

FOR IMMEDIATE RELEASE

Jagran New Media Becomes First Indian Digital Publisher to Join Forces with the ONDC Network to Launch E-commerce Platform Khojle.com

Khojle.com offers an innovative one-stop 'Content to Commerce' marketplace, providing a personalized and diverse retail experience for every user

May 8th, 2024, New Delhi: Jagran New Media, the digital wing of Jagran Prakashan Ltd, together with the ONDC Network, is thrilled to announce the launch of Khojle.com, a one-stop marketplace that will transform the e-commerce landscape. This strategic move marks the first time that ONDC has joined forces with a leading Indian publisher to provide a unified user experience.

Khojle.com aims to create an all-in-one marketplace focused on India's Tier 2 and Tier 3 markets. It aims to enhance online shopping by integrating e-commerce opportunities into the browsing experience across Jagran New Media's websites. With one click, users can easily access Khojle.com's retail marketplace while reading and browsing content, exploring a wide range of consumer goods like Fashion, Home & Kitchen, Groceries, Electronics, Personal Care, and more with tailored recommendations based on preferences. Beyond convenience, Khojle.com supports the MSME sector and startup ecosystem by enabling growth with strong support from the ministry. This strategic initiative is designed to broaden market access for businesses of all sizes, setting a new benchmark in India's e-commerce evolution.

Bharat Gupta, CEO of Jagran New Media, highlighted the significance of the partnership,

"I am thrilled to announce the landmark partnership with ONDC network for the launch of Khojle.com, a pioneering initiative that seamlessly blends content with commerce to provide a comprehensive solution. This collaboration will revolutionize e-commerce in India, especially empowering Tier 2 towns and rural areas where internet usage now surpasses urban areas, thanks to ONDC DPI's deep integration. It aims to democratize e-commerce access for 'Naya Bharat,' significantly boosting local MSMEs by offering unique content-to-commerce opportunities wherein we will help them with content marketing and product amplification. This move aligns perfectly with our nation's growth towards a \$5.2 trillion economy, promoting initiatives like #VocalforLocal and #OneDistrictOneProduct, paving the way for an inclusive growth environment for Retailers and Businesses alike. Khojle.com is designed as a holistic platform with an Audience & Services model that caters to our extensive user base, from accessing the latest news and information to personalized shopping experiences. This venture is a true reflection of our commitment to fostering innovation and providing user-centric solutions. My sincere appreciation goes to the Ernst & Young team, whose passion and expertise have been instrumental in bringing this visionary project to life."

T Koshy, MD & CEO of ONDC, expressed his enthusiasm and said, "Working with Jagran New Media strategically aligns perfectly with our mission to expand e-commerce penetration in India, enabling

population-scale inclusion of sellers of all types and sizes. The launch of Khojle.com not only opens avenues for startups but also ensures consumer access to wide choices. This initiative aligns with ONDC's democratizing e-commerce and a collaborative environment that is propelling industry growth."

Khojle.com is innovatively designed to enhance Jagran New Media's user experience by seamlessly integrating reading and shopping into a single platform, offering a unique combination of news, politics, sports content, and a diverse shopping experience. This one-stop solution is not just limited to a website but also extends to a user-friendly app, allowing users to stay informed and shop from any corner of the country with ease. This initiative represents an additional revenue stream for Jagran New Media and aligns with ONDC's mission to broaden e-retail penetration in India. Khojle.com is more than just an e-commerce marketplace; it's a transformative approach to content and commerce, enabling scalable and cost-effective e-commerce solutions that support scalable growth for startups.

Visit the website to shop - <https://www.khojle.com/>

About Khojle.com

Welcome to Khojle.com, an MMI Online Limited division, and a groundbreaking marketplace where content meets commerce for personalised shopping. Khojle.com is a one-stop shop for F&B, Grocery, Electronics & Appliances, Fashion, Home & Kitchen, Beauty & Personal Care, Health & Wellness, and a lot more. Khojle.com is a newly launched shopping website by Jagran New Media designed to empower Indian shoppers for all their needs. This venture is launched in collaboration with ONDC (Open Network for Digital Commerce) and caters to the sellers and buyers across their network. Khojle.com offers a shopping experience tailored to your interests with a seamless interface journey that promises to make you return. Whether you're a gadget geek, a fashion aficionado, or a wellness wisher, Khojle.com is your one-stop destination for a lifestyle that inspires and uplifts.

About Jagran New Media:

Jagran New Media has a reach of over 97.5 million users (*Comscore MMX Multi-Platform; March 2024) and has consolidated its position among the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos in a day.

JNM is committed to producing factual & credible content that empowers New India with Knowledge, Information & Voice towards an Inclusive & Progressive Society. The company has dedicated websites covering National & Hyperlocal news, which include www.jagran.com, www.naidunia.com, www.inextlive.com, www.punjabijagran.com, www.gujaratijagran.com, and english.jagran.com. A leading health website in 3 languages, www.onlymyhealth.com; women focus portal, www.herzindagi.com, in 3 languages; and a focused website for education, www.jagranjosh.com. A leading fact-checking website, www.vishvasnews.com, in 12 languages and an in-house production house, Rocketship Films, also contributes to the offering.

About ONDC

Incorporated on 31st December 2021, Open Network for Digital Commerce (ONDC), a Section 8 company, is an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India to create a facilitative model that revolutionizes digital commerce, giving greater thrust to penetration of retail e-commerce in India. ONDC is not an application, platform, intermediary, or software but a set of specifications designed to foster open, unbundled, and interoperable Open Networks.

To know more, visit <https://ondc.org/>

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