

ATMA AppStudio

ONDC in a BOX

Issues & Grievances
Management App v2

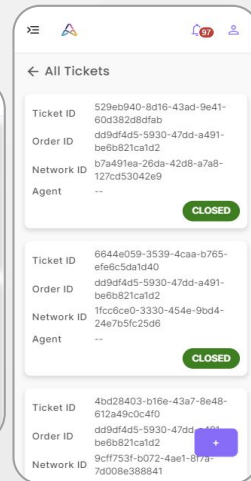
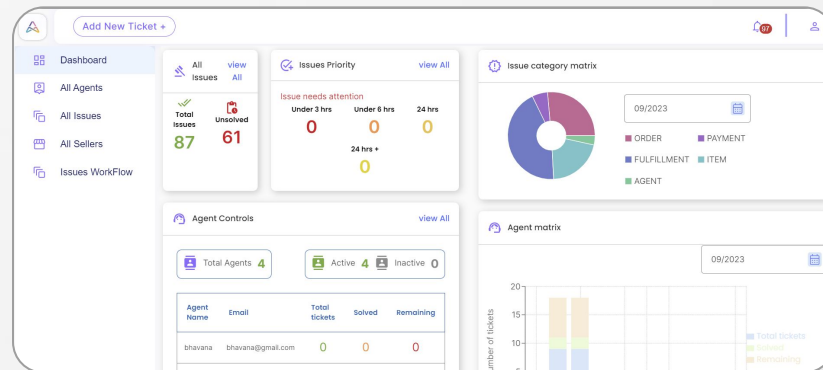
June 2024





IGM App

Adya's Issues and Grievances Management (IGM) App is a crucial component for ONDC network participants, ensuring protocol adherence. Streamlining issue capturing, tracking, and resolution, it enhances transparency and customer satisfaction



The Challenges for Buyers



Challenges

1

Grievance redressal mechanisms can vary, and users may need to navigate through multiple channels, such as customer support, emails, or online forms

2

Transparency in addressing customer grievances may be a challenge, with varying levels of accountability. Moreover, the communication may not always be immediate

3

Resolving disputes may heavily rely on the internal dispute resolution mechanisms of individual e-commerce platforms

4

Each e-commerce platform may have its own set of policies for grievance resolution, leading to inconsistencies and confusion

The Solution for Buyers



Centralized Grievance Redressal

ONDC establishes a centralized and standardized grievance redressal system, making it more efficient for buyers to report issues and seek resolution. This could streamline the process and enhance user experience.

