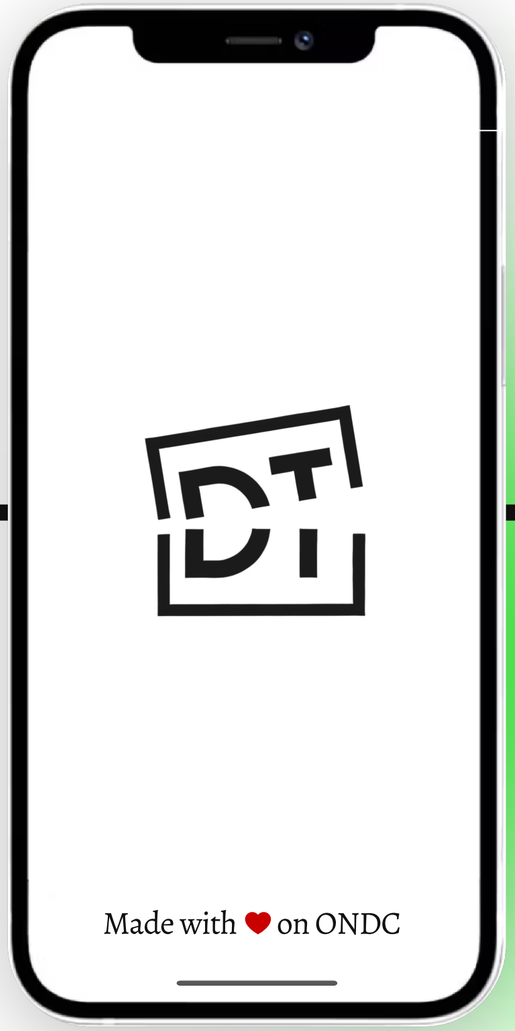
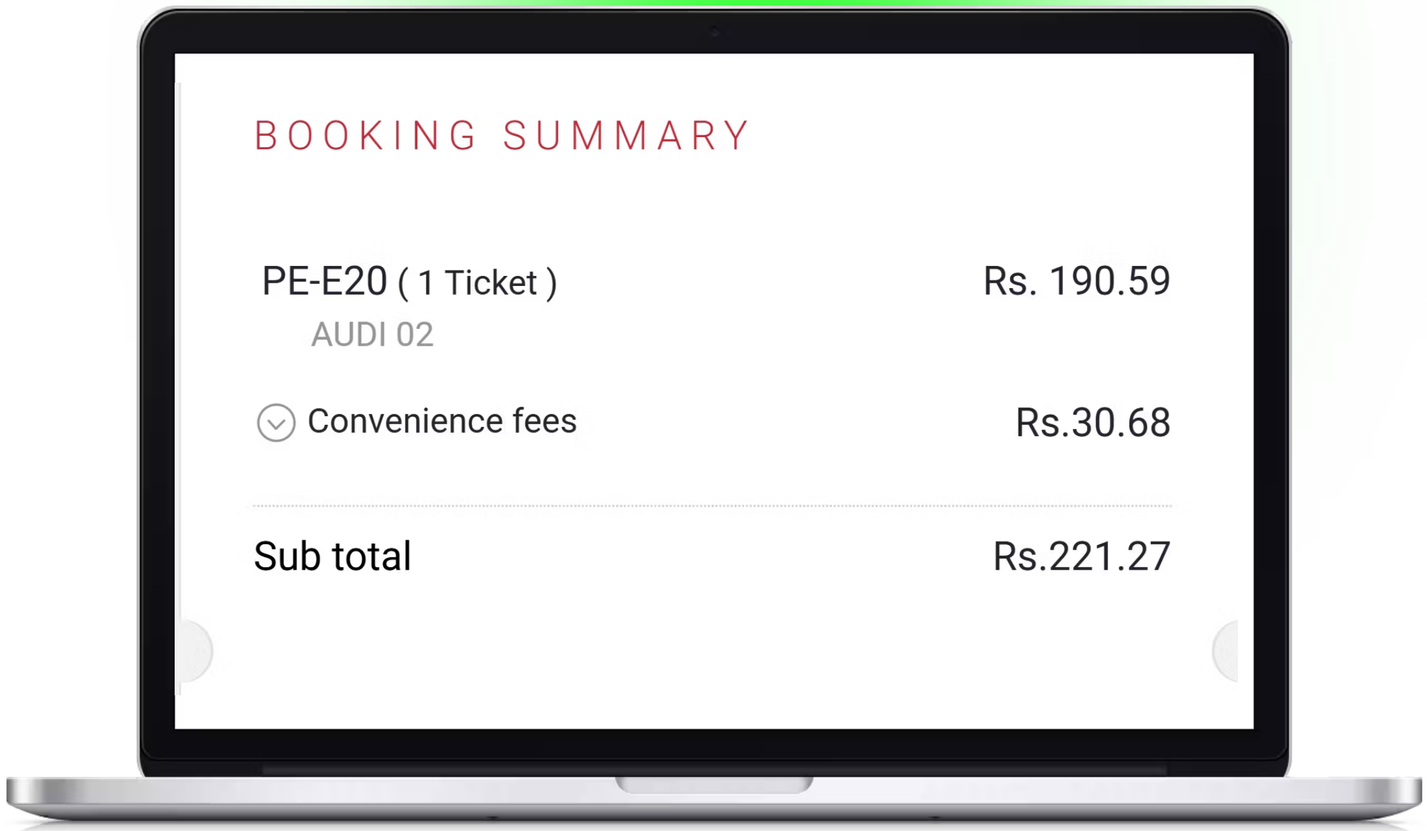
DownTown

