

ATMA AppStudio

ONDC in a BOX

Buyer App for Retail v3

July 2024



01



Adya

**Introduction
to ONDC**



The Premise

The Digital Rails are set

Every Indian has a digital ID (Aadhaar) and can pay digitally (UPI, BBPS, IMPS, NEFT, RTGS, AEPS, DMT, etc).

The next step in the Evolution

ONDC : a unified open protocol for digitising every transaction, including services, financial services, healthcare education etc... with a potential TAM of \$2T (\$1T products and \$1T services).

How is ONDC reinventing Digital Commerce?



Unbundling

Decoupling platforms, breaking down digital barriers

In ONDC, unbundling separates key operations - buyer and seller sides, logistics, payments, reconciliation, and customer service (IGM) — as independent apps, empowering enterprises with unmatched flexibility and tailored solutions. Also allowing operators to specialize.



Interoperability

Seamless Integrations for Unmatched Scalability

ONDC's interoperability harmonizes unbundled technologies, forming a collaborative ecosystem where specialized functions thrive through seamless integration, providing unmatched flexibility and scalability for enterprises.



Reinventing Commerce

Empowering Enterprises: A Tech Revolution

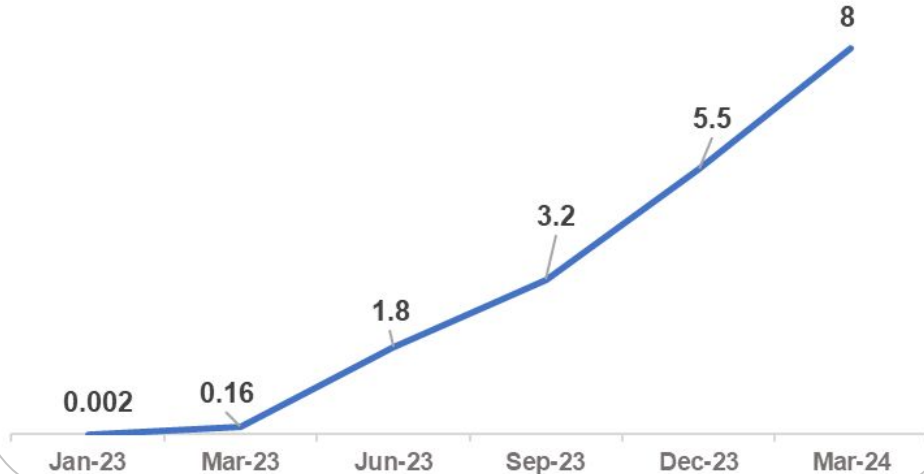
ONDC's unbundling and interoperability free businesses from monolithic platforms, enabling a tailored tech ecosystem for unmatched flexibility and scalability. It positions enterprises at the forefront of a tech revolution, where specialization and collaboration redefine digital norms.

ONDC Growth Trajectory



Network facilitated 7.1 Million Orders in the month of February 2024;
244K Orders per Day in February 2024 (+46% Growth vs January 2024)

Orders on the ONDC Network (in millions)



**4000x Growth
since Jan 2023**

02



Adya

About Adya

ATMA : Adya's all-in-one- solution as a TSP



Seller App

- Sellers create and manage online stores, catalogues, process orders and manage customer relations.
- Available for Retail, Financial Services, Logistics and Mobility
- Standalone or PWA
- Separate Admin portal for seller admins and sellers
- Bundled with LSP, IGM and RSP



Buyer App

- Buyers browse catalogues and purchase products on ONDC.
- Available for Retail, Financial Services, Logistics and Mobility
- Standalone or PWA
- Separate Admin portal for seller admins and sellers
- Bundled with LSP, IGM and RSP



Logistics Buyer App

- Streamlines logistics mgt, connecting buyers, sellers and administrators
- Standalone app, or built-in the seller and buyer apps.
- Standalone app can be used as a shipping aggregator app