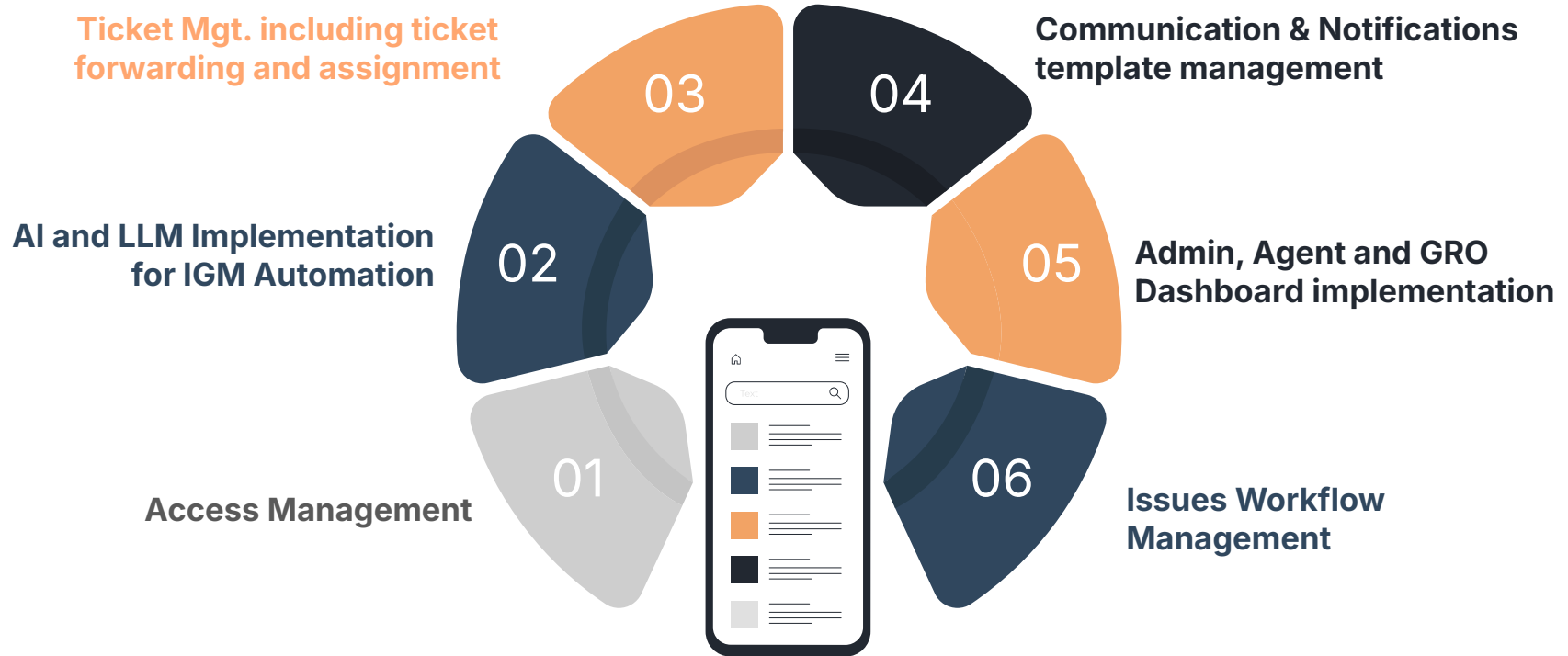
Transparency & Accountability

ONDC enforces transparency standards, ensuring that grievance resolutions are communicated clearly to buyers. This could include providing updates on the status of the complaint and actions taken, promoting a sense of accountability among the platforms. It also establishes standardized policies for grievance resolution, ensuring that buyers and sellers operate within a common framework.

