



CASE STUDY

INDUSTRY:

ONDC ENABLED STS BUYER APP

**BUSINESS SOLUTIONS
DELIVERED**

STS Buyer App: Transforming the E-Commerce Landscape with ONDC

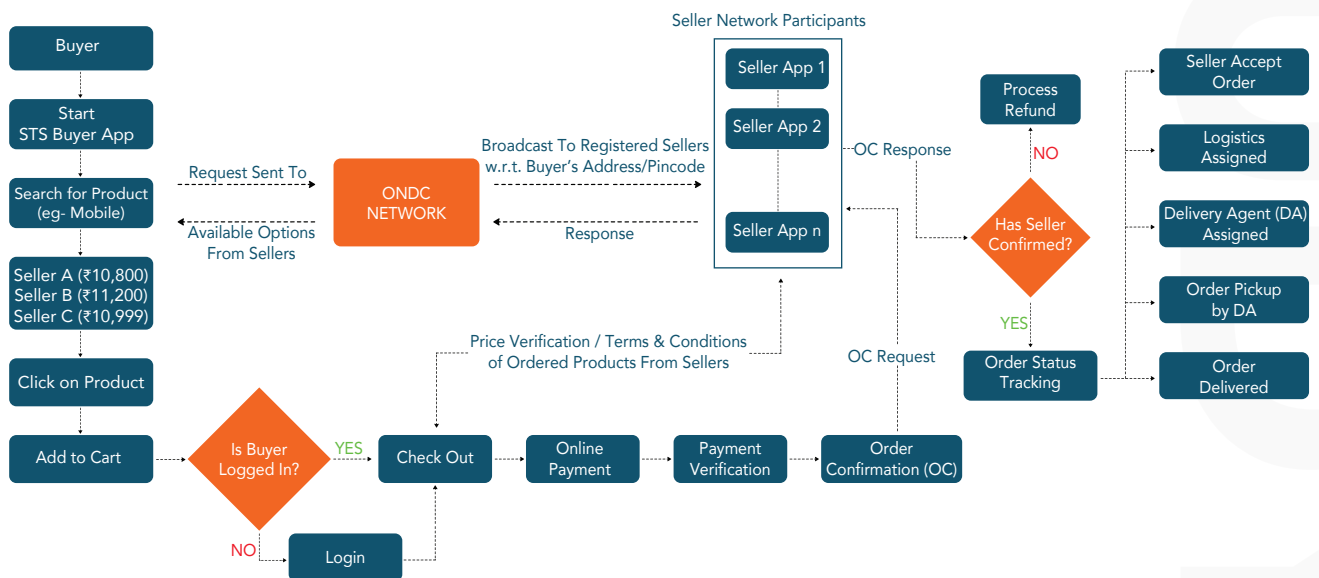


1. Executive Summary

The STS Buyer App is a digital platform designed to democratize the e-commerce ecosystem. Developed on the Open Network for Digital Commerce (ONDC) framework, it empowers businesses to eliminate platform dependency, optimize operational costs, and deliver enhanced customer experiences. With access to a wide range of products from multiple sellers, users can enjoy faster deliveries from local vendors, and benefit from competitive pricing in an open-market model.

This case study highlights how the STS Buyer App leveraging ONDC protocols ensures seamless interoperability and broadens customer reach—making it an ideal choice for businesses aiming to thrive in the digital economy.

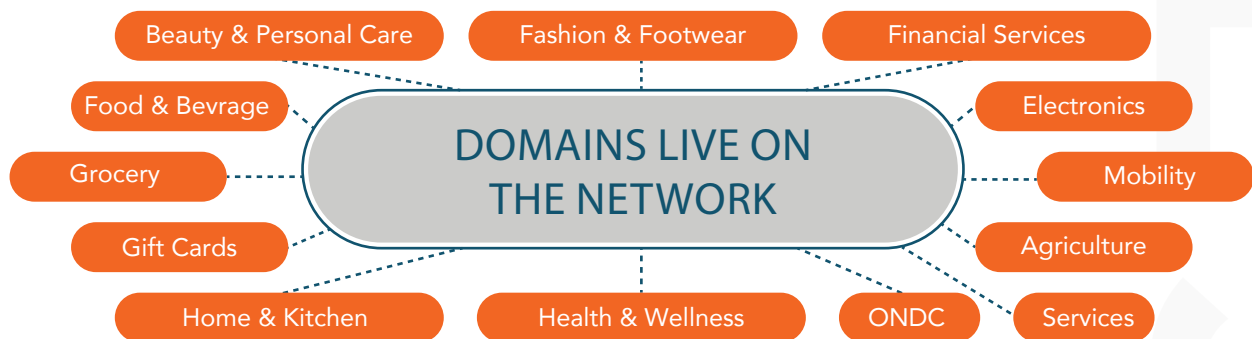
How the ONDC-enabled STS Buyer App work?