IGM App

- Streamlines issue capturing, tracking and resolution enhancing customer satisfaction
- Customizable rule management to set cascading allocation of tickets.
- Integrated with RSP to allow grievances



RSP App

- Features automated GST, TDS/TCS calculations for all parties
- Integrates with multiple banks & PGs
- Offers grievance mgt for financial discrepancies, automated issue identification & payouts

Apps as plugins (PWA/SDK) so that any native app can be converted into an ONDC compliant app -or - can sit within existing tech stacks

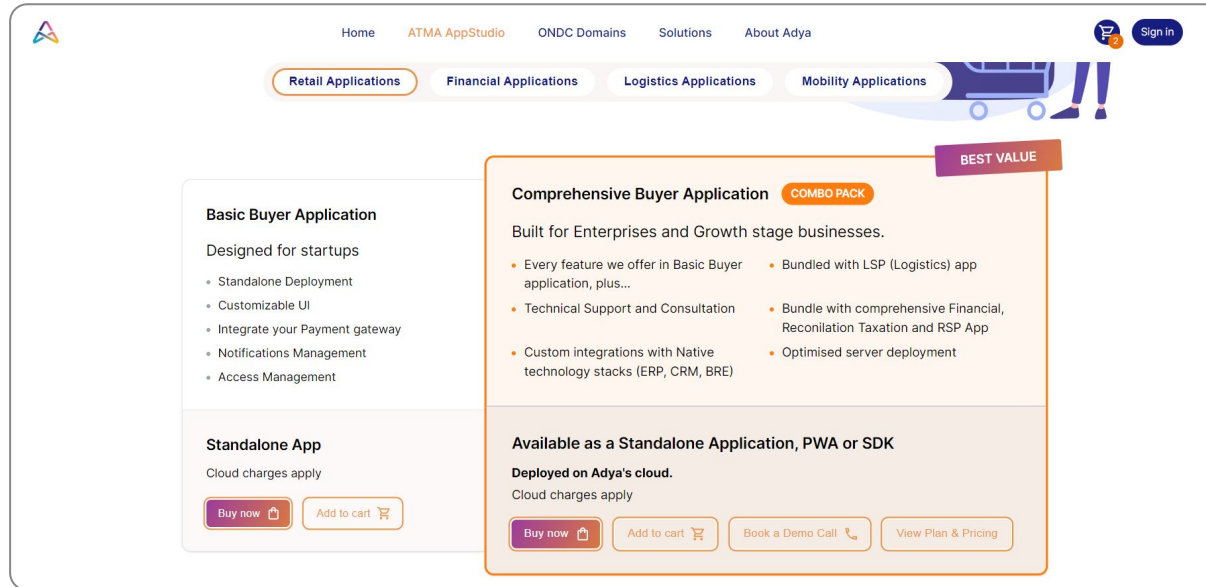
We're working on more exciting Protocols to guarantee our extensive coverage of Open Networks



**ONEST Seeker &
Provider App**
(for Education, Skilling &
Employment)

ATMA: Aatmanirbhar Technology Marketplace by Adya – Automating ONDC App Creation and Deployment

A self-serve DIY AppStudio uniquely tailored for rapid ONDC App deployment



The screenshot displays the ATMA AppStudio website interface. At the top, there is a navigation bar with links for Home, ATMA AppStudio, ONDC Domains, Solutions, and About Adya. A shopping cart icon with a '2' badge and a 'Sign in' button are also present. Below the navigation, there are four tabs: Retail Applications, Financial Applications, Logistics Applications, and Mobility Applications. The main content area features three application options:

- Basic Buyer Application**: Designed for startups. Features include Standalone Deployment, Customizable UI, Integrate your Payment gateway, Notifications Management, and Access Management.
- Comprehensive Buyer Application (COMBO PACK)**: Labeled as 'BEST VALUE'. Built for Enterprises and Growth stage businesses. Features include:
 - Every feature we offer in Basic Buyer application, plus...
 - Technical Support and Consultation
 - Custom integrations with Native technology stacks (ERP, CRM, BRE)
 - Bundled with LSP (Logistics) app
 - Bundle with comprehensive Financial, Reconciliation Taxation and RSP App
 - Optimised server deployment
- Standalone App**: Cloud charges apply. Includes 'Buy now' and 'Add to cart' buttons.

