Zillybuy NavBharat Launches With Affordable Made In India Products From MSME Sellers And Homegrown Brands

ZillyBuy launches NavBharat, a storefront for affordable Made in India products from MSME sellers and homegrown brands, live before the festive season.



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MUMBAI, MAHARASHTRA, INDIA, September 22, 2026 / EINPresswire.com/ -- ZillyBuy opens a dedicated storefront on its ONDC-powered marketplace for made in India goods from MSME sellers and homegrown brands, ahead of the festive season.

ZillyBuy, an ONDC-powered online marketplace, announced the launch of NavBharat, a dedicated storefront for affordable made in India products from MSME sellers and homegrown brands. The storefront goes live ahead of the festive season, giving shoppers across India a single place to find locally made goods through verified ONDC seller networks.

> ZillyBuy NavBharat gives India's small makers a real shot at the festive season great local products deserve to be seen, without needing scale. Imran Ansari, ZillyBuy"
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> *Imran Ansari, Project Manager, ZillyBuy*

ZillyBuy NavBharat brings small manufacturers, regional makers, and new Indian brands together under one banner. The aim is straightforward. Give smaller sellers a fair chance to be seen during the busiest shopping months of the year, and give buyers an easy way to shop local in one place. For many of these makers, the festive season is the single biggest sales window of the year, and Zillybuy NavBharat is built to help them make the most of it.

What's Included in ZillyBuy NavBharat

The NavBharat storefront brings together everyday staples and wellness essentials from homegrown Indian brands, including:

 Kitchen And Pantry Staples: Mustard oil and ghee, atta/flours and sooji, rice and rice products, masalas and seasonings (turmeric, black pepper, Sichuan pepper), pickles and chutneys, tea and coffee, and salt, sugar and jaggery
 Ayurvedic And Wellness Goods: Traditional formulations and natural remedies from Indian brands
 Personal Care And Beauty: Essential oils, hair oils and growth serums, face and lip care, and bath soaps, salts and cleansers
 Baby Care and Bakery, Cakes & Dairy Essentials

Pricing across the range is kept affordable, with discounts of up to 60% on select made in India products during the festive launch. The full catalogue can be browsed on ZillyBuy's dedicated NavBharat page. The company said more products and categories will be added in phases as more sellers join, with the assortment widening through the festive period and beyond.

Made in India, Backed by Vocal for Local
The launch supports the wider Vocal for Local movement, which encourages people to choose Indian-made goods and back local business. Many small sellers make good products but find it hard and costly to sell online on their own. Listing fees, logistics, and the sheer effort of marketing a single shop can put a national audience out of reach. ZillyBuy said NavBharat is built to remove that hurdle, so small makers can reach buyers across India without depending on one big platform.

The company added that keeping products affordable is central to the idea. Made in India does not have to mean paying more, and NavBharat is positioned to show that local goods can compete on price as well as origin.

Built on the ONDC Network
ZillyBuy runs on the Open Network for Digital Commerce (ONDC), a Government of India initiative made to open up online shopping beyond a few large private platforms. The network is growing quickly. ONDC crossed 500 million total transactions in July 2026, with more than 200,000 retail sellers active on the network, according to ONDC.

On this network, sellers of all sizes can list under one shared system, which gives shoppers more choice and often better prices. Every product on ZillyBuy NavBharat is listed through ONDC-verified sellers, with secure payment options, delivery across more than 20,000 pin codes, and a simple return and refund process. Because the storefront is built on shared infrastructure rather than a closed platform, a small seller in one state can reach a buyer in another without needing scale of their own.

Ready for the Festive Season
Festive months in India bring a sharp rise in shopping across gifts, clothes, home items, and personal care. ZillyBuy said the launch was timed so that made in India sellers can be part of that rush, instead of the demand going only to bigger, better-funded brands. The company expects

gifting and home categories to lead early demand, with fashion and beauty building through the season. For shoppers, the pitch is simple. Festive buying that supports local makers, at prices that hold up against the big names, without leaving the marketplace they already use.

"India makes far more than most shoppers ever get to see online, and a lot of it comes from small units that never had a fair shot at a national audience," said Fuzail Qureshi, Co-Founder of ZillyBuy. "We built NavBharat to change that. By listing homegrown brands and MSME sellers through verified ONDC sellers, we put local makers and everyday buyers on the same footing and let the products speak for themselves."

How ZillyBuy Checks Its Sellers

A common worry in online shopping is whether a listing comes from a real, trusted seller. ZillyBuy said its ONDC-based model answers this by linking every listing to a verified seller, not an unknown third-party account. The company said this matters most in categories like beauty and personal care, where buyers are more careful about where a product comes from and what goes into it.

"Buyers are more careful than ever about who they are actually buying from," Qureshi added. "That is why checking sellers is not an afterthought for us. It is the base the whole NavBharat storefront is built on. When a shopper picks up a product from a small brand they have never heard of, they should be able to trust that it is genuine."

Availability

ZillyBuy NavBharat is live now, with more sellers and categories being added over the coming weeks. Shoppers and sellers across India can browse the storefront and start listing through the ZillyBuy website, where full details on the festive launch are available.

About ZillyBuy

ZillyBuy is an ONDC-powered online marketplace connecting shoppers with verified sellers across categories such as grocery, electronics, fashion, and beauty and personal care. The marketplace is focused on giving smaller Indian sellers a route to a national audience while keeping products affordable for everyday buyers. More information is available at ZillyBuy.

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