

**Publication:** Times of India**Edition:** Online**Date:** December 23, 2024**Page:** NA

## THE TIMES OF INDIA

### Aditya Birla Capital becomes first BFSI to integrate lending, insurance and investment with ONDC

TNN / Updated: Dec 23, 2024, 12:34 IST



Mumbai: Mumbai, Dec 23: Aditya Birla Capital has become the first financial services company to integrate lending, insurance, and investments on the Open Network for Digital Commerce (ONDC) - the government initiative to create an open, interoperable e-commerce network. ONDC allows buyers and sellers to transact across different platforms, promoting inclusivity, competition, and accessibility in digital commerce.

By integrating all three core services, Aditya Birla Capital aims to simplify access to financial products and enhance the user experience.

As a Wave-1 participant, Aditya Birla Capital has played a crucial role in developing the financial services ecosystem on ONDC. Wave-1 participants are early adopters responsible for shaping the infrastructure and creating a foundation for other entities to join the network. The company's offerings, including personal loans, health insurance, and mutual funds, are now live on the ONDC platform. These services are accessible through multiple buyer apps, enabling users to access financial products directly without downloading additional applications.