

PRODUCT TEARDOWN

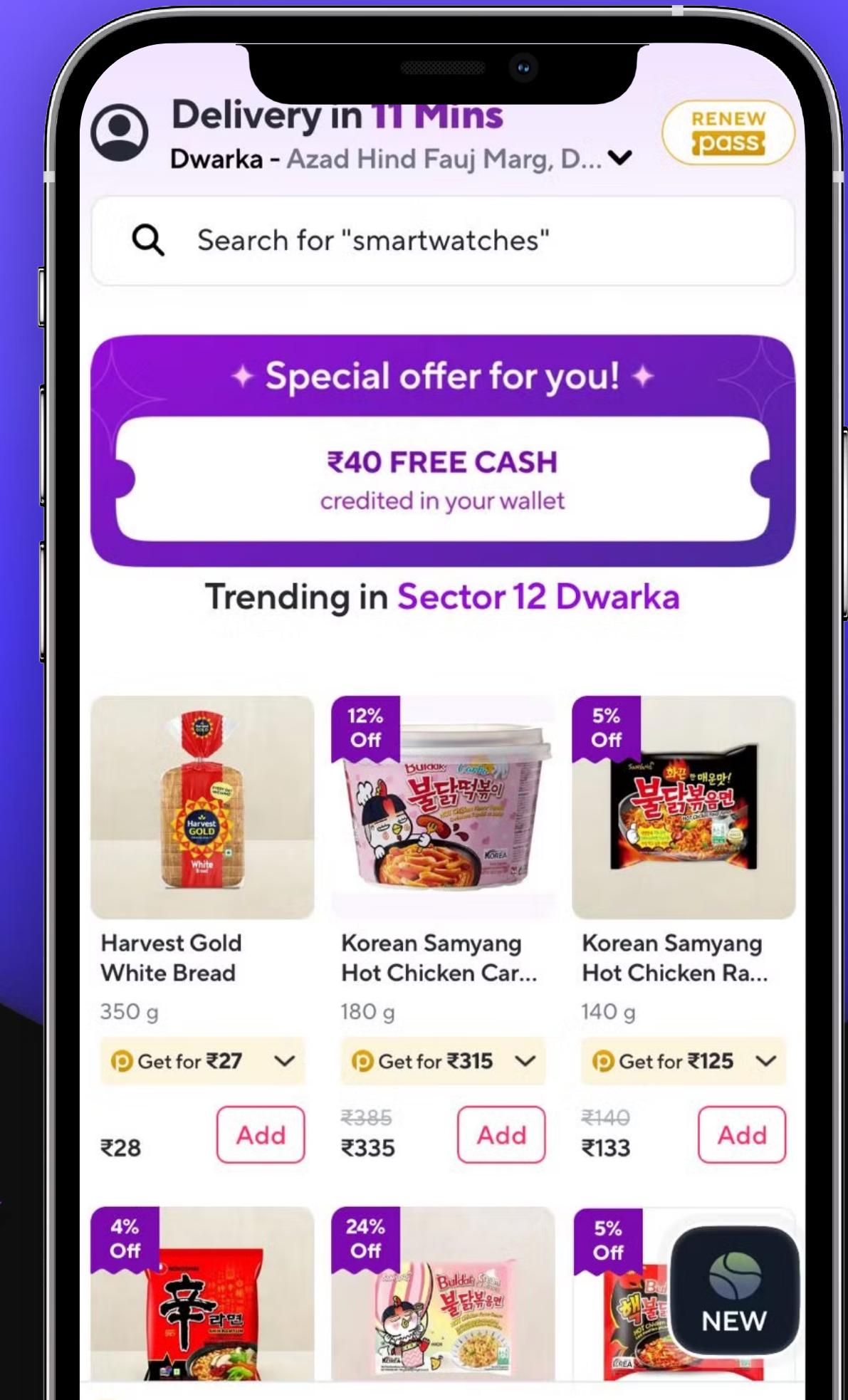
Zepto: 10 Min Grocery Delivery

UI/UX and Feature

Introduction

zepto

Try Pitch



COMPANY OVERVIEW

The logo for zepto, featuring the word "zepto" in a bold, red, sans-serif font.

Key Metrics

Downloads: 1 Cr+

Avg. Ratings: 4.6 ★

Reviews: 7L

Try Pitch

Headquarter
Industry
No. of Employees
Established
Founders
CEO

Mumbai
Food & Agriculture Tech market
1K+
2021
Aadit Palicha, Kaivalya Vohra
Aadit Palicha

COMPETITORS





→ Business Model Dark Store model

Zepto, founded by a couple of teenagers, has transformed the grocery delivery sector with its innovative Dark Store model. These specialized distribution centers, which are not open to the public, efficiently fulfill orders and supported retail establishments during the Covid-19 pandemic. Dark Stores enable precise and quick order fulfillment, offering consumers same-day delivery, in-store pickup, and online shopping.

→ Revenue Model Dark Store concept

Zepto's revenue model capitalizes on its ability to deliver over 2500 items within just 10 minutes, fostering strong customer loyalty and rapid growth. By charging delivery fees and leveraging partnerships with suppliers, Zepto generates substantial revenue. As one of the fastest-growing startups, Zepto's use of the Dark Store concept highlights the significant profit potential and impact of the grocery delivery sector.