Ticketing ₹evolution



Problem

The problem is (in)convenience fees.



≈16.1%

The problem in numbers

Theatres switch platforms due to **heavy commissions** charged by monopolistic platforms.

In vain...

15–20% Commissions per ticket sold

16–19% Convenience Fees

3d–7d Settlement Period

Solution

Decentralization

- **Returns control to theatres → reduced commissions**

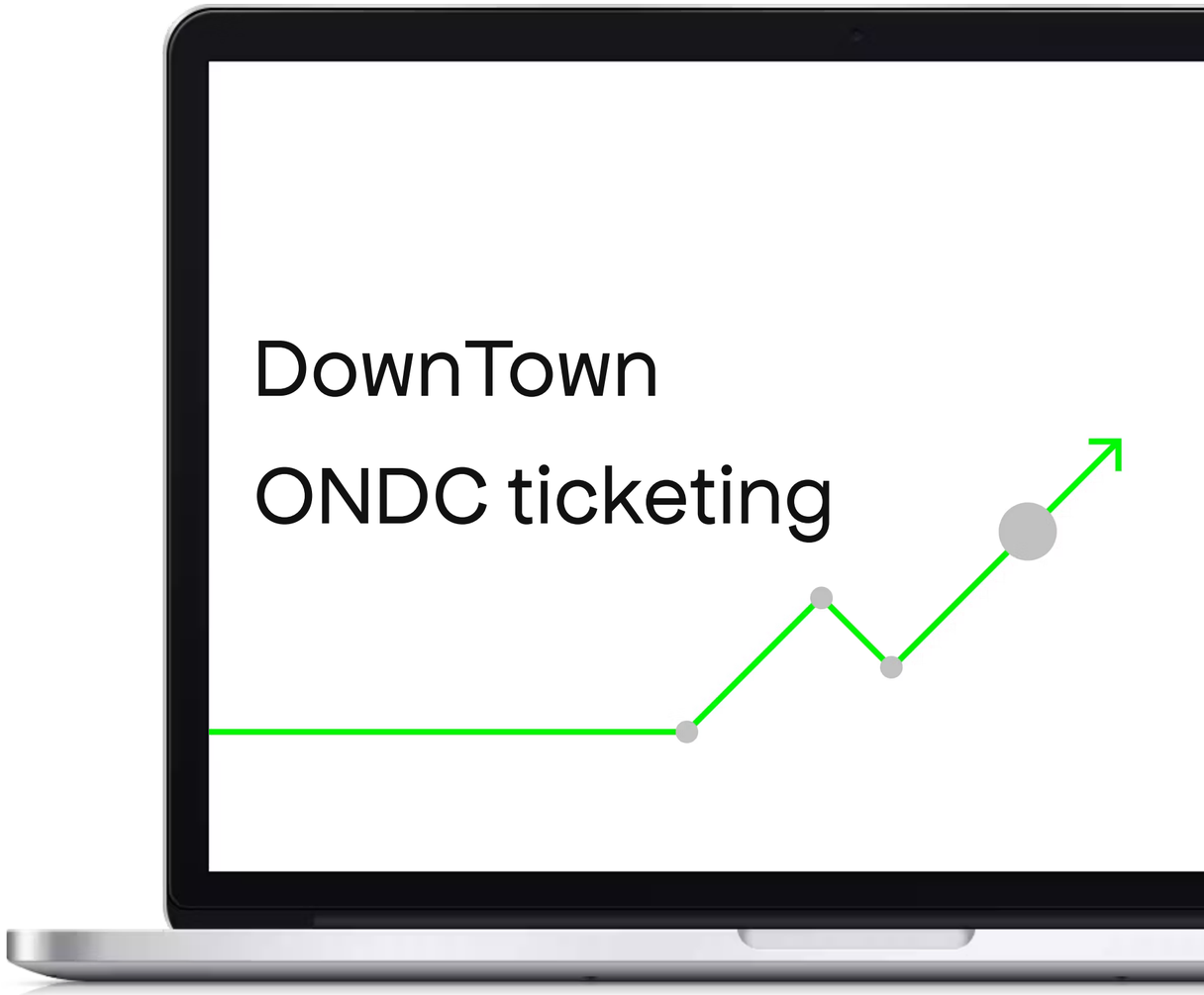
  With multiple platforms vying for listings, theatres negotiate lower fees.

