**Q1) What is TAM in terms of Revenue of hyperlocal delivery in India (hyperlocal delivery here refers to services like Dunzo, Instamart, Porter etc)**

Total Addressable Market (TAM) is the highest possible income that a company may make from marketing its goods or services inside a certain market. TAM, as it relates to hyperlocal delivery services in India, such as Porter, Instamart, and Dunzo, would be the entire amount of money these services might possibly make if they were to completely dominate the market.

However, because of the fragmented data and dynamic nature of the industry, determining the precise TAM for hyperlocal delivery services in India might be challenging. The following information may be helpful:

India has 141 million hyperlocal commerce shoppers as of 2021, and by the end of 2022, that number was predicted to increase at a rate of 52% to 214 million.

According to estimates from the India Brand Equity Foundation (IBEF), 48% of Indian e-commerce customers purchase hyperlocal goods and services.

The hyperlocal delivery industry includes the online food delivery business, which is expected to increase considerably between 2020 and 2026.

These numbers offer an indication of the magnitude of the TAM that hyperlocal delivery services in India may eventually reach. They are estimations, though, and the real TAM may differ depending on a range of variables including consumer behavior, industry trends, and technology developments.

For example:  
Let's take a look at Dunzo, a significant participant in India's hyperlocal delivery sector. Financial documents show that Dunzo's operations revenue increased 4.1X from ₹54 crore in FY22 to ₹226 crore in FY23. Assuming that Dunzo holds one percent of India's hyperlocal delivery market, the TAM would be ₹22,600 crore, or 100 times Dunzo's sales. This is a simplified example; actual calculations may need to take other variables like market share, average order value, frequency of orders, etc. into account.

**Q2) Let’s say you own a business in T-shirt brand (pick any brand of your choice) create a Marketing plan around it with a budget of Rs 5 Lakhs**

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**Market research (₹50,000):**

Gain insight into the competitors, the target audience, and their preferences. Surveys, focus groups, or working with a market research company may all be part of this.

**Website and SEO (₹1,00,000):**

Develop a visually appealing and intuitive website. To increase the site's exposure on search engines, spend money on SEO.

**Social Media Advertising (₹1,75,000):**

Promote your brand on Facebook and Instagram, two sites that are well-liked by younger consumers who usually purchase T-shirts.

**Influencer Marketing (₹50,000):**

Partner with style icons who may feature your tees to their audience.

**material marketing (₹50,000):**

Produce interesting material on fashion trends, T-shirt style, and other topics through blogs, videos, and social media postings.

**Events Offline (₹75,000):**

To boost brand awareness, take part in regional flea markets or fashion shows, or sponsor small gatherings.

**Q3) Do Product tear down of Hypergro mobile application and make Presentation of it (Primary and Secondary research will be involved in this)**

Please click on the below link to redirect to ppt,  
<https://docs.google.com/presentation/d/12M7uTnFuve95oiqcmKslCDeKB4gZuUKDGER9-sk03GM/edit?usp=sharing>