The Comprehensive Buyer Application is also noted as being available as a Standalone Application, PWA or SDK, and is deployed on Adya's cloud. It includes 'Buy now', 'Add to cart', 'Book a Demo Call', and 'View Plan & Pricing' buttons.

5 Apps



4 Domains



Introducing VANIJ: Revolutionizing Smart Apps

01

Innovative AI-Driven Applications

We developed ATMA, India's operating system, by leveraging generative and predictive AI, rather than relying on static applications, enhancing usability and adaptability

02

Advanced AI

Our proprietary fine-tuned LLM, trained on 1.5 million SKUs, efficiently handles core commerce functions like search, cataloging, grievance management, and operations.

03

Seamless Integration

Our unique architecture lets enterprises integrate their preferred LLMs for searches, conversational fillers, and translations, while our LLM manages complex tasks.

04

Multimodal Communication

By integrating open-source APIs for voice, text, and image recognition, our model supports communication in multiple modes and Indian languages, enhancing accessibility and interaction.

05

Flexible Implementation

Our AI solutions are available through both WhatsApp and custom apps, allowing enterprises to customize their interfaces, services, and integrations





In less than 12 months, Adya has onboarded 15+ customers



We are a TSP of choice for Large Enterprises

We are building ONDC ecosystems for lighthouse companies in each domain

of Retail Apps



17

of Credit Apps



2

of ONEST Apps



2

of Investment Apps



1





Our Partners





OUR TEAM | 35+ Member Team of Subject Matter Experts



SHAYAK MAZUMDER
Co-founder, CEO



ARCHANA SHAH
Co-founder, COO



ANGAD AHLUWALIA
Co-founder, CBO



03

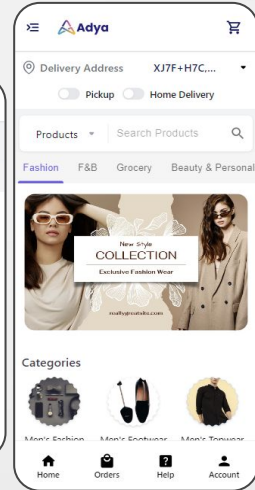
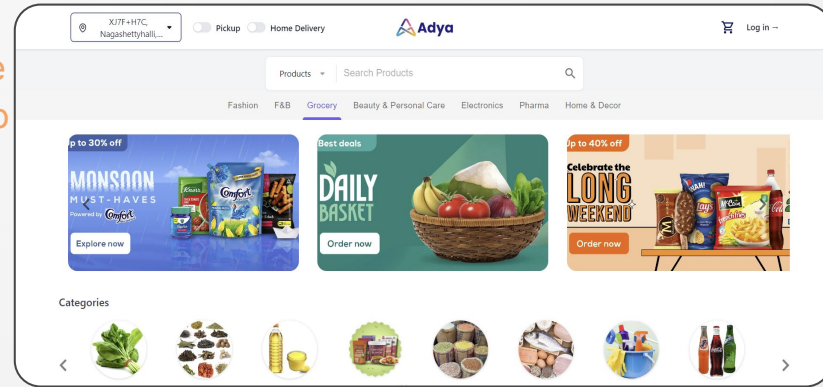


About Buyer App



Buyer App

Adya's Buyer App is a versatile tool available as a standalone app, a Progressive Web App (PWA), or in-app which seamlessly transforms existing platforms into powerful buyer apps. It enables businesses with established user bases to swiftly boost revenue. With no need for extensive seller relations, our Buyer App focuses on driving demand and enhancing user experiences