- **Healthier, more competitive market**

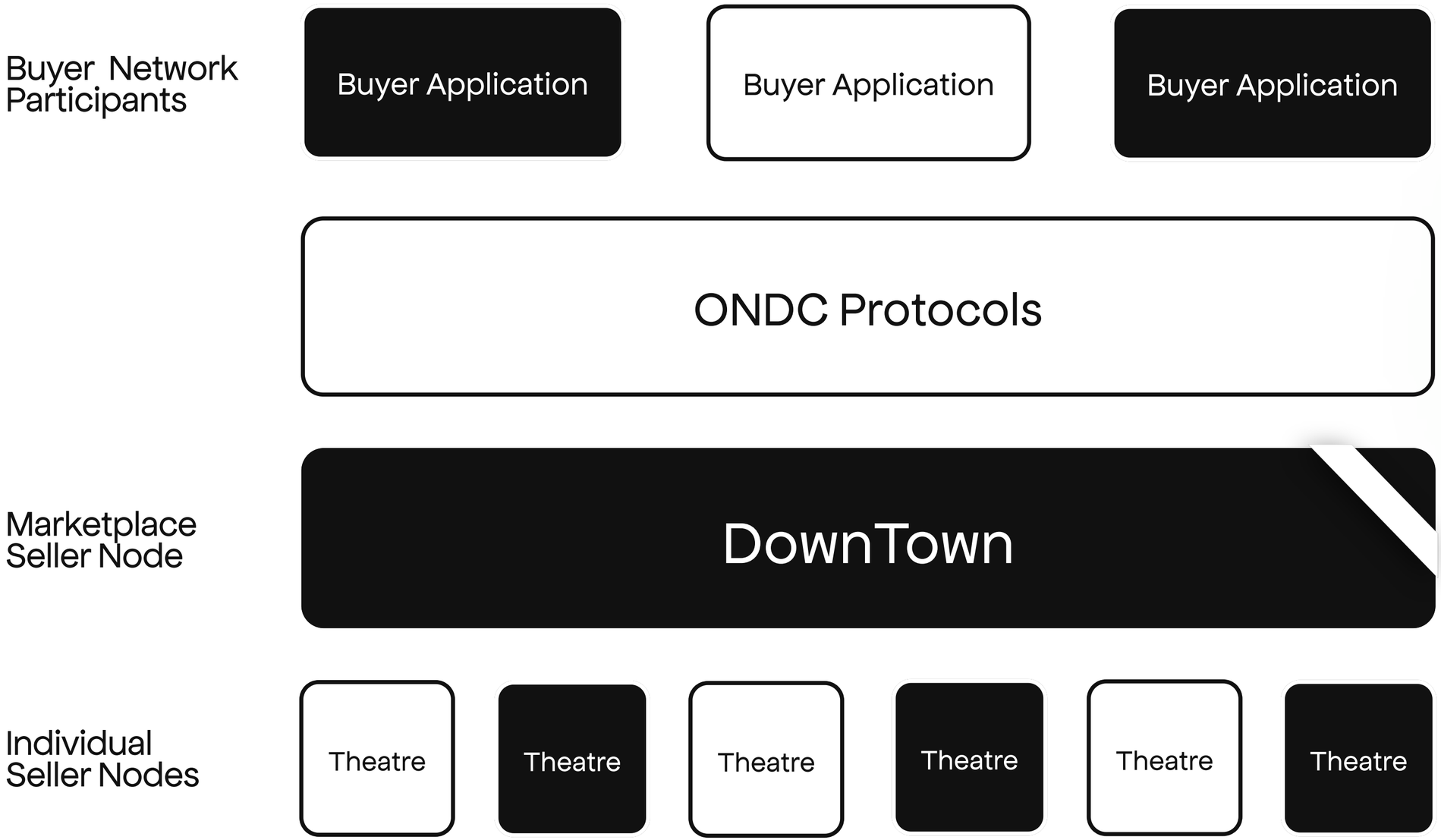
  Decentralization removes monopolistic choke–points.

