

# ATMA AppStudio

ONDC in a BOX

**Buyer App for Retail v2**

June 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

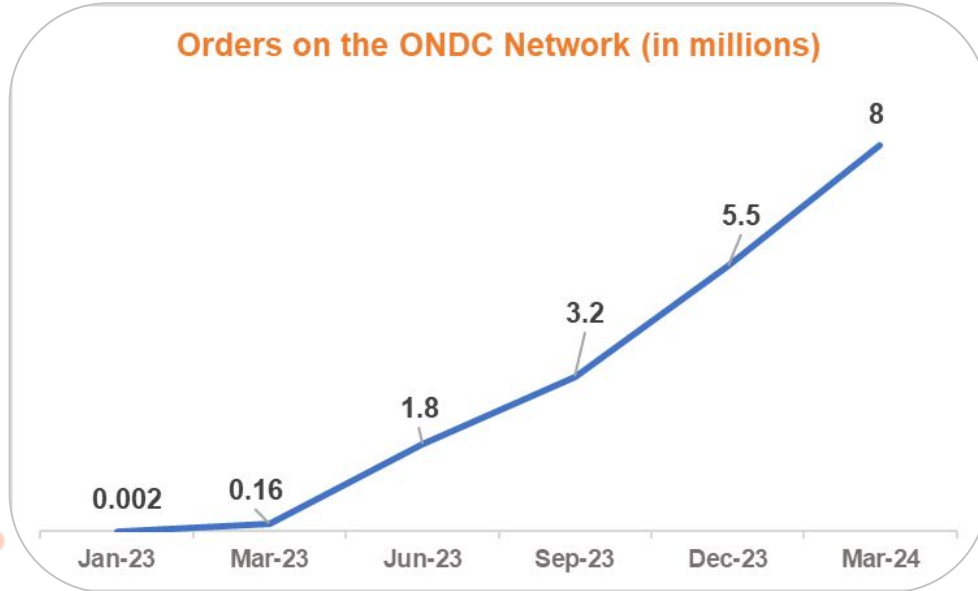
Empowering Enterprises: A Tech Revolution

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

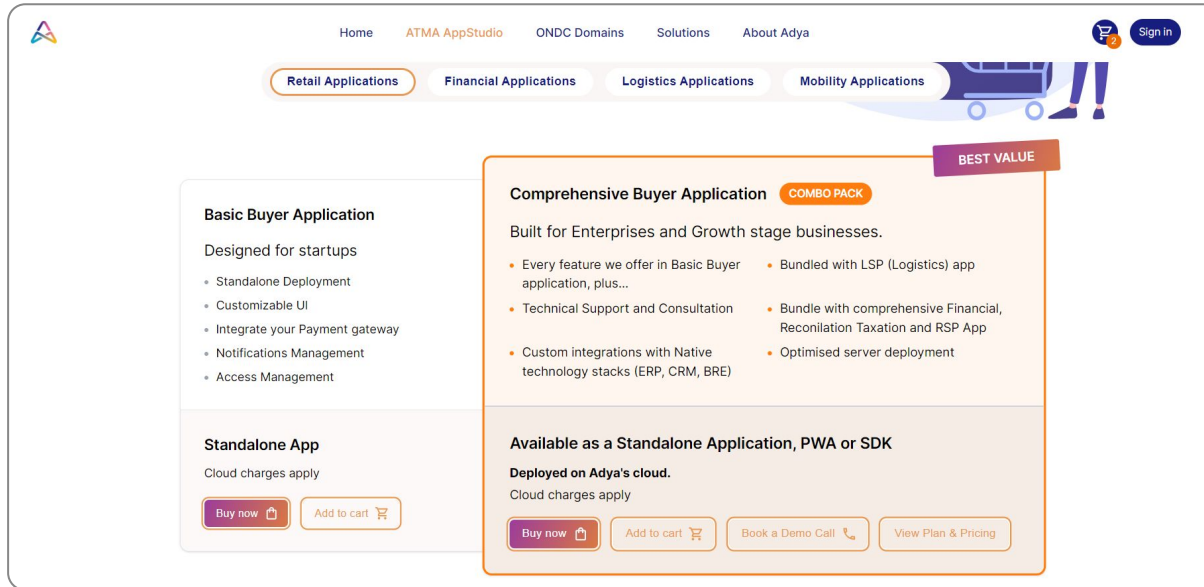


**ONEST Seeker &  
Provider App**  
(for Education, Skilling &  
Employment)



# 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 website 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 with a '2' badge and a 'Sign in' button are also present. Below the navigation, there are four tabs: Retail Applications, Financial Applications, Logistics Applications, and Mobility Applications. The main content area features three application cards. The first card is for a 'Basic Buyer Application', described as 'Designed for startups' and listing features like Standalone Deployment, Customizable UI, Payment gateway integration, Notifications Management, and Access Management. The second card is for a 'Comprehensive Buyer Application' (labeled 'COMBO PACK' and 'BEST VALUE'), described as 'Built for Enterprises and Growth stage businesses'. It lists features such as bundling with LSP (Logistics) app, technical support, and custom integrations with native technology stacks. The third card is for a 'Standalone App', noting that 'Cloud charges apply'. Each card includes 'Buy now' and 'Add to cart' buttons. The 'Comprehensive Buyer Application' card also includes 'Book a Demo Call' and 'View Plan & Pricing' buttons.

