themselves can participate on the ONDC Network as ISN,				
Entertainment Services (movie tickets etc)	Buyer App	Aggregator of cinema halls/multiplexes/event companies	Cinema halls/multiplexes/event companies	Cinema halls/multiplexes/event companies	Consumer
Explanation	An entity that provides an interface to consumer/buyer and allow them to search and book tickets will be categorised as a Buyer App. An entity that has (a) a contractual relationship with entertainment service providers (b) onboard them on their platform and (c) provides an interface to them will be categorised as MSN. Entertainment service providers themselves can participate on the ONDC Network as ISN,				
Urban services	Buyer App	Aggregator of urban service providers	Urban service providers	Service providers	Consumer
Explanation	An entity that provides an interface to consumer/buyer will be categorised as a Buyer App. An entity that has (a) a contractual relationship with urban service providers (b) onboard them on their platform and (c) provides an interface to them will be categorised as MSN. Urban service providers can themselves participate on the ONDC Network as ISN,				

Disclaimer: The information provided in this table is for general informational purposes only and is subject to change. The categorizations, roles, and descriptions outlined herein are indicative. The inclusion or exclusion of any category, entity, or role does not imply endorsement, certification, or validation by ONDC. Entities participating in the ONDC Network must ensure compliance with all applicable laws, regulations, and ONDC Network Policy. ONDC does not guarantee the accuracy, completeness, or suitability of this table for any specific purpose and shall not be held liable for any decisions or actions taken based on the information provided. Stakeholders are encouraged to refer to the latest ONDC Network Policy.