ATMA AppStudio

ONDC in a BOX

Seller App for Retail 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.

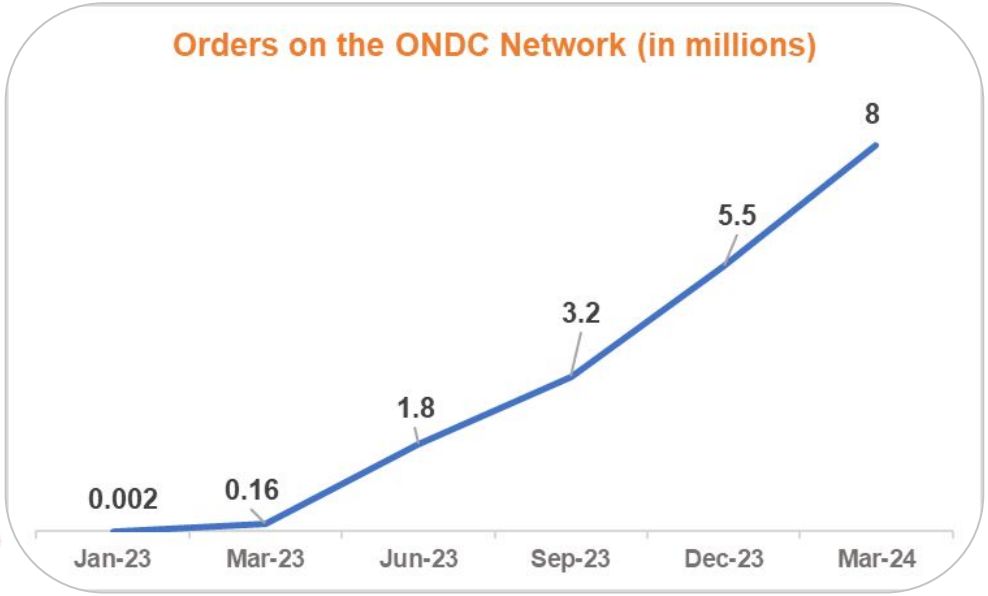
Reinventing Commerce

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)



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

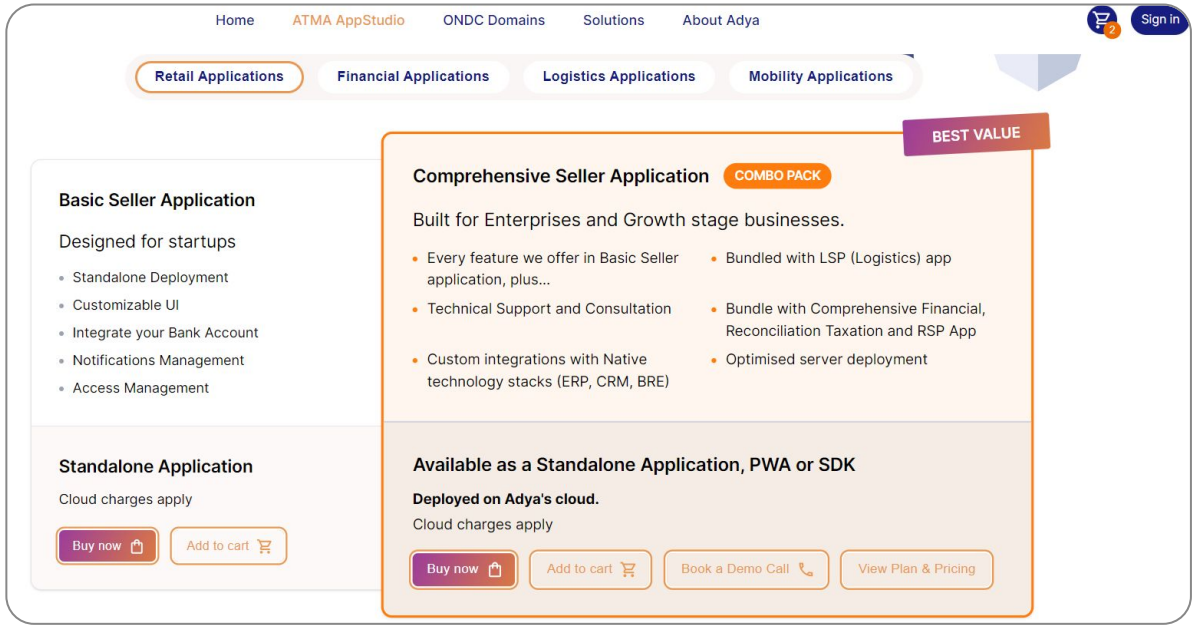
We're working on more exciting Protocols to guarantee our extensive coverage of Open Networks