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

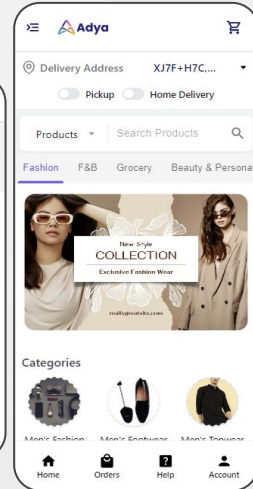
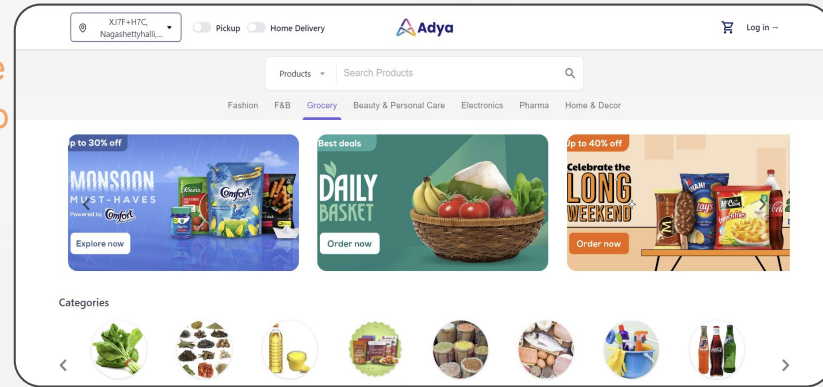


**About Buyer App**



# Buyer App

Adya's Buyer App is a versatile tool available as a standalone app, a Progressive Web App (PWA), or in-app which seamlessly transforms existing platforms into powerful buyer apps. It enables businesses with established user bases to swiftly boost revenue. With no need for extensive seller relations, our Buyer App focuses on driving demand and enhancing user experiences





# Adya Retail Buyer App: Add-on Modules



## Assisted Buying

Easily create and manage unique affiliate codes for partners, ensuring precise tracking and referral attribution

[Click to know more](#)

## Loyalty & Rewards Program

Designed to enhance customer engagement and retention by offering incentives for transactions and interactions

[Click to know more](#)

## WhatsApp and AI Co-Pilot

AI based automation starting from search (using text, image and voice) to grievances and buyer operations

[Click to know more](#)

## QR Code Generator

QR code scanner for buyer app that allows users to scan QR codes using their smartphone's camera within the app

# Adya Retail Buyer App: Core Features (Admin Panel)



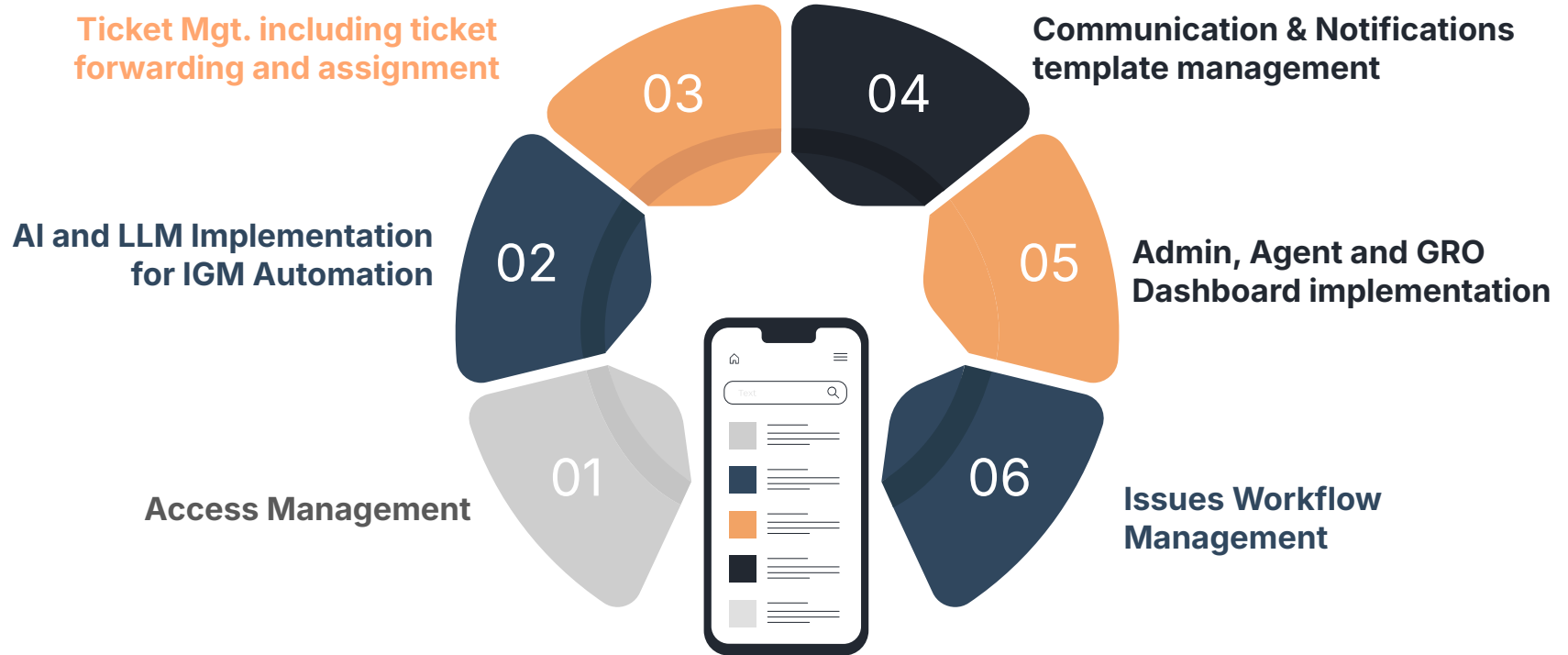
# Adya Retail Buyer App: Core Features (Buyer Panel)