2. Industry to Which It Will Cater

STS Buyer App serves the e-commerce industry and is currently enabled specifically for electronic goods. However, it can be scaled and customized to cater to businesses across a variety of sectors based on client requirements, including:

- Food & Beverage
- Beauty & Personal Care
- Financial Services
- Grocery
- Health & Wellness
- ONEST
- Fashion & Footwear
- Gift Cards
- Mobility
- Home & Kitchen
- Agriculture



Source: ondc.org

3. Technology

- Language: Typescript
- Framework:
 - Frontend - Next JS
 - Backend - Node with Express JS
- Database: MongoDB

4. Challenges & Solutions

- 1) Platform Dependency on Sellers: Traditional e-commerce platforms require sellers to register and list products, limiting scalability and reducing product availability.
Solution: The STS Buyer App, built on the ONDC network, eliminates this dependency by aggregating products from multiple sellers already listed on the network.
- 2) High Operational Costs: Traditional e-commerce platforms incur significant operational and maintenance costs, including logistics, seller management, and inventory optimization. These expenses hinder scalability and reduce profitability.
Solution: By leveraging ONDC, operational responsibilities are shifted to Seller Apps, significantly reducing costs and enhancing efficiency for Buyer Apps.
- 3) Domain-Specific Barriers: Traditional e-commerce platforms operate with distinct services for separate domains increasing complexity and fragmented ecosystems. For instance, Food & Beverage requires a completely different infrastructure compared to Electronics.
Solution: The ONDC network, coupled with our expertise as a Technology Service Provider (TSP), unifies multiple domains into a single, cohesive service. This removes domain-specific silos and provides buyers with a seamless experience.



5. Key Benefits / Features

The ONDC Buyer App integrates a wide range of features to enhance the buyer's journey.

1. User-Friendly Registration - Simple and seamless onboarding for new users to create their accounts.
2. Smart Search - Location-based search optimization through pincode or current location selection to provide accurate and relevant results.
3. Shopping Made Easy - Add items to the cart, proceed to checkout, and place orders conveniently.
4. Secure Online Payments - Integrated with Razorpay for secure, reliable payment transactions.
5. Track Order History - Track the delivery status of orders whether an order has been Ongoing, Completed, or Canceled.
6. Complaints & Grievance Management - Integrated with ONDC's Issue & Grievance Management (IGM) system for quick resolution of complaints.
7. Interoperability - Ensuring seamless compatibility with ONDC APIs for interoperability across networks.
8. Payment Settlement Between Buyer & Seller App - It is handled smoothly and securely via ONDC's Reconciliation & Settlement Framework (RSF).
9. Easy Refund - This is handled smoothly via Razorpay Payment Gateway for prepaid orders that are canceled or returned.
10. Replacement With Ease - Buyers can request replacements directly from the app (if enabled by the seller).

6. Business Impact

The ONDC-based Buyer Application has the following business impact:

1. Decentralized Operations: Establishes a fair and transparent marketplace by removing dependency on monopolistic platforms.
2. Empowered Buyers: A seamless, personalized shopping experience with diverse choices.
3. Empowered Sellers: Equal competition enables growth and boosts the online presence of small businesses.
4. Cost Efficiency: Businesses save on hefty platform fees and optimize their operational expenditures w.r.t. sellers.
5. Increased Revenue Opportunities: Broader market access via multiple sellers integration drives growth.
6. Brand Recognition: Businesses gain autonomy to build and strengthen their own brand identity.
7. Enhanced Trust: Secure payment mechanisms and transparent operations build buyer and seller confidence. Example - RSF, IGM, etc.



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ONDC Network's Impact



616+
Cities Live



13
Domains Live



239
Network
Participants
Live



7.64+
Lakh
Seller / Service
Providers



15.46+
Million
Total Orders

Source: ondc.org

7. Conclusion

STS, as a registered Technology Service Provider (TSP) with ONDC, delivers Buyer App solutions tailored to the unique needs of businesses and buyer network participants. Acting as a bridge to the ONDC platform, we simplify the integration process, enabling businesses to join this transformative e-commerce ecosystem seamlessly.

Without a TSP, onboarding can be complex and time-consuming. With STS, the process is streamlined and completed within days, allowing businesses to quickly harness the benefits of the ONDC network and access an open, innovative marketplace that drives growth and operational efficiency.

For more information, please contact info@stspl.com
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