



Southern Region presents

Webinar on

Awareness, Onboarding & Advantages of ONDC Network

Monday 22nd April, 2024 | 4:00-5:00 PM | WEBEX

ONDC (Open Network for Digital Commerce), under the guidance of the Ministry of Commerce and Industries, has been set with a vision to democratize E-commerce. ONDC enables buyers and sellers to go beyond the platform-centric model, do transactions over a network-centric model, and leverage the power of a wider network of prospects and efficiencies.

Currently, the F&B, Grocery, Home & Kitchen, Fashion, Electronics, Beauty & Personal Care, Health & Wellness, Mobility, Agri B2C, Wholesale & B2B, & Agri B2C categories are live and there are other key sectors in the pipeline. The current entities associated with ONDC include leading brands like Johnson & Johnson, Nykaa, Fabindia, Croma and various state Govt. PSUs, etc... The coming months will see Financial Products & various other leading brand and services on the Network.

Speakers



Awareness & Onboarding

Mr. Dheeraj Kumar

Strategy & Govt. Relations
Regional Head (Marketing Strategy & Innovation) ONDC

Experiencing Sharing

Mr. Naresh Chand

Proprietor
Beezy Super App



Who Should Attend: Sellers/ MSMEs/ E-commerce Platforms

Benefits of Seller Application

- Increased product discovery by a larger buyer universe on ONDC-compliant buyer applications including Paytm, PinCode (PhonePe), etc.
- Complete autonomy of rules and terms of trade (selective buyer apps, pricing strategy, control on commission, return T&C, reconciliation terms, etc.)
- Single registration on the Network to be available on all buyer applications
- Maintain a portable network-wide reputation
- Low-cost access to key components of the E-Commerce value chain like logistics, warehousing, etc.
- Opportunity to generate insights/collect first-party-data that flows from buyer applications to fulfill
- Extend the presence of DTC/physical store
- Reduced dependency on marketplaces
- Low cost to enter and maintain the catalogue
- Digitize/extend the presence of B2B

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