



OWSHO: Revolutionizing India's Local Retail with Zero Commission Marketplace

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What OWSHO Does

Core Functionality Modules:

- **Product & Service Marketplace:** Unified platform for buying products and booking home services.
- **Vendor App:** Allows sellers to manage listings, offers, inventory, and customer interactions.
- **Customer App:** Enables seamless discovery, booking, and order tracking.
- **Subscription Billing System:** Manages plan selection, renewals, and upsells.
- **Marketing & Analytics Tools:** Empower vendors with customer insights and promotional options.
- **Payment Gateway:** Secure, fast, and fully integrated with Indian UPI/banking systems.
- **Logistics & Delivery Module (future):** Plan to integrate hyperlocal delivery networks.

The Problem

**Critical Challenges
Hindering Local
Vendors in India:**

01

Eroded Profit Margins:

Dominant platforms charge 20–30% commission.

02

Lack of Visibility:

Smaller vendors overshadowed by high-ad-spending brands.

03

Limited Digital Adoption

Many vendors lack the technical literacy or resources.

04

No Localized Support

Generic platforms fail to address region-specific vendor needs, language preferences, and cultural nuances.

The OWSHO Solution

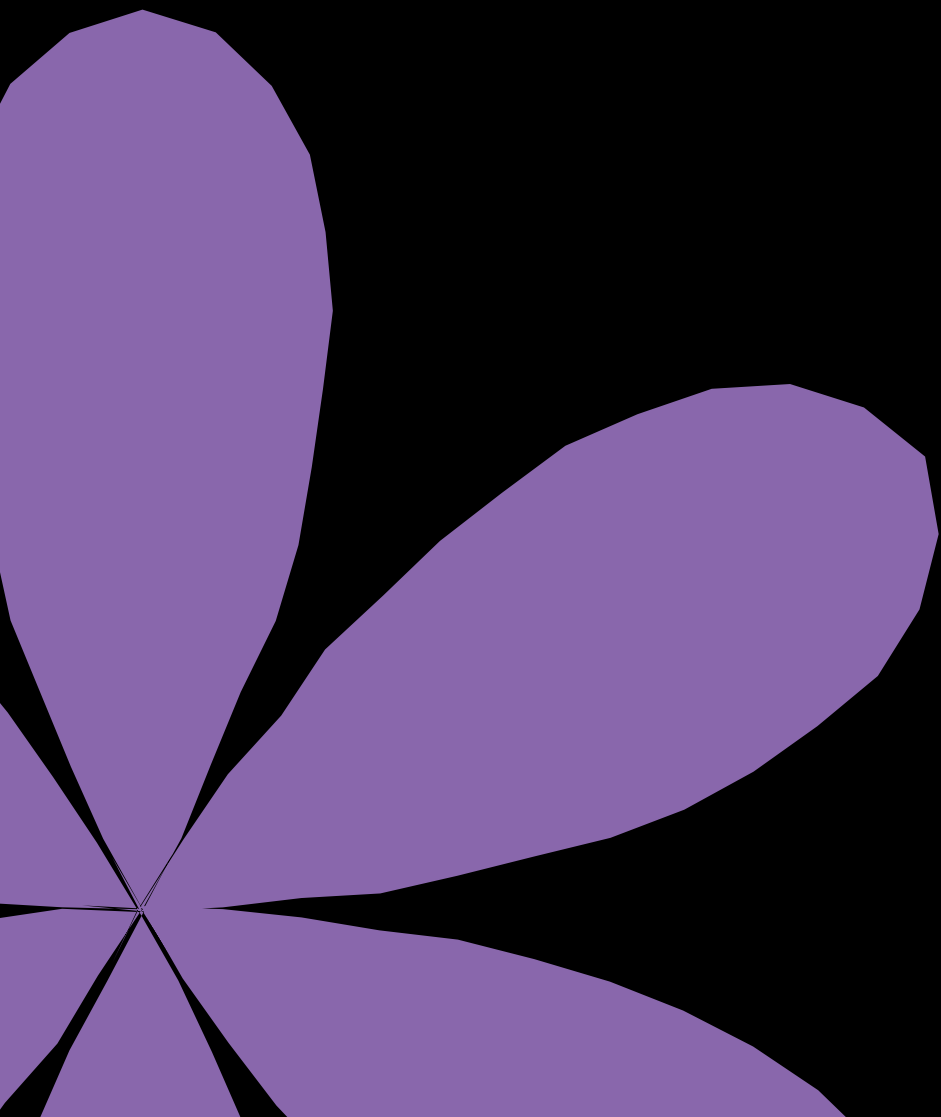
A Digitally Inclusive Marketplace Built for India's Local Entrepreneurs OWSHO is a zero-commission e-commerce, quick-commerce and service based platform designed specifically for small and local vendors. It combines technology and affordability to create a level playing field.

