



Strengthening everyone's commerce!

## Employee Spotlight



July has been another milestone month for the network. We have seen significant growth with 1M confirmed orders and 200+ additions to the current ecosystem. I'm particularly excited about the momentum for August and how ONDC is helping to propel the India growth story.

**Nishima Kaler,**  
VP, Network Expansion



## • Network Growth •

**50k**

orders on 7th and 8th  
Sept

**3.3M**

orders confirmed across  
categories in **September**

**70K+**

sellers live across **400+** cities  
& towns with **1Cr+** SKUs

**1L**

daily trips through  
Mobility

**30K+**

transactions in **B2B's**  
first month of operations

**1<sup>st</sup>**

ever export  
transaction successful

## Additions To The Network



## NPs/sellers that went live

VILLAIN

Shipyagri

SALTRA  
SOCIETY FOR NATURAL LANGUAGE TECHNOLOGY RESEARCH

XPRESSBEES  
delivering happiness

kotak®

SPAR

Addble

digit

Himalaya  
SINCE 1930

M.P. Government Emporium  
Mrignayani

दवाidost  
दवा WAHI, दाम SAHI

Prestige

GIVA  
Fine Silver Jewellery

INDIA  
CIRCUS  
by KRSNAA MEHTA

marico

PEP

GUARDIAN  
PHARMACY

BOMBAY  
SHAVING  
COMPANY

Central  
Cottage  
Industries  
Emporium

## State Outreach

Here are a few glimpses of ONDC's state outreach activities:

- The MoU was signed between the Transport Department, Govt of Kerala and the ONDC Network on **9th Sept.**
- **120+** attendees were present at the ONDC outreach in Berhampore on **5th July**
- **100+** attendees joined the ONDC outreach event in Balasore on **7th July.**
- Nodal officers meet

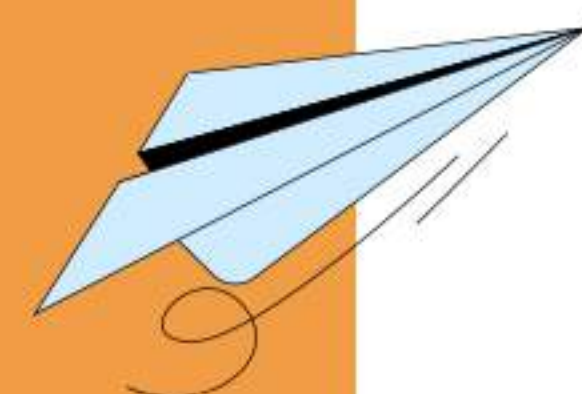
## Events



### ONDC Academy

A curated online learning experience - ONDC Academy, was officially launched in July. This initiative aims to educate participants about the network, providing them with guidance and best practices to achieve a high-performance state with fewer setbacks in their commerce journey.

This certification is facilitated by NSE Academy and is available for free on **YouTube** and **Ondc.academy**





# Strategic Initiatives Snapshot

## 1 Fintech at ONDC

These are exciting times for fintech at ONDC! While we have a booming financial services industry, India is a country where the bottom of the pyramid is significantly underserved in terms of financial services. ONDC can play a critical role in creating an ecosystem that is conducive to providing access to sachet products that can help drive financial inclusion.

**With this goal in mind, we have chosen 3 major areas:**

- Credit - Drive income generation
- Insurance - Mitigate economic shocks
- Investments - Create wealth



## 2 Credit

In August 2023, we released the model implementation for personal loans and MSME invoice financing on the BEKCN protocol, with over 80+ market participants expressing firm interest in participating. The first cohort, consisting of four buyer apps and three lenders, is ready to transact by November 2023. The next step is to implement derived data use cases and purchase financing after this release has stabilized.

## 3 Insurance

In early October 2023, we released the model implementation for health, motor, and marine insurance on the BECKN protocol and are awaiting market feedback. Towards the end of October, we will receive our first transaction implementation dates. Further on, we will begin working on additional use cases for general and life insurance once this implementation has stabilized.

## 4 Investments

By the end of October 2023, the model implementation on the BEKCN protocol will be released. Through our partnership with MF Utility, the entire mutual fund inventory will be available in one go. MFU will facilitate the creation of the eCAN so that buyer apps can display a single view of all investments made by a person (including mutual funds held in a Demat A/C) and be able to transact on the buyer app. However, the commissions of the earlier investments will go to the originating broker. We believe this is a huge opportunity for start up buyer apps to gain a foothold in what is a huge opportunity in India.

