



ORANDA

THE GROWTH ENGINE BEHIND AMBITIOUS BRANDS.

India's Premier Luxury Ecommerce & Omnichannel Marketplace Accelerator

EXECUTIVE OVERVIEW

ORANDA is India's dedicated enterprise marketplace management and growth accelerator. We empower manufacturers, luxury labels, consumer brands, and D2C enterprises to establish, operate, and aggressively scale their revenue across 24 premier national channels and rapid 10-minute Quick Commerce networks with an unyielding 100% Onboarding Approval Guarantee.

From fast-track brand onboarding and multi-state GST warehousing (APOB) to high-converting A+ Brand Stores and algorithmic PPC advertising, ORANDA handles 360-degree operations.

24+ CHANNELS

Marketplaces & Q
-Commerce

100% APPROVAL

KYC & Onboarding G
uarantee

4.8x AVG ROAS

Performance Ad R
eturns

360 OPERATIONS

End-to-End Execu
tion

CORPORATE HEADQUARTERS & VERIFIED CONTACTS

Corporate Headquarters:	West Bengal, India - 712124
Phone & WhatsApp Support:	+91 74392 42323 (Direct Escalation & Strategy Desk)
Corporate Inquiries Email:	support@oranda.in info@oranda.in
Official Live Portal:	https://www.oranda.in
Release Signature:	Version 26.9 * Build 13092026 * Realtime Production Sync



MAJOR FLAGSHIP SERVICE

100% APPROVAL GUARANTEE

Hassle-Free Marketplace & Q-Commerce Onboarding

0-to-1 rapid seller launch across India's premier national marketplaces & quick-commerce ecosystems.

ONBOARDING DELIVERABLE GUARANTEE

Our specialized legal, compliance, and catalog onboarding squad executes end-to-end setup across all 24 channels, removing bureaucratic hurdles, document rejections, and inventory bottlenecks in 7 to 14 days. Every brand receives dedicated account officers and official escalation access across all platforms.

9 CRITICAL ONBOARDING EXECUTION PILLARS



1. Fast-Track Seller KYC & Identity Verification

Complete company, director, PAN, and bank authentication with zero compliance rejections.



2. Brand Registry & Trademark Authorization

Securing registered brand status, IP protection, buy box defense, and counterfeit prevention.



3. Category & Gated Brand Approvals

Ungating premium categories (Beauty, Fashion, Luxury, Electronics, Health & Supplements).



4. Multi-State GST & APOB/PPOB Registration

Configuring state GST numbers & Additional Place of Business for Amazon FBA, Flipkart, etc.



5. Dark Store & Hyperlocal Hub Inwarding

Blinkit, Zepto, and Instamart mother hub registration, slot approvals, and PO generation.



6. Barcode (GTIN) Exemption Approvals

Direct GTIN exemptions allowing private labels to launch without costly external GS1 purchases.



7. FSSAI & Legal Metrology Compliance

Mandatory food safety and packaging regulatory clearance across packaged goods and groceries.



8. Hero Catalog Ingestion & Variation Structuring

High-accuracy batch uploads, high-converting copy, SEO indexing, and image guideline compliance.



9. Omnichannel Launch Audit & Go-Live Certification

TYPICAL TURNAROUND SLA: 7 TO 14 BUSINESS DAYS

Guaranteed live status or 100% full refund of onboarding fees. Your brand is protected by formal contract SLAs.

PLATFORM COVERAGE INCLUDED IN ONBOARDING:

National (18): Amazon India, Flipkart, Myntra, AJIO, Nykaa, Nykaa Fashion, Meesho, Tira, FirstCry, JioMart, BigBasket, IndiaMART, Pepperfry, Tata CLiQ Luxury, Snapdeal, Shopsy, ONDC, and CSC.

Quick Commerce (6): Blinkit, Zepto, Swiggy Instamart, Amazon Now, Flipkart Minutes, BigBasket BB Now.

