



Zepto is your next-door quick commerce app, delivering online groceries, fruits, vegetables, personal care, electronics & much more to you in just minutes.

Due to Covid-19 and Increase in Internet users over 550 million in 2020,

Putting Online shopping to reach over 41% of the population.  
Evolution of digital payments.

All of these factors, combined with a shift in Indian consumer shopping behaviour.

Usually it takes over a couple of days to deliver groceries and other necessities. But to bridge this gap Zepto, through a chain of Dark Stores or retail distribution makes it to 10 min .

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•**Valuation:** \$ 570 million in just 5 months of its operation

•**Business Model :** fast growing rapid commerce business model premises of 10 minute delivery



# Quick E-COMMERCE

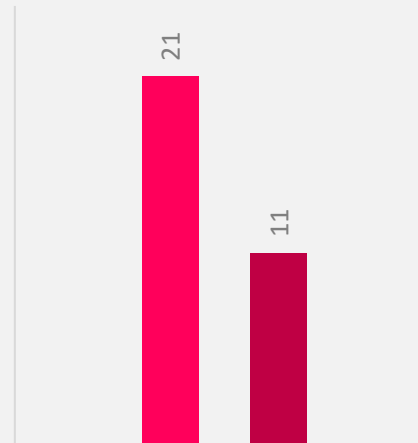
Zepto

■ 2022 ■ 2023



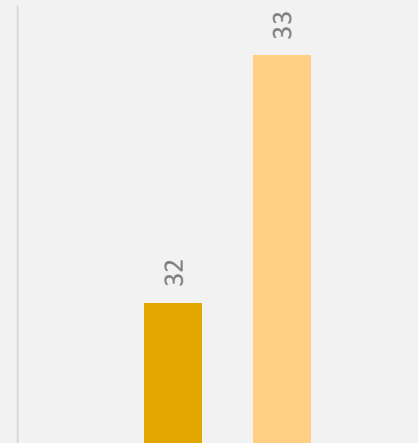
Big Basket

■ 2022 ■ 2023



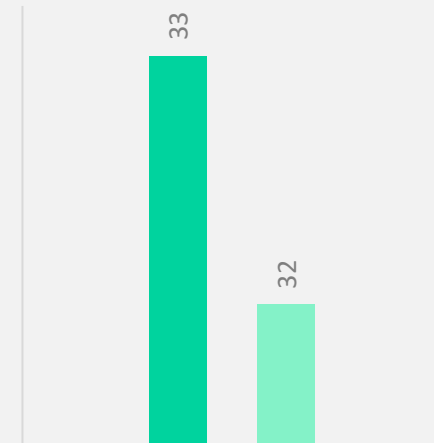
BlinkIt

■ 2022 ■ 2023



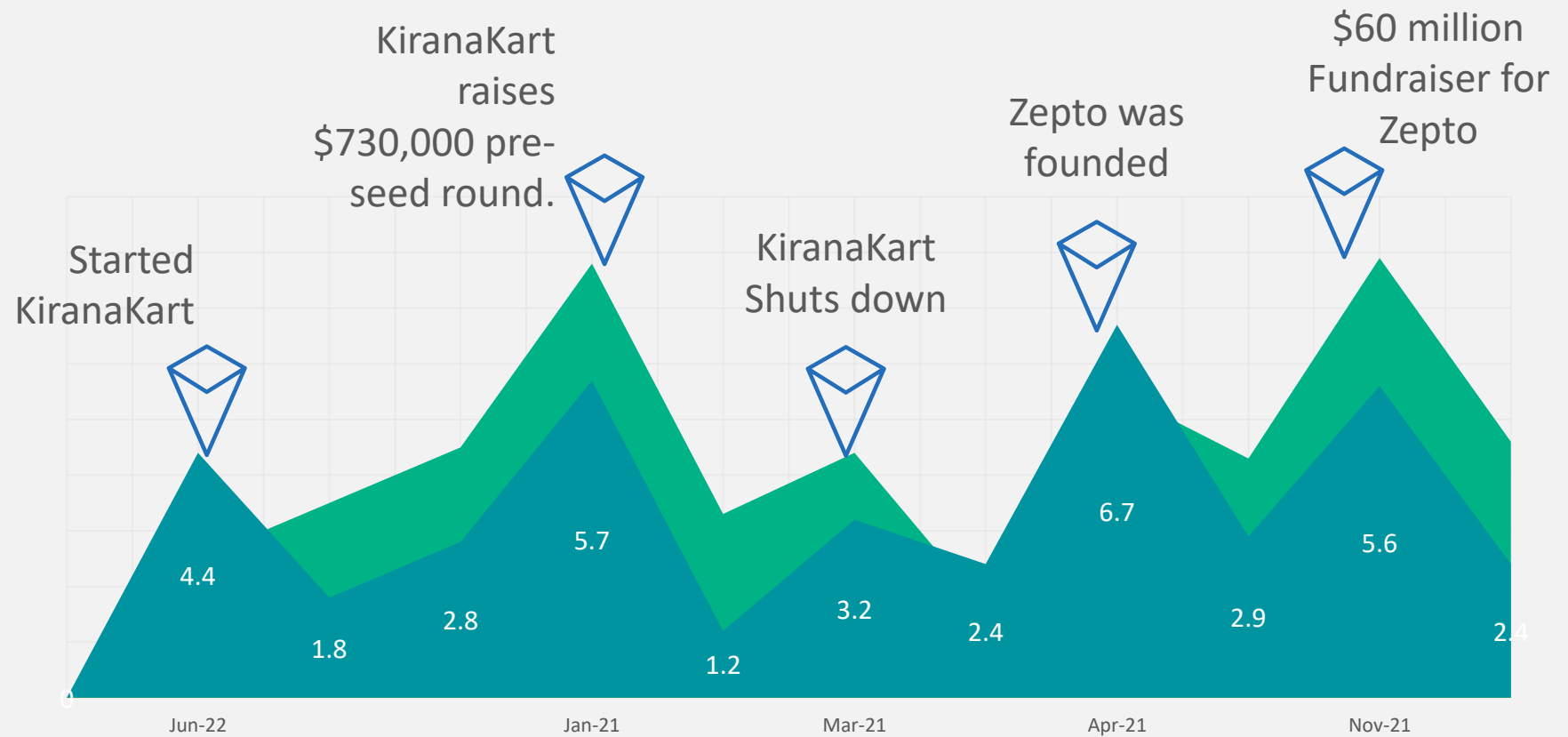
Swiggy  
Instamart

■ 2022 ■ 2023



# Zepto Status

01

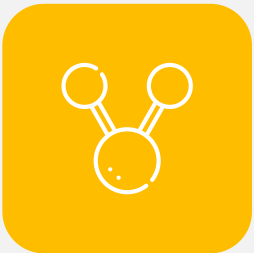


# 02

## 576 Million



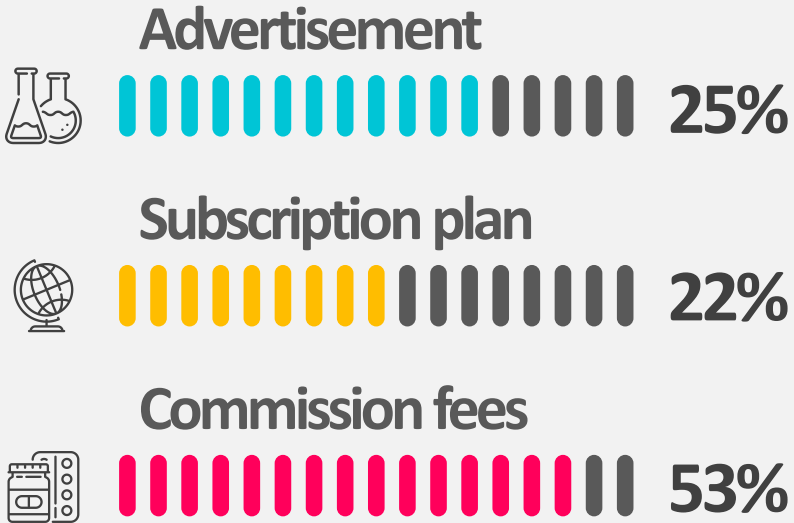
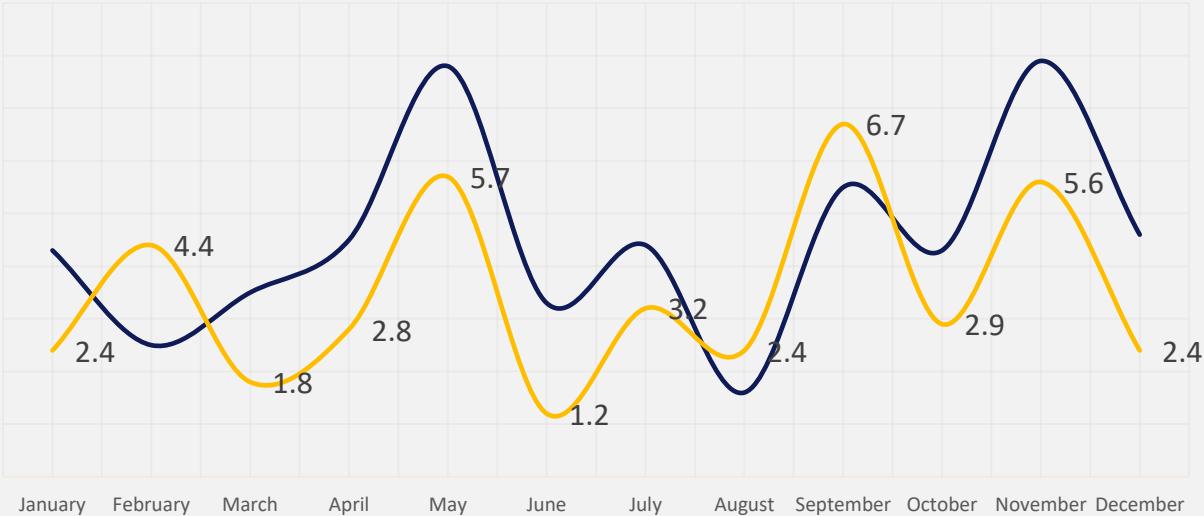
Grocery store  
and  
advertisement