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



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

skillsetu

केनरा बैंक Canara Bank

ADITYA BIRLA GROUP

zionmart

Pay Nearby

WINDS CART.COM

followG fulfill your dreams

Bobble AI

OneDios

salescode.ai Sales Uplift Guaranteed

Febi.ai

vindipe

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

* Note: ONEST - Open Network for Education Skilling Transaction

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
ROCKETINTERNET INSEAD

ARCHANA SHAH
Co-founder, COO
Goldman Sachs 10,000 WOMEN MIT GLOBAL SCALE NETWORK

ANGAD AHLUWALIA
Co-founder, CBO
INVESTMENT CORPORATION OF DUBAI esade

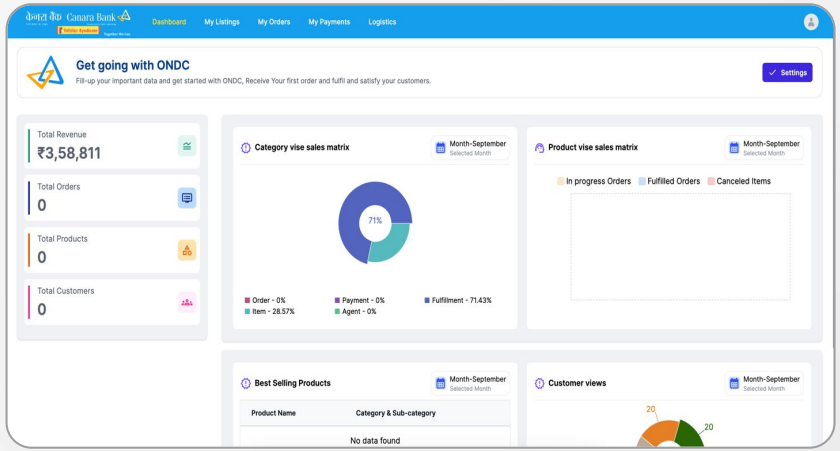
03

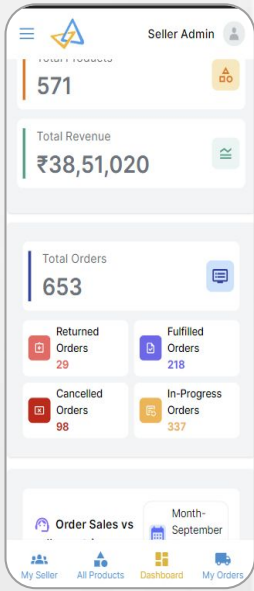
Adya

Adya's Seller App

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

01

Marketplace Seller Node (MSN)

- 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

02

Inventory Seller Node (ISN)

- 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

Adya Retail Seller App: Add-on Modules

ISN Seller App

Applicable for large enterprises with a considerable physical presence, distribution network, and tech. capabilities

Click to know more

F&B Module

Adya's F&B seller app enables large restaurant chains and seamlessly integrates small and medium-sized restaurants

Click to know more

Assisted Selling

Generates unique affiliate codes allowing onboard distributors, sub-sellers and partners

Click to know more

Shopify Plugin

Allows an existing Shopify platform to integrate with ONDC seller functions

Click to know more

QR Code Generator

Sellers can acquire QR codes that link directly to their seller pages, offering a seamless shopping experience for buyers

