zepto

Instant Fashion at Your Doorstep

PROBLEM STATEMENT

In fast-paced urban cities where time is a luxury and traffic is a constant, last-minute wardrobe needs are often met with frustration — from gym clothes to essential garments.
Physical stores aren't always accessible, and traditional e-commerce platforms don't offer instant delivery.

This gap between fashion need and fashion speed is where the problem lies.

SOLUTION PROVIDING

Zepto Fashion addresses everyday wardrobe urgency by offering quick delivery of essential clothing — from basics like T-shirts and socks to activewear and daily office staples. It bridges the gap between convenience and immediacy, helping users avoid last-minute chaos.

By transforming e-commerce into quick commerce, Zepto makes sure that with just one tap, urgent wardrobe needs are fulfilled — right when they're needed most.

USER PERSONA

👩 Name: Aanya Sharma

🎂 Age: 20

🎓 Occupation: 3rd-year undergraduate student studying in Mumbai and her college is located at the outskirts.

😓 Scenario: Has a formal presentation scheduled for 5 PM. Around 1 PM, she realizes she doesn't have a clean or appropriate shirt to wear.

🧦 Need: A basic formal shirt that fits well and arrives quickly, without her having to skip class or stress.

💡 How Zepto Helps: She opens Zepto, browses the Fashion tab, finds a basic formal shirt, and orders it. It's delivered within 10 minutes. No panic, no city run.

👨 Name: Rohan Mehta

🎂 Age: 26

💼 Occupation: Business analyst at a fintech startup in Banglore.

😰 Scenario: It's a hectic morning and he forgets to pack his gym T-shirt. He has plans to work out and meet friends after office, but skipping gym ruins the whole plan.

🧦 Need: A quick-dry, breathable gym tee delivered to his office before 6 PM — no time to step out or wait for 2-day shipping.

💡 How Zepto Helps: He opens Zepto Fashion, taps on a workout tee, and places the order. It's delivered in 9 minutes — just in time to change and hit the gym post work.

Massive Market Opportunity:

- - Indian fashion e-commerce is set to grow from $21.6B in 2025 to $98.45B by 2032 (CAGR: 24.2%), with apparel as the leading category.

- - Quick commerce is booming too — projected to hit $53.5B by 2032 (CAGR: 63.2%), now expanding into fashion.

Target Audience & Adoption Zones:

- - Core users are 18–35-year-old Millennials & Gen Z, who prioritize convenience and speed.

- - Metro cities like Mumbai, Bangalore, Delhi, Hyderabad, and Pune are the hotspots driving early adoption.
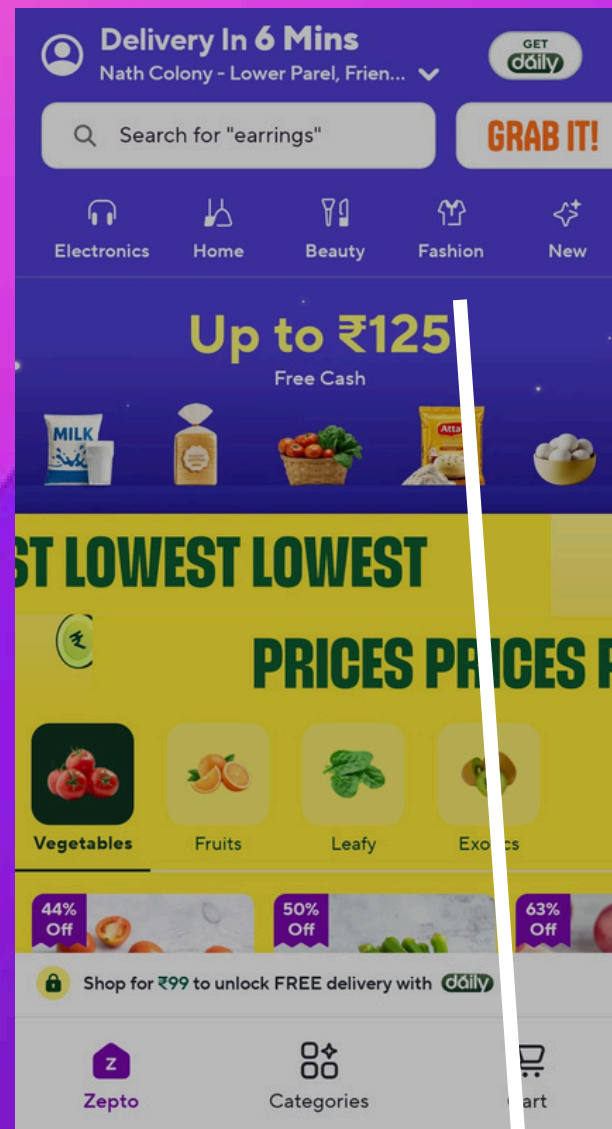
Competitors