Adya Retail Buyer App: Add-on Modules



Assisted Buying

Easily create and manage unique affiliate codes for partners, ensuring precise tracking and referral attribution

[Click to know more](#)

Loyalty & Rewards Program

Designed to enhance customer engagement and retention by offering incentives for transactions and interactions

[Click to know more](#)

WhatsApp and AI Co-Pilot

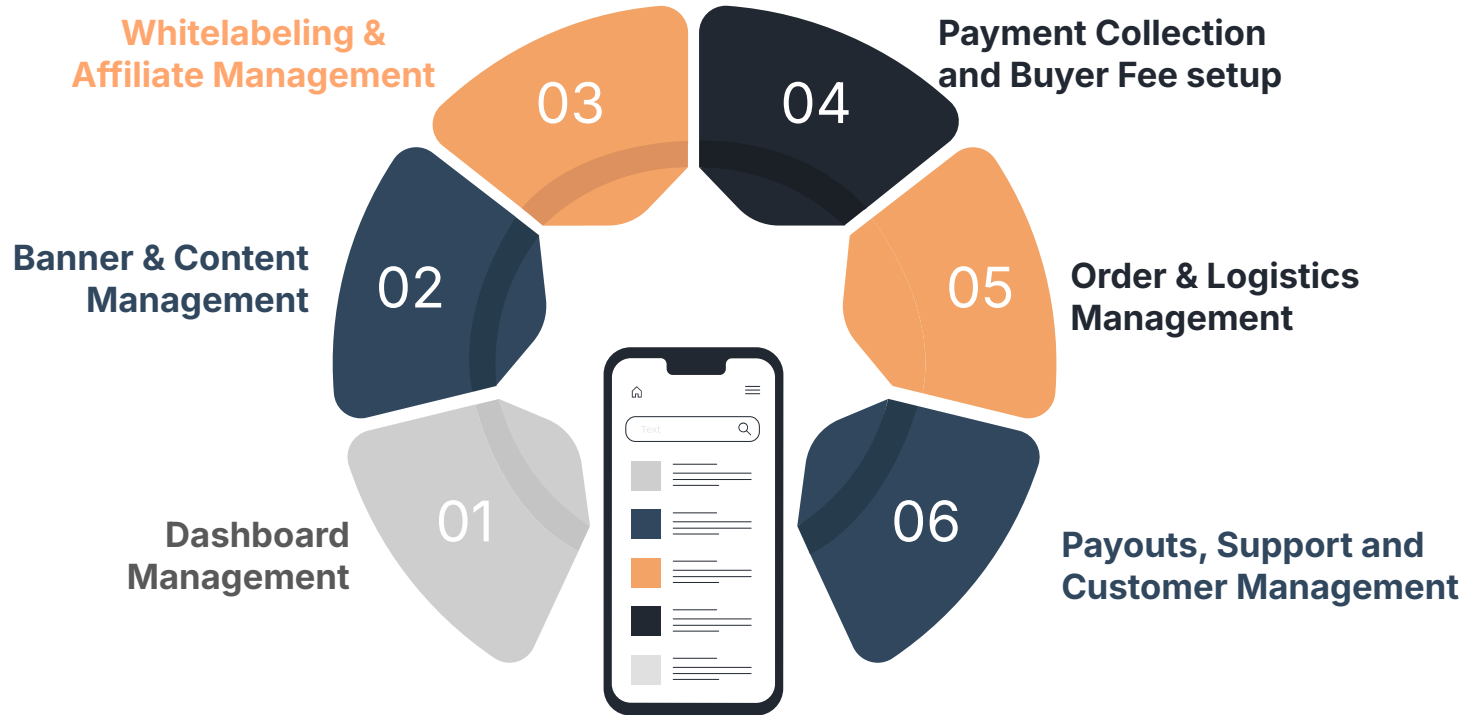
AI based automation starting from search (using text, image and voice) to grievances and buyer operations