Click to know more

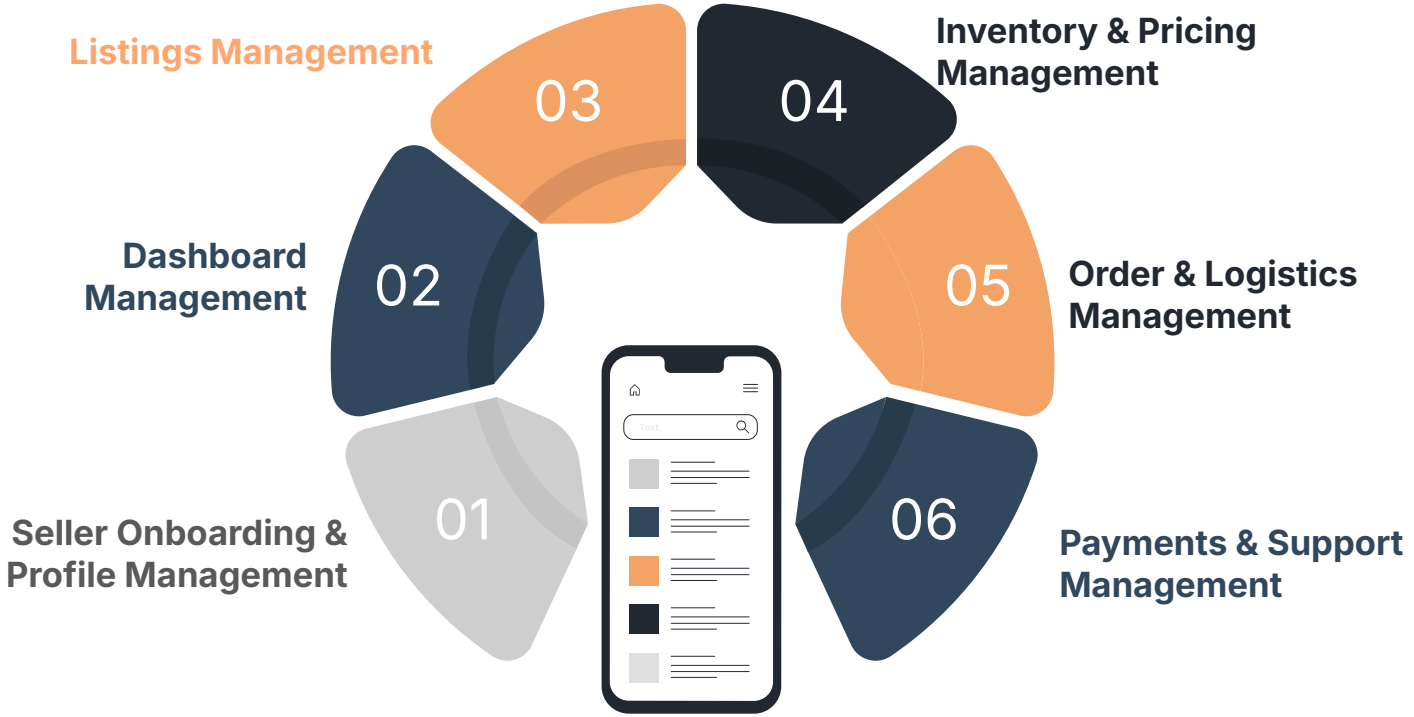
WhatsApp and AI Co-Pilot

AI based automation for shipping, inventory management, orders, pricing, issues and grievance management, and onboarding

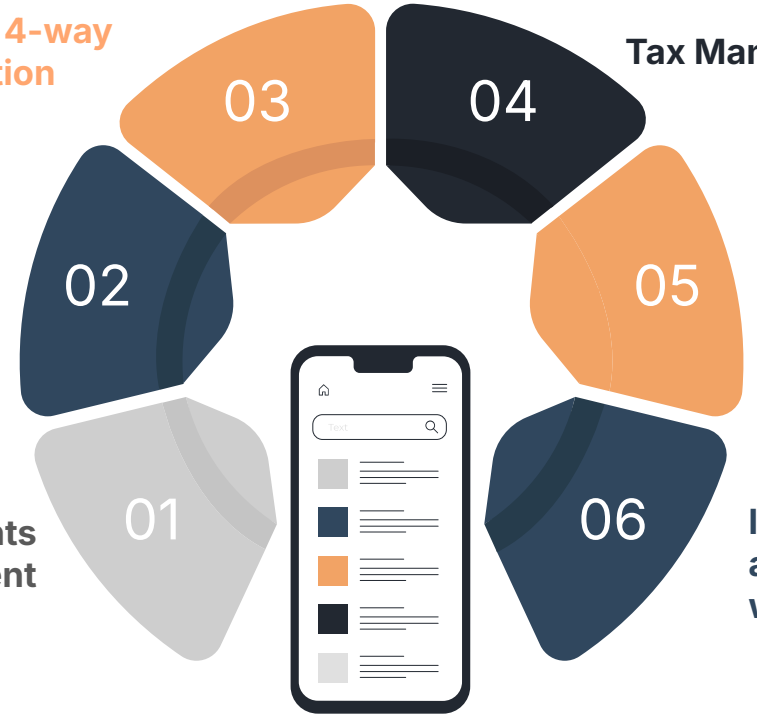
Click to know more

Adya Retail Seller App: Core Features (Admin Panel)

