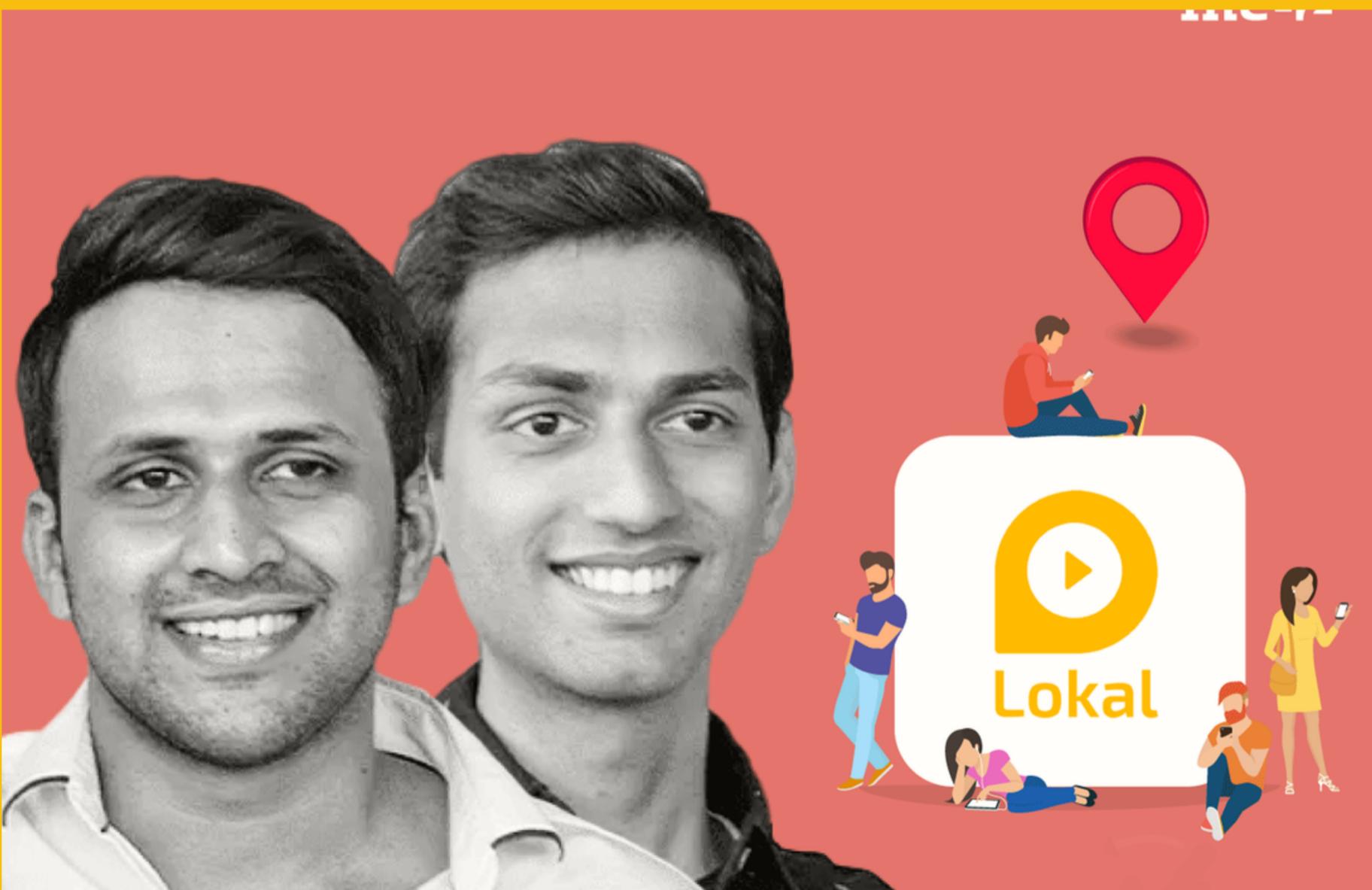




Lokal App

INDIA'S LOCAL APP FOR JOBS, NEWS,
AND MORE - IN YOUR LANGUAGE.





OVERVIEW

- **FOUNDED : 2018**
- **LATEST FUNDING : SERIES B \$14.6M**
- **INVESTORS : GLOBAL BRAIN, SONY INNOVATION FUND, TENCENT, Y COMBINATOR**

COMPANY VISION AND MISSION

VISION :

- ONE PLATFORM FOR ALL OF REGIONAL INDIA'S NEEDS.

MISSION :

- CONNECT AND EMPOWER LOCAL COMMUNITIES IN THEIR OWN LANGUAGES.

