ATMA AppStudio

ONDC in a BOX

Logistics Buyer App v3
Jan 2024

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

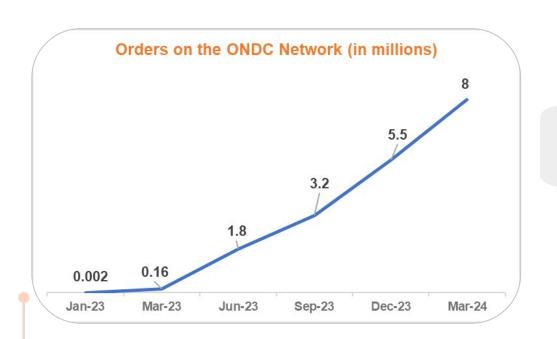
Empowering Enterprises: A Tech Revolution

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)



4000x Growth since Jan 2023

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

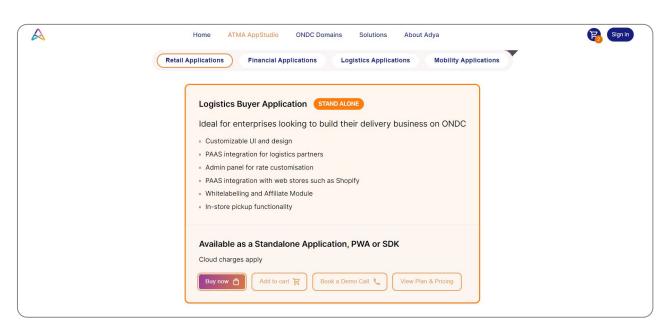








A self-serve DIY AppStudio uniquely tailored for rapid ONDC App deployment







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 Al

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



of Credit Apps



of ONEST Apps



of Investment Apps







Our Partners





















03

Adya's Logistics Buyer App



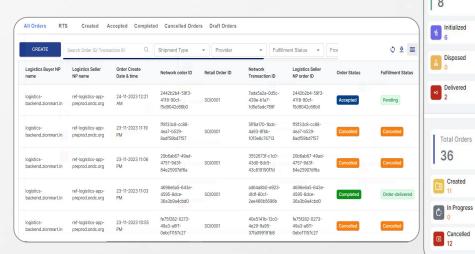
Total RTO's

Disposed

Delivered

Logistics **Buyer App**

Adya's Logistics Buyer App helps businesses find and engage logistics services for the transportation and delivery of goods. This app connects users to various logistics service providers within the ONDC network, allowing them to select, book, and manage delivery services. It facilitates the coordination between buyers, sellers, and logistics partners, ensuring efficient and seamless movement of goods across the supply chain.



The Problem in the Direct Shipper Model



Volume based customer pricing. Thus High Rack Rates to SMEs



2) Differential pricing favors top 10% larger sellers

3 Not Competitive with major online sellers, hence lower seller margins

4

Overall logistics costs are prohibitive to the majority

The Problem in the Shipping Aggregator Model



Better Rates to SMEs compared with Direct Model



Poor service levels from the shipping companies to aggregators

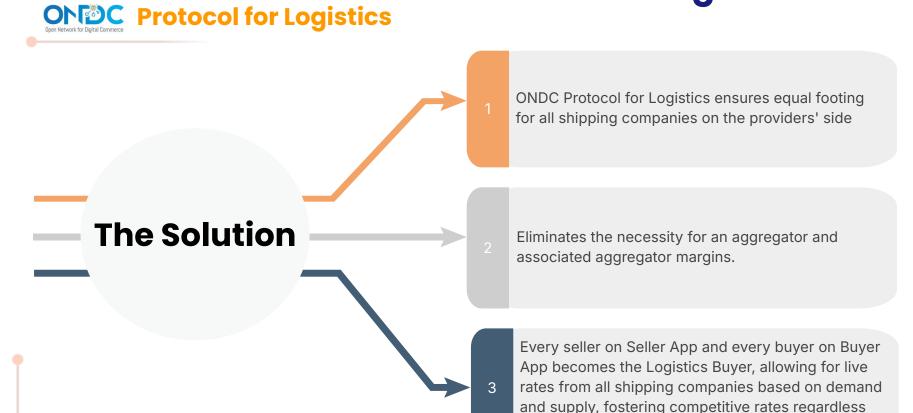
Weight discrepancy charges are passed from the aggregator to the seller, leading to conflicts.



