

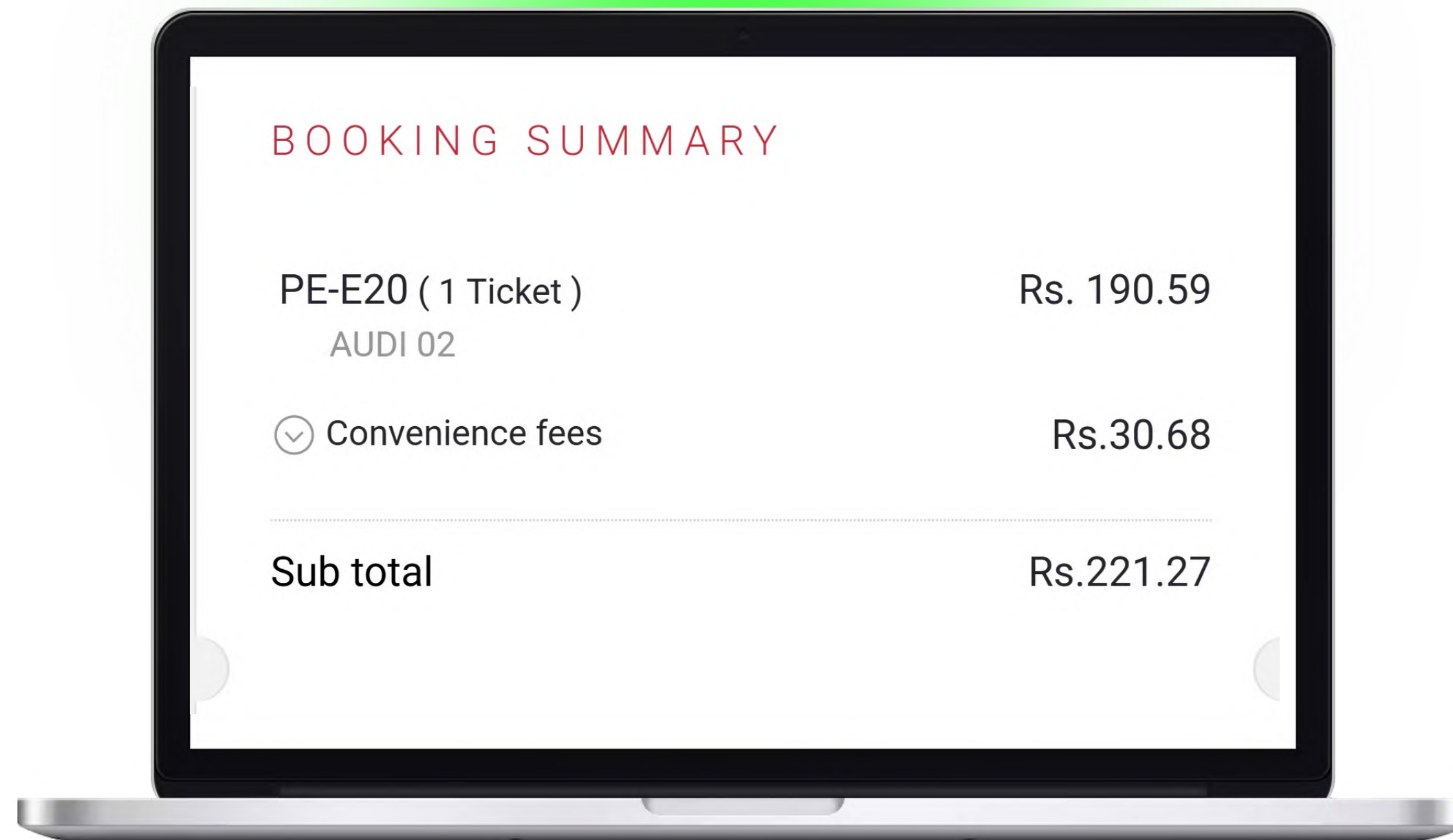
Ticketing



₹ *evolution*

Problem

The problem is (in)convenience fees.



≈ 16.1%

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

Alternative platforms follow the same centralized architecture, resulting in similar commissions for theatres and convenience fees for users.

