

# Nazara Publishing ONDC Listing Policy for G-Commerce

**Effective Date:** 11th Feb 2025

**Last Updated:** 11th Feb 2025

---

## 1. Introduction

*This policy applies to Nazara Publishing, a company integrating the ONDC Seller Catalogue into its G-Commerce platform. It outlines the parameters that determine the onboarding, ranking, and ongoing performance of seller platforms and individual seller listings. Adherence to this policy is mandatory for all sellers and seller network participants ("Seller Platforms") wishing to be listed on our platform. This document also explains the phased listing process, performance evaluation criteria, temporary and permanent suspension protocols, and settlement procedures.*

---

## 2. Listing of Seller Platforms on Nazara Publishing

### 2.1 ONDC Protocol, Policies, and Taxonomy

- **Latest API Contract:**  
*Seller Platforms must implement the latest ONDC API contract. All logs must be validated by ONDC in production and successfully tested in pre-production environments.*
- **Compliance:**  
*Seller Platforms are required to adhere to all ONDC policies and any signed agreements with ONDC.*
- **Taxonomy & Product Mapping:**  
*Product mapping must follow the ONDC taxonomy, ensuring consistency and accuracy in categorization.*
- **Operational Category:**  
*The Seller Platform must operate in approved categories (e.g., gaming merchandise, accessories, digital goods) and provide the category-specific mandatory attributes along with the order management capabilities required by both ONDC and Nazara Publishing.*

### 2.2 Phased Activation of Stores

- **Initial Activation:**  
*Initially, only 10% of stores or 20 stores (whichever is lower) per Seller Platform will be activated based on the seller's recommendation, provided they meet the listing criteria.*
  - **Evaluation Period:**  
*The activated stores will be evaluated for a minimum of 2 weeks or 100 orders (whichever is higher) to assess performance.*
  - **Subsequent Activations:**  
*Provided that no temporary suspension criteria are breached, an additional 20% of the remaining stores will be made live every 2 weeks.*
- 

## 3. Listing of Sellers

### 3.1 Mandatory Listing Requirements

- **Data and Attributes:**  
*All mandatory attributes for the store and its catalogue must be provided either directly or via an authorized Seller Network Participant. This includes high-quality product descriptions, accurate categorization, and images meeting the minimum quality standards.*
- **Legal and Contractual Eligibility:**  
*Sellers must be legally capable of entering binding contracts as per the Indian Contract Act, 1872.*
- **Product Integrity and Disclosures:**  
*Sellers must ensure that the quality and quantity of the products match the claims made at listing time. Refund, warranty, cancellation, and exchange policies must be clearly declared.*
- **Ethical Conduct:**  
*Sellers must not mislead buyers through false or paid reviews and must comply with all applicable laws, including consumer protection, legal metrology, e-commerce guidelines, and any industry-specific regulations (e.g., those applicable to gaming merchandise or digital goods).*

### 3.2 Listing Attributes and Differentiators

*A store's listing on Nazara Publishing will be influenced by its overall performance and the following attributes:*

- **Assortment & Catalogue Density:**  
*The breadth and depth of product categories offered.*
- **Discounts and Offers:**  
*Competitive pricing and promotional strategies.*
- **Content Quality:**  
*Accuracy and quality of product descriptions, attributes, and images (minimum resolution: 500x500 px, preferably 300 dpi).*

---

## 4. Seller Performance Metrics

*Seller performance is measured on a simple average of the following key parameters:*

- **API & Confirmation Success Rates:**  
*Success rate of API responses and ON\_CONFIRM responses.*
- **Catalogue Quality:**  
*Catalogue rejection rate based on adherence to the ONDC taxonomy and mandated attributes.*
- **Order Fulfillment:**  
*Percentage of orders fulfilled within the promised Delivery Turn-Around-Time (TAT) for orders managed by the Seller Platform.*
- **Customer Support:**  
*Ticket resolution and response times for customer issues.*

*Hyperlocal retail stores must be listed with their legal trade name and logo and meet standard requirements as published by Nazara Publishing for their respective categories.*

---

## 5. Sorting Mechanism for Stores and Products

*The display order of stores and products is dynamically determined by a set of key attributes applied uniformly across all categories:*

### 5.1 High Weightage Attributes

- **Number of Carts Created:**  
*The unique count of shopping carts initiated by users for a particular store.*
- **Fill Rate:**  
*Calculated as:*  
$$\text{Fill Rate} = (\text{Number of items delivered}) / (\text{Number of items ordered} - \text{Items failed due to Seller Platform issues} - \text{Buyer-initiated cancellations for remorse reasons})$$
- **Delivery Performance:**  
*Orders delivered within the promised TAT.*
- **Customer Support Issues:**  
*Frequency and severity of customer tickets and issues.*
- **Delivery Cost:**  
*Competitiveness of the delivery cost.*

### 5.2 Medium Weightage Attributes

- **Catalogue Assortment:**  
*The diversity and density of the product catalogue.*