Challenges

How does ONDC address the Challenges?





of seller size

Logistics Buyer App (Admin Panel)





Benefits of the ONDC Protocol for Logistics?



Real-time Stock Exchange

Helps create an auction system real-time like a stock-exchange.

Real-time Rates

Shipping companies give real-time rates

Preferred mode of shipping

Seller gets to choose his preferred mode of shipping.

Resolution of weight discrepancies

For weight discrepancies, the shipping company contacts the Logistics Buyer, resolving issues and making adjustments as needed.

No Aggregator

Buyer gets the best rate without the involvement of the aggregator

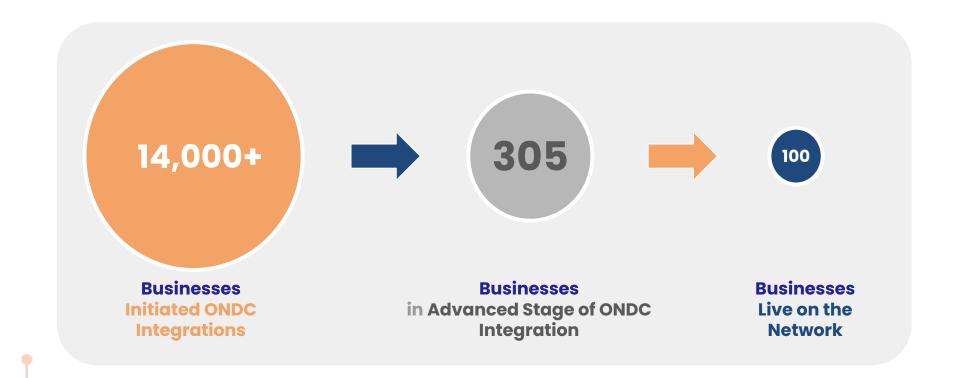
Eliminates Inefficiency

Removes inefficiency by helping Logistics Buyer connect directly with the shipping company and get a real-time rate

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



Do you have any questions?

shayak.mazumder@adya.ai +91 8879028077

www.adya.ai

0 0 0 0

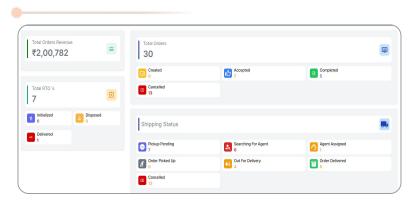
Appendix



Logistics Domain

Logistics Buyer App Screens

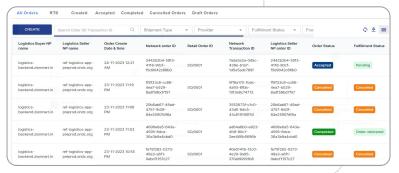
Logistics Buyer App - End Buyer App Screens