- Zero Commission: Vendors retain 100% earnings.
- Accessible Subscriptions: Tiered plans for every vendor segment.
- Empowering Tools: Promotions, shop profiles, analytics.
- Rapid Settlements: Vendor payments processed in 6–8 days.
- Omnichannel Support: App, web, and dedicated vendor dashboard.
- Delivered in minutes: Product delivered in 10–12 minutes.

Product Experience & Workflow

Streamlined User and Vendor Journey:

1. User accesses OWSHO via app or website.
2. Chooses a product or service with scheduling options.
3. Receives instant vendor details.
4. Confirms order and receives timely delivery.
5. Vendor receives payout within a week.



Market Opportunity

Here is market opportunity for the E-commerce and quick-commerce:

01

TAM (Total Addressable Market)

₹1.6–1.8 trillion retail economy

02

SAM (Serviceable Available Market)

₹3,400 Cr (top-tier cities)

03

SOM (Serviceable Obtainable Market)

₹170 Cr (Year 1 goal)

04

Growth Trend

E-commerce at 25% annual CAGR

05

Unserved Audience

Over 10M local vendors still offline

Go-To-Market Strategy

Scalable, Phased Launch Plan:

- 2025 (Phase 1): Ahmedabad launch; onboard 500,000 vendors
- 2026 (Phase 2): Expand to 5 major metros; reach 2M vendors
- 2027 (Phase 3): Pan-India scale; target 5M vendor base
- Acquisition Channels: Influencers, digital ads, referral programs, local partnerships

Business & Revenue Architecture

- **Recurring Revenue: Subscription Based;**
- **Premium Add-ons: Paid visibility, ads, advanced data tools**
- **Future Revenue Streams: Vendor financing, logistics, embedded payments**

Competitive Landscape

Features	OWSHO	Amazon	Flipkart	Zepto
Zero Commission	Yes	No	No	No
Subscription-Only Revenue	Yes	No	No	No
Local Vendor First Focus	Yes	No	No	No
24/7 Seller Support	Yes	Yes	Yes	No
Low Return Penalties	Yes	No	No	No

Market Traction

- Pilot: 5,000+ vendors onboarded in Deesa
- 2025 Goal: 500,000 vendors in Ahmedabad
- 2026: 5-city footprint, 2M vendors
- 2027 Vision: 10+ cities, 5M vendors
- Performance Metrics:
 - 1.80% increase in vendor visibility
 - 2.50% sales growth
 - 3.90% vendor satisfaction

Financial Roadmap (3-Year Projection)

- Year 1: Subscription-driven breakeven
- Year 3: 1500 cr revenue from subscriptions + services
- Year 5: 3000 cr+ ARR with expanded vendor base
- Operating Model: Scalable tech with low marginal cost

Investment History

- Bootstrapped and self-funded to date
- Product tested with live vendor onboarding (Beta - Deesa)

Capital Raise & Use of Funds

Target Raise: ₹5–10 Crore (Pre-Seed Round)

- Allocation:
 - 40%: Technology and product enhancement
 - 30%: Brand awareness, research
 - 20%: Operations & vendor acquisition
 - 10%: Legal, compliance, reserves
- Equity Offered: Will discuss in meeting

Execution Timeline & Milestones

- Q1 2025: Ahmedabad go-live, 2,50,000+ vendors
- Q2–Q4 2026: 5-city expansion
- 2027: Scale to 2M+ active vendors
- 2028: Establish national footprint, 3M+ vendors

Leadership Team

- **Krunal Panchal**
Founder & CEO – Strategy, Operations, and Growth
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- **Yash Vyas**
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Exit & Liquidity Strategy

- Strategic Acquisitions by e-commerce giants
- IPO / SME Listing potential by Year 5
- Investor Liquidity via secondary buyouts

-Let's Build the Future of Local Commerce

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