

January 2024



Strengthening everyone's commerce!

Employee Spotlight



Neeraj Jain

Vice President, Network Enhancement

The ONDC network, a community-driven initiative, is developing a standardized and interoperable digital infrastructure, fostering seamless communication among diverse ecosystem participants. In defining products, policies, and governance, these stakeholders are building the bedrock of trust. The integration of emerging technologies stands as the cornerstone, facilitating an intuitive consumer experience and ushering in novel business models. ONDC network unleashes a combinatorial explosion, fundamentally transforming the digital commerce landscape and propelling the Indian economy forward.

Joining ONDC is an invitation to immerse yourself in the dynamic realm of e-commerce transformation. Our ecosystem thrives on diverse minds collaborating to reshape and unbundle the future. At ONDC, innovation is not just encouraged; it's celebrated, and every ecosystem partner plays a vital role in our groundbreaking journey to redefine e-commerce.



Utkarsh Goswami

Vice President, Network Expansion

Growth Map ▶



2.5 lakh+
peak orders per day



69 NPs
Network Participants Live
on the ONDC Network



4,300+
Active Pincodes



10 Product
Categories
enabled



3.2 lakh+
Sellers and Service
Providers



1.4 Cr
Number of SKUs (peak)

Events ▶



**Aatmanirbhar Bharat
Utsav, New Delhi**



**Vibrant Gujarat Global
Summit 2024, Ahmedabad**



**Startup Hub Expo &
Mobile Expo, New Delhi**



**Aarohan 2024 – Annual BBA Conclave
at Nirma University, Ahmedabad**



**Namma Yatri Launch,
New Delhi**

Category Focus ▶

Mobility

- Triffy Digital introduced Yaary in Hyderabad with over 20,000 auto drivers available across the city.
- Namma Yatri launched their auto service in Delhi, with 10,000 drivers.
- ONDC's Mobility is now live in Bengaluru, Mysuru, Kochi, Kolkata, Hyderabad, and New Delhi, with over 2 lakh drivers.
- Drivers working with the ONDC Network earned 350+ crores commission-free, completing over 2.4 crore trips.

Redbus joined ONDC and is now offering auto rickshaw rides.



State Outreach Program ▶

Export Outreach Program under Niryat Bandhu Scheme in Pune, Maharashtra.



Tech Talk ▶

- **Use cases:** More domains and categories are enabled on the ONDC Network including insurance (marine, health, motor), investment (mutual funds), airlines ticket booking, metro and B2B logistics.
- **Categories:** The ONDC Network broadened its category offerings, incorporating Financial Services (insurance, investment) and introducing gift vouchers usable across any buyer app within the network.
- **QR code for seller discovery:** Integrated QR code, enhancing the integration of seller digital catalogs within buyer apps.
- **Issue and Grievance Management (IGM) and Reconciliation & Settlement Framework (RSF):** Buyer app and seller apps implemented the IGM and RSF framework to resolve the issues on the protocol.
- **Rating & Scoring Framework:** Developed an enhanced rating and scoring framework to review the seller performance and reliability effectively.
- **Security Posture Assessment:** An evaluation was conducted to assess the security and risk posture of the ONDC Network, ensuring the resilience of its protocol specifications and implementation imperatives.
- **Reference Apps:** New features and functionalities were enabled adhering to the new Retail B2C API contract on the reference buyer and seller applications for Buyers and Sellers was released, offering network participants an opportunity to test their applications against the latest features.
- **Model Implementation:** The Retail and Logistics API Contracts witnessed significant enhancements, including incremental and full catalog refresh, order tracking, order flow management, cancellation, and fulfillment services.
- **Tech Support:** Dedicated support services were ramped up to cater to the queries of ONDC Network participants, ensuring a quick response to any network-related concerns.

ONDC Champions

— on DD Morning Show —



**Vibhor
Jain**

Chief Operating Officer & President
Network Governance



**Rachita
Gupta**

Vice President – Communications



**Tanya
Madaan**

Manager – Protocol Engineering

ONDC NETWORK par
ab har business ke liye
Bharat khulega



Scan here to watch the
Bharat Khulega launch film!