

Costbo's ONDC Seller App Now Supports 15-Minute Delivery and Pan-India Fulfillment for Indian Retailers

India's ONDC-focused commerce platform now enables brands to go from single-city operations to pan-India omnichannel fulfillment without stitching together multiple systems

Bengaluru, Karnataka May 26, 2026 (IssueWire.com) - Costbo, one of India's leading ONDC commerce technology companies, today announced a major expansion of its ONDC Seller Platform — adding quick commerce fulfillment, direct website integration, multi-warehouse management, and hyperlocal logistics orchestration to its existing suite of capabilities.

The upgrade positions Costbo as a one-stop commerce infrastructure for Indian brands, retailers, manufacturers, and distributors looking to sell faster, reach more customers, and own their data — without depending on traditional marketplace intermediaries.

Why This Matters Now

India's digital commerce market is at an inflection point. The market is projected to cross **\$300 billion by 2030**, [1] and quick commerce — already growing at over **60% year-on-year** — has fundamentally reset consumer expectations around delivery speed. [2] Meanwhile, the Open Network for Digital Commerce (ONDC) has onboarded over **7.5 million cumulative transactions** since launch, with monthly order volumes growing steadily. [3]

Yet most Indian brands are still running their commerce operations on fragmented systems — one tool for website sales, another for marketplace orders, a third for inventory, and a fourth for logistics. The result is missed orders, stock discrepancies, delayed deliveries, and rising operational costs.

"We built this expansion specifically to solve that fragmentation problem," said a Costbo spokesperson. "A brand selling through their own website, three ONDC buyer apps, and a network of 20 distributors across India shouldn't need five different dashboards to run their business. That's exactly the problem we've fixed."

What's New on the Costbo ONDC Seller Platform

- **Quick Commerce Fulfillment — 15-Minute to Same-Day Delivery**

Costbo now supports quick commerce models natively, enabling sellers to offer delivery windows ranging from 15-minute hyperlocal delivery to same-day pan-India fulfillment — depending on their warehouse network and city coverage. Sellers configure delivery zones, set fulfillment windows, and the platform automatically routes orders to the nearest fulfillment point.

- **Website + ONDC in One Integration**

Brands can now embed ONDC-powered commerce directly into their own websites. Customers browsing a brand's website get the same seamless checkout experience as on any ONDC buyer app — while the seller retains full ownership of the customer relationship, transaction data, and loyalty ecosystem. This is particularly valuable as customer acquisition costs on traditional marketplaces have risen by over **35% in the past two years**. [4]

- **Multi-Warehouse and Multi-Store Management — Up to 50 Locations**

Sellers can now connect and manage up to **50 warehouses, retail stores, fulfillment centers, or distributor nodes** from a single dashboard. Real-time inventory visibility across locations means orders are automatically routed to the nearest available stock point — reducing delivery time and eliminating overselling errors.

- **Logistics Orchestration — Hyperlocal to Pan-India**

The platform handles end-to-end logistics coordination — pickup scheduling, last-mile delivery routing, live tracking, and OTP-based delivery confirmation — across both hyperlocal and interstate fulfillment models. Sellers do not need to manage carrier relationships individually; Costbo's logistics layer handles orchestration automatically.

- **Customer Retention Tools — Built In, Not Bolted On**

The platform includes loyalty program management, coupon and discount engines, targeted promotional campaigns, and customer engagement tools — all connected to first-party transaction data. For brands building direct customer relationships, this turns the platform from a transaction processor into a growth engine.

Built for Scale

Costbo's infrastructure is engineered to handle **thousands of orders per minute** — making it suitable for high-growth brands, large-scale promotional events, and businesses experiencing seasonal demand spikes. The platform is available as a web dashboard and as a native [ONDC Seller App on both Android and iOS](#), enabling operations teams to manage orders, inventory, and fulfillment from the field.

The Bigger Picture

ONDC's open-network model gives every seller — from a D2C brand in Bengaluru to a distributor network in Tier-3 cities — equal access to buyer applications without paying the listing fees or commission structures of closed marketplaces. Costbo's platform is designed to help businesses actually operationalize that access at scale.

"ONDC levels the playing field," the spokesperson added. "But winning on ONDC still requires operational excellence — fast fulfillment, accurate inventory, and strong customer relationships. That's what our platform is built to deliver."

About Costbo

Costbo is an [ONDC Seller Platform](#) that enables brands, retailers, manufacturers, distributors, and enterprises to participate in India's open digital commerce ecosystem. The platform combines [ONDC integration](#), website commerce, quick commerce fulfillment, logistics management, distributor network connectivity, and multi-warehouse operations through a unified technology infrastructure. Costbo helps businesses scale across hyperlocal and pan-India markets while retaining ownership of customer relationships and operational data.

References

[1] IBEF & Redseer. (2024). *India E-Commerce Market Forecast 2030*. ibef.org

[2] RedSeer Consulting. (2024). *Quick Commerce Growth Report — India*. redseer.com

[3] ONDC Network. (2025). *Monthly Transaction Dashboard*. ondc.org [4] Unicommerce & Kantar. (2024). *Rising Customer Acquisition Costs in the Indian Marketplace Commerce*. unicommerce.com



Media Contact

COSTBO SERVICES PRIVATE LIMITED

*****@costbo.com

<https://www.costbo.com/>

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