Ready to launch your brand? Book your onboarding audit at www.oranda.in or email support@oranda.in

Official WhatsApp Helpline: +91 74392 42323



COMPLETE ECOMMERCE SERVICES PORTFOLIO

End-to-end execution, growth marketing, creative assets & strategic consulting across all touchpoints.

1. Marketplace Account Management

Operational Health & Scalability

- * Daily seller central ops & case logging
- * Buy Box price tracking & algorithmic defense
- * Inventory replenishment & FBA/FBF restocking
- * Negative feedback removal & policy appeals

2. Marketplace Catalog Services & SEO

Search Dominance & Organic Ranking

- * High-converting title, bullet & desc writing
- * Algorithmic backend keyword search terms
- * Taxonomy & category mapping for maximum discoverability
- * Bulk multi-variant ingestion (size, color, pack)

3. Marketplace Advertising (PPC / Ads)

Performance Growth & ROAS Optimization

- * Amazon PPC: Sponsored Products, Brands & Video
- * Flipkart PLA/PCA ads & search banner placement
- * Blinkit, Zepto & Swiggy Instamart brand boost ads
- * ACOS control, negative keyword harvesting & bid scaling

4. Branding & Creative Services

Luxury Conversion Assets & Rich Media

- * Amazon A+ Content / Enhanced Brand Content (EBC)
- * Flagship Brand Store design & storytelling
- * Q-Commerce high-converting 1:1 promo tiles
- * 3D product renders, infographics & packaging visuals

5. Business Registration & Compliance

Legal Safeguards & Tax Infrastructure

- * Multi-State GST & APOB/PPOB warehouse filing
- * Trademark application & brand registry verification
- * FSSAI central/state licenses & packaging compliance
- * Legal Metrology declaration audit & updates

6. Social Media & D2C/Non-D2C Website Management

Store Building, Site Ops & Social Growth

- * Turnkey D2C (Shopify/Woo) & Non-D2C website building
- * Ongoing website management, security & speed tuning
- * Meta (Instagram & Facebook) creative & viral reels
- * Full-funnel social growth & high-converting landing pages

7. Ecommerce Business Consulting

Executive Omnichannel Architecture

- * 360 Omnichannel expansion strategy across 24 channels
- * Competitor margin & product whitespace audit
- * Pricing strategy & unit economics / contribution margin
- * Quarterly executive P&L architecture & GMV modeling

FLEXIBLE ENGAGEMENT MODELS: RETAINER, HYBRID & DEDICATED SQUADS

We do not enforce locked equity or revenue-share penalties. You retain 100% brand ownership & control.



INTEGRATED CHANNELS ECOSYSTEM (24 PLATFORMS)

Complete coverage across India's tier-1 marketplaces and high-velocity 10-minute Quick Commerce.

QUICK COMMERCE & RAPID DELIVERY NETWORKS (6 PLATFORMS - 10-15 MINUTE FULFILLMENT)

Blinkit	Zomato Group	Instant Grocery & D2C	Dark Store Inwarding / Brand Boost Ads
Zepto	Nexus / Glade	10-Min Fast Moving Goods	Mother Hub Drop-off / Sponsored Ads
Swiggy Instamart	Swiggy Ltd.	Hyperlocal Essentials & FMCG	Pod Warehouse Slotting / City Blitz
Amazon Now	Amazon India	Rapid Hyperlocal Grocery	Prime Delivery Hubs / Sponsored Ads
Flipkart Minutes	Flipkart Group	Rapid Delivery 10-15 Mins	Flipkart Dark Store Network
BigBasket BB Now	Tata Digital	Instant Staples & Fresh	BB Dark Hub Inwarding & Cataloging

NATIONAL & VERTICAL MARKETPLACES (18 PLATFORMS)

