

Costbo - Which Is the Best ONDC Seller Platform? Features, Pros & Cons (2026)



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India's open e-commerce ecosystem enters a decisive scale-up phase as seller platforms mature

India's e-commerce ecosystem is undergoing a **structural transformation**. At the center of this shift is the **Open Network for Digital Commerce (ONDC)**—a Government of India-backed initiative launched in 2023 to democratize digital commerce by breaking platform monopolies and enabling **open, interoperable networks**.

ONDC separates the ecosystem into **buyer apps, seller platforms, and logistics/payment providers**, creating platform neutrality—often compared to how **UPI transformed digital payments** in India.

ONDC Scale & Growth: Key Data Points (2024–2026)

According to ONDC disclosures and industry estimates, the network has scaled rapidly over the last two

years:

- **350+ million cumulative transactions** processed as of late 2025
- **March 2025 alone recorded ~1.6 crore orders**, contributing to **20.4 crore cumulative transactions**
- **Daily transaction run-rate (early 2025):** 5–6 lakh orders per day
- **Target by the end of 2026:** 50–60 lakh daily transactions (nearly **10× growth**)

Seller ecosystem growth

- **7.6 lakh+ sellers and service providers** onboarded by April 2025
- **1.16 lakh+ active retail sellers** across **630+ cities** by December 2025

Category momentum

- Mobility contributes ~40% of transactions, growing **120% in 8 months**
- Non-mobility categories grew **825%**, with food delivery alone up **300%**

Enterprise participation

- Over **8 lakh service providers**, including brands such as Domino's, Unilever, Haldiram's, and Wow! Momo

Geographic reach

- ONDC is active across **800+ cities and towns**, with strong adoption in **Tier-2, Tier-3, and Bharat markets**

Why Seller Platforms Matter in the ONDC Ecosystem

Unlike traditional marketplaces, ONDC does not provide a centralized seller dashboard. Instead, **seller platforms act as the operating system for merchants**, managing:

- Product catalogues
- Inventory and pricing
- Order orchestration across buyer apps
- Payment reconciliation and settlements
- Logistics integrations and regulatory compliance

As ONDC scales nationally, the **choice of seller platform has become the most critical decision point** for businesses entering the network.

A Reality Check on ONDC Platforms

While **nearly 100 buyer and seller platforms** were registered on ONDC in its early phases (as listed on ONDC.org), ecosystem maturity has led to consolidation:

- Several early platforms have **paused operations**
- Some failed to **keep pace with evolving ONDC protocols**
- Others remained **pilot-only or inactive**

- A smaller subset has emerged as **stable, production-ready seller platforms**

This analysis focuses only on **active [ONDC seller platforms](#) in 2026** that are operational at scale.

Active ONDC Seller Platforms in 2026: Market Overview

[Costbo](#)

Category: Full-stack ONDC Seller Platform

Costbo operates as a **full-stack, ONDC-native seller operating system**, enabling merchants to manage catalogues, inventory, orders, logistics, payments, and compliance through a single integration. It supports selling across multiple ONDC buyer apps simultaneously.

Strengths: End-to-end lifecycle management, ONDC protocol compliance (v1.2+), multi-buyer reach, enterprise-grade automation.

Limitations: Designed for serious, scaling sellers rather than hobby use.

ShopClues

Category: Marketplace-led ONDC extension

Extends existing marketplace sellers into the ONDC ecosystem.

Strengths: Familiar environment for existing sellers.

Limitations: Limited seller control; not a standalone ONDC infrastructure.

Mystore

Category: Entry-level ONDC storefront

Focused on rapid onboarding for micro and small retailers.

Strengths: Simple onboarding, low technical overhead.

Limitations: Limited automation; unsuitable for high-volume sellers.

UdyamWell

Category: Assisted MSME onboarding

Supports traditional MSMEs through guided ONDC adoption.

Strengths: MSME-friendly, assisted onboarding.

