

# ATMA AppStudio

ONDC in a BOX

**Food & Beverage\_v3**

July 2024



01



**Adya**

**Introduction  
to ONDC**



# The Premise

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## The Digital Rails are set

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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

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**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

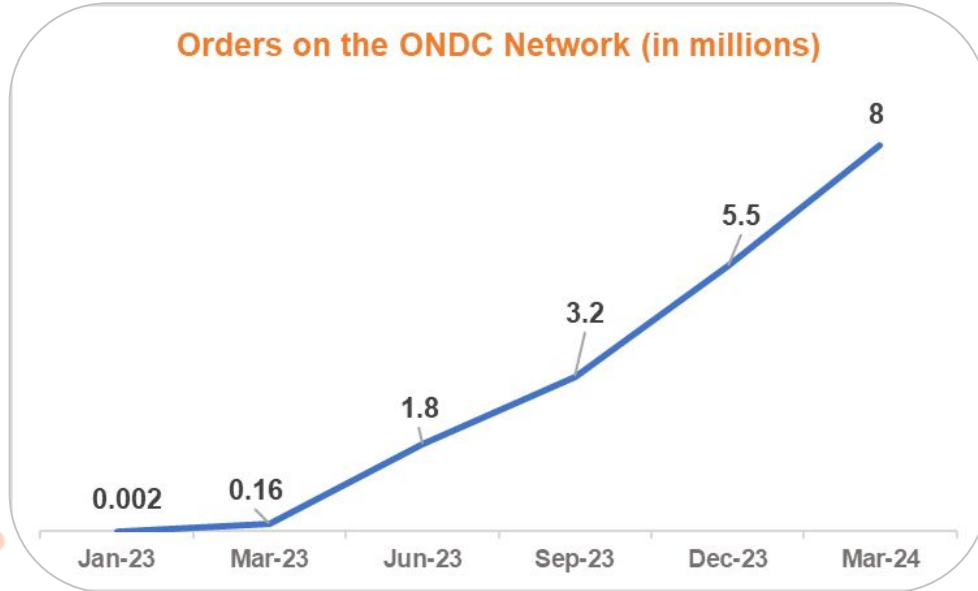
Empowering Enterprises: A Tech Revolution

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)