- **Order Management Time:**  
*Speed of order acceptance and processing.*
- **Store Views:**  
*Number of user views per store.*
- **Operational Time:**  
*Total time the store is active and operational.*
- **Expected Delivery Time:**  
*The anticipated time for order delivery.*
- **Distance (if applicable):**  
*Proximity of the store to the gamer (for physical products).*
- **Issue Response Time:**  
*Aggregated time taken to respond to customer issues.*
- **Discounts and Offers:**  
*Attractiveness of promotional offers.*
- **Consistency:**  
*Stability in price, catalogue accuracy, inventory, store availability, and delivery TAT measured over 20 consecutive API responses.*
- **Content Quality:**  
*Clarity and quality of product descriptions and images.*

### 5.3 Low Weightage Attributes

Other minor factors may also be considered to fine-tune the ranking.

---

## 6. Temporary Suspension of Sellers

### 6.1 Suspension Criteria

Stores may be temporarily delisted if:

- The Seller Platform violates any of the criteria on which listings are based.
- **API Performance:**
  - Latency exceeds 5 seconds.
  - Non-buyer attributed API errors exceed 2%.
  - ON\_CONFIRM failures exceed 0.5%.
- **Order Fulfillment:**  
*More than 5% of orders (managed by the Seller Platform) experience delivery delays.*
- **Customer Experience:**
  - Fill rate falls below 95%.
  - Orders delivered within TAT are below 95% (excluding unforeseen scenarios).
  - Customer issues (e.g., wrong item delivered, missing items, damaged products) exceed 5% of orders.
  - Issue resolution breaches occur in more than 10% of cases.

- Seller ratings fall below 40%.
- **Operational Consistency:**  
*Inconsistencies in price, inventory, operational hours, or delivery TAT.*
- **New Seller Evaluation:**  
*New sellers will be observed for their first 30 orders before suspension criteria are enforced.*

## 6.2 Redressal and Reinstatement Process

- **Suspension Duration:**  
*Temporarily suspended stores will be disabled for two consecutive weeks.*
  - **Remediation:**  
*The affected seller or Seller Platform must submit a detailed Root Cause Analysis (RCA) along with the corrective measures taken to [connect@nazara.com].*
  - **Reinstatement:**  
*Upon satisfactory resolution, the Nazara team will reinstate the store within 7 working days of the RCA submission.*
- 

## 7. Permanent Suspension of Sellers

*Sellers or Seller Platforms will be permanently delisted if they:*

- *Violate applicable laws or ONDC policies, including but not limited to:*
  - *Posting defamatory, obscene, or patently false content.*
  - *Infringing on intellectual property rights or selling counterfeit/fake products.*
  - *Uploading malicious code intended to disrupt Nazara Publishing systems.*
  - *Listing prohibited items (e.g., prescription medicines, dangerous goods, products above MRP, or any items restricted by law).*
- *Accumulate three temporary suspensions within a 2-month period.*

*Permanent suspension is final and will be enforced to protect the integrity of the Nazara Publishing platform and its user experience.*

---

## 8. Settlement to Seller Platforms

### 8.1. Settlement Basis

- **Definition of T:**  
*The settlement process is based on the date an order is delivered. For each order, the delivery date is designated as T.*

### 8.2. Settlement Window

- A **settlement window** of **7 days** is applicable to all orders.
- The **settlement day** for any given order is calculated as **T + 7** (i.e., seven days after the order delivery date).

### 8.3. Settlement Day Details

For orders delivered on a weekday (Monday through Friday), the settlement day will be as follows:

- **If T is Monday:**  
Settlement will occur on the following **Monday** (T + 7).
- **If T is Tuesday:**  
Settlement will occur on the following **Tuesday** (T + 7).
- **If T is Wednesday:**  
Settlement will occur on the following **Wednesday** (T + 7).
- **If T is Thursday:**  
Settlement will occur on the following **Thursday** (T + 7).
- **If T is Friday:**  
Settlement will occur on the following **Friday** (T + 7).

*Note: This policy assumes orders are delivered on weekdays. If deliveries occur on weekends or holidays, please refer to additional guidelines or contact support for clarification.*

- 
- Payments will be processed daily according to the settlement schedule detailed above.
  - **Deductions:**  
*Settlements will be processed net of Buyer Finder Fees and applicable taxes.*
- 

## 9. Amendments and Updates

*Nazara Publishing reserves the right to modify or update this Listing Policy at any time. Any changes will be communicated via official channels and become effective immediately upon posting. Sellers and Seller Platforms are responsible for staying informed about the latest policy requirements.*

---

## **10. Contact and Escalation**

*For any queries, issues related to listing performance, or to submit an RCA for a suspended listing, please contact us at:*

**Email:** [publishing@nazara.com](mailto:publishing@nazara.com)

**Support:** [support@nazara.com](mailto:support@nazara.com)

---

*By participating on the Nazara Publishing platform, all Seller Platforms and sellers agree to adhere to the terms outlined in this ONDC Listing Policy – Version 1.0.*