

Streamlining inter-NP vendor registration post go-live

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1. Context

At present, when Network Participants (NPs) go production live on ONDC Network, they often face friction before beginning to conduct transactions with counterparty NPs. A common reason for such friction is NPs have to go through a vendor registration process first before beginning to transact, with each of the counterparty NPs separately. These vendor registration requirements typically include *inter alia* undergoing a Know Your Customer (KYC) process, for invoicing and TDS/TCS related compliances.

While most of the vendor registration requirements of various NPs are similar, the current process is not standardised and mostly conducted through ‘off-protocol’ channels such as emails. In many cases, NPs also face difficulties in identifying the appropriate contact person of the counterparty NP for conducting vendor registration process, thereby resulting in confusion and multiple iterations of communication. Hence, the current process is not scalable, inefficient and ultimately causes delays in conducting transactions for both Buyer Apps and Seller Apps.

Therefore, to reduce the time taken from onboarding on the ONDC Network to beginning to conduct transactions, it is imperative that the information exchange for vendor registration between NPs is made seamless using a standardised process.

To address the same, ONDC had released the [info/on_info](#) APIs in November 2023, which would enable NPs to exchange information required for vendor onboarding in a programmatic manner. However, NPs have faced operational challenges in prioritising adoption of info/on_info API specs. Accordingly, as a stopgap measure, till the NPs have adopted the info/on_info APIs on a network wide scale, ONDC is releasing features on the ONDC Participant Portal which will facilitate exchange of information required for vendor registration.

2. Approach

The ONDC Participant Portal (<https://portal.ondc.org>) now has features, listed below, to enable seamless exchange of information required for vendor registration.

1. NPs can define their requirements for vendor registration in their disclosures
2. Documents required for vendor registration can be uploaded and made available to Buyer NPs, in one single place
3. Updating information of contact person who handles vendor registration for the NP
4. NPs can access documents of other NPs as required for vendor registration

5. NPs can update the above information as and when required

3. Direction

Accordingly, Network Participants are directed to ensure the following

- i. Buyer Apps must publish their requirements for vendor registration as part of their disclosures for listing criteria, in accordance with Clause 2.4.2 (d), [Chapter 2 Business Rules](#).
- ii. Seller Apps must publish their requirements for vendor registration, if applicable, as part of their disclosures for differential treatment, in accordance with Clause 2.5.4 (b), [Chapter 2 Business Rules](#).
- iii. Starting 1st June 2025, both Buyer Apps and Seller Apps must ensure that they must conduct their vendor registration through the ONDC Participant Portal in a time-bound and transparent manner and avoid using offline channels such as Email, Whatsapp etc. This is in line with obligations applicable on Buyer Apps to ensure that Seller App's catalog is displayed to buyers in a non-discriminatory manner¹ and on Seller Apps to make their catalog discoverable to all Buyer Apps in a non-discriminatory manner.²
- iv. NPs must complete their adoption of info/on_info APIs by 31st December 2025, in accordance with Clause 5.2.1 of the Network Participant Agreement³, which requires NPs to conform with ONDC's Protocol Specifications.

Failure to comply with the above may result in disciplinary action in accordance with the [Chapter 9 Governance and Disciplinary Policy](#) of the ONDC Network Policy

4. Guidance on using ONDC Participant Portal for vendor registration

A summary of the processes to use the features enabled on the NP portal for streamlined vendor registration process are given below.

a. How a Buyer NP can defining requirements for vendor registration

- i. Log in to the ONDC Participant Portal.
- ii. From the top menu, go to:
Profile → Manage Profile → Configuration Details.
- iii. Under "Domain", locate the configuration for your **Buyer App**.
- iv. Find the section titled: "**Disclosure for Minimum Standards for Displaying Search Results to Buyers.**" (Refer to [template for Buyer App's listing criteria](#))
- v. Upload your updated requirements in this section.

¹ Clause 2.4.2 (c), [Chapter 2 Business Rules](#)

² Clause 2.5.4 (a), [Chapter 2 Business Rules](#)

³ [Network Participant Agreement](#)

- vi. Click **Update** to save your changes.
- b. How a Seller NP can define requirements for vendor registration
 - i. Log in to the ONDC Participant Portal.
 - ii. From the top menu, go to: **Profile** → **Manage Profile** → **Configuration Details**.
 - iii. Under "Domain", locate the configuration for your **Seller App**.
 - iv. Find the section titled: "**Differential treatment towards Buyer Apps**"
 - v. Upload your updated requirements in this section. (Refer to the [guidance on preparing disclosures](#))
 - vi. Click **Update** to save your changes.
- c. Uploading documents for vendor registration
 - i. Log in to the ONDC Participant Portal.
 - ii. Navigate to: **Profile** → **Manage Profile** → **Basic Information**.
 - iii. Scroll down to the **KYC Details** section.
 - iv. Fill in the required fields, including:
 - **PAN**
 - **GSTIN**
 - **Certificate of Incorporation**
 - Upload the necessary documents required for vendor registration. NPs may refer to this [guidance note](#) for details on the documents which
- d. Viewing Vendor Registration requirements of other Network Participants
 - i. Log in to the ONDC Participant Portal.
 - ii. Go to: **Search on Network** → **Declarations and KYC**.
 - iii. In the search bar, enter the name of the Network Participant (NP) you want to look up.
 - iv. View the NP's available **KYC and declaration details** to proceed with your verification process.
- e. Requesting vendor registration by counterparty NP
 - i. Log in to the ONDC Participant Portal.
 - ii. Navigate to: **Issue Resolution Hub** → **Raise Issue**.
 - iii. Under **Your Configuration**, select the relevant configuration (e.g., [Seller App – MSN Retail – Version 1.2](#)).
 - iv. Under **Issue Type**, select: **Other Participant Issues**.
 - v. In the **Raised For** field: Select the **Network Participant (NP)** you're raising the ticket *against*.
 - vi. Under **Raised For Config**: Choose the NP's configuration (e.g., [Buyer App – \[Domain\] – Contract Version X.X](#)).
 - vii. Under **Issue Category**, select: **LIVE - Operations**.



- viii. Under **Issue Sub-Category**, choose '**Request whitelisting by counterparty NP**'
- ix. Enter the **Expected Response Time** and **Resolution Time**.
- x. Fill in the **Summary** and **Detailed Description** of the issue.
- xi. Click **Submit** to raise the ticket.

5. Escalation mechanism

In case of discrepancies between NP's published requirements for vendor registration and actual documents required in practice, NPs can raise a ticket against another NP

- i. **Log in** to the ONDC Participant Portal.
- ii. Navigate to: **Issue Resolution Hub → Raise Issue**.
- iii. Under **Your Configuration**, select the relevant configuration (e.g., **Seller App – MSN Retail – Version 1.2**).
- iv. Under **Issue Type**, select: **Other Participant Issues**.
- v. In the **Raised For** field: Select the **Network Participant (NP)** you're raising the ticket *against*.
- vi. Under **Raised For Config**: Choose the NP's configuration (e.g., **Seller App – [Domain] – Contract Version X.X**).
- vii. Under **Issue Category**, select: **LIVE - Compliance Issues**.
- viii. Under **Issue Sub-Category**, choose '**Report whitelisting criteria discrepancy**'
- ix. Enter the **Expected Response Time** and **Resolution Time**.
- x. Fill in the **Summary** and **Detailed Description** of the issue.
- xi. Click **Submit** to raise the ticket.

6. Queries/Concerns

For any queries, concerns, or requests related to this notification you may write to network.policies@ondc.org. For any concerns related to the ONDC Participant Portal you may write to portal-support@ondc.org.