

Buyer App Disclosure 2

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Sorting Parameters and Their Relative Importance

1. Introduction

This document provides a detailed explanation of the sorting parameters used by the Buyer Application to rank search results, and the relative importance of each parameter, as required under Clause 2.3.3(k), Chapter 2 (Business Rules) of the ONDC Network Policy.

2. Purpose of Sorting Parameters

The ONDC Network Policy mandates that buyer apps publish the logic used for sorting or listing search results so that sellers are aware of the criteria affecting their relative visibility and opportunities for ranking improvement. This is consistent with principles of fairness, openness, and competitive neutrality under the policy.

3. Sorting Parameters Used

The Buyer App uses the following key parameters to sort and list search results:

Sorting Parameter	Description	Relative Importance
Price	Lower prices are prioritized to provide value	High
Delivery Time	Faster delivery offers are ranked higher	High
Availability	In-stock products/services ranked above out-of-stock	Medium
Seller Rating	Based on aggregated network ratings	Medium
Proximity/Distance	Physical closeness to buyer (if relevant)	Low
Protocol-Mandated Attributes	Required ONDC attributes influencing relevance	Low

Explanation:

- **High Importance:** Price and delivery time directly affect buyer decision.
- **Medium Importance:** Availability and seller reputation shape buyer trust and experience.
- **Low Importance:** Distance or additional attributes can affect logistics but are secondary.

4. Neutrality and Fairness Commitment

The Buyer App commits to the following:

- Sorting logic is automated and based on objective, pre-defined parameters.
- No commercial incentives or paid promotions influence sorting outcomes.
- No seller is afforded preferential treatment based on external agreements or marketplace bias.

This commitment ensures compliance with ONDC policy requirements for transparency and non-discriminatory conduct.

5. Transparency and Disclosure

The sorting parameters and their relative importance will remain publicly available and are provided to sellers for clarity on how ranking is determined. This ensures equal knowledge for all network participants and fosters trust in the discovery process.

6. Updates and Revision

Parameter weights may evolve over time due to user behavior, technical improvements, or policy updates. Any updates will continue to observe ONDC's principles and be published in a clearly accessible format.