**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

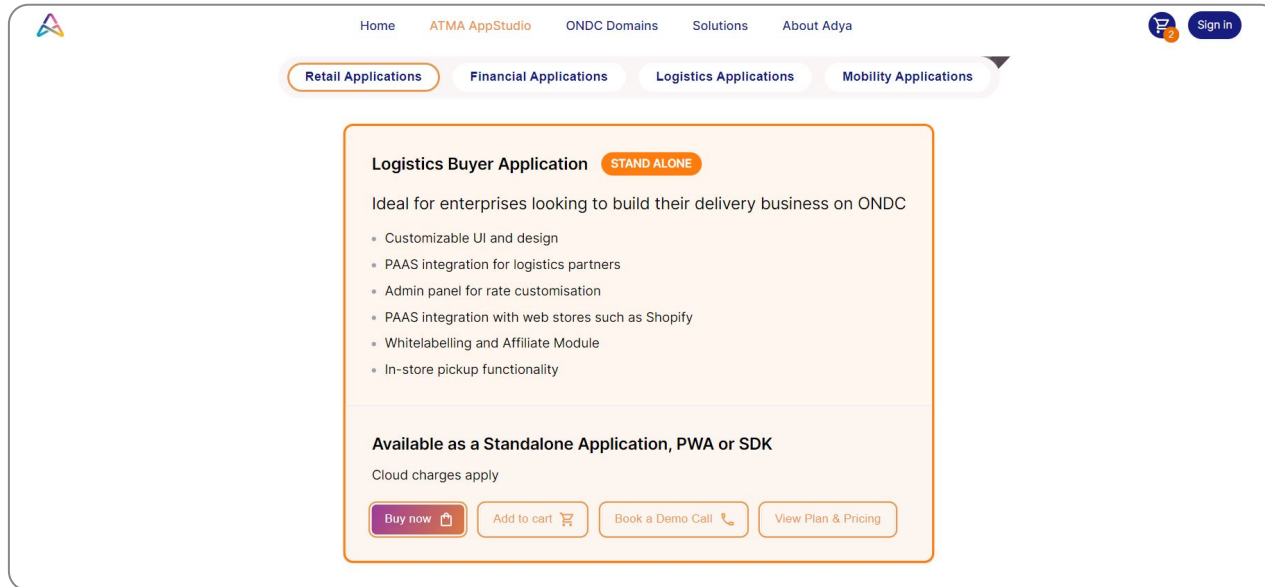


**ONEST Seeker &  
Provider App**  
(for Education, Skilling &  
Employment)



# 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 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 and a 'Sign in' button are located in the top right corner. Below the navigation bar, there are four tabs: Retail Applications, Financial Applications, Logistics Applications, and Mobility Applications. The 'Logistics Applications' tab is selected, and a card for the 'Logistics Buyer Application' is displayed. The card features a 'STAND ALONE' badge, a description, a list of features, and options to purchase or learn more.

Home ATMA AppStudio ONDC Domains Solutions About Adya

Retail Applications Financial Applications Logistics Applications Mobility Applications

**Logistics Buyer Application** **STAND ALONE**

Ideal for enterprises looking to build their delivery business on ONDC

- Customizable UI and design
- PAAS integration for logistics partners
- Admin panel for rate customisation
- PAAS integration with web stores such as Shopify
- Whitelabelling and Affiliate Module
- In-store pickup functionality

**Available as a Standalone Application, PWA or SDK**

Cloud charges apply

[Buy now](#) [Add to cart](#) [Book a Demo Call](#) [View Plan & Pricing](#)

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

\* Note: ONEST - Open Network for Education Skilling Transaction





# Our Partners

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# 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



**Adya's  
F&B App**



# F&B Domain

Unlock the true potential of food & beverage with ONDC. From empowering big restaurant chains to seamlessly integrating small and medium sized restaurants, ONDC reshapes the F&B landscape and forges a digital infrastructure akin to UPI's simplicity and inclusiveness, tailored for commerce. Here, every player, regardless of size, finds a seamless path to thrive in the evolving digital commerce ecosystem.





# The Challenges for Enterprises



## Challenges

1

Brands struggle to directly connect with end consumers and lack last-mile data

2

Enterprises are not that digitally integrated with fragmented and unorganized distribution networks and value chains

3

Online strategies usually play a support function to the business due to high costs and complexity

4

Enterprises need to alter their business models when selling online and play by the rules of the respective platform

# The Solution for Enterprises



## The Solution

1

ONDC unifies the complete value chain, allowing brands to connect seamlessly from end to end via an open protocol

2

Enterprises can build their own stacks on ONDC, preserve their business models, safeguard their critical data, and avoid revenue losses

3

Enterprises can leverage ONDC rails (sellers and logistics) to their advantage. They don't need to establish trust from scratch. ONDC provides these crucial elements

# The Challenges for Restaurant Owners / Aggregators



## Challenges

1

Creating an online presence involves significant **costs** for technology, marketing, and logistics

2

Fierce digital market competition hampers restaurants **discoverability** and reduces visibility

3

Resolving buyer issues and timely payments pose challenges for sellers/aggregators

# The Solution for Restaurant Owners / Aggregators



## The Solution

1

ONDC provides higher discovery, lower costs and easy hybrid operations for merchants via the F&B Seller App

2

ONDC enhances discoverability, allowing restaurants to list their catalog, pricing, inventory, and shipping rules for instant visibility

3

ONDC's Seller App facilitates engagement with buyers on order-related issues, ensuring no grievances with automated payouts and reconciliation.