COMPETITORS



SWIGGY instamart

Downloads: 100M+

Average Rating: 4.3

Reviews: 8M

Founded: 2014



bigbasket

Downloads: 50M+

Average Rating: 4.7

Reviews: 1M

Founded: 2011



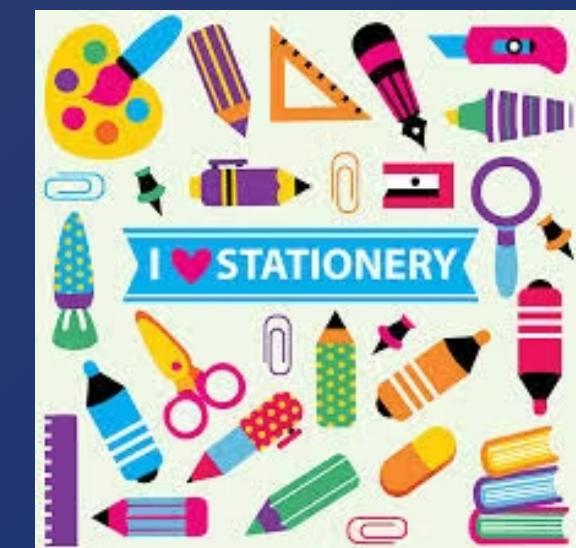
blinkit

Downloads: 50M+

Average Rating: 4.3

Reviews: 1M

Founded: 2013

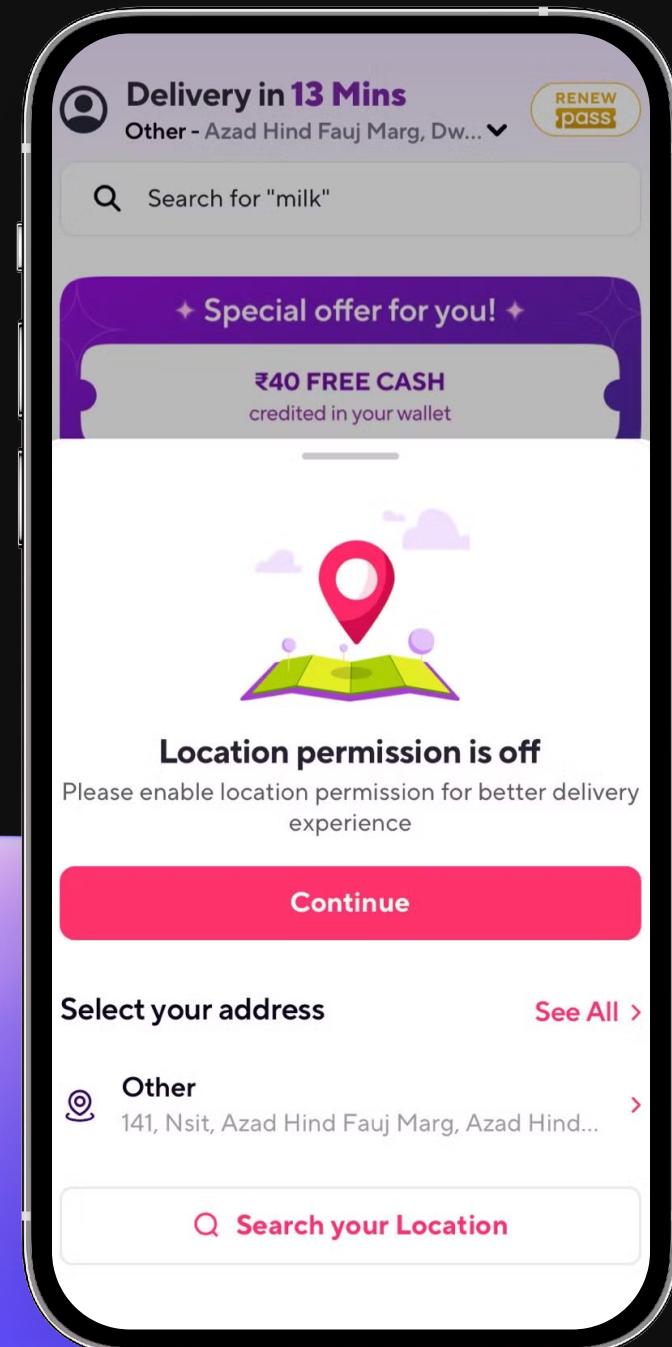


zepto



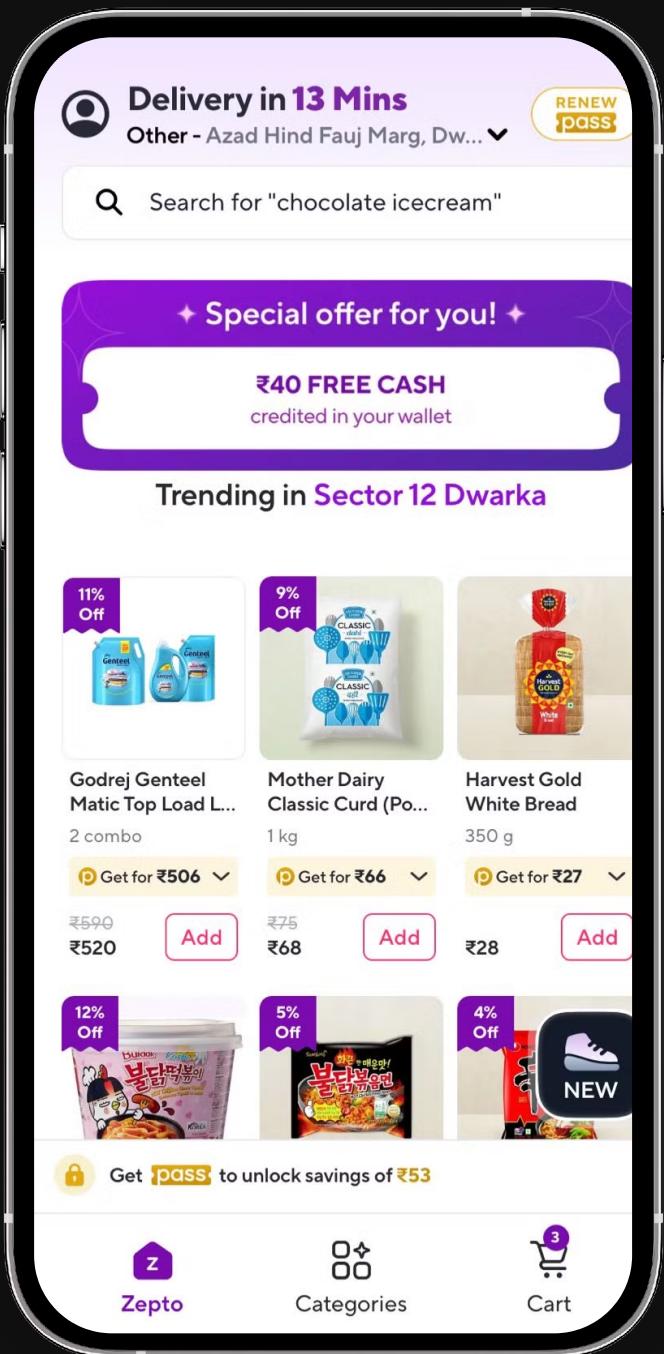
USER JOURNEY

Zepto: 10 Min Grocery Delivery

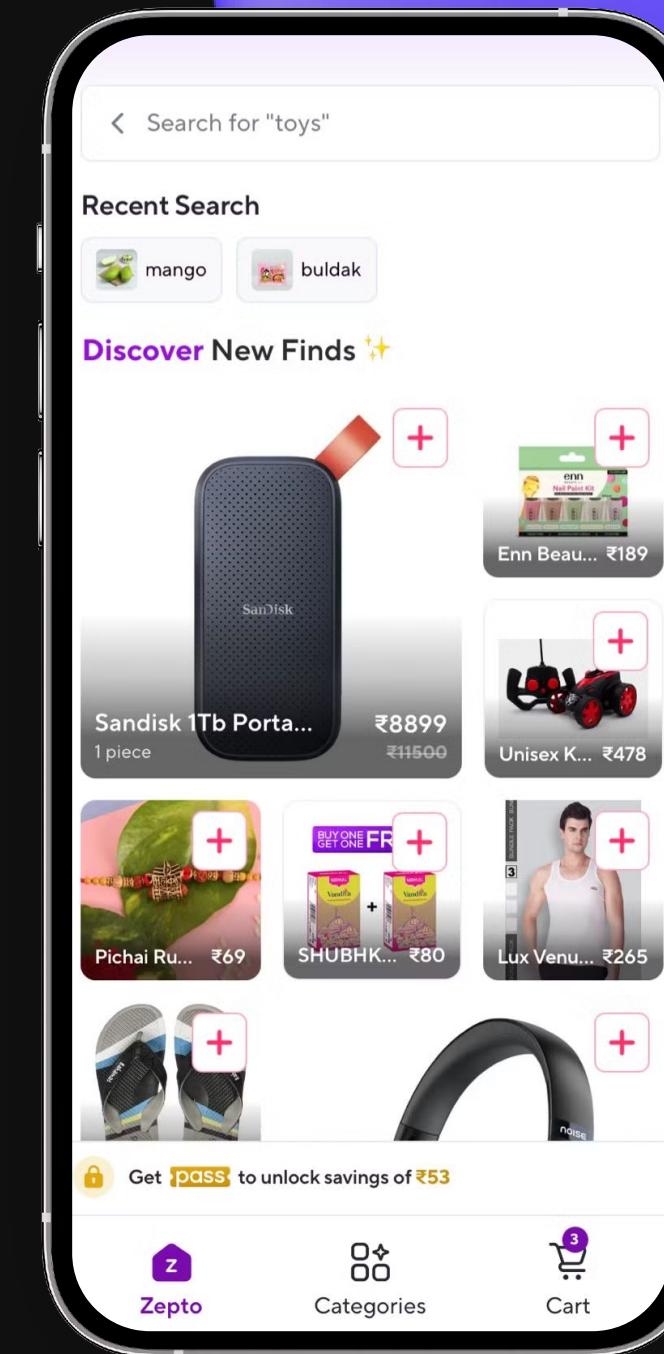


Open the Zepto app, select the delivery location

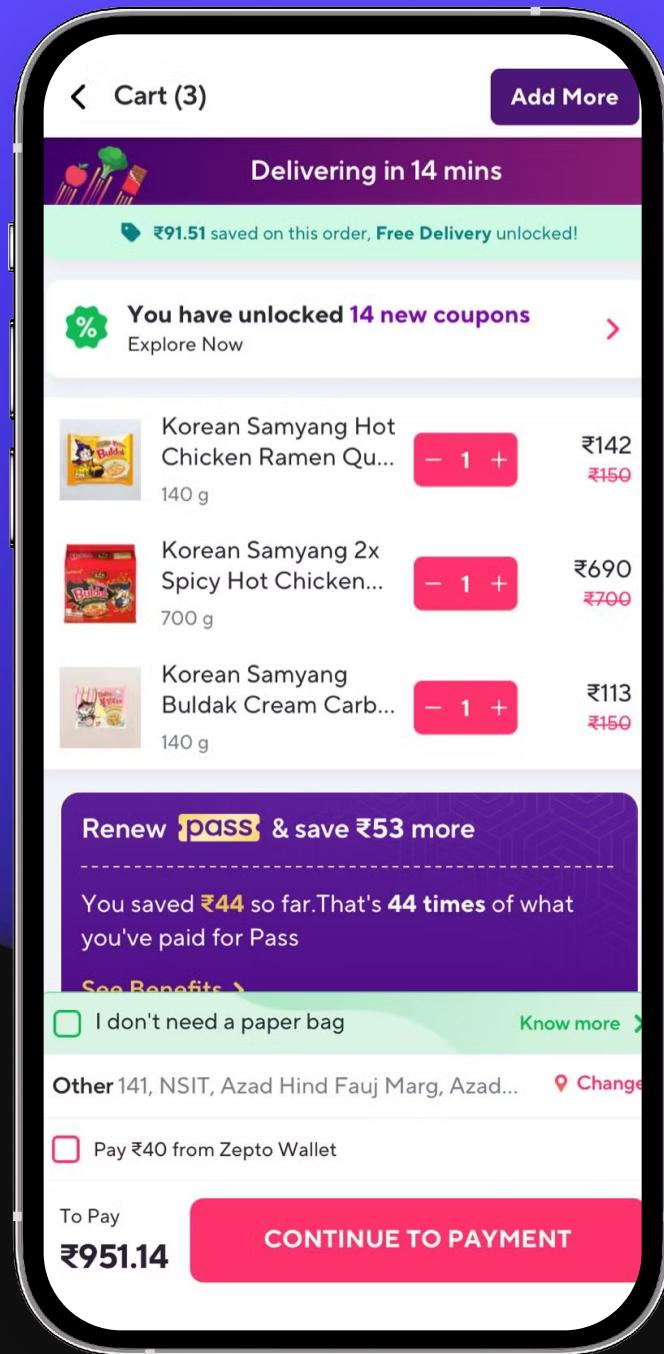
Try Pitch



Search the desired items or select the items from recommendations



Search desired items and add them to cart



Review items in cart and proceed to payment

USER PERSONA



Maya Malhotra, 27F

Business Analyst

Medium Income Group



Achyutam Krishnan, 34M

IT Consultant

High Income Group

“The best grocery delivery app available. They constantly have **great deals** that are truly helpful, like giving you wallet cash that you can spend on any kind of merchandise. They offer free delivery when you purchase their Zepto pass. A good and **user-friendly app interface** is also present. I am completely satisfied and have no complaints at all. People who highly recommended this found it useful.”

“I have to admit that since I started using the Zepto app, my life has completely changed. With just a few touches, you can easily order groceries and other necessities thanks to the clear and simple interface. The most impressive thing about them is how **dependable** their delivery service is. Orders are **delivered on time**, frequently earlier than expected, and the drivers are always polite. There have never been any problems for me with damaged or missing goods.”

Special offer for you!

₹40 FREE CASH

credited in your wallet

Trending in Sector 12 Dwa



Godrej Genteel Matic Top Load Laundry Detergent (11% off)
Mother Dairy Classic Curd (9% off)

