

Displaying Seller App's name to the Buyer

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1. Context

A transaction on the ONDC Network is between two parties i.e buyer and seller, with Buyer Apps and Seller Apps, facilitating the transaction. Both Buyer Apps and Seller Apps can be considered e-commerce entities/operators under existing laws. However, existing laws and regulations relevant to e-commerce - such as Consumer Protection Act 2019, E-Commerce Rules 2020, Food Safety and Standards (Labelling and Display) Regulations 2018 etc. - are predicated on the assumption that a transaction is facilitated by a single e-commerce platform.

This lack of one-to-one correspondence between the ONDC Network's model and the existing laws can raise concerns related to consumer protection as well as regulatory compliance. Further, unless all the e-commerce entities involved in a transaction are clearly identified, Buyer Apps could end up being held liable for actions/omissions by the Seller Apps, and vice versa. From a consumer's point of view, knowing who the Seller App is, can be an additional factor in their decision-making. Therefore, identifying all e-commerce entities intermediating a transaction is important from both the buyers' and regulators' perspective.

Accordingly, ONDC is issuing this notification.

2. Notification

A new sub-clause (l) will be added after sub-clause (k) in Clause 2.3.3 of Chapter 2 Business Rules¹ of the ONDC Network Policy, which describes the obligations of the Buyer App. The new Clause 2.3.3(l) will read as follows:

"(l) to prominently display the name of the Seller Side App offering the product/service, and must clearly convey the same to Customers / End Users on their application at any time before the completion of the order, which may include the listing page with the search results or the product/service display page."

3. Queries/Concerns

For any queries, concerns, or requests related to this notification, you may write to network.policies@ondc.org

¹ [Chapter 2 Business Rules, version 1.1](#)