



DPIIT, ONDC Bring FMCG Leaders Together to Digitise Procurement for India's 1.4 Crore Kirana Stores Through DigiDukaan

Industry Stakeholders Discuss DigiDukaan Expansion and Share Recommendations on General Trade Digitisation

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The Department for Promotion of Industry and Internal Trade (DPIIT), in collaboration with the Open Network for Digital Commerce (ONDC), convened a CPG Roundtable – Bharat Commerce Chintan Shivir on 12 June 2026. The roundtable brought together leaders from leading consumer goods companies, distributor networks, technology providers and logistics partners to discuss the digital transformation of India's General Trade ecosystem.

India's General Trade ecosystem, comprising over 1.4 crore kirana stores, accounts for nearly 75–80 per cent of FMCG sales. However, much of the channel continues to operate through fragmented ordering systems, limited inventory visibility and manual sales processes, resulting in inefficiencies for retailers, distributors and brands.

The discussions focused on DigiDukaan, ONDC's initiative aimed at digitising kirana stores for B2B procurement. Designed to improve efficiency across the value chain, DigiDukaan enables kirana stores to improve margins through direct procurement by offering better visibility of schemes, improved fill rates and enhanced working capital management. For distributors, the initiative facilitates wider market reach without additional field costs through order and collection digitisation, while improving retailer coverage. For brands, it provides direct access to retailer demand signals, retail counters, and more effective deployment and tracking of schemes.

DigiDukaan has already gained early traction in Hyderabad, where more than 10,000 retailers and over 35 brands have been onboarded through Qwipo. Following Hyderabad, DigiDukaan is scheduled to launch in Jaipur on 19 June 2026 through Salescode, with expansion planned across Mumbai, Bengaluru and Delhi-NCR in the coming months.

Industry leaders discussed key challenges facing the General Trade ecosystem, including fragmented retailer engagement, rising sales-force costs, inventory inefficiencies, limited visibility into secondary sales and increasing competition from digital-first retail models. Participants also explored how open digital infrastructure can improve retailer access, distributor productivity, demand planning and scheme effectiveness across the FMCG value chain.

The roundtable provided a platform for stakeholders to share recommendations on distributor digitisation, catalogue standardisation, retailer onboarding and technology integration. Participating companies were also invited to collaborate as founding partners in the next phase of DigiDukaan's expansion.

The roundtable was chaired by Additional Secretary, DPIIT, Shri Ateesh Kumar Singh, and saw participation from companies including HUL, ITC, Coca-Cola, TCPL, CavinKare, Marico, Bikano, L'Oréal, Moon Beverages, Anmol Industries, Nestlé and Kirana King. The participating organisations expressed interest in engaging with and supporting the DigiDukaan initiative.

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