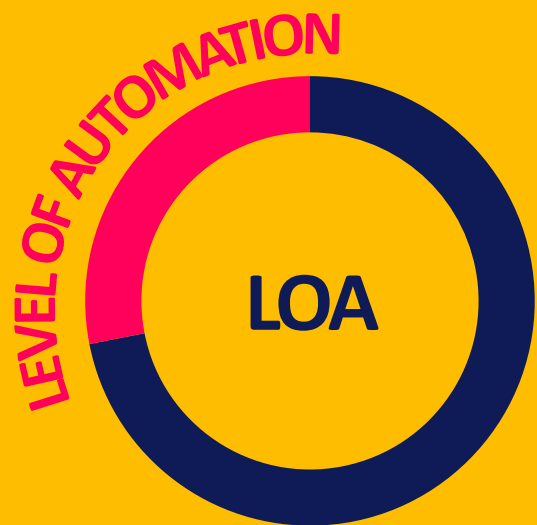


Subscription  
and  
membership  
plan



Commission fees  
from customers  
and stores

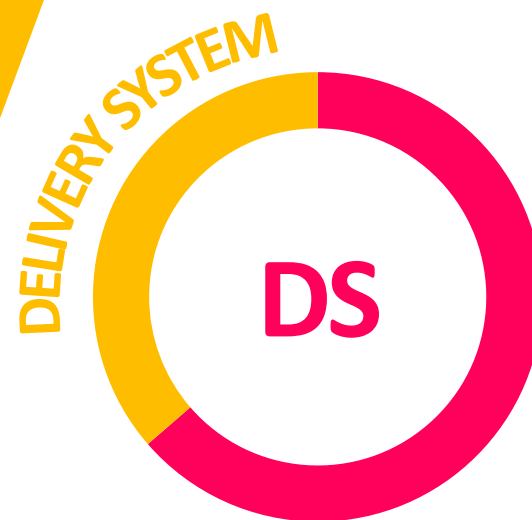




Dark Store Concept played a vital role



It made the difference.



