

Publishing information on parameters affecting ranking of goods/services or sellers

Notification No.: 2023/06/06/01

Date:06/06/2023

Context

Clause 5(3)(f) of the E-Commerce Rules, 2020 requires e-commerce entities to publish

“an explanation of the main parameters which, individually or collectively, are most significant in determining the ranking of goods or sellers on its platform and the relative importance of those main parameters through an easily and publicly available description drafted in plain and intelligible language.”

Pursuant to the 3rd User Council meeting held on 28th March 2023, it was agreed that Buyer Apps on ONDC will be required to publish such an explanation on their website and/or mobile application, as the case may be.

Thereafter, it was decided to amend (text added in colour) Clause 2.3.3 (k) of Chapter 2 Business Rules of the ONDC Network Policy requiring Buyer Apps to

“ensure all search results received from the Gateway are displayed to the End User in a non-discriminatory manner, unless the product or service search result fails to display all information mandated under Applicable Law or the ONDC Network Policy,

Provided that, the Buyer App discloses, to other Network Participants and ONDC publishes such an explanation on their website and/or mobile application, as the case may be, the key parameters of the logic used for sorting/listing search results, to ensure that Sellers are able to improve their ranking on listings or results;

Provided further that, the Buyer App may prescribe uniform minimum standards for search results to be displayed to the Buyer, so long as it publishes such standards on its website and application, and applies such standards consistently and fairly to all Sellers.”

Direction

In light of the above, Buyer Apps are required to comply with this provision as required under the E-Commerce Rules, 2020 and Chapter 2 Business Rules of the ONDC Network Policy and publish, in a comprehensive manner, the following

- information on parameters and their relative importance which determines the ranking of goods or sellers displayed to their buyer in an easily and publicly available description drafted in plain and intelligible language.
- the minimum criteria for displaying seller's responses to the Buyers

Buyer Apps should note that failure to comply with these requirements by 9th June 2023, may result in disciplinary action being initiated by ONDC against the respective Buyer App.

Further, it may also expose the respective Buyer App to enforcement action by the competent authorities.

Buyer Apps must publish this information on their website and/or mobile application (as applicable) and share where this information is published and how this information can be accessed on network.policies@ondc.org on or before 9th June 2023.