Dashboard



RTO Order Details

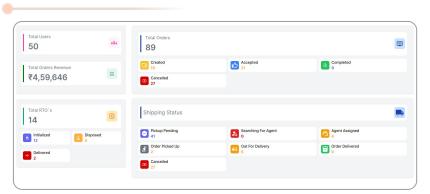


Logistics Order Details

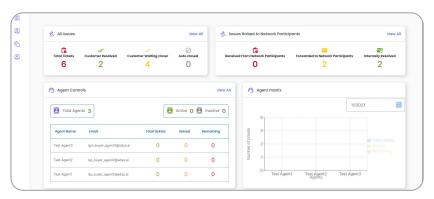




Logistics Buyer App - Admin Side App Screens



Dashboard



| Network Transaction | D | Collector | D | Receiver | D | Order State | Order Create Date & Time | Nem 1
TrustSi2a - 0350-4399- bila*1-d545-dol*2789f	logistics-backend_zionmart.in	Nef-logistics-app-preprod_ondc.org	PAID	Fit Nov 24 2023 002102 (MR1*0530 (India Standard Time)	122.31
3552673f-c1c0*4309-865-43c8193007d	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	PAID	Thu Nov 23 2023 23 30 624 (MR1*0530 (India Standard Time)	122.31
3552673f-c1c0*4309-865-43c8193007d	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	PAID	Thu Nov 23 2023 23 30 624 (MR1*0530 (India Standard Time)	122.31
3552673f-c1c0*4309-865-43c8193007d	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	PAID	Thu Nov 23 2023 23 0624 (MR1*0530 (India Standard Time)	122.31
3654850-4929-40ff-80c1-2ce469856990b	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	PAID	Thu Nov 23 2023 22 30 07 (MR1*0530 (India Standard Time)	122.31
40654810-1220-4629-9895-378609919188	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	RAID	Thu Nov 23 2023 22 55-39 (MR1*0530 (India Standard Time)	122.31
40654810-1220-4629-9895-378609919188	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	RAID	Thu Nov 23 2023 22 55-39 (MR1*0530 (India Standard Time)	122.31
40654810-1220-4629-9895-378609919188	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	RAID	Thu Nov 23 2023 22 55-39 (MR1*0530 (India Standard Time)	122.31
41605886-5ce1-4227-4576-757662762772	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	RAID	Thu Nov 23 2023 22 55-39 (MR1*0530 (India Standard Time)	122.31
41605886-5ce1-4227-4576-757662762772	logistics-backend_zionmart.in	ref-logistics-app-preprod_ondc.org	RAID	Thu Nov 23 2023 22 55-39 (MR1*0530 (India Standard Time)	122.31
41605886-5ce1-4227-4576-757662762771	logistics-backend_zionmart.in	ref-logistics-ap			

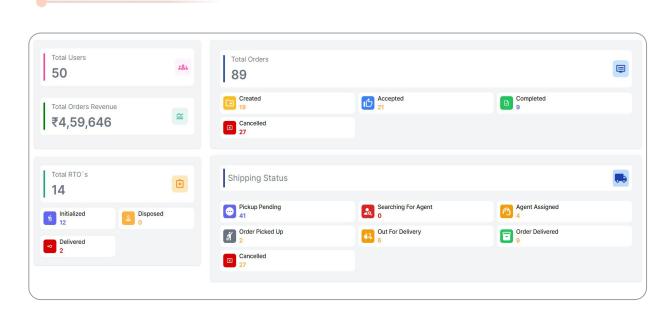
Logistics Payout





Support Details

Logistics Buyer App - Dashboard



The dashboard provides a summary of the overall revenues generated through logistics, offering insights into the current status of orders, shipping, and return-to-origin (RTO) orders



Logistics Buyer App - Logistics Orders



CREATE	Search Order ID/ Transa	action ID Q	Shipment Type Provider		▼ Fulfillment Status ▼		Fror	
Logistics Buyer NP name	Logistics Seller NP name	Order Create Date & time	Network order ID	Retail Order ID	Network Transaction ID	Logistics Seller NP order ID	Order Status	Fulfillment Stat
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	24-11-2023 12:21 AM	2442b2b4-59f3- 4118-90cf- f5d9042c66b0	SO/0001	7ada5a2a-0d5c- 439e-b1a7- 1d5e5adc789f	2442b2b4-59f3- 4118-90cf- f5d9042c66b0	Accepted	Pending
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 11:19 PM	ff8f33c8-cc88- 4ea7-b529- 8adf59bd7f57	SO/0001	5ff6a170-1bdc- 4a93-8fbb- 10f3e8c74713	ff8f33c8-cc88- 4ea7-b529- 8adf59bd7f57	Cancelled	Cancelled
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 11:06 PM	20b6ab67-49ad- 4757-9d3f- 84e25907df6a	SO/0001	3552673f-c1c0- 43d0-8dc5- 43c819190f7d	20b6ab67-49ad- 4757-9d3f- 84e25907df6a	Cancelled	Cancelled
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 11:03 PM	4696e6a5-643e- 4595-8dce- 36a3b9a4cbd0	SO/0001	ad64a8b0-e923- 4fdf-80c1- 2ee466b5696b	4696e6a5-643e- 4595-8dce- 36a3b9a4cbd0	Completed	Order-deliver
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 10:55 PM	fe75f282-0273- 49a3-a6f1- 0ebcf1157c27	SO/0001	40e5141b-12c0- 4e29-9a95- 37fa099191b8	fe75f282-0273- 49a3-a6f1- 0ebcf1157c27	Cancelled	Cancelled