Traditional & E-commerce Players Lag on Speed:
Platforms like Amazon, Flipkart, and Myntra offer variety but fail in urgency, with delivery times ranging from 1–3 days — not built for last-minute wardrobe fixes.

Quick Commerce Giants Lack Fashion Focus:
Blinkit, Instamart, and BigBasket dabble in basics like socks or innerwear, but none offer a dedicated, curated experience for fashion essentials — giving Zepto Fashion a clear first-mover edge.

This is the fashion category page that opens after clicking "Fashion" on the homepage. It clearly displays subcategories like casual wear, jewellery, and accessories, making it easy for users to browse and shop quickly.

Upon selecting a product, users can view detailed information, choose size, and add the item to cart for checkout to their preferred address.
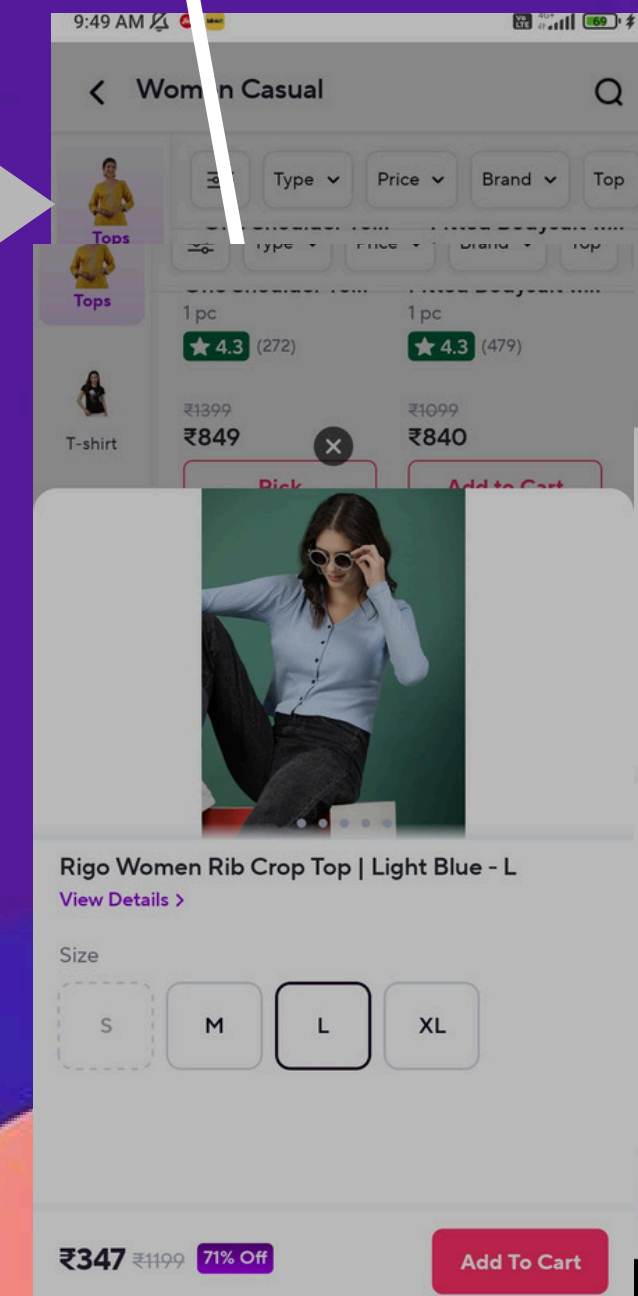
The Zepto home screen shows fast delivery time, a search bar, and clear icons for different categories like Fashion. It is simple and easy to use, helping users quickly find what they need.
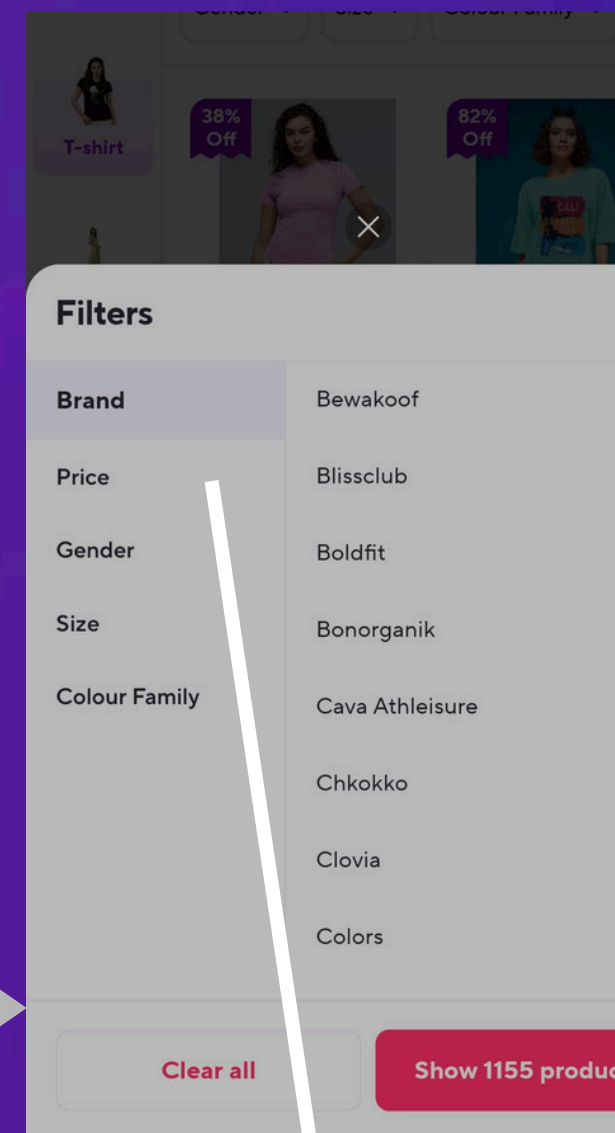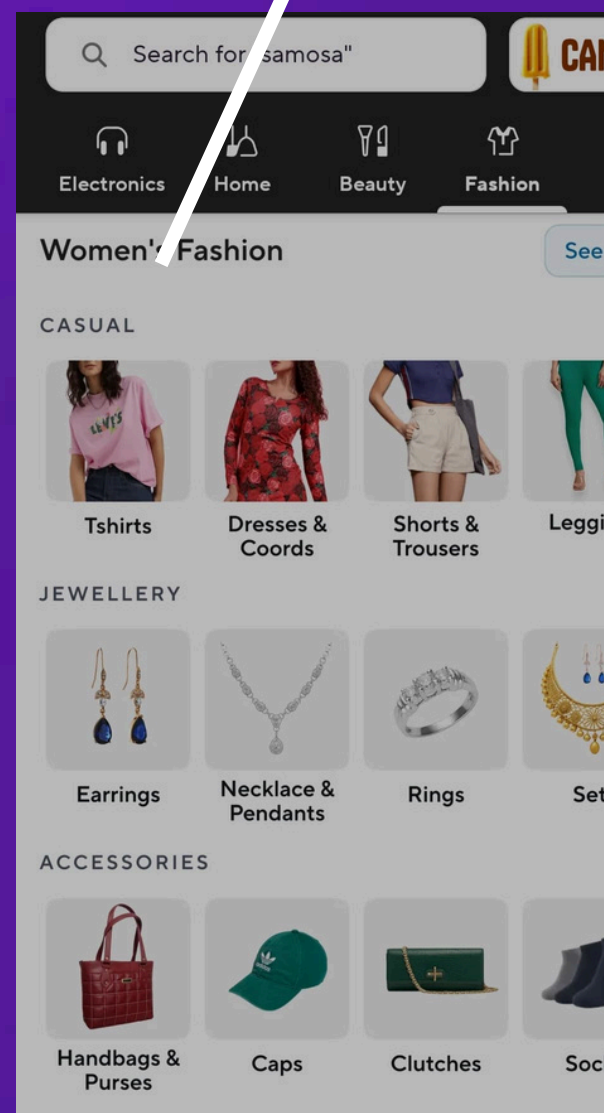
This is the product listing page for a selected category where users can apply filters like brand, price, gender, size, and colour to narrow down their search. A "Show Products" button displays results based on the chosen filters.

