

# Business Standard

## Small retailers in Coimbatore start reaping benefits from ONDC pilot

*The development comes in the backdrop of the small-scale implementation of ONDC over the last two months*

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Government officials said the open network is gaining increasing traction from the industry in the ongoing pilot that started on April 29

With the pilot of the Centre's ambitious Open Network for Digital Commerce (ONDC) gradually picking up, small retailers in Coimbatore have already started seeing benefits of getting digitised.

For mechanical engineer-turned-small-scale-retailer Shantosh Kumar, the biggest advantage is that despite being a modest neighbourhood shopkeeper, he can still have a large customer base by on-boarding on the ONDC architecture. A larger customer base will ultimately result in higher sales.

"I have the knowledge to code and develop an app but don't have the financial resources to launch our own app. But now, we are an online store and can also sell offline. We are getting five-ten orders daily (via the buyer app Paytm)," Kumar told Business Standard. He joined the ONDC pilot 20 days ago.

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