

01



Shaping the future of logistics with sustainable and efficient solutions





02

Company Mission & Vision

Vision:

- Building a comprehensive electric vehicle ecosystem that lowers carbon emissions, transforms delivery services, and fosters economic opportunity through strategic partnerships and rider-centric solutions.

Mission:

- Transforming fleet management and last-mile delivery with a focus on sustainability and efficiency.

Services

- Delivery Services
- Vehicle Rental and Leasing
- Transportation Logistics
- Last Mile Delivery
- Fleet Management





03

Unique Selling Propositions

- Sustainability: Zero-emission fleets and eco-friendly practices
- Expert Service: Highly trained riders and dedicated personnel
- Technology Integration: Advanced tracking and route optimization
- Custom Solutions: Tailor-made delivery and branding solutions
- Customer Satisfaction: Commitment to low attrition rates and consistently meeting client needs.





04

Know your Customers

- E-commerce Platforms
- Retailers and Grocers
- Restaurants and Food Delivery Services
- Corporate Clients
- Manufacturers and Suppliers
- Public Sector and Government Agencies
- Event Management Companies
- Healthcare Providers
- Educational Institutions
- Small Businesses and Startups

Key Milestones

- Partners: Zen Mobility, BigBasket, Zomato (last-mile delivery).
- Service Areas: Gurgaon, Jaipur (from April), Ahmedabad (from June), Bangalore (from July)
- Fleet Vehicle Type: Micro Pods (~250 vehicles).
- Growth: Expanded from 2 employees in March to 200 dedicated individuals by June 2024.
- Orders Completed: Over 25,000 orders by June 2024.





05

Customer Needs

- **Reliability:** Timely and dependable delivery services.
- **Efficiency:** Optimized delivery routes and cost-effectiveness.
- **Sustainability:** Environmentally friendly delivery options.
- **Flexibility:** Ability to handle varying demand sizes.
- **Customer Service:** Excellent support and communication.
- **Cost-effectiveness:** Competitive pricing and transparent fees.

Customer Pain-Points

- **Traffic and Congestion:** Navigating urban traffic.
- **Vehicle Maintenance:** Specialized knowledge and resources for electric vehicle upkeep.
- **Regulatory Compliance:** Adhering to local regulations.
- **Weather Conditions:** Impact of weather on delivery schedules.
- **Customer Expectations:** Meeting high expectations for delivery speed and quality.





Business Model

- **Service Offerings