# The Challenges for Buyers



## Challenges

1

Limited product menu options, and discoverability on digital platforms restrict buyer choices

2

Shipping costs and hidden charges contribute to the perception of expensive online food ordering

3

Complex payments and biased user experience hinder purchasing convenience

# The Solution for Buyers



## The Solution

1

ONDC features numerous F&B Buyer Apps, each encompassing a variety of product categories, offering buyers diverse choices

2

ONDC's Buyer App allows buyers to choose their preferred shipping method and charges for transparent and affordable shopping

3

ONDC Buyer app provides a secure and transparent environment for buyers to engage with sellers

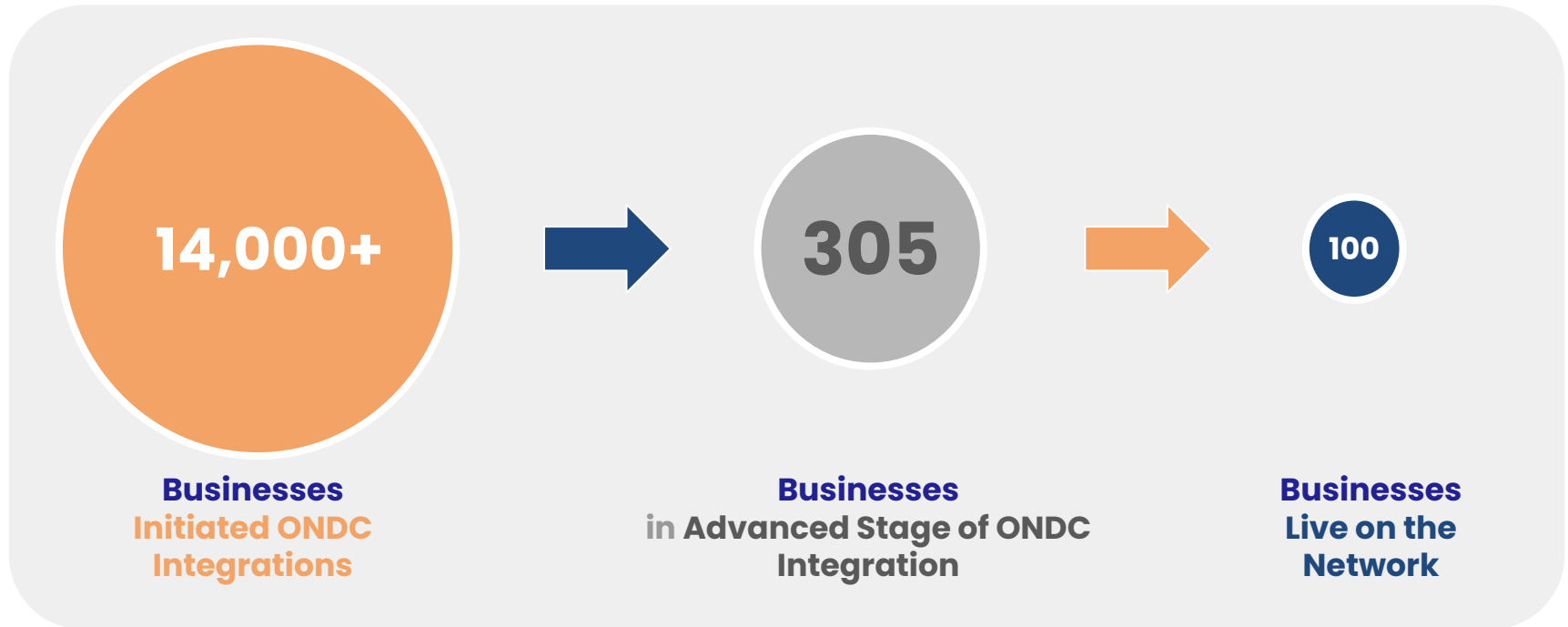
04



**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

Adya enables Enterprises on ONDC within just **5 days** while ensuring tech compliance. We **save** the Enterprises significant **time, resources** and **crores of expenses**

**GO-LIVE in just 5 days  
using ATMA - Adya's  
DIY AppStudio**

**THANK  
YOU**

**Do you have any questions?**

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