- **Low convenience fees → better prices for users**

  Savings passed on to customers in the form of smaller add–on charges.



Tech


Buyer Network Participants
Buyer Application
Buyer Application
Buyer Application
ONDC Protocols
Marketplace Seller Node
DownTown
Individual Seller Nodes
Theatre
Theatre
Theatre
Theatre
Theatre
Theatre

Simplest Plugin
to sell on ONDC

- ⚙️ **Plug–and–Play ONDC Access**

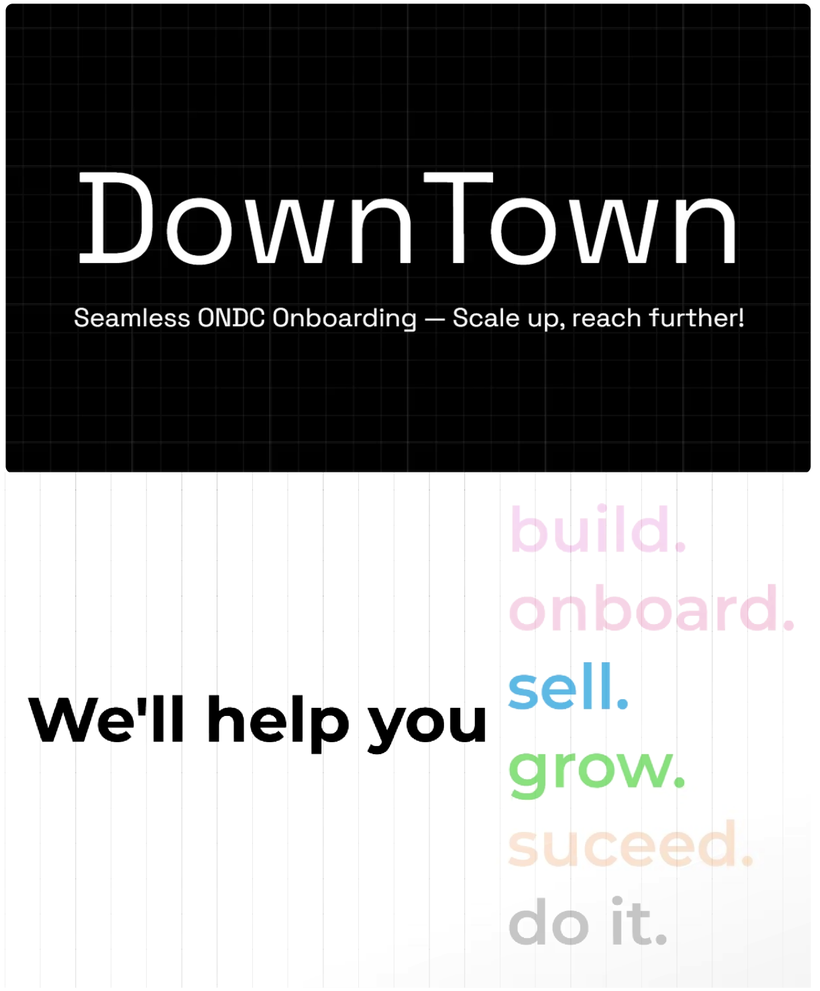
  No complex tech stack or deep integrations needed
- 🧩 **Minimal Setup**

  Lightweight, modular, and ready to deploy in minutes
- 🛒 **Full Seller Node Capabilities**

  Listings, orders, payments, and fulfilment, all in one
- 🔒 **Compliant & Secure**

  Built to meet ONDC protocols and transaction standards
- 📈 **Scalable**

  Start small and scale effortlessly as demand grows



thank you