SERVICES (MARKET PLACE) :

LOKAL OFFERS HYPERLOCAL SERVICES FOR TIER 2 & 3 CITIES IN INDIA :

- REGIONAL NEWS IN REGIONAL LANGUGAES.
- REAL-TIME JOB LISTINGS
- CLASSIFIEDS (REAL ESTATE, MATRIMONY, BUSINESSES)
- GOVT. SCHEME INFO
- MATCHMAKING ADS
- COMMUNITY POSTS & SHOUTOUTS





COMPETITORS



ShareChat





UNIQUE SELLING PROPOSITIONS:

- REGIONAL LANGUAGE FOCUS: CONTENT AVAILABLE IN MULTIPLE INDIAN LANGUAGES, CATERING TO NON-ENGLISH SPEAKERS.
- HYPERLOCAL CONTENT: DISTRICT-LEVEL NEWS AND SERVICES, ENSURING RELEVANCE TO USERS' IMMEDIATE SURROUNDINGS.
- INTEGRATED SERVICES: COMBINES NEWS, JOBS, CLASSIFIEDS, AND MORE IN A SINGLE PLATFORM.
- NATIONWIDE COVERAGE

KNOW YOUR CUSTOMERS:

- DEMOGRAPHICS: PRIMARILY USERS FROM TIER 2 AND TIER 3 CITIES IN INDIA.
- LANGUAGE PREFERENCE: NON-ENGLISH SPEAKERS SEEKING CONTENT IN REGIONAL LANGUAGES.
- AGE GROUP: PREDOMINANTLY 25-80 YEARS OLD.

KEY MILESTONES:

- 2018: FOUNDED BY JANI PASHA AND VIPUL CHAUDHARY.
- 2023: RAISED INR 120 CR IN SERIES B FUNDING.
- 2025: ACHIEVED OVER 45 MILLION APP DOWNLOADS.





CUSTOMER NEEDS :

- LOCALIZED INFORMATION: ACCESS TO NEWS AND SERVICES RELEVANT TO THEIR SPECIFIC LOCALITY.
- LANGUAGE ACCESSIBILITY: CONTENT IN THEIR NATIVE LANGUAGES.
- COMPREHENSIVE PLATFORM: A SINGLE APP OFFERING MULTIPLE SERVICES LIKE NEWS, JOBS, AND CLASSIFIEDS.

CUSTOMER PAIN POINTS :

- INFORMATION OVERLOAD: DIFFICULTY IN FILTERING RELEVANT CONTENT FROM THE ABUNDANCE OF INFORMATION.
- TRUSTWORTHINESS: CONCERN OVER THE CREDIBILITY OF USER-GENERATED CONTENT.
- TECHNICAL GLITCHES: OCCASIONAL APP PERFORMANCE ISSUES REPORTED BY USERS.

BUSINESS MODEL :

- ADVERTISING: OFFERS HYPERLOCAL ADVERTISING OPPORTUNITIES FOR BUSINESSES.
- PREMIUM LISTINGS: CHARGES FOR FEATURED JOB AND MATRIMONIAL POSTINGS.
- DATA MONETIZATION: UTILIZES USER DATA TO OFFER TARGETED SERVICES AND ADS.





SWOT ANALYSIS:

- **STRENGTH**

- REGIONAL LANGUAGE FOCUS
- HYPERLOCAL CONTENT
- WIDE USER BASE
- MULTI-SERVICE OFFERING
- STRONG BACKING & FUNDING
- LOW COMPETITION IN BHARAT SEGMENT

- **WEAKNESS**

- CONTENT CREDIBILITY & MODERATION
- LIMITED MONETIZATION DEPTH
- USER RETENTION CHALLENGES
- APP PERFORMANCE ISSUES
- DEPENDENCE ON ANDROID MARKET

- **OPPORTUNITIES**

- EXPAND TO MORE LANGUAGES & REGIONS
- PARTNER WITH LOCAL BUSINESSES
- CREATE PREMIUM SERVICES
- INTEGRATION WITH GOVERNMENT SCHEMES
- INFLUENCER OR CREATOR PROGRAMS
- VOICE & VIDEO FORMATS

- **THREATS**

- BIG TECH ENTRY
- INFORMAL COMPETITION
- MISINFORMATION & MODERATION
- USER FATIGUE
- MONETIZATION STRUGGLES





CUSTOMER JOURNEY:

- **DISCOVERY :**
 - WORD OF MOUTH
 - DIGITAL MARKETING
- **ONBOARDING :**
 - REGISTRATION WITH LANGUAGE AND LOCATION PREFERENCES.
- **ENGAGEMENT :**
 - REGULAR INTERACTION WITH LOCALIZED CONTENT AND SERVICES
- **CONVERSION :**
 - UTILIZATION OF PREMIUM FEATURES LIKE JOB APPLICATIONS OR MATRIMONIAL ADS.
- **RETENTION :**
 - CONTINUED USE DRIVEN BY RELEVANT CONTENT AND COMMUNITY ENGAGEMENT.



Need help in Product Strategy, Development or Operations ?

Contact



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THANK YOU!