ROOT CAUSE ANALYSIS

Root Cause Tackled: *Size/Fit issues, High returns due to mismatched expectations.*

Strategic Solution:
Introduce a "Fit Badge System" powered by data from customer purchase and return history. This system will:
- Show badges like "True to Size," "Runs Small," "Best Fit for You" using ML models that consider customer profiles, past purchases, and similar users' behavior.
- Include Fit Reviews—a special section where users mention body type, height, size ordered, and how it fit.

🎯 **Impact:**
Reduces return rate significantly, improves customer confidence in ordering the right size, and builds personalization—key for retention in fast fashion.

Root Cause Tackled: *Quality inconsistency due to fast-paced sourcing.*

Strategic Solution:
Create a "Zepto Assured" label for products that pass a stricter quality control layer— for verified durability & finish. Features:

- *Dedicated team audits for vendors supplying Zepto Assured products.*
- *Customers can filter by "Zepto Assured" to choose only trusted items.*

🎯 **Impact:**
Builds trust in product quality despite fast delivery, reduces post-purchase regret, and differentiates Zepto from low-trust competitors in fast fashion.

SUCESS METRICS :AARRR

Acquisition
New Fashion User Acquisition Rate:- % of new users exploring the fashion category

(New Users Visiting Fashion Section /Total App Users) × 100

Activation
Add-to-Cart Rate:- % of users adding fashion items to cart after browsing

(Users Adding Fashion Items to Cart ÷ Fashion Visitors) × 100

Retention
30-Day Repeat Purchase Rate:-% of users making another fashion purchase within 30 days

(Repeat Fashion Buyers in 30 Days ÷ Total Fashion Buyers) × 100

Referral
Referral Conversion Rate:- % of referrals that result in successful fashion purchases

(Successful Fashion Purchases from Referrals ÷ Total Referrals Shared) × 100

Revenue
Average Order Value (AOV) – Fashion Avg. money spent per fashion order
Total Fashion Revenue ÷ Number of Fashion Orders

FUTURE SCOPE

1) AI-Powered Instant Styling Assistant

Let users click a selfie or outfit photo and get real-time fashion recommendations using AI — tailored to body type, event type, and trending styles.

🎯 **Reduces decision fatigue and enhances personal relevance in fast checkouts.**

2) One-Time Wear" – Smart Rentals for Urgent Needs

Introduce a separate section for affordable fashion rentals — where users can wear items for one day and return them the next via Zepto's reverse logistics.

♻ **Enables sustainable, cost-effective choices for last-minute events — creating a circular fast fashion loop.**

3) Occasion-Based Fast Fashion Curation

Instead of just adding more categories, Zepto can offer curated fashion drops like: "Pitch-Perfect" (Office Fits),"Last-Min Party" ,"Post-Gym FITS"

🧵 **Helps users quickly find what they need for real-life moments .**

PM Mindset: If I Were the Product Manager at Zepto Fashion

Convert Browsers into Buyers — Not Returners
I'd explore introducing a **"One-Time Wear"** fashion line — affordable, trendy outfits for urgent needs (date nights, parties, college fests).
This could drive trial, reduce return rates, and help build purchase habits faster.

Make Power Users Feel Like VIPs
For high-intent buyers, I'd focus on **AI-driven personalization** — suggesting looks and combos based on mood, occasion, or even weather.
In today's world, users often trust AI style guidance more than their own instincts.

Build a System That Understands Before It Sells
Instead of just building a catalog, I'd aim to shape a fashion companion — one that anticipates desires, solves real-time style dilemmas, and delivers an experience users keep returning for.