Research Brief: ONDC-Based Ticketing Platform

1. Industry Outlook: Online Ticketing Market

The global online ticketing market surpassed $60 billion in 2023, with rapid digital adoption driving event, entertainment, and travel bookings.

In India, the online segment is projected to reach $3 billion by 2025, growing at a CAGR of 9%. However, centralized ticketing platforms face high transaction fees (10–30%), limited vendor access, and escalating customer acquisition costs.

2. ONDC Overview & Opportunity

ONDC (Open Network for Digital Commerce) is a decentralized, open-source network designed to democratize commerce across sectors. Its standardized APIs allow buyer and seller applications to interoperate, reducing reliance on single aggregators and lowering barriers to entry.

For ticketing, ONDC offers: - <u>Reduced intermediary fees and transparent pricing</u>. - <u>Expanded reach for event organizers via multiple buyer apps</u>. - <u>Shared marketing and network-driven customer acquisition</u>. - <u>Enhanced security through decentralized transaction flows</u>.

3. Tailored Solutions for Ticketing

a. Lower Transaction Fees
By leveraging ONDC's direct seller–buyer connections, our platform cuts service fees by up to 40%, offering organizers competitive rates.

b. Democratized Vendor Access
Small and local event organizers can list across all ONDC-linked buyer apps, reducing CAC from 20% to 8% through shared discovery.

c. Dynamic Pricing & Scalability
AI-driven demand forecasting and smart pricing dynamically adjust ticket rates. ONDC's framework supports rapid scaling without heavy infrastructure.

d. Seamless User Experience
Unified API flows let end-users to book across channels (web, mobile, chat) with consistent seat maps, real-time availability, and instant confirmations.

4. Conclusion

Building our ticketing solution on ONDC positions us at the forefront of a decentralized commerce revolution. We deliver lower fees, broader reach, dynamic scaling, and robust security—all while maintaining a seamless booking experience. This approach not only benefits vendors and users but also drives sustainable growth in a rapidly expanding market.