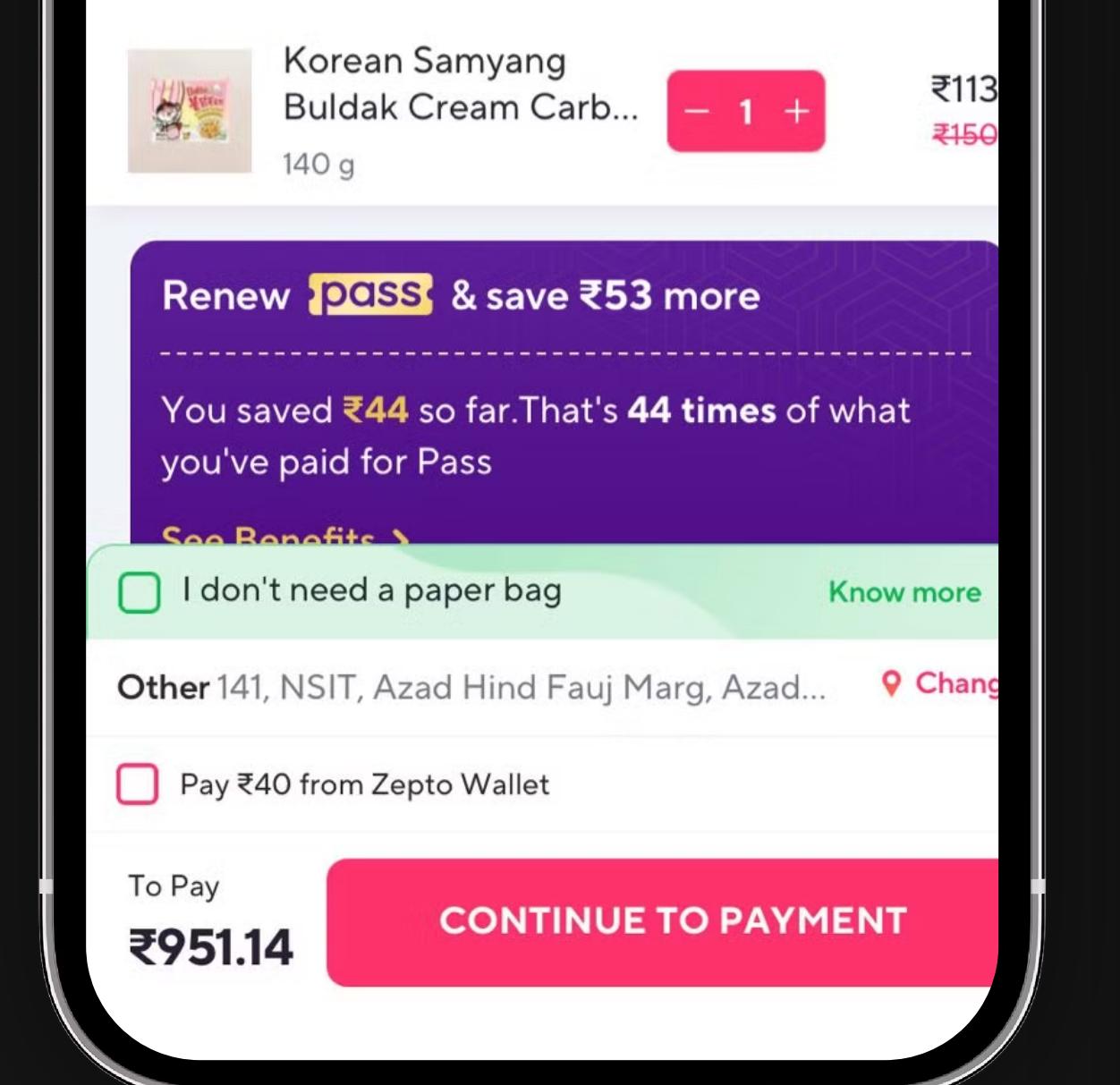
2 combo 1 kg

Get for ₹506 ▾ Get for ₹66 ▾
₹590 ₹520 Add ₹75 ₹68 Add



Get pass to unlock savings of ₹53

0+ 00
Z
Zepto Categories



Customer Painpoints —

- Can not wish-list favorite items.
- Having to manually place orders for regularly used items.

New Features

Feature #1

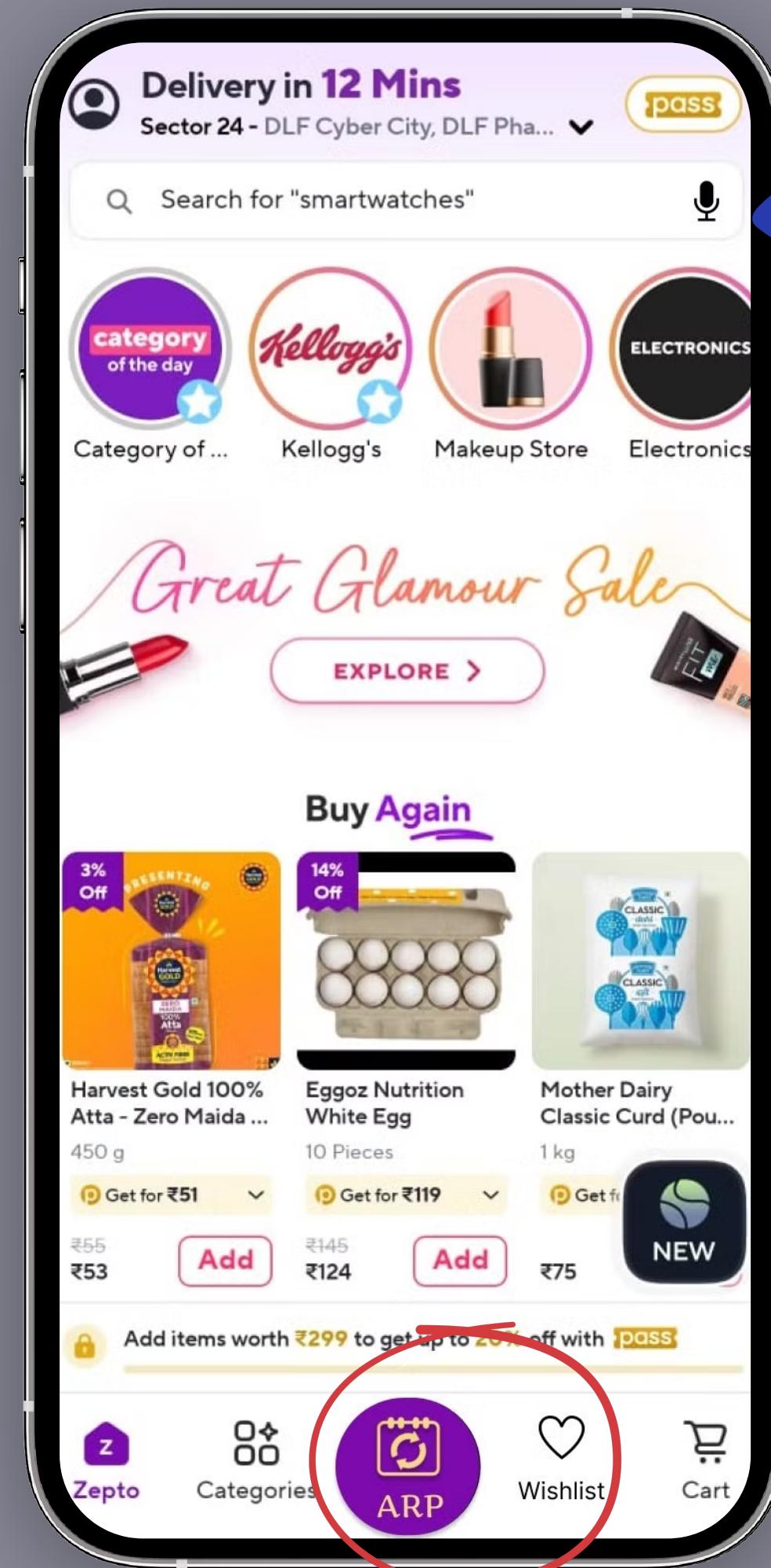
Auto Repeat Plan to set up automatic repeat orders.