15–20%

Commissions
per ticket sold

16–19%

Convenience
Fees

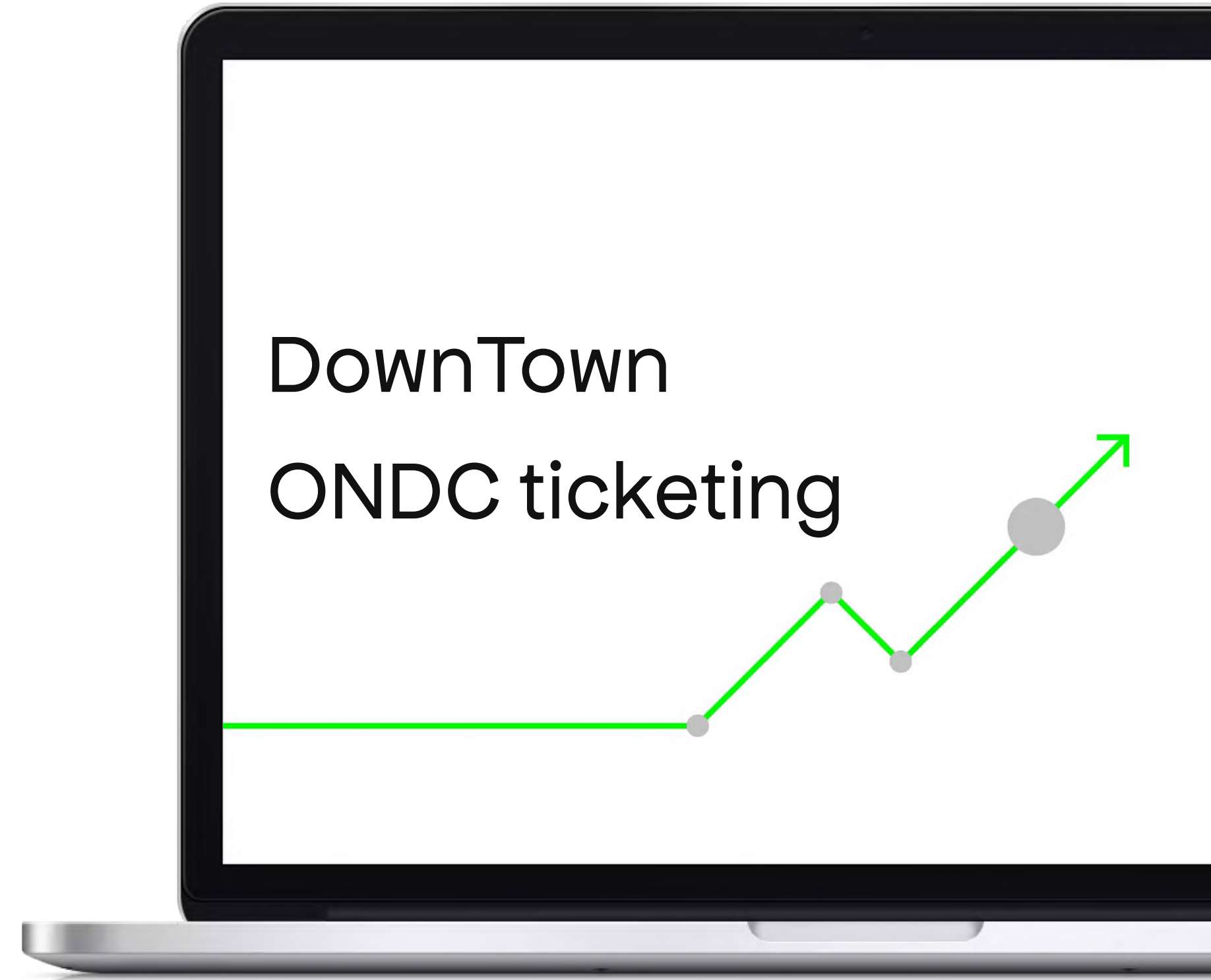
3d–7d

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

01-problem

02-solution

03-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



DownTown
Seamless ONDC Onboarding — Scale up, reach further!

We'll help you

build.
onboard.
sell.
grow.
succeed.
do it.

downtowncinema.in