

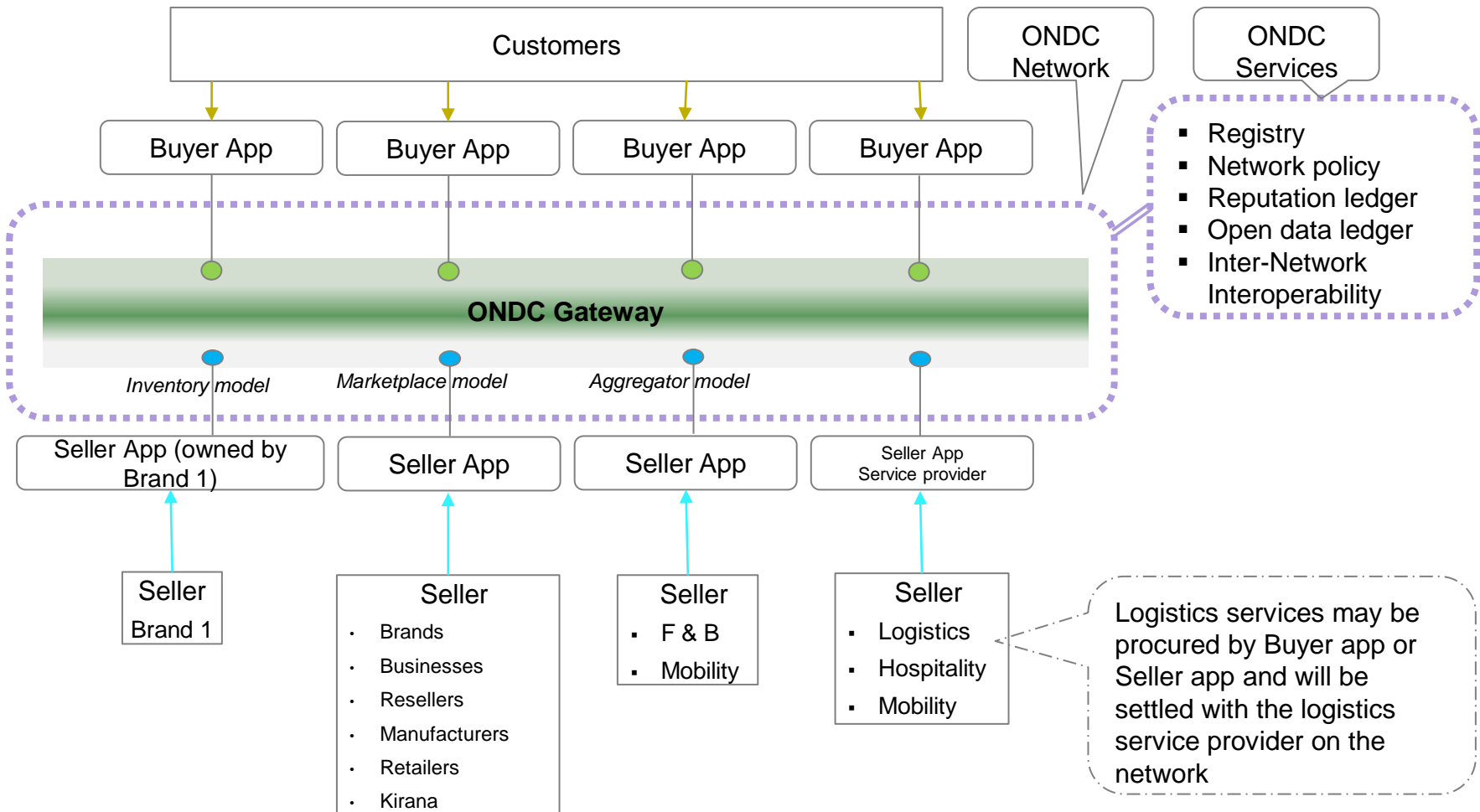
# ONDC as growth enabler for B2C companies

*A comparison across sales channels*

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# How ONDC works?

## Architecture



# How ONDC (as a sales channel) may drive sales volume?

## Comparison across sales channels

Volume drivers	Factors	Offline	Online				
		Retail	Website / App	Live commerce	Social commerce	Marketplace	ONDC
<b>Market presence</b>	Access to wide pool of <i>potential</i> buyers	★	★★	★★	★★★★	★★★	★★★★★
<b>Searchability</b>	Across platforms	★	★★	★	★★	★	★★★★★
<b>Visibility</b>	Not required to go to multiple platforms	★	★★	★★	★★★	★★★★	★★★★★
	Shelf / page location or placement independent of platform driven prioritisations	★★	★★★	★★★★	★★★★	★	★★★★★
	Based on customer's preferences (prioritised over platform driven algorithms)	★★	★★★	★★★	★★★	★★★	★★★★★
<b>Sales conversion</b>	In-person / personalized interaction with customers	★★★★★	★★★	★★★★★	★★★★★	★★	★★
	Product shopping experience – based on products' physical attributes	★★★★★	★★	★★★★	★★★	★★	★★
	Transparency in pricing	★★	★★★	★★★	★★★	★	★★★★★
	Ability to negotiate directly with customer	★★★★★	★	★★★★★	★★★★★	★	★
	Price/ shopping experience/ delivery/ etc. options – <i>choice of platforms</i> for customer (purchase decision)	★★★	★★★	★★★	★★★	★★	★★★★★
	Customer's payment flexibility (independent of platform tie-ups)	★★★	★★★	★★★	★★★	★★★	★★★★★
	Additional resource requirement vis. Sales force, digital marketing, technology	★	★	★★	★★	★★★★	★★★★★
<b>Scope for Marketing</b>	Option to advertise	★★★	★★★★	★★★★★	★★★★★	★★★★★	★
	Advertisement not constrained by space or scale	★	★★★★★	★★★★	★★★★	★★★★★	N/A
	Flexibility to offer discounts and promotions	★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★
	<i>Scope</i> for influencer involvement	★★	★★★★★	★★★★★	★★★★★	★★★	★★★★★
<b>Planning &amp; decision making</b>	Data and analytics - Customer, competition, channel, order fulfilment	★★	★★★★	★★★★	★★★★	★★	★★★★
	Learning and feedback mechanism	★★	★★★★	★★★★★	★★★★★	★★★★	★★★★★
<b>Scalability</b>	Flexibility to leverage already-built reputation across platforms	★★	★★	★★	★★	★	★★★★★
	Ability to handle increased demand; not constrained by physical aspects like shelf, store size, network, geography	★★	★★★★	★★	★★	★★★★★	★★★★★
	Ability to scale operations to multiple locations or platforms	★★★	★★	★★	★★	★★	★★★★★