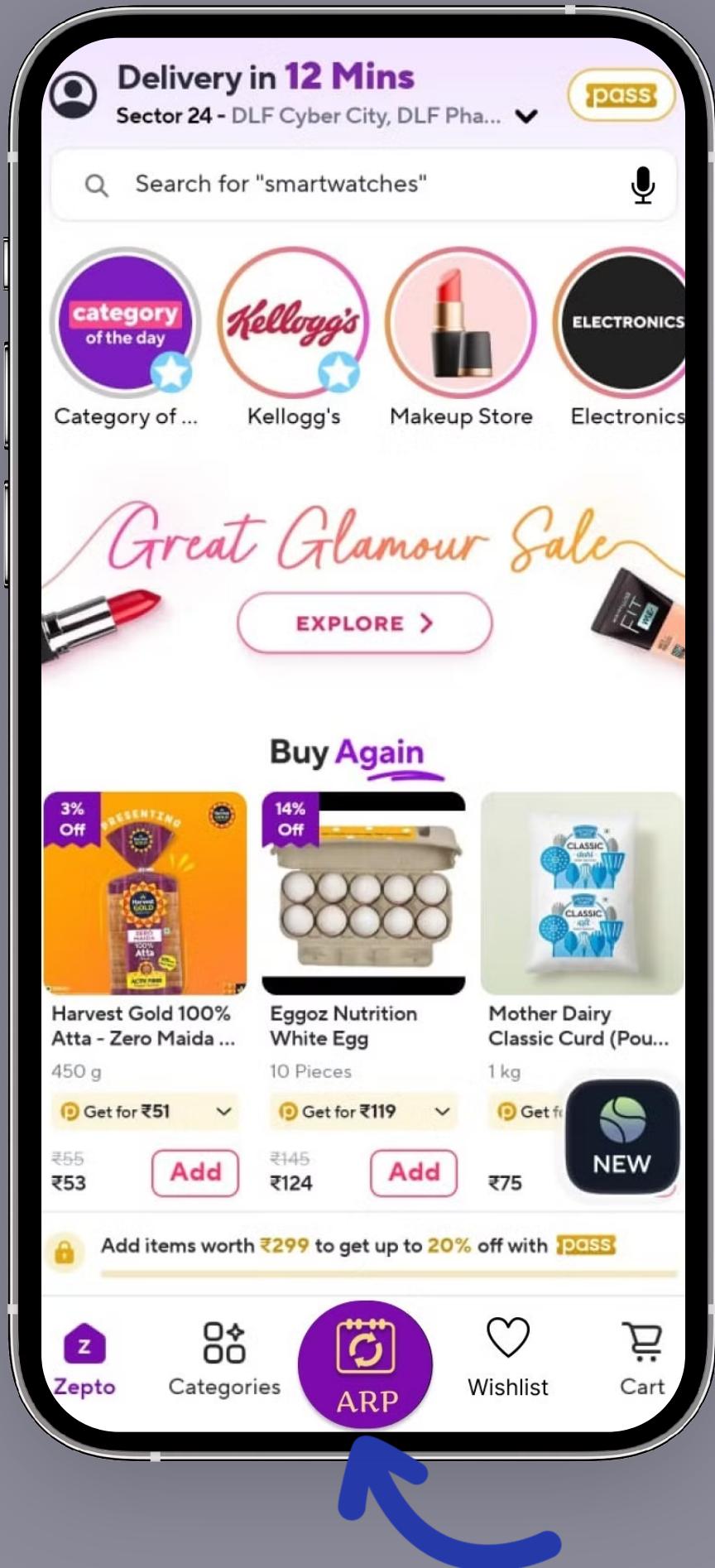
Feature #2

Voice search command.

Feature #3

Wish-list to list important items.

