ATMA AppStudio

ONDC in a BOX

ISN Seller App v2

June 2024

Adya

01

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.
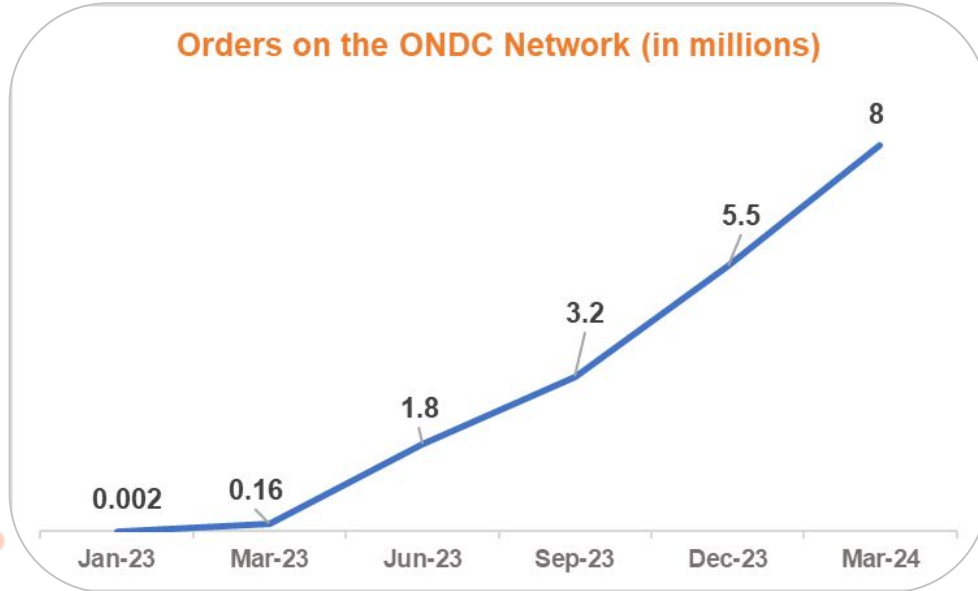
Reinventing Commerce

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)

Jan-23	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24
0.002	0.16	1.8	3.2	5.5	8

4000x Growth since Jan 2023

02

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

Home   ATMA AppStudio   ONDC Domains   Solutions   About Adya

Sign in

Retail Applications   Financial Applications   Logistics Applications   Mobility Applications

BEST VALUE

Basic Seller Application

Designed for startups

- Standalone Deployment
- Customizable UI
- Integrate your Bank Account
- Notifications Management
- Access Management

Comprehensive Seller Application   COMBO PACK

Built for Enterprises and Growth stage businesses.

- Every feature we offer in Basic Seller 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 Application

Cloud charges apply

Buy now   Add to cart

Available as a Standalone Application, PWA or SDK

Deployed on Adya's cloud.