Amazon India	Omnichannel National	FBA / Easy Ship / Seller Flex	Tier-1
Flipkart	Omnichannel National	FBF / Smart Fulfillment / Ads	Tier-1
Myntra	Fashion & Lifestyle	Omnichannel Brand Store / Ads	Tier-1
AJIO	Fashion & Streetwear	Reliance JIT / Drop-ship	Tier-1
Nykaa	Beauty & Cosmetics	Nykaa Warehouse / Brand Page	Tier-1
Nykaa Fashion	Designer & Luxury Apparel	High-End Designer Curation	Vertical
Meesho	Value Commerce & Tier-2/3	Zero-Commission Seller Model	Value
Tira	Luxury Beauty (Reliance)	Premium Luxury Beauty Hubs	Luxury
FirstCry	Baby, Kids & Maternity	FirstCry Logistics & Retail	Vertical
JioMart	General Merchandise	Reliance Retail B2C Network	National
BigBasket	FMCG, Grocery & Organic	Tiered Hub Fulfilment	Grocery
IndiaMART	B2B Wholesale & Supply	Bulk Lead Engine & RFQ Portal	B2B
Pepperfry	Furniture & Home Decor	Heavy Goods White-Glove Inward	Home
Tata CLiQ Luxury	Luxury Apparel & Watches	Authorized Luxury Partner Model	Luxury
Snapdeal	Value Regional Commerce	Direct Seller Dispatch / SD+	Value
Shopsy	Social Commerce (Flipkart)	Micro-Entrepreneur Network	Social
ONDC	Open Digital Commerce	Decentralized Government Network	Network

MULTI-CHANNEL INVENTORY SYNC & CENTRALIZED CATALOG MANAGEMENT

Prevent out-of-stock penalties across Quick Commerce while scaling maximum volume on National channels.



ORANDA 4-STEP ACCELERATION ROADMAP

A disciplined, battle-tested launch & scaling framework engineered for high-growth enterprises.

STAGE 1: DIAGNOSTIC AUDIT & READINESS (DAY 1 - 3)

We conduct a deep product-market fit audit, analyze margin economics across 24 channels, identify compliance/GST dependencies, and establish your brand's prioritized channel rollout matrix.

STAGE 2: ONBOARDING, UNGATING & COMPLIANCE (DAY 4 - 10)

Our squad executes KYC identity verification, Brand Registry mapping, Category Ungating, Multi-State GST / APOB filings, GTIN exemptions, and dark store inwarding slot approvals.

STAGE 3: CATALOG INGESTION & LUXURY BRAND STORE (DAY 11 - 18)

Batch upload of optimized catalog listings, keyword-indexed titles/bullets, high-converting Amazon A+ Content, Brand Stores, and 10-minute Quick Commerce banner creative tiles.

STAGE 4: PERFORMANCE PPC ADS & CATEGORY DOMINANCE (DAY 19+)

Deployment of algorithmic Sponsored Ads across Amazon, Flipkart, Blinkit, and Zepto. Continuous Buy Box defense, negative keyword harvesting, review generation, and GMV scaling.

CLAIM YOUR FREE 1-ON-1 MARKETPLACE AUDIT

Connect directly with our senior marketplace directors for a bespoke 30-minute growth consultation.

WHAT YOUR AUDIT INCLUDES:

- [+] Competitor whitespace & pricing elasticity review across Amazon, Flipkart & Quick Commerce
- [+] Channel feasibility roadmap identifying which 5 of the 24 channels will yield your highest margin
- [+] Detailed onboarding timeline, GST APOB requirements, and fee breakdown with zero obligation

DIRECT EXECUTIVE CONTACT DIRECTORY

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Live Portal & Consultation Booking: <https://www.oranda.in>

LEGAL & CONFIDENTIALITY NOTICE

This Executive Deck is issued by ORANDA Ecommerce Consulting (West Bengal, India - 712124).

All trademarks, logos, brand names, and platform emblems (Amazon, Flipkart, Myntra, AJIO, Nykaa, Blinkit, Zepto, Swiggy Instamart, Tata CLiQ, ONDC, and partner channels) are the intellectual property of their respective corporate owners. Their mention in this deck is solely for agency service alignment.

For brand engagements, service contracts, and strategic partnerships, contact support@oranda.in.

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