

OPEN NETWORK FOR DIGITAL COMMERCE

REVISED INCENTIVE PROGRAM: Addendum - 3

Date: 21 April 2023

This document is the third addendum to the previously released document for [Revised Incentive Program](#) on 30th January 2023, [Addendum 1](#) released on 28th February and Addendum 2 released on 30th March 2023.

Submission of all claims by respective entities should be done on a monthly level. Claims till April 30th should be submitted by 10th of May through this [google form](#) only. Similarly, the claims for the month of May should be submitted by 10th of June in the given format through the same google form.

Program 1: Discount for Buyers for transactions

The following modification is suggested to the program

Existing Clause	New Clause
ONDC will reimburse buyer discount for up to 1000 transactions per day per buyer app. This limit would be re-evaluated once buyer apps reach this limit for 2 consecutive days.	ONDC will reimburse buyer discount for up to 2000 transactions per day per buyer app.

This change will be effective from 21st April 2023.

Program 3: Incentive for Buyer Apps for demand generation

Program 3 stands **withdrawn** effective 28th Apr 2023. Expenses borne by the NPs prior to 28th Apr 2023 would be reimbursed by ONDC as per the T&Cs defined in communication dated 30th Jan 2023, 28th Feb 2023 and 30th March 2023.

Program 4: Incentive for Sellers for demand generation and fulfilment

Program 4 stands **withdrawn** effective 28th Apr 2023. Expenses borne by the NPs prior to 28th Apr 2023 would be reimbursed by ONDC as per the T&Cs defined in communication dated 30th Jan 2023, 28th Feb 2023 and 30th March 2023.

Program 5: Incentive for Seller Apps for seller onboarding

In addition to the categories mentioned in the communication dated 30th January 2023 and 28th February 2023, incentive for 1 additional category of seller is added below:

Award Category 7 - Marketplace Seller NP – Health & Wellness Category

- INR 1000 Incentive will be paid for all eligible sellers
- To be counted, each existing/new seller should have
 - Min. 300 SKUs with all mandatory attributes

The following additional term and condition has been added for Award Category 2 - Marketplace Seller NP - Grocery Category:

- Each Seller NP can avail the incentive mentioned in the communication dated 30th Jan 2023 and 28th Feb 2023 for a maximum 1000 sellers.

This modification will be effective from 28th Apr 2023. Expenses borne by the NPs prior to 28th Apr 2023 would be reimbursed by ONDC as per the T&Cs defined in communication dated 30th Jan 2023, 28th Feb 2023 and 30th March 2023.

