



Topics to be Discussed

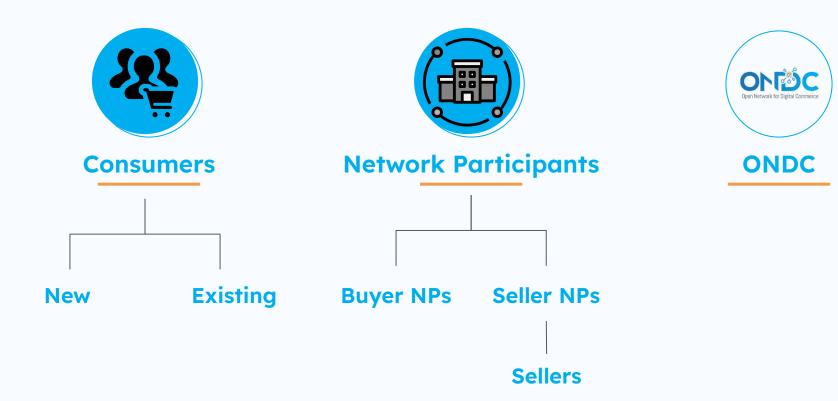
- 1. Aarambh The Experiment (Gamification)
- 2. Result and Learnings from Aarambh
- 3. Principle of Phase 2 Gamifying the Network
- 4. Next Steps





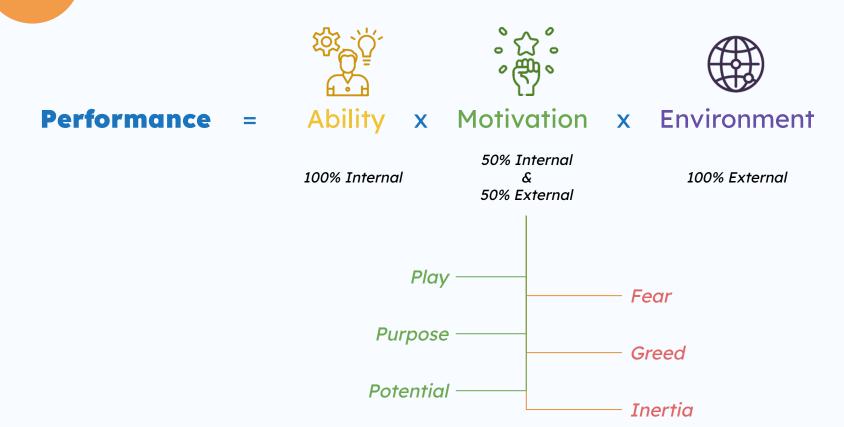
Target → 42 million monthly transactions by Mar 2025

[WHO] will IMPACT the north star



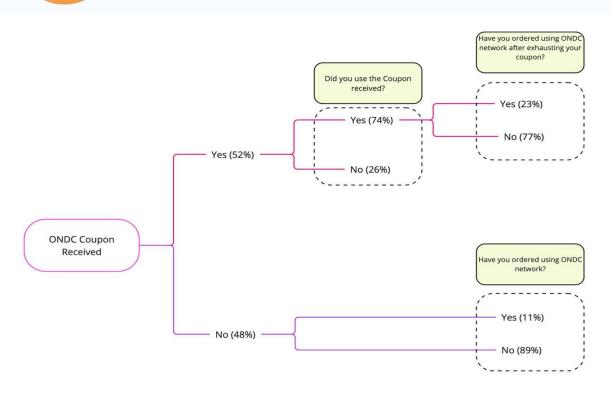
The Science of [Everything]

How to define Performance of Everything



Don't T

Don't Take Our Word for it!! Look at [DATA]



Following are the learnings from the survey done with ONDC employees

- 83% of the entire audience is under inertia therefore not moving away from their habitual application. → INERTIA
- 77% people who were initially motivated by GREED moved back to their original habit → INERTIA



https://biteable.com/watch/4213629/ce2a6608260edffd68f426120378f0d7

Actions to [incentivize] - Consumers

Existing Customers		
•	Repeat Orders	
•	Referral	
•	Orders	
•	Different Categories Ordering	
•	More ONDC enabled buyer apps	
	downloading	
•	Help a person order through	
	network	
•	Exploring the network offerings	
	within buyer apps	
•	Higher order value incentivising	

New Customers		
•	Order from ONDC Buyer App	
•	Referral	
•	Repeat Orders	
•	Different Categories Ordering	
•	More ONDC enabled buyer apps	
	downloading	
•	Help a person order through	
	network	
•	Exploring the network buyer	
	apps	
•	Higher order value incentivising	

Actions to [incentivize] - NPs

NP - Buyer and Seller

Faster Implementation of the use cases

Help other NPs in implementation

Help in testing for other NPs

A-Team appointed

Marketing activities to onboard more sellers and acquire more customers

Implement Multiple Use cases

Complete catalog offerings relative to outside of the network

Only on the network offering



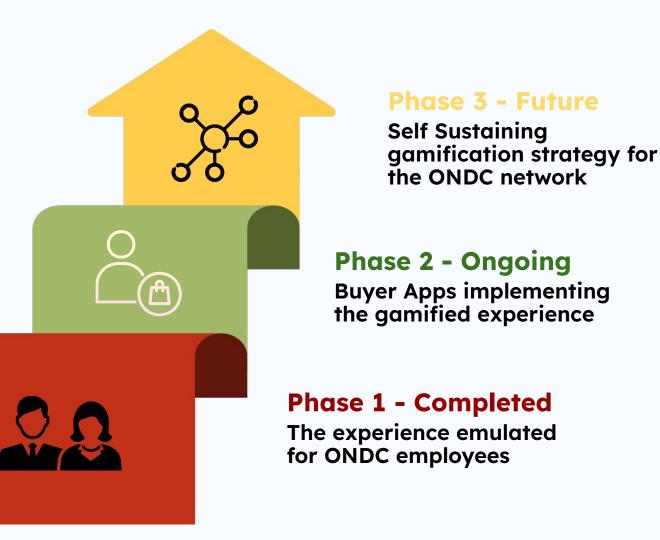
[The Game] - Glimpse

The Challenges/Task	Badge
First Order	Order Ninja
First Order for the day	Morning Maverick
3,5,7,10,14,17,21 Day Streak	Triple Triumph, Deca Champion, Fortnight Achiever, Order Machine, Purchase Guru
First to 3,5,7,10,14,17,21 Day Streak	"OG as a Prefix"
Find the hidden gem	Jasoos Ustaad/Jasoos Sultan
Order the hidden gem	Finders Keepers
In the top 10%	Shopping Maestro
In the top 30%	Savvy Shopper
In the top 50%	Smart Shopper
Order in a special slot	Master Blaster
Post on social media	Social Star
Set your goal - number of orders	Go Getter
Complete your profile	Self Starter
Help a small seller	Helping Hero/Robinhood
Be the first to 50 points	First Mover
Be the first to 100 Points	Master Blaster
Be the first to 150 Points	Lambi Race ka Ghoda
Top spender of the day	Richie Rich
Top spender of the week	Local Ambani
Max Cart Value Challenge	Top Dollar
Wishlist Share for the day	Smart Scheduler

Forming [Habit Loop]









Want to see the impact?

FOLLOW THE LINK to check out the results of the 21 day experiment

Inspired to join the revolution?

Register your interest **HERE** and we will get back to you!