

## ONDC Sees Rapid Growth as D2C Brands and Small Sellers Expand Across India

India's Open Network for Digital Commerce (ONDC) is witnessing accelerated adoption, with over 7 lakh sellers onboarded, presence in 1,200+ cities, and more than 150 million transactions completed to date. The network



**Bengaluru, Karnataka Apr 23, 2026** ([Issuewire.com](https://www.Issuewire.com)) - India's Open Network for Digital Commerce (ONDC) is witnessing accelerated adoption, with over **7 lakh sellers onboarded**, presence in **1,200+ cities**, and more than **150 million transactions** completed to date. The network is emerging as a key driver of change in the country's evolving digital commerce landscape.

Initially launched as a government-backed initiative, ONDC has transitioned into a rapidly scaling open network that is attracting participation from both established brands and emerging direct-to-consumer (D2C) businesses. The platform's interoperable framework is enabling sellers of all sizes to access a wider customer base without being restricted to a single marketplace ecosystem.

A significant share of ONDC's growth is being driven by **Tier-2 and Tier-3 cities**, where both demand and seller participation are rising steadily. A majority of sellers on the network now come from non-metro regions, highlighting a structural shift in how digital commerce is expanding across India. Categories such as grocery, fashion, and daily essentials are seeing consistent traction, supported by increased digital adoption and improved logistics reach.

One of the key factors contributing to this growth is the network's cost structure. Compared to traditional e-commerce platforms, ONDC enables sellers to operate with relatively lower commission overheads, allowing businesses to improve margins and offer more competitive pricing to consumers. This has made the network particularly attractive for small businesses and bootstrapped D2C brands looking to scale sustainably.

"ONDC is redefining how businesses access digital commerce in India by making the ecosystem more inclusive and accessible," said an industry expert. "The shift toward open networks is enabling sellers to compete on more equitable terms while reaching new customer segments."

To support this transition, [ONDC Seller Platforms](#) such as **Costbo** are playing an important role in enabling businesses to operate efficiently on the network. These platforms provide integrated solutions that help sellers manage product catalogs, logistics, payments, and multi-location operations through a unified interface.

Businesses using ONDC Seller Platforms are increasingly focusing on operational readiness to maximize performance. This includes maintaining detailed product catalogs, ensuring consistent pricing across channels, and strengthening logistics capabilities to serve customers across geographies. As buyer applications aggregate multiple sellers, discoverability and service reliability are becoming key differentiators.

"Seller enablement platforms are becoming critical for scaling on ONDC, especially for brands managing multiple locations and high order volumes," said a spokesperson from [Costbo](#), an [ONDC Seller Platform](#) provider. "Simplifying operations and ensuring seamless integration across the network helps businesses unlock the full potential of open commerce."

While the growth trajectory remains strong, the ecosystem is still evolving. Factors such as consumer awareness, buyer application adoption, and operational standardization across participants continue to shape the pace of expansion. However, the steady increase in transaction volumes and geographic reach indicates a positive outlook for the network.

Looking ahead, ONDC is expected to play a critical role in India's digital commerce growth story. As more sellers and service providers join the network, it has the potential to unlock new opportunities for businesses across sectors while driving greater inclusion in the digital economy.

### **About Costbo Services Pvt Ltd**

Costbo Services Pvt Ltd is an [ONDC Seller Platform](#) that enables D2C brands, FMCG companies, and marketplace sellers to scale their operations on the ONDC network. The platform offers integrated solutions for catalog management, logistics coordination, payments, and multi-location operations, helping businesses efficiently participate in India's open digital commerce ecosystem.

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