[Click to know more](#)

QR Code Generator

QR code scanner for buyer app that allows users to scan QR codes using their smartphone's camera within the app

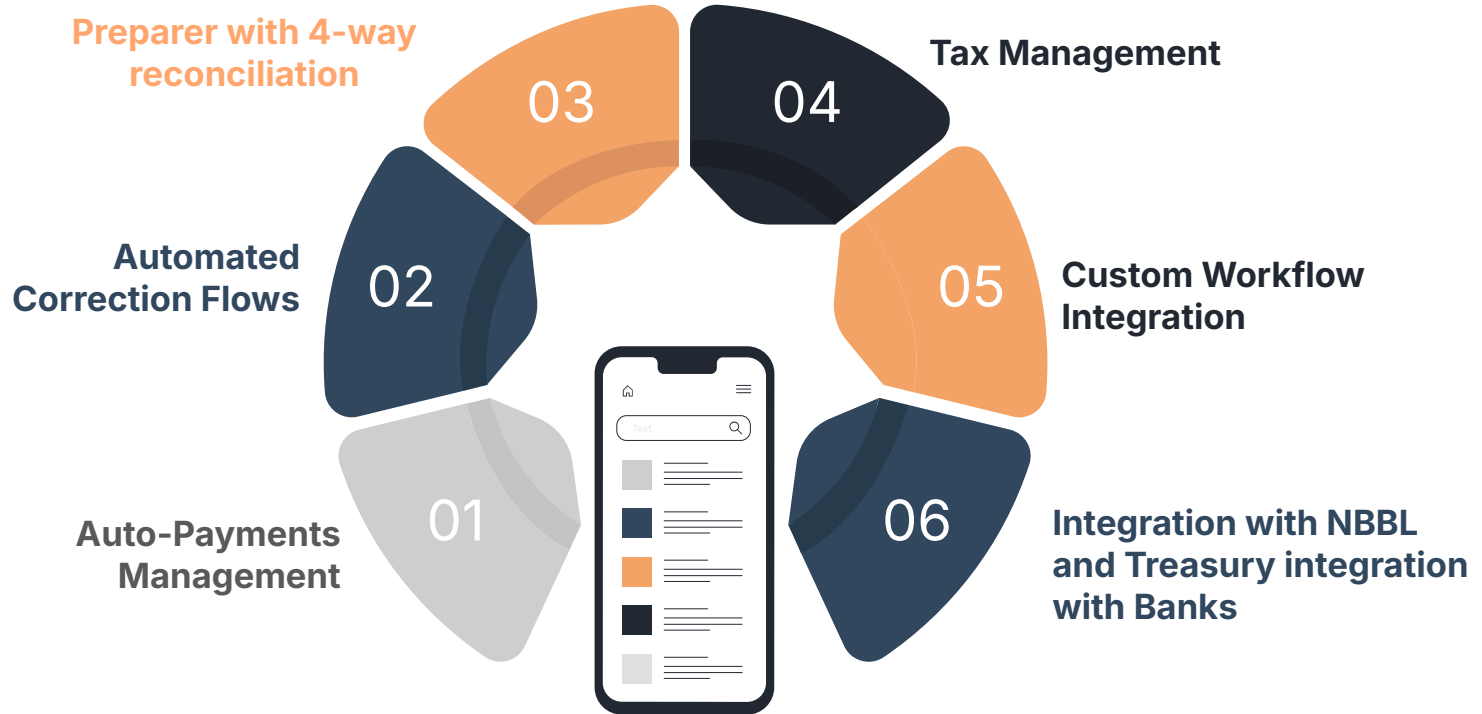
Adya Retail Buyer App: Core Features (Admin Panel)