Adya Retail Seller App: Core Features (Seller Panel)



RSP Features



Preparer with 4-way reconciliation

Tax Management

Automated Correction Flows

Custom Workflow Integration

Auto-Payments Management

Integration with NBBL and Treasury integration with Banks

IGM Features (Admin Panel)

Ticket Mgt. including ticket forwarding and assignment

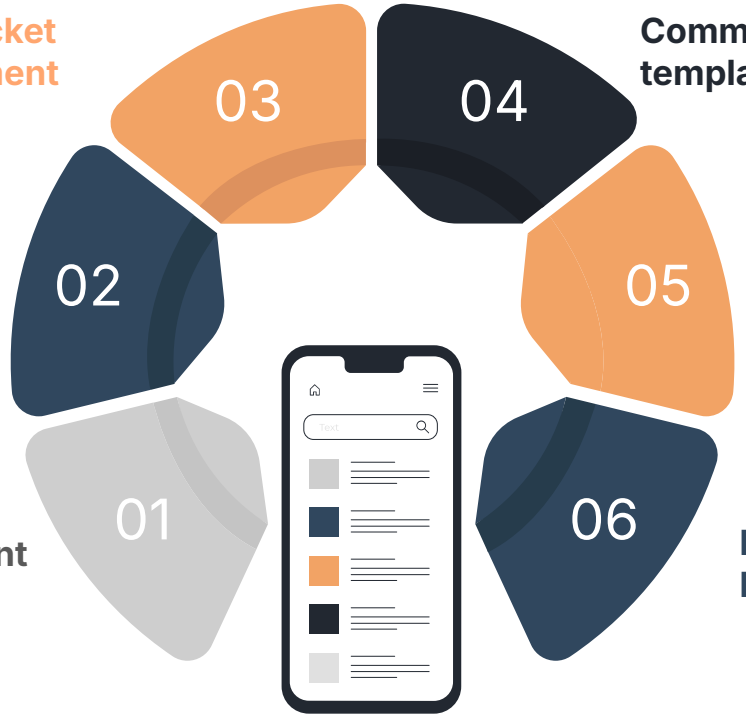
Communication & Notifications template management

AI and LLM Implementation for IGM Automation

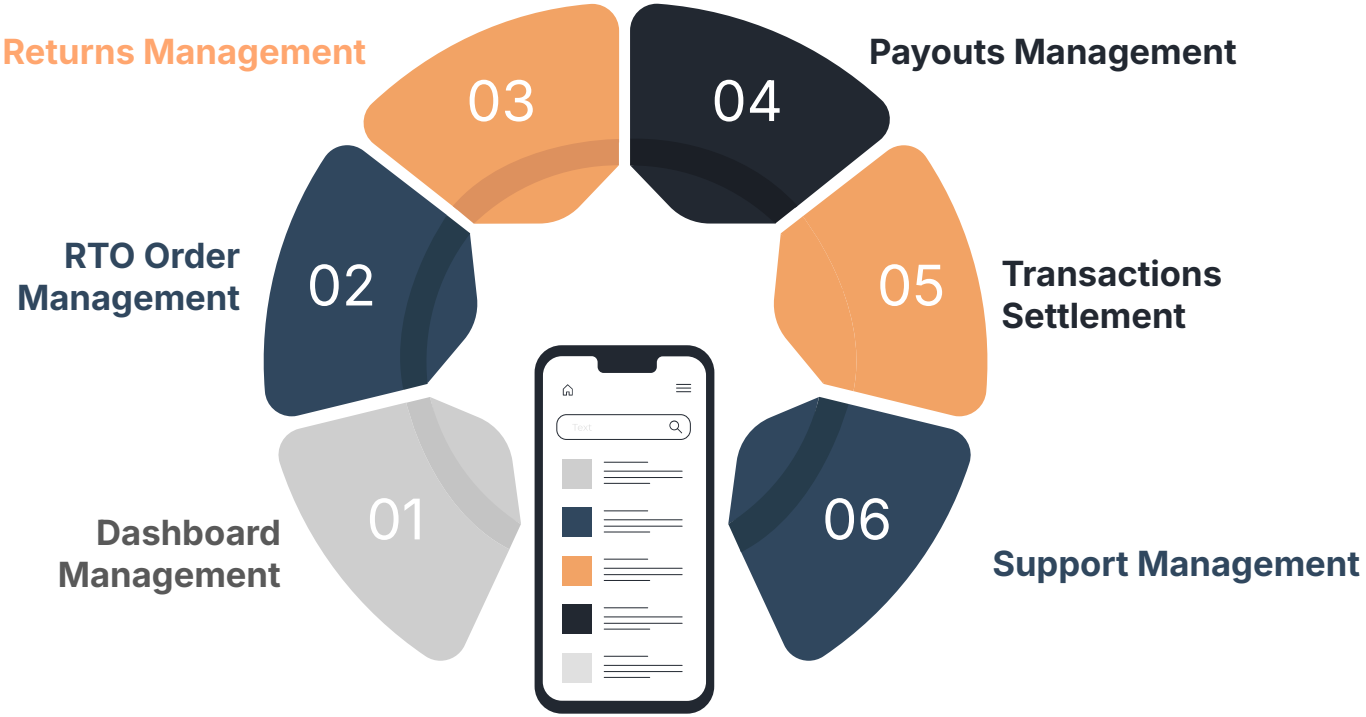
Admin, Agent and GRO Dashboard implementation