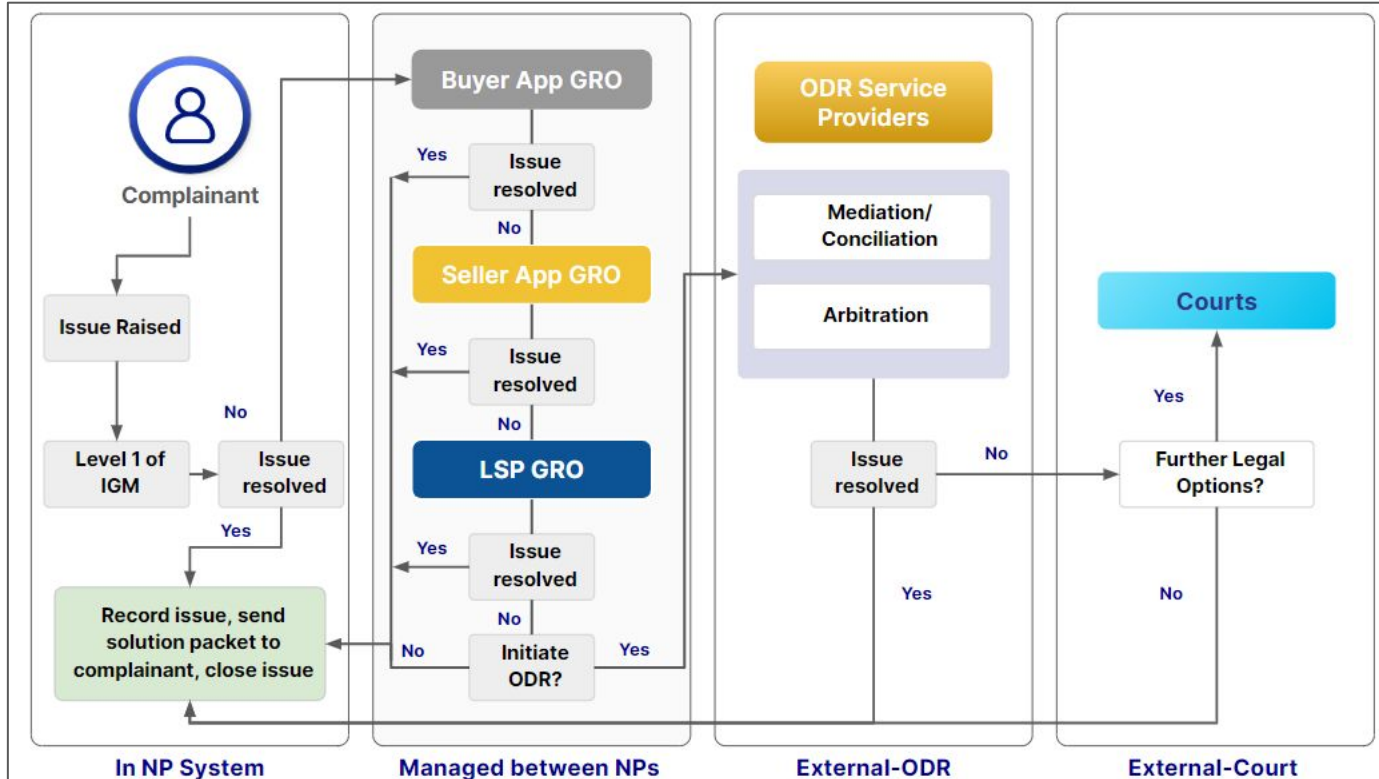
Real-time Communication

ONDC implements real-time communication channels, such as chat support or instant messaging, facilitating quicker and more responsive interactions between buyers and sellers to address grievances promptly.

IGM Features (Admin Panel)



Issues & Grievances Mgt. App Process



02



**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

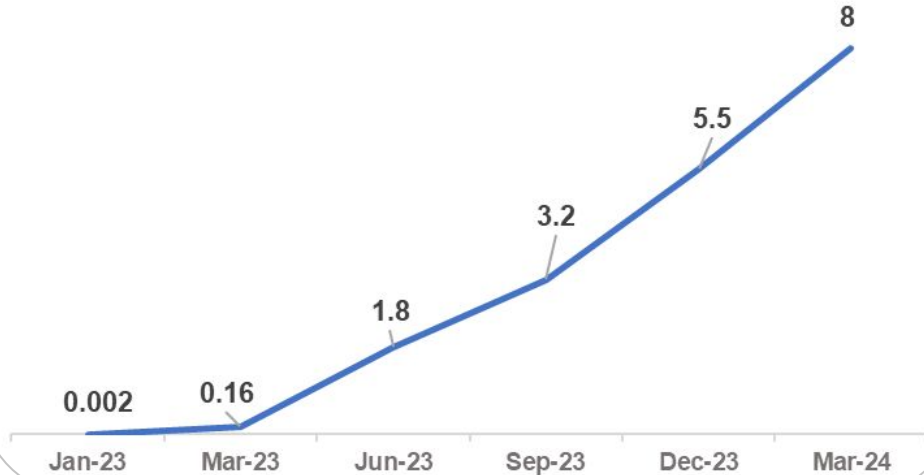
ONDC's unbundling and interoperability free businesses from monolithic platforms, enabling a tailored tech ecosystem for unmatched flexibility and scalability. It positions enterprises at the forefront of a tech revolution, where specialization and collaboration redefine digital norms.

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**

03



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

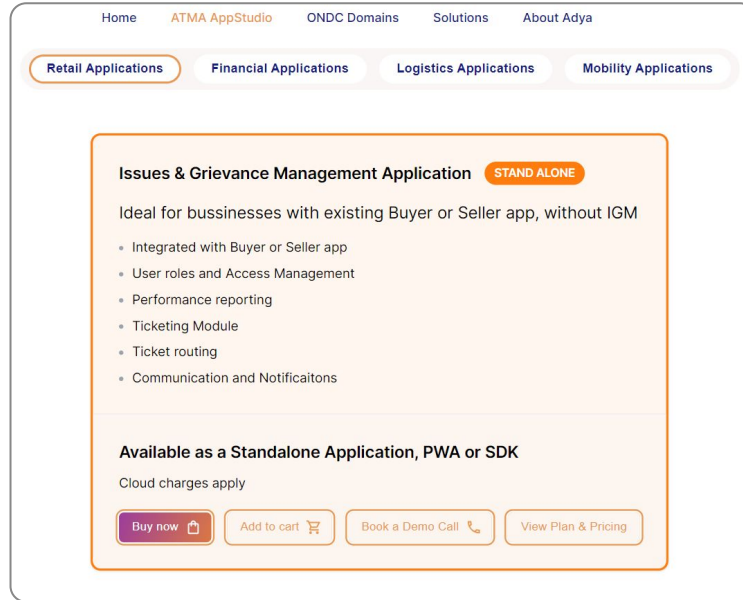
We're working on more exciting Protocols to guarantee our extensive coverage of Open Networks