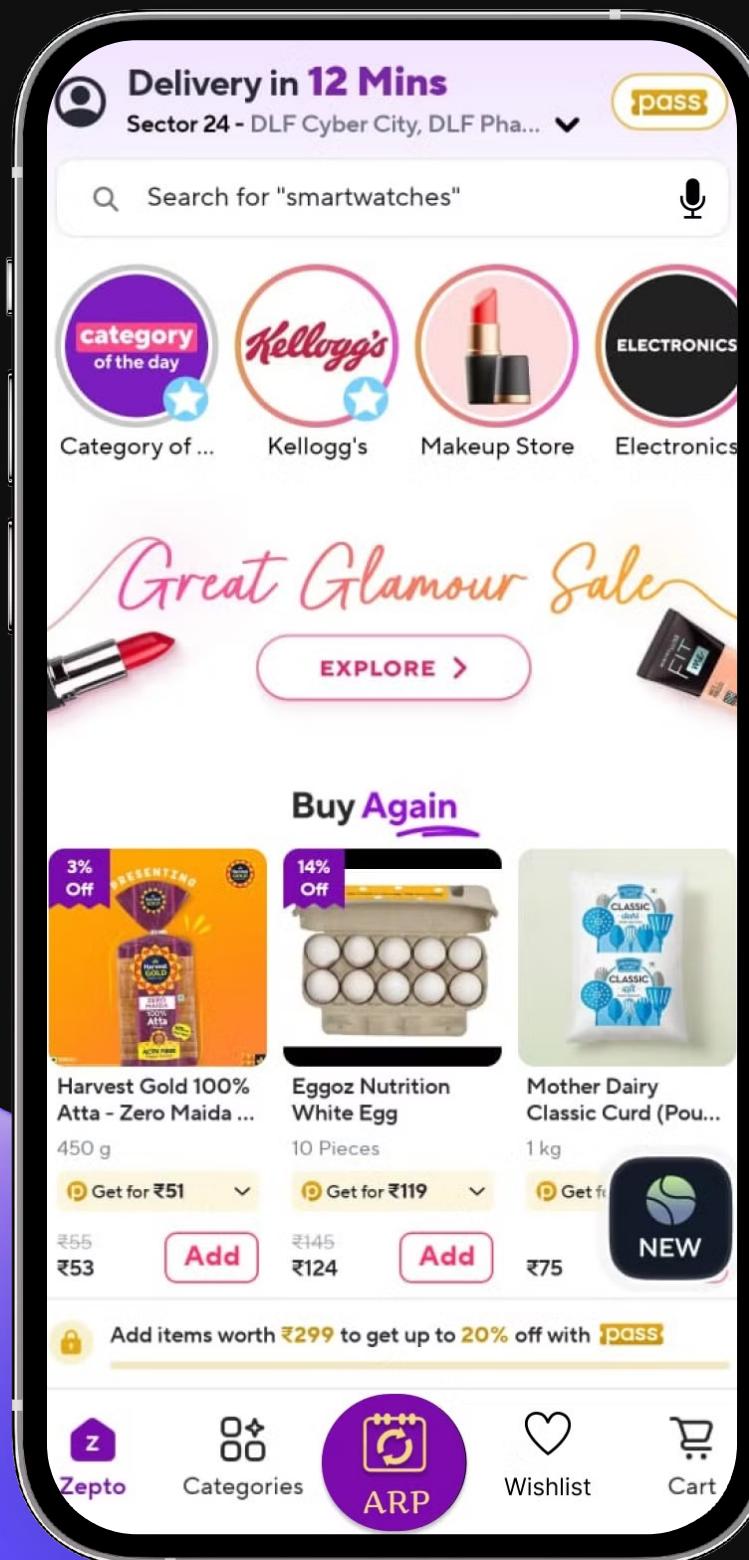




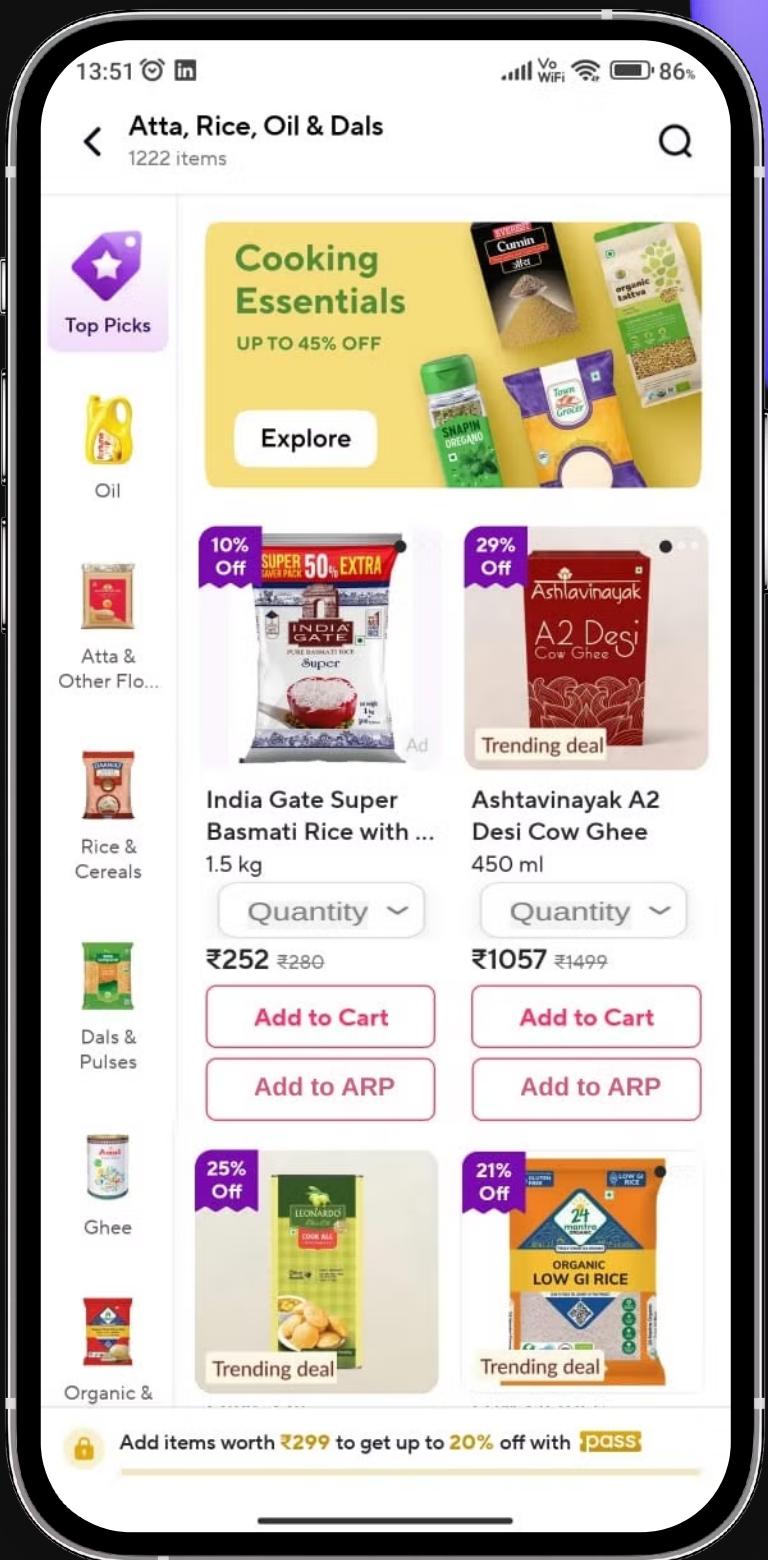
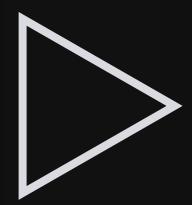
Auto Repeat Plan: Enhancing User Convenience with Automated Ordering