It stand out as the USP



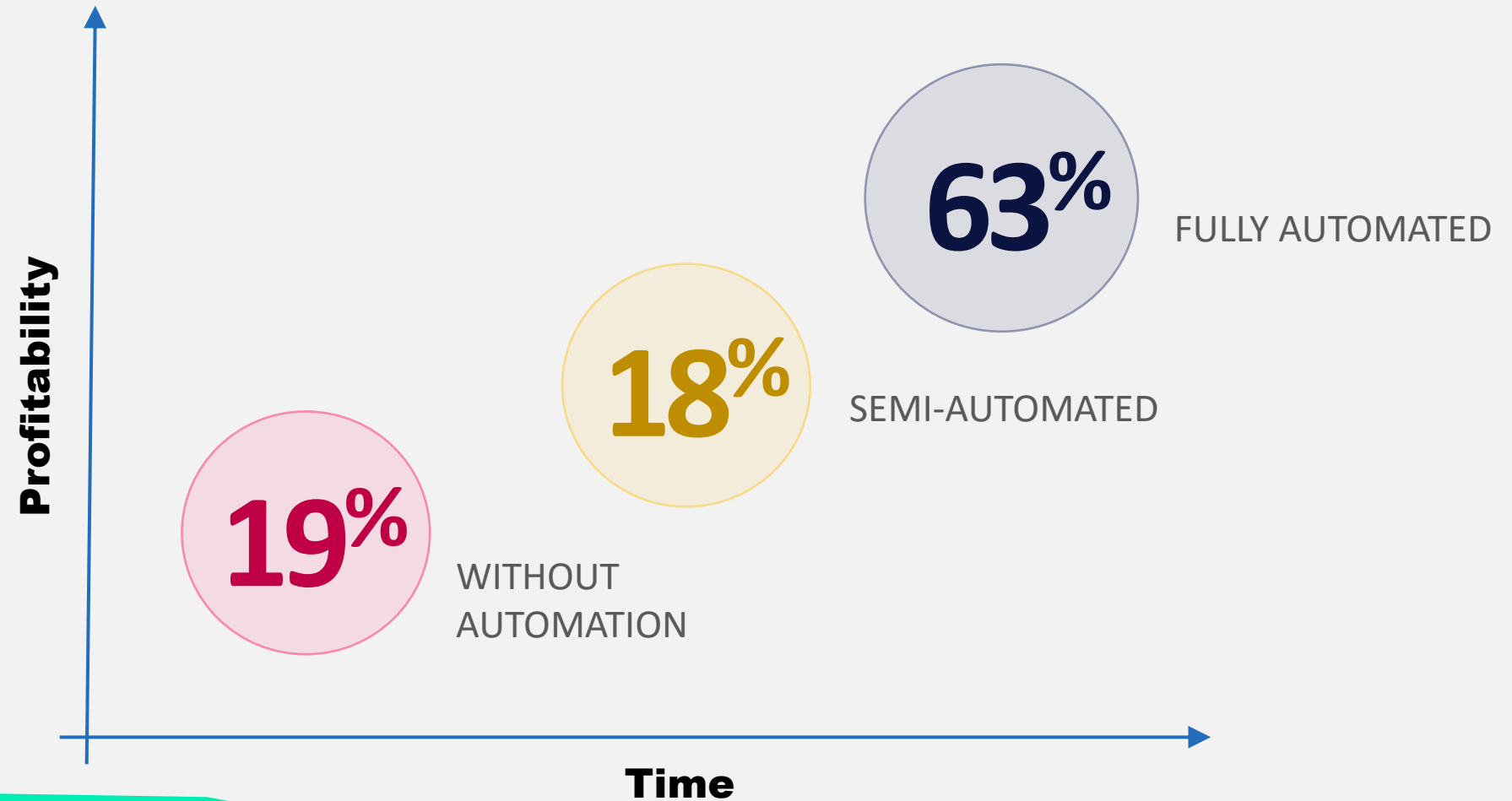
It Boomed due to Covid

Design Thinking

03

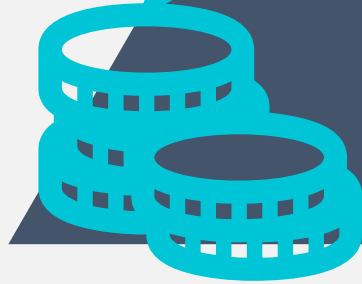
# LEVEL OF AUTOMATION

04



# Delivery System

05



## Home Delivery

Zepto Promise to deliver in 10min by Dark store model



## In-store Pickup

Customer can pick items outside the dark store without going inside store



## Curbside Pickup

Designated parking space where get items inside the vehicles only (very handy).



06

# Advantages of DarkStore



Improves SKU management



Efficient distribution and  
delivery



Fast and contact free  
shopping

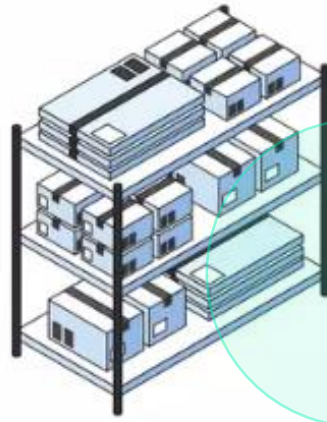


Enhanced Inventory Control



# PROBLEMS WITH DARK STORE

07



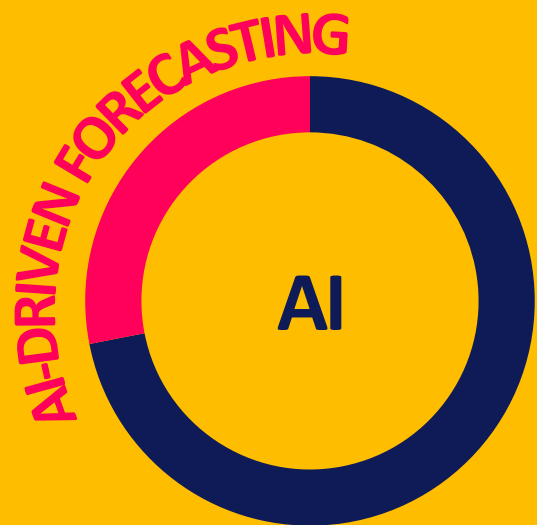
THE SKU CHALLENGE



THE PERISHABILITY  
CHALLENGE



THE FULLFILLMENT  
WINDOW CHALLENGE



It eliminates hours of manual work



Forecast Dark Store availability



It improves pick efficiency



Critical to meet Target of Extreme Speed

*solutions*

08

What do you Think?

Any Ideas ?

Or Questions ??

~HRS

Made with a  
Sleepless Night 