

Annexure II

This annexure contains the mapping of the platforms selected for evaluation (on page 43 of the Report) based on the Integration/Influence characteristics identified in Chapter II of the report (and outlined on page 39-40 of the Report).

The Integration/Influence characteristics (“characteristic”) were identified based on analysis of the various cases outlined in Annexure I. These characteristics have been reproduced on pages 39-40 of the report. The serial number referred to in the diagrams in this Annexure related to the serial numbers of every characteristic on that page of the report. This annexure is meant to be read in conjunction with those pages, as well as the limitations of this approach identified in the report.

In order to evaluate whether a particular platform satisfies an attribute identified in Part V or not, we used the following standard process:

1. A survey of the contractual terms of the platform, including its privacy policy, terms and conditions with consumers and terms and conditions with sellers/service providers (where applicable) in order to determine whether a reliable inference about a platform attribute can be made.
2. Where it was not possible to determine if an attribute was satisfied based on a survey of contractual terms of the platforms as in (1) above, then we based our analysis on whether such attribute could be reliably observed on the interface of such platform.
 - a. Some attributes are reliably observed on the interface of a platform, for example, whether a platform sorts the listings on the platform in a non-chronological manner is evident from surveying its interface
 - b. However, some attributes are not reliably observed on the interface of a platform. For such attributes, we noted that it was not satisfied by the platform in question
3. If a particular attribute cannot be identified after a survey of contractual terms in (1) and a survey of the platform interface in (2), then it was noted that such attribute was not satisfied by the platform in question. Please note that these assessments were conducted on an as-is basis for all publicly available material as of November, 2019.

By limiting our inquiry to this process, we ensured that these estimations were based on as objective an assessment as possible. Every attribute is recorded as satisfied only if there is either a contractual term related to such attribute, or if such attribute was reliably observed on the interface of the platform. Consequently, we have tried, as far as possible, to not let subjective interpretations dictate where a platform lies on this model.

However, despite our best efforts to avoid any level of subjectivity or inaccuracy, we note that inaccuracies may have crept in inadvertently. This could be due to misinterpretation of the contractual terms of the platform, or due to an unwarranted inference drawn about an attribute. While we have attempted to minimise such inaccuracies, in any scaled adoption of this interface, collaboration with the platform itself would help rid of these inaccuracies and involve direct input from such platforms in order to improve interpretation of attributes.

Key

Symbol	Meaning
S. No	Number of the attribute on Page 39/40 of the Report
	Attribute is satisfied
	Attribute is not satisfied, or it is not clear whether attribute is satisfied

Integration attributes

S.No	Dunzo	AirBnB	OLX	Urbanclap	Blablacar	Uber	Zomato	Grofers	Flipkart	Amazon	Booking.com	Oyo
1	Red	Red	Red	Red	Red	Red	Red	Green	Green	Green	Red	Green
2	Green	Red	Red	Red	Red	Red	Red	Green	Green	Green	Red	Red
3	Green	Green	Red	Green	Red	Green	Green	Green	Green	Green	Green	Green
4	Green	Green	Green	Green	Red	Green	Red	Green	Green	Red	Red	Green
5	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
6	Green	Green	Green	Green	Red	Green	Green	Green	Green	Green	Green	Green
7	Green	Green	Red	Green	Red	Red	Green	Red	Red	Red	Red	Green
8	Green	Red	Red	Red	Red	Green	Green	Red	Green	Green	Red	Red
9	Green	Red	Green	Red	Red	Green	Red	Green	Green	Green	Red	Green
10	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Green
11	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
12	Red	Green	Red	Green	Red	Green	Green	Green	Red	Green	Green	Green
13	Red	Green	Green	Red	Green	Green	Green	Green	Red	Red	Green	Green
14	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
15	Red	Red	Red	Red	Red	Green	Red	Red	Green	Green	Red	Green
16	Green	Green	Red	Red	Green	Green	Green	Red	Green	Red	Red	Red
17	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
18	Green	Green	Red	Green	Red	Green	Green	Green	Green	Green	Red	Green
19	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
20	Green	Green	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green
21	Red	Green	Green	Green	Red	Green	Green	Green	Green	Red	Red	Green
22	Green	Green	Red	Green	Red	Green	Green	Green	Green	Green	Green	Red
23	Green	Green	Red	Green	Red	Green	Green	Green	Green	Green	Green	Green

Influence attributes

S.No	Dunzo	AirBnB	OLX	Urbanclap	Blablacar	Uber	Zomato	Grofers	Flipkart	Amazon	Booking.com	Oyo
1												
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