Access Management

Issues Workflow Management



Logistics Buyer App (Admin Panel)



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

Reduced Logistics Cost

Increased discovery

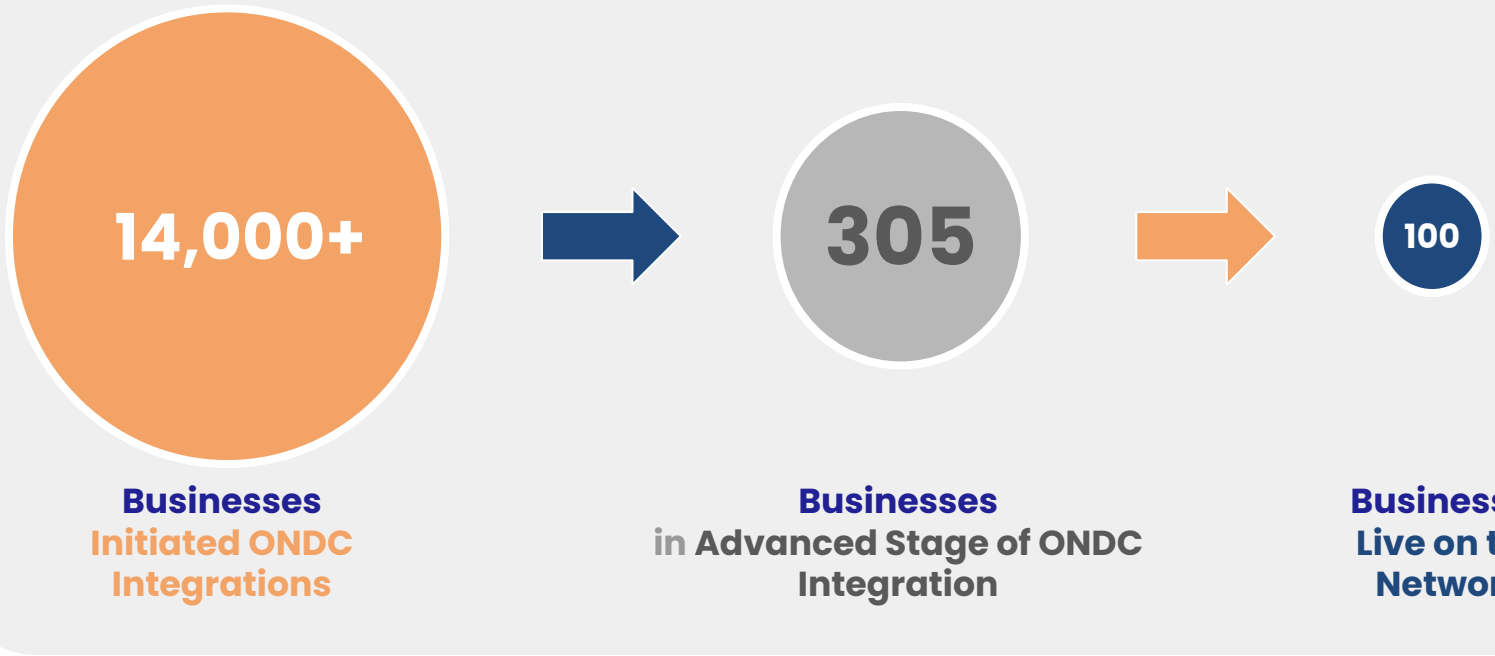
Almost zero marketing costs

Credit availability

04

Adya: Your ultimate TSP

ONDC Adoption: Challenges



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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