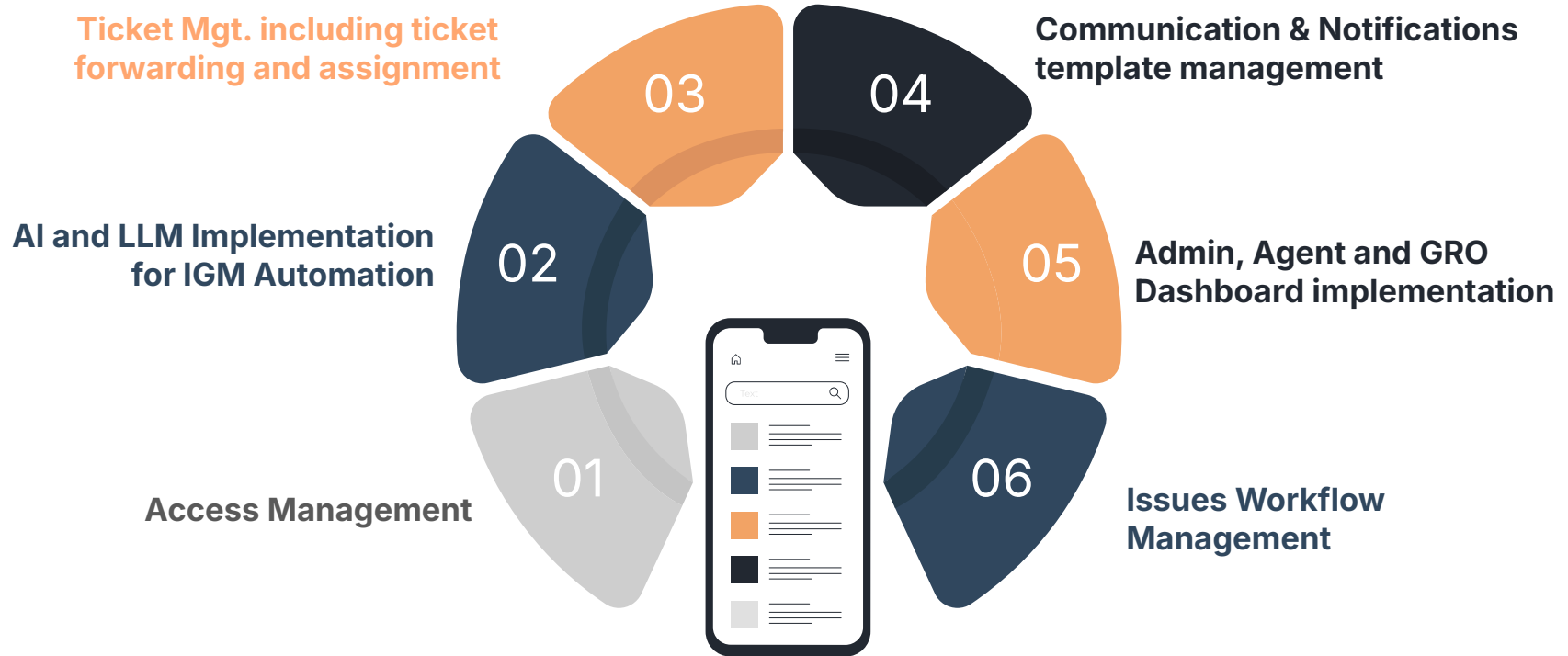
Adya Retail Buyer App: Core Features (Buyer Panel)



RSP Features



IGM Features (Admin Panel)



Logistics Buyer App (Admin Panel)



What are the **benefits for Buyers** on ONDC ?