- The **Auto Repeat Plan** is a feature that allows users to set up **automatic repeat orders**, ensuring they never run out of essential products. Accessible through a dedicated icon, users can easily add items and specify quantities.
- They can choose from **flexible repeat intervals**, such as every 2 weeks, 1 month, or 3 months, to suit their consumption patterns. The plan seamlessly integrates **multiple payment options**, including online payments, with automatic deductions once the order is placed.
- To maintain **user control**, a notification system sends **reminders** 10 days before each scheduled order, allowing users to modify, edit, pause, or stop their plans if necessary. This ensures users can adapt their orders to changing needs.

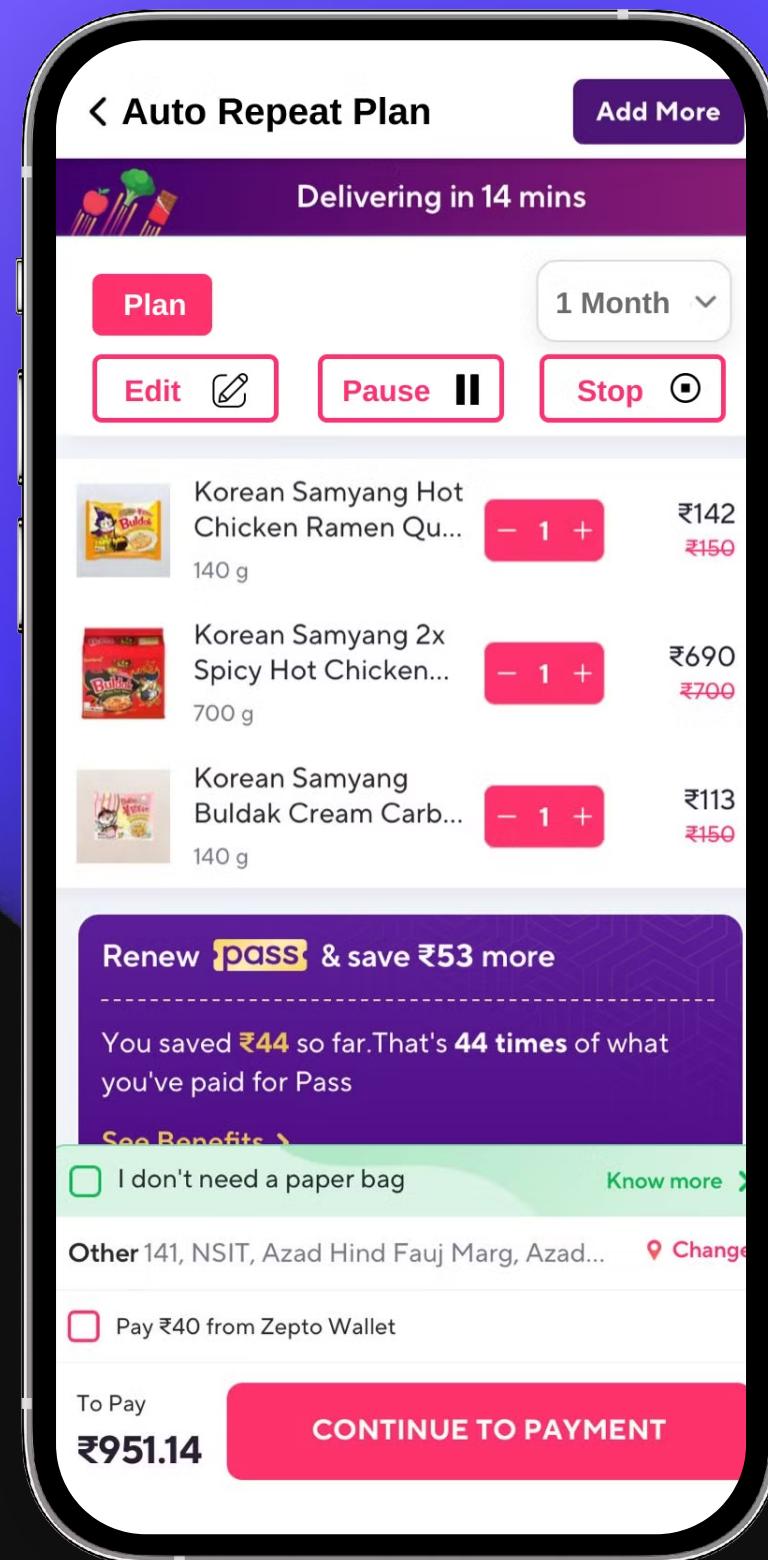
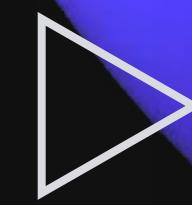
USER JOURNEY



Search the desired items or select the items from recommendations



Add items to ARP



Choose ARP plan, review items in ARP cart and proceed to payment

Thank You →

Akshita Virat
Krithika
Adil