Cloud charges apply

Buy now   Add to cart   Book a Demo Call   View Plan & Pricing

5 Apps

▶ Click here

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

rapido BIKE TAXI

techBzar

venko

BRITANNIA

केनरा बैंक Canara Bank

ADITYA BIRLA GROUP

zionmart

Pay Nearby

WINDS CART.COM

Hindustan Unilever Limited

Bobble AI

OneDios

salescode.ai Sales Uplift Guaranteed

Febi.ai

indipe

skillsetu

Coca-Cola

We are a TSP of choice for Large Enterprises

We are building ONDC ecosystems for lighthouse companies in each domain

# of Retail Apps	# of Credit Apps	# of ONEST Apps	# of Investment Apps
17	2	2	1

Our Partners

Google

ONDC
Open Network for Digital Commerce

HSBC

Microsoft

NVIDIA

YES BANK

OUR TEAM | 35+ Member Team of Subject Matter Experts

SHAYAK MAZUMDER
Co-founder, CEO

ARCHANA SHAH
Co-founder, COO

ANGAD AHLUWALIA
Co-founder, CBO
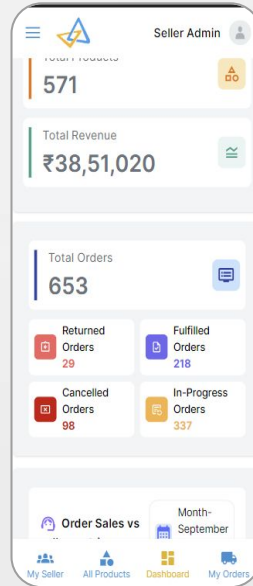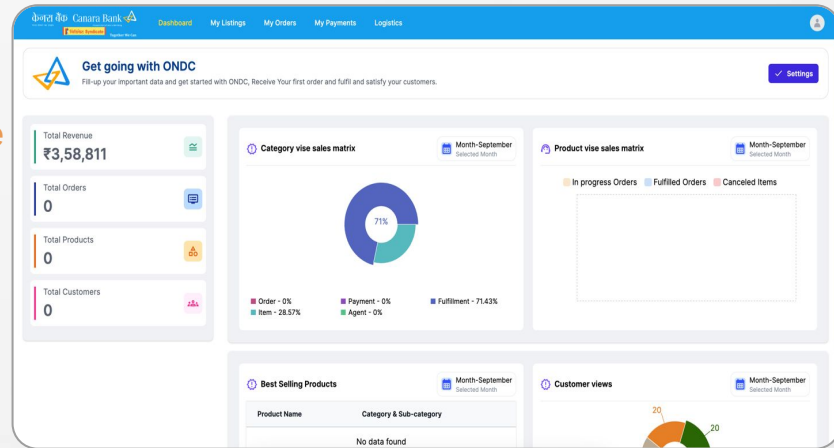
Seller App

Adya's Seller App is a versatile tool available as a standalone app or a Progressive Web App (PWA) that seamlessly integrates with existing enterprise stacks and seller journeys. Its functions include product listing, order processing, payment handling, inventory, and shipping management etc.

Types of **Seller Apps**

Marketplace Seller Node (MSN)

01

- MSNs role is to function as a pure-play marketplace, aggregating eventual sellers of products or services on ONDC without maintaining inventory
- MSNs manage the technology and services for the sellers, similar to how Amazon works for its sellers.
- MSNs are Network Participants responsible for adhering to the protocol and legal/regulatory requirements, while their sellers are not

Inventory Seller Node (ISN)

02

- ISNs are businesses that participate in a network as both sellers and network participants.
- ISNs are usually large retailers and enterprises with a considerable physical presence, distribution network, and technological capability
- Examples of ISNs could include retailers such as Ratnadeep, Big Bazaar, Unilever and Marico

Deep Dive into the ISN Seller App

01 Seller Platform Listing

In the inventory model, the seller lists its goods or services on its own platform.

02 ECommerce Operator as Supplier

The supply of goods or services is managed by the ecommerce operator, who is also the seller.

03 GST Liability

The seller (acting as the ecommerce operator) is responsible for discharging the GST on the supply of goods or services to the buyer.

Target Audience for ISN Seller App

1 D2C Brands

2 Supermarkets

3 Large ISN Enterprises

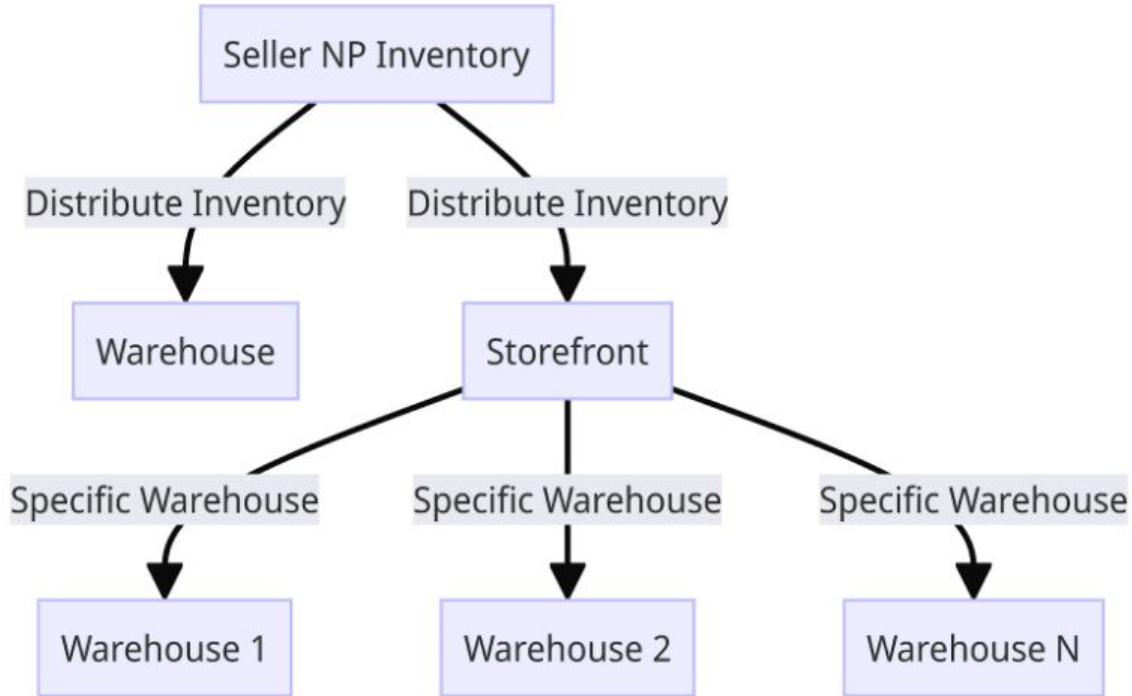# Form Factors for ISN Seller App

1 Progressive Web App

2 WhatsApp

3 Native App

ISN Seller App Core Features

User Management

03

Inventory Management

04

Warehouse Management

02

Store Management

05

Order Management

01

Catalog Management

06

Inventory Management under ISN Seller App

Inventory Management

- Centralized inventory dashboard for overall stock visibility.
- Warehouse-level inventory management with stock level updates.
- Low stock alerts and inventory replenishment functionalities.

Store Management under ISN Seller App

01 Physical Locations

Different stores refer to separate physical retail outlets or online storefronts operated by the seller. These stores may be located in different geographical areas, cities, or countries.

02 Customer Facing

Stores are points of sale where products are displayed, marketed, and sold directly to consumers, serving as touchpoints for customer interaction and engagement.

03 Inventory Management

Each store manages its inventory to suit local customer preferences, involving stocking, replenishing, and merchandising products to meet demand.

Warehouse Management under ISN Seller App

01
Distribution Centers
Different warehouses refer to separate storage facilities or distribution centers where the seller stores inventory before it's sold or shipped to customers.

02
Logistics Hub
Warehouses are logistical hubs for receiving, storing, picking, packing, and shipping products, essential for efficient inventory management and order fulfillment.

03
Geographical Coverage
Strategically located warehouses serve local or regional markets, reducing shipping costs and transit times while improving customer satisfaction.

GST Management under ISN Seller App

01
Centralized GST Registration
A centralized registration allows the business to conduct operations across different states under a single GST number

02
State-specific GST Registration
State GST is common when businesses have significant operations or sales in multiple states, necessitating compliance with state-specific tax regulations.

03
Threshold Limits
Sellers should monitor their turnover in each state and register for GST accordingly if they exceed the prescribed threshold

04
Taxable Presence (Permanent Establishment)
Businesses with a physical presence, such as warehouses or offices, in multiple states may be required to register for GST in each state where they have a taxable presence

05
Compliance with Interstate Sales
Sellers engaged in interstate sales may also need to register for GST in the destination state to comply with tax laws governing interstate transactions.

What are the **benefits for Sellers for being on ONDC?**

Reduced Logistics Cost

Increased discovery

Almost zero marketing costs
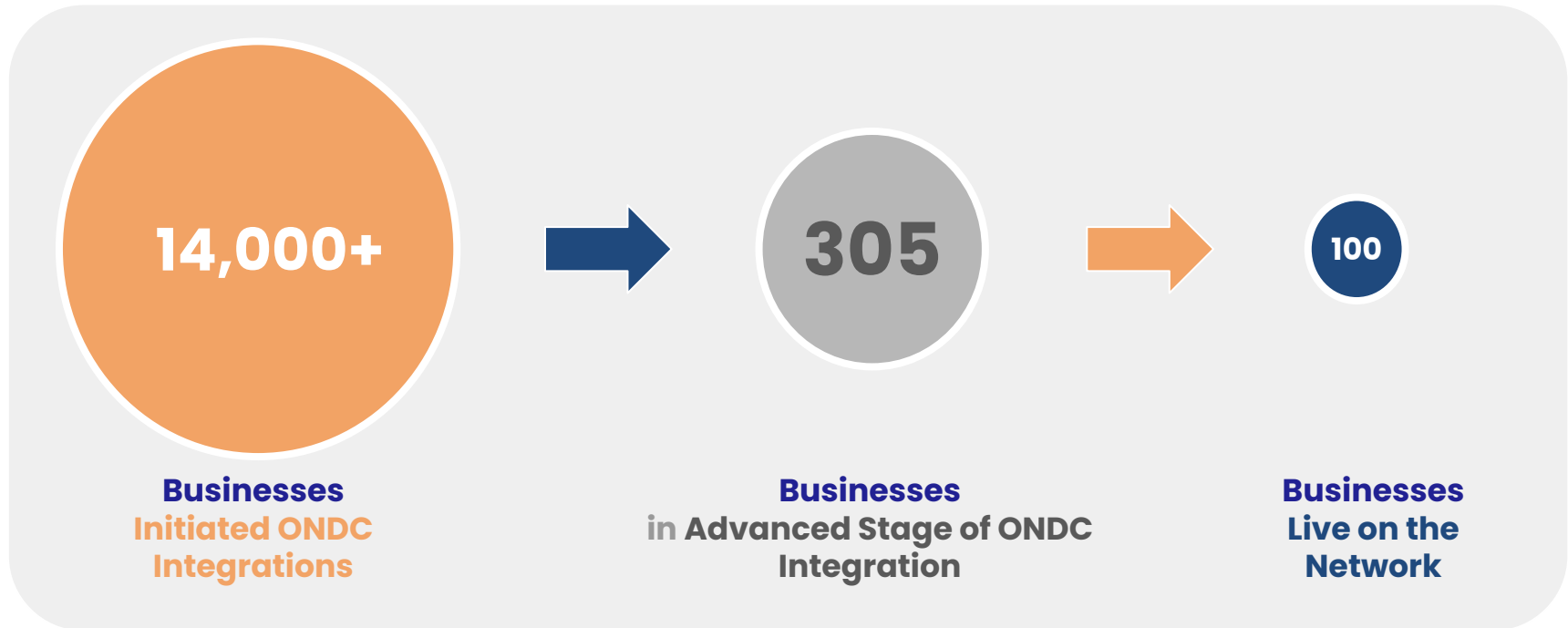
Credit availability

04

**Adya:
Your ultimate
TSP**

ONDC Adoption: Challenges

14,000+

305

100

Businesses Initiated ONDC Integrations

Businesses in Advanced Stage of ONDC Integration

Businesses Live on the Network

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?

shayak.mazumder@adya.ai
+91 8879028077

www.adya.ai