Transparency



Better Cost



**Better
assortment**



**Higher
Convenience**

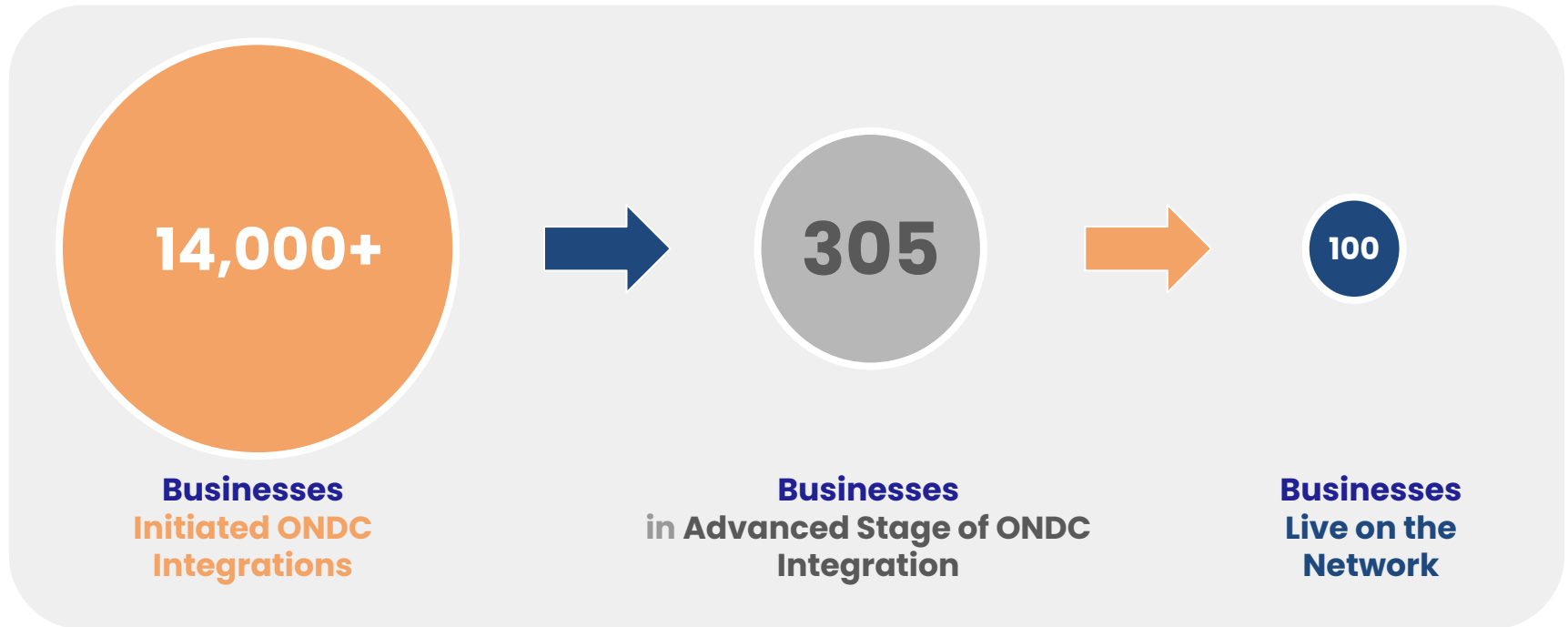
04



Adya:
Your ultimate
TSP



ONDC Adoption: Challenges



Why Adya as your Technology Service Provider



Build Yourself

ONDC is diverse and expansive, featuring multiple networks, version upgrades, varied consumer flows, and detailed schemas.

Takes **9-12 months** to build
ONDC certification can take **2-3 months**
Takes **20 - 30** dedicated tech team
Estimated build cost > **Rs. 50 L**



Build from Adya

We have created a fully customisable, DIY/automated platform to help enterprises create their own apps in ONDC with a readily customisable UI/UX

Using Adya's ATMA AppStudio, deploy your ONDC Apps in just **1 day** while ensuring tech compliance. We **save** the Enterprises significant **time, resources** and **crores of expenses**