Limitations: Service-heavy; limited scalability.

Shiprocket

Category: Logistics-first ONDC participation

Primarily focused on fulfillment and delivery enablement.

Strengths: Nationwide logistics infrastructure.

Limitations: Not a complete seller operating system.

Vikra (Zoho)

Category: ERP-integrated ONDC connector

Integrates ONDC participation within Zoho's ERP ecosystem.

Strengths: Strong ERP alignment.

Limitations: ONDC is not a core product focus.

ChattyBao Technologies Pvt. Ltd.

Category: Technology enabler

Focused on backend ONDC integrations and pilots.

Strengths: Flexible, tech-first approach.

Limitations: Not merchant-friendly at scale.

Easy Pay Pvt. Ltd.

Category: Payments-led assisted commerce

Supports transaction and settlement flows within ONDC.

Strengths: Strong payment infrastructure.

Limitations: Limited commerce automation.

Fynd

Category: Fashion & lifestyle commerce

Brings category-specific expertise to ONDC.

Strengths: Omnichannel fashion workflows.

Limitations: Category-restricted applicability.

Magicpin

Category: Hyperlocal & food commerce

One of the most active ONDC participants, particularly in F&B.

Strengths: High transaction volumes, strong restaurant network.

Limitations: Primarily food and hyperlocal focused.

NStore

Category: Offline-to-online retail enablement

Designed for physical retailers entering ONDC.

Strengths: Store-centric workflows.

Limitations: Limited enterprise features.

Uengage

Category: Restaurant POS integration

Focused on food businesses and QSRs.

Strengths: Strong restaurant operations support.

Limitations: Not suitable for multi-category sellers.

Why Costbo Stands Out as the Best ONDC Seller Platform in 2026

Among active ONDC seller platforms, **Costbo** stands out for its **end-to-end, ONDC-native design** and consistent focus on **scalable, production-grade commerce**. Industry analysis highlights five key differentiators:

- **End-to-End Seller Operating System**
Manages the entire ONDC seller lifecycle within a single platform.
- **ONDC + Website Unified Commerce**
Enables sellers to manage website and ONDC orders from one dashboard, ensuring consistency across channels.
- **Built for Scale: Hyperlocal to Pan-India**
Supports hyperlocal delivery, pan-India logistics, and multi-warehouse operations without infrastructure changes.
- **Protocol-First, Production-Ready Architecture**
Consistently aligned with ONDC protocol upgrades (v1.2+), capable of handling thousands of orders per minute.
- **Proven at Enterprise Scale**

Powers **200+ large enterprises and high-growth businesses** across FMCG, retail, electronics, fashion, food, and B2B distribution.

[How Businesses Can Register on ONDC](#)

Sellers onboard through a **certified [ONDC seller platform](#)**.

The process typically includes business verification, catalogue onboarding, logistics, and payment configuration, followed by activation across ONDC buyer apps. Seller platforms like Costbo manage the technical integration and protocol compliance.

Industry Outlook

By 2026, ONDC will have moved decisively from experimentation to **production-grade digital infrastructure**. However, ecosystem maturity shows that:

- Many platforms solve only **one layer** of the commerce stack
- Very few provide **end-to-end seller infrastructure**
- Seller success increasingly depends on **platform depth, reliability, and protocol readiness**

As ONDC adoption accelerates, **seller platforms that combine operational control, scalability, and long-term compliance are expected to shape the future of India's open commerce ecosystem**.

References

- Open Network for Digital Commerce (ONDC)
- DPIIT, Government of India

About Costbo

Founded by Mr. Eswar and Mr. Ananth, who bring nearly 20 years of experience in technology, Costbo is a leading <https://www.costbo.com> powering India's open digital commerce ecosystem. Costbo is among the early ONDC 1.2.0–certified seller platforms and is trusted by 200+ brands and enterprises to enable scalable, compliant selling on ONDC with faster onboarding, lower operating costs, and full control over commerce operations.



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