We are launching all of these products for individuals and sole proprietors, the most underserved segment in the country. This is a great opportunity to get in on the ground floor of India's next wave of innovation.

Finally, we are happy to say we are LIVE with gift cards on the network. Anybody interested in selling inventory or participating as a Buyer App can get started immediately. Please reach out to us at [fs@ondc.org](mailto:fs@ondc.org) to participate in any of the streams.





## **A** Express To Growth

- Thrive (Restaurant aggregator) and Jubilant Foodworks have initiated their integration process and will be LIVE in the next 2 months allowing for more restaurants on the Network.
- The Karnataka State Handicrafts Development Corporation Limited from Cauvery will be LIVE in August with 13 craft complexes, 10 emporiums, and 2800 empanelled artisans via an agreement between SNP.



- Tamil Nadu Handicrafts Development Corporation (TNHDC) from Poompuhar will be LIVE with a network of 70,000+ artisans in August.
- Upcoming network-wide collaborations between brands, sellers, Seller NPs, and Buyer NPs to run promotions for festive holidays.
- Mystore created a festive-specific page consolidating all offerings and categories.
- At-home services to be added to service offerings.
- Intercity city travel to start via mobility.
- New categories to be added - Books & stationery, pet supplies.

***External network effect***





## Current And Upcoming Initiatives

There has been a lot of activity in the Network Ecosystem Innovations (NEI). The development of some innovative ideas is nearing fruition, while others are getting ready for scaling up.

### 1 Core Products

- Issue And Grievance Management: The fully automated workflow is in progress. We have now onboarded the Online Dispute Resolution (ODR) providers, empanelled by Sahamati to make the conciliation, mediation, and arbitration processes work. The NPs have begun implementing.
- Recon Service Framework: This process ensures money flow between the Network Participants. We now have major banks like IDFC, HDFC, ICICI, Axis, Yes Bank, Kotak, etc. opening NP Accounts and working with NBBL as the Settlement Agency for money flow. Multiple NPs are in the process of implementing this framework.
- Open Data Framework: We are working with various NPs and will present it to the User Council for clearance to start rolling out the Open Data Framework, where data from across the ecosystem can be presented in an aggregated, non-identifiable way to anyone who needs it for developing any new product/service.
- Rating And Scoring: We have begun working on seller ratings and a tech solution has been cleared for initial deployment.
- Loyalty: We're working on providing loyalty to various ecosystem partners. We have conducted various workshops with loyalty providers and NPs to understand and



### 2 Financial Sector

- Credit Specifications: For starters, we have launched this for two products - unsecured personal loans and GST-based credit for MSME. We have had strong interest from 80+ entities with transactions expected in the next 30-60 days.
- Insurance Specifications: We have launched these across health, motor, and marine. Currently, we are awaiting market feedback on the same.
- Investment Specifications: We have launched specifications for mutual funds as well. We tied up with MF Utility resulting in the entire mutual fund inventory being available in one go. With the creation of eCAN, which will be facilitated by MFU, Buyer Apps will be able to showcase one view of all investments made by a person (including Demat A/C held mutual funds) and allow them to transact on that Buyer App. However, the commissions of the earlier investments will go to the originating broker. We believe this is a huge opportunity for start-up Buyer Apps to gain a foothold in what is a huge opportunity in India.

### 3 Pharma Sectors And Gig Economy

The work has begun and we are currently defining some of the use cases.



## Policy Highlights

### Summary of policy notifications released

To learn more about a specific notification, click on the respective point that will redirect you to our website.

- [Buyer Apps are mandated to publish parameters used for sorting logic and minimum standards for displaying search results to buyers.](#)
- [Network Participants are required to share transaction logs to enable the observability of health and growth metrics on the ONDC Network.](#)
- [Buyer Apps are only allowed to modify the sellers catalog after obtaining explicit consent from the seller.](#)
- [Network Participants entering the production environment can conduct closed user groups for a limited time period with exceptions on search & discovery-related obligations.](#)
- [Seller Apps are required to publish criteria for any differential treatment to Buyer Apps.](#)
- [Buyer Apps are required to display the Seller Apps name to the buyer before order confirmation.](#)
- [Buyer Apps are required to provide alternative sorting options to buyers.](#)

All these notifications have been published on the [ONDC website](#). Keep checking this page for updates on important policy-related notifications from ONDC.