**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. Below the navigation bar, there are four category tabs: Retail Applications, Financial Applications, Logistics Applications, and Mobility Applications. The main content area features a card for the 'Issues & Grievance Management Application', which is marked as 'STAND ALONE'. The card describes the application as ideal for businesses with existing Buyer or Seller apps and lists several features: integrated with Buyer or Seller app, user roles and access management, performance reporting, a ticketing module, ticket routing, and communication and notifications. It also states that the application is available as a standalone application, PWA, or SDK, and that cloud charges apply. At the bottom of the card, there are four buttons: 'Buy now', 'Add to cart', 'Book a Demo Call', and '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 Language Model

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





OUR TEAM | 35+ Member Team of Subject Matter Experts



SHAYAK MAZUMDER
Co-founder, CEO



ARCHANA SHAH
Co-founder, COO



ANGAD AHLUWALIA
Co-founder, CBO



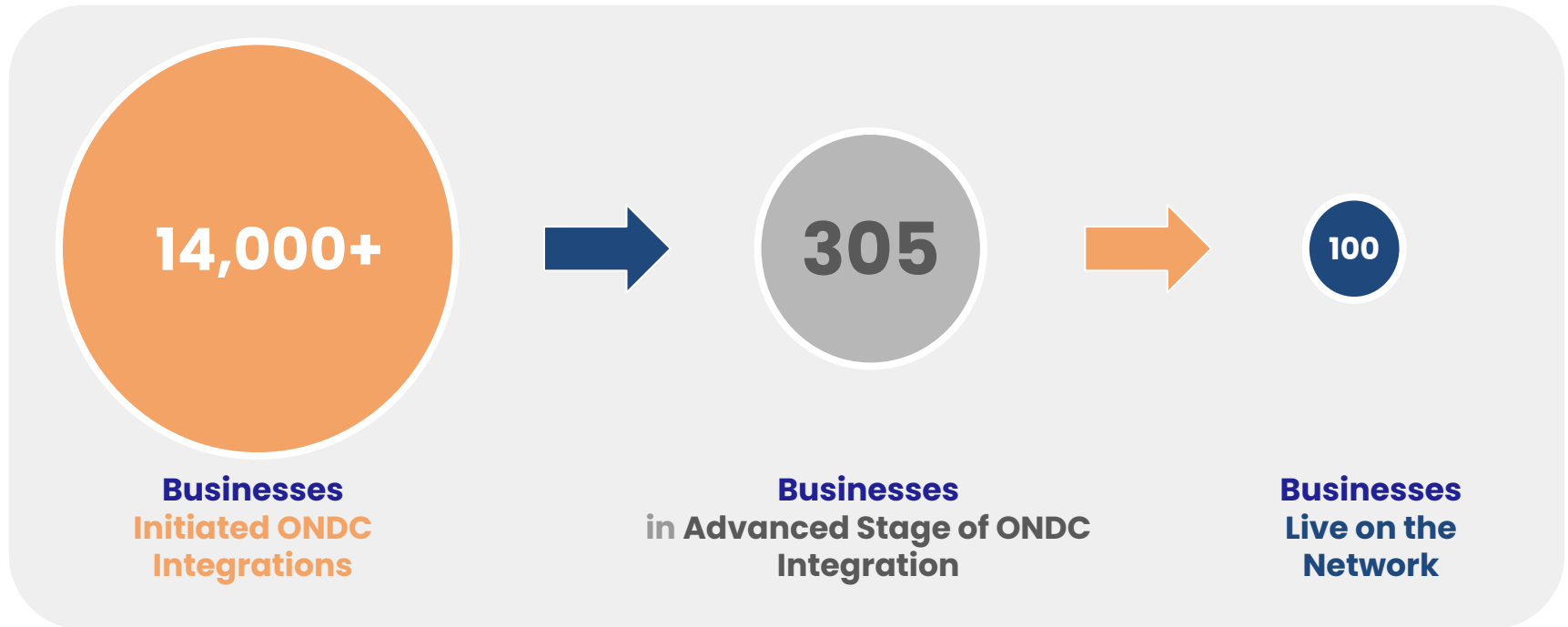
04



**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**

A decorative background consisting of a grid of small, light gray squares. A vertical line with three orange circular markers runs through the grid, extending from the top to the bottom of the page. A horizontal line extends from the middle marker to the right, connecting to the text area.

**THANK
YOU**

Do you have any questions?

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