# RSP Features



# IGM Features (Admin Panel)



# Logistics Buyer App (Admin Panel)



# What are the **benefits for Buyers** on ONDC ?



**Transparency**



**Better Cost**



**Better  
assortment**



**Higher  
Convenience**

04

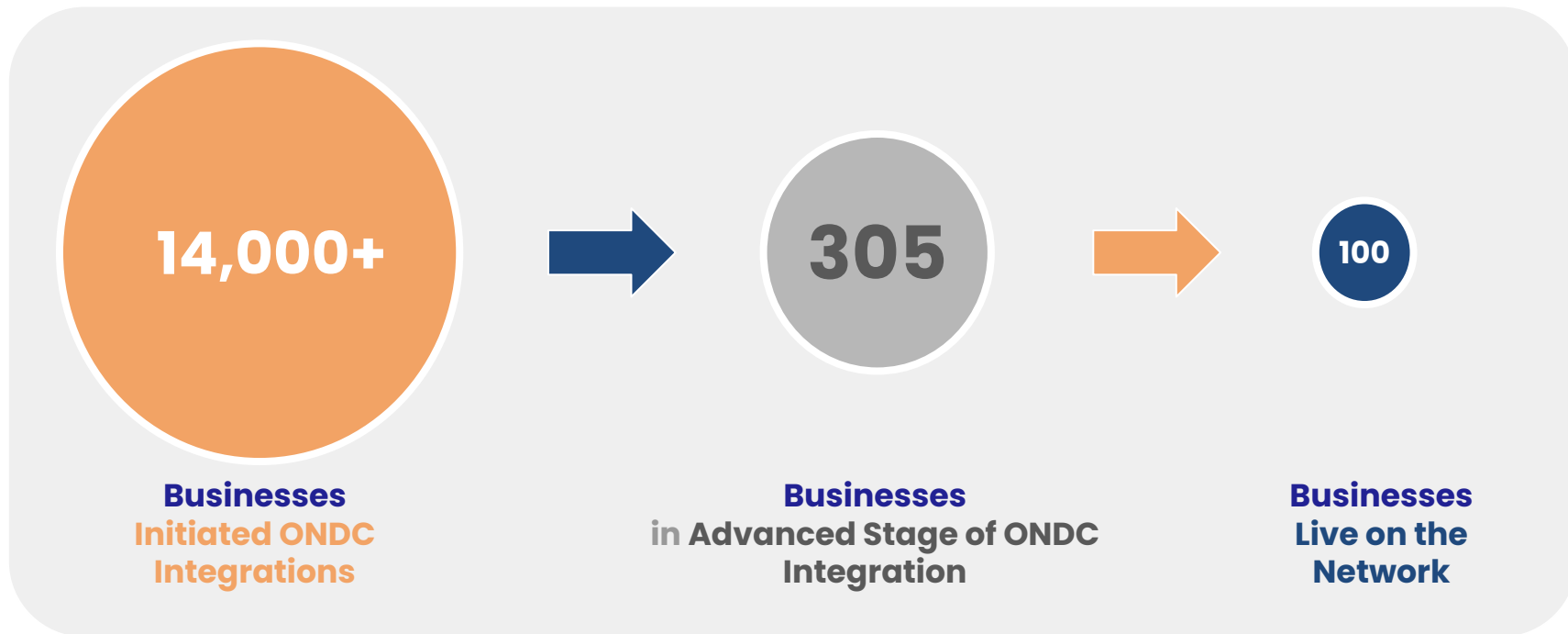


**Adya:  
Your ultimate  
TSP**





# 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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[www.adya.ai](http://www.adya.ai)