Note:

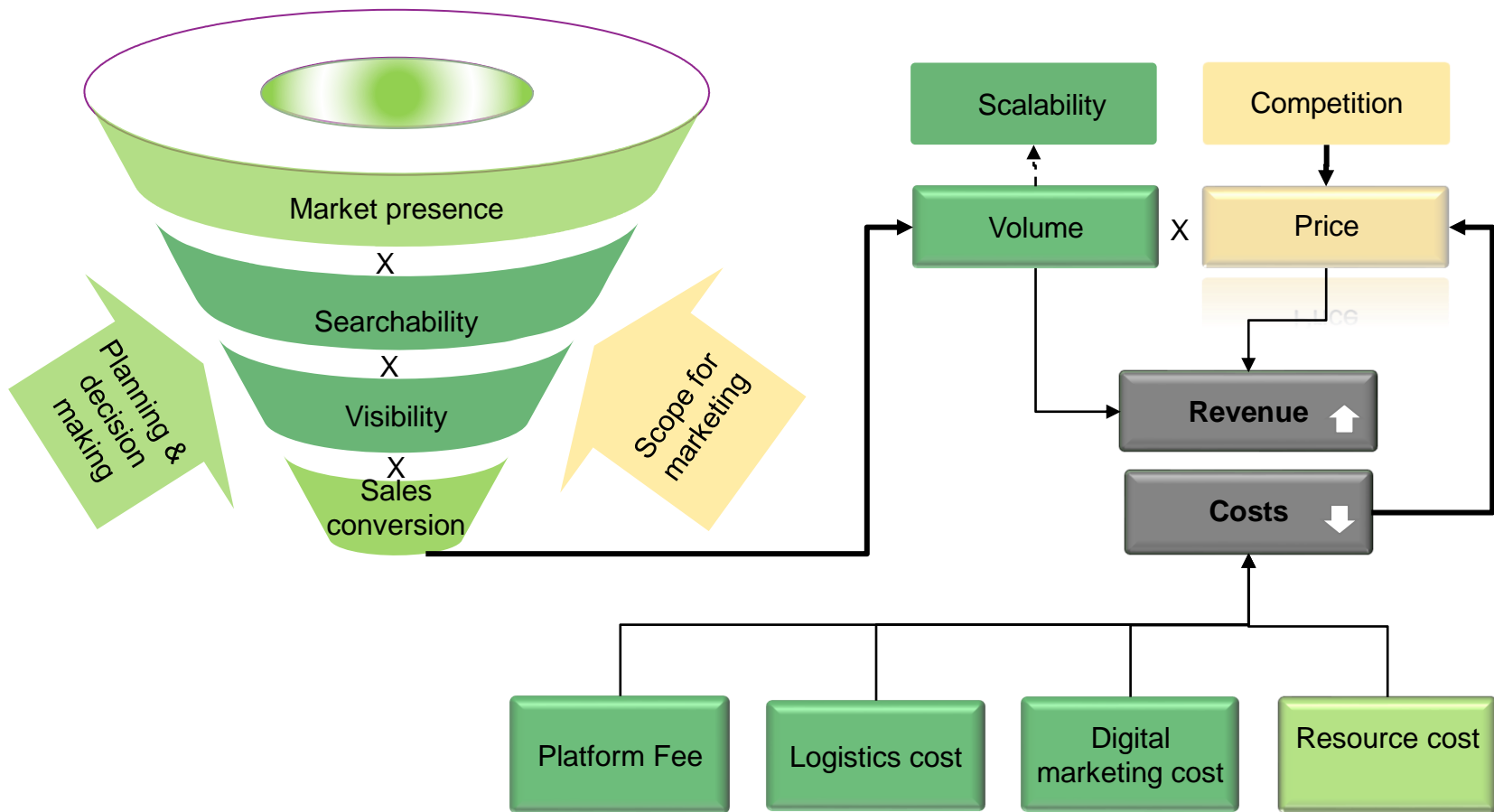
Platform means any online app or website etc that is on ONDC system

ONDC as growth enabler for B2C companies



# Business impact of ONDC compared to online marketplaces

Overall positive financial impact envisaged



# Thank you

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