

Buyer App Disclosure 1

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Minimum Standards for Displaying Search Results to Buyers

1. Introduction

This disclosure document describes the minimum standards followed by the Buyer Application for displaying search results to buyers on the ONDC Network. It is prepared in compliance with Clause 2.3.3(k), Chapter 2 (Business Rules) of the ONDC Network Policy, which requires Buyer Apps to publish standards governing how search responses are displayed to buyers in a non-discriminatory manner.

2. Purpose

The purpose of this document is to ensure transparency, fairness, and equal opportunity for all Network Participants, and to provide buyers with consistent and unbiased search results that enhance trust in the ONDC ecosystem.

Search results displayed on this Buyer App are intended to:

- Provide all relevant seller offers received through the ONDC Gateway.
- Ensure results are presented based on standardized criteria.
- Avoid manual biases or discriminatory ranking.

3. Minimum Display Standards

The Buyer App adheres to the following standards when displaying search results:

3.1 Completeness

- All relevant results from Seller Apps received via the ONDC Gateway are displayed to the buyer, provided they comply with ONDC protocols.
- No arbitrary exclusion of seller responses occurs after they are returned from the Gateway.

3.2 Fidelity of Information

- All information about goods/services as provided by the Seller App is displayed faithfully without unauthorized modification.
- This includes core attributes such as product name, pricing, delivery timelines, return/refund terms, and other ONDC-mandated catalog fields.

3.3 Consistency

- Minimum standards for information completeness and presentation are applied uniformly across all sellers and categories.

- These standards do not introduce preferential treatment or bias towards any seller or seller app.

3.4 Non-Discrimination

- Search result listings are not influenced by commercial arrangements or internal marketplace priorities.
- No seller is given unfair advantage in visibility or placement.

4. Information Displayed to Buyers

The Buyer App displays the following information to buyers for each search result:

Display Element	Description
Product/Service Name	As received from Seller App
Price and Taxes	Final price including applicable charges
Seller Name	Marketplace or seller identity
Delivery Expectations	Estimated delivery timeframe
Availability	Stock or service availability status
Ratings (if applicable)	Customer ratings from network data
Other ONDC attributes	Any additional attributes mandated by ONDC

This ensures buyers can make informed and unbiased purchase decisions based on transparent data.

5. Policy Compliance

This disclosure, and the standards it describes, are aligned with:

- ONDC Network Policy principles on fairness, non-discrimination, and transparency.
- ONDC's requirement that minimum standards for search results be published and applied fairly to all sellers on the network.

6. Change Management

The Buyer App may update these standards to reflect changes in protocol, buyer expectations, or legal requirements. Any changes will be published and applied consistently to ensure ongoing compliance with the ONDC Network Policy.