**GO-LIVE in just 1 day
using ATMA - Adya's
DIY AppStudio**

05



Adya

Commercials

Retail Buyer App : 1 Month Plan



	Starter	Professional	Enterprises (integrated app / PWA)
SUBSCRIPTION	Rs. 50,000/mo	Rs. 70,000/mo	Rs. 1,50,000/mo
% COMMISSION	1% - 1.5% of GMV	0.5% - 1% of GMV	0.4% - 0.7% of GMV
DESCRIPTION	Self Serve on ATMA AppStudio	Assisted Deployment	Technical Management by Adya
TECHNICAL SUPPORT	Documentation and trainer videos are provided for APIs and deployment	Consultation, upto 10 hours, and documentation for deployment will be provided	Customisations, on-prem, SDK, integrations will be jointly scoped and costed for
UI / DESIGN CUSTOMISATION	No	Yes, using our templates	Yes
CUSTOM WORKFLOWS	No	No	Yes
INTEGRATIONS	No	1 Integration	Unlimited, costs TBD

Retail Buyer App : 3 Month Plan

(pay 3 months' subscription upfront)



	Starter	Professional	Enterprises (integrated app / PWA)
SUBSCRIPTION	Rs. 30,000/mo	Rs. 50,000/mo	Rs. 1,20,000/mo
% COMMISSION	1% - 1.5% of GMV	0.5% - 1% of GMV	0.4% - 0.7% of GMV
DESCRIPTION	Self Serve on ATMA AppStudio	Assisted Deployment	Technical Management by Adya
TECHNICAL SUPPORT	Documentation and trainer videos are provided for APIs and deployment	Consultation, upto 10 hours, and documentation for deployment will be provided	Customisations, on-prem, SDK, integrations will be jointly scoped and costed for
UI / DESIGN CUSTOMISATION	No	Yes, using our templates	Yes
CUSTOM WORKFLOWS	No	No	Yes
INTEGRATIONS	No	1 Integration	Unlimited, costs TBD

* Note: Implementation fee waived off for 3M, 6M and 12M Plans

Retail Buyer App : 6 Month Plan

(pay 6 months' subscription upfront)



	Starter	Professional	Enterprises (integrated app / PWA)
SUBSCRIPTION	Rs. 25,000/mo	Rs. 40,000/mo	Rs. 1,00,000/mo
% COMMISSION	1% - 1.5% of GMV	0.5% - 1% of GMV	0.4% - 0.7% of GMV
DESCRIPTION	Self Serve on ATMA AppStudio	Assisted Deployment	Technical Management by Adya
TECHNICAL SUPPORT	Documentation and trainer videos are provided for APIs and deployment	Consultation, upto 10 hours, and documentation for deployment will be provided	Customisations, on-prem, SDK, integrations will be jointly scoped and costed for
UI / DESIGN CUSTOMISATION	No	Yes, using our templates	Yes
CUSTOM WORKFLOWS	No	No	Yes
INTEGRATIONS	No	1 Integration	Unlimited, costs TBD

* Note: Implementation fee waived off for 3M, 6M and 12M Plans

Retail Buyer App : 12 Month Plan

(pay 12 months' subscription upfront)



	Starter	Professional	Enterprises (integrated app / PWA)
SUBSCRIPTION	Rs. 15,000/mo	Rs. 30,000/mo	Rs. 75,000/mo
% COMMISSION	1% - 1.5% of GMV	0.5% - 1% of GMV	0.4% - 0.7% of GMV
DESCRIPTION	Self Serve on ATMA AppStudio	Assisted Deployment	Technical Management by Adya
TECHNICAL SUPPORT	Documentation and trainer videos are provided for APIs and deployment	Consultation, upto 10 hours, and documentation for deployment will be provided	Customisations, on-prem, SDK, integrations will be jointly scoped and costed for
UI / DESIGN CUSTOMISATION	No	Yes, using our templates	Yes
CUSTOM WORKFLOWS	No	No	Yes
INTEGRATIONS	No	1 Integration	Unlimited, costs TBD

* Note: Implementation fee waived off for 3M, 6M and 12M Plans



**THANK
YOU**

Do you have any questions?

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www.adya.ai