#### ● ● ● Disclosures page - live on the ONDC website

**ONDC Network Policy requires Network Participants to publish disclosures towards building trust, transparency, and fairness in the network**

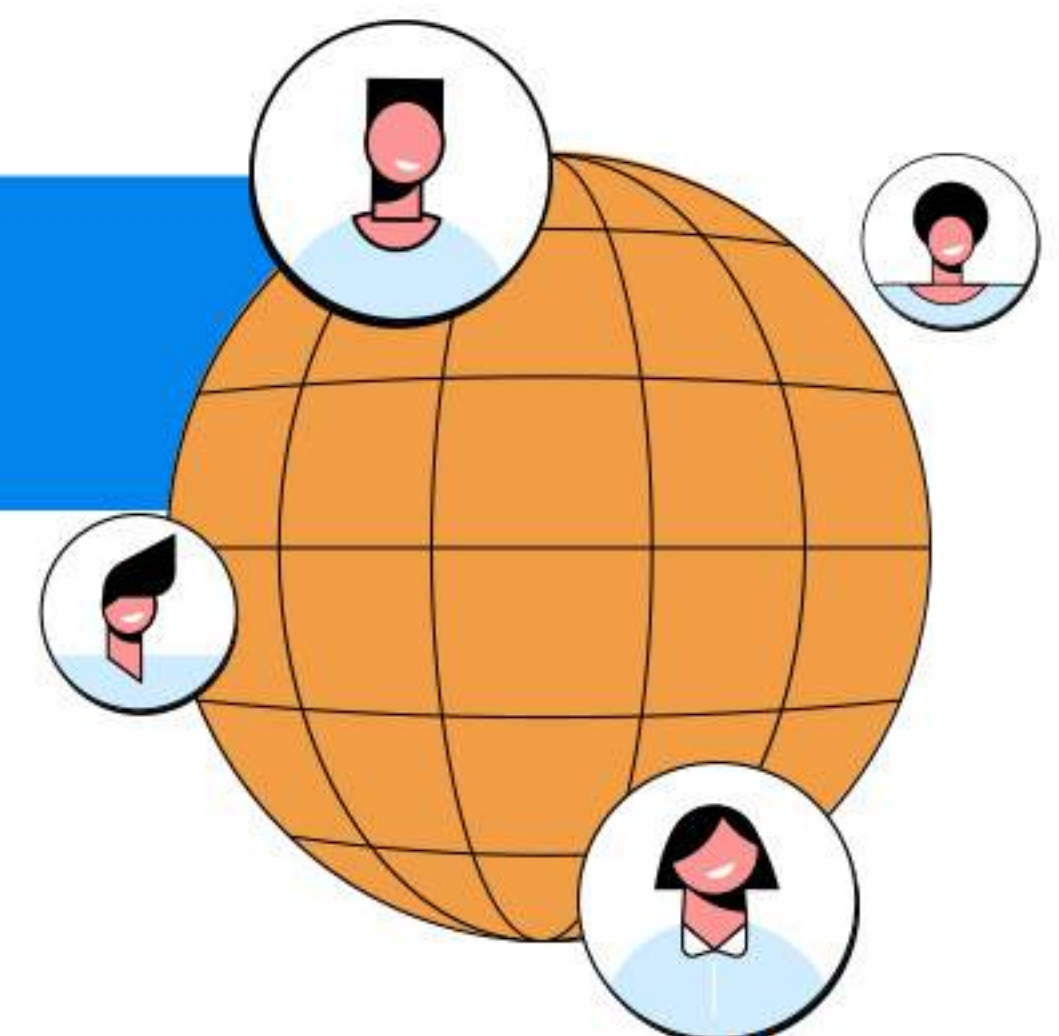
- Buyer Apps are required to publish two disclosures:

Explanation of sorting parameters along with their relative importance [\(as required under Clause 2.3.3 \(k\), Chapter 2 Business Rules\)](#)

Minimum standards for displaying search results to buyers [\(as required under Clause 2.3.3 \(k\), Chapter 2 Business Rules\)](#)

- Seller Apps, including Logistics Service Providers, are required to publish disclosures on differential treatment towards Buyer Apps [\(as required under Clause 2.4.6 \(b\), Chapter 2 Business Rules\)](#)

To make all the disclosures of the Network Participants accessible in one place, ONDC has made a [disclosures page](#) on the ONDC Website.



Through our continued efforts, we look forward to transforming digital commerce and making it inclusive for all!