Logistics Order Details provides information on Logistics Buyers, their orders, tracking details, and fulfillment status, including the chosen shipping mode and carrier details along with associated charges



Logistics Buyer App - RTO Orders



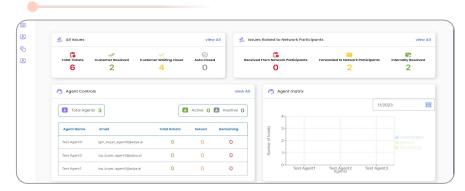
Search Order ID/ Transa	action ID Q	Shipment Type	▼ Provider	▼ Fulfill	ment Status 🔻	From Date	To Date	₫ [
Logistics Buyer NP name	Logistics Seller NP name	Order Create Date & time	Network order ID	Retail Order ID	Network Transaction ID	Logistics Seller NP order ID	Order Status	Fulfillment Stat
ogistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	24-11-2023 12:21 AM	2442b2b4-59f3- 4118-90cf- f5d9042c66b0	SO/0001	7ada5a2a-0d5c- 439e-b1a7- 1d5e5adc789f	2442b2b4-59f3- 4118-90cf- f5d9042c66b0	Accepted	Pending
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 11:19 PM	ff8f33c8-cc88- 4ea7-b529- 8adf59bd7f57	SO/0001	5ff6a170-1bdc- 4a93-8fbb- 10f3e8c74713	ff8f33c8-cc88- 4ea7-b529- 8adf59bd7f57	Cancelled	Cancelled
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 11:06 PM	20b6ab67-49ad- 4757-9d3f- 84e25907df6a	SO/0001	3552673f-c1c0- 43d0-8dc5- 43c819190f7d	20b6ab67-49ad- 4757-9d3f- 84e25907df6a	Cancelled	Cancelled
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 11:03 PM	4696e6a5-643e- 4595-8dce- 36a3b9a4cbd0	SO/0001	ad64a8b0-e923- 4fdf-80c1- 2ee466b5696b	4696e6a5-643e- 4595-8dce- 36a3b9a4cbd0	Completed	Order-deliver
logistics- backend.zionmart.in	ref-logistics-app- preprod.ondc.org	23-11-2023 10:55 PM	fe75f282-0273- 49a3-a6f1- 0ebcf1157c27	SO/0001	40e5141b-12c0- 4e29-9a95- 37fa099191b8	fe75f282-0273- 49a3-a6f1- 0ebcf1157c27	Cancelled	Cancelled

RTO provides details on Logistics Buyers, RTO orders, tracking, fulfillment status, shipping mode, carrier details, return charges, cancellation date/time, and reason

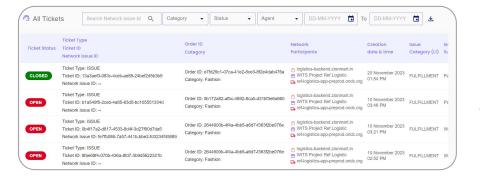


Logistics Buyer App - IGM





The **Dashboard** provides a holistic view of raised tickets and their statuses, along with an agent-specific summary of resolved tickets and those forwarded to the NPs.





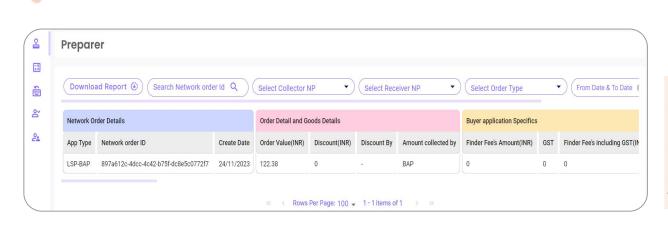
The ticket creation process should mention the category/sub-category details along with the description of the complaint pertaining to the resp. Order ID

The All Issues gives details about all the tickets raised along with their current status



Logistics Buyer App - Reconciliation





Establishing trust-based payments with Shipping Partners involves the participation of entities such as NPCI and RBI. Automated processing of Cash on Delivery (COD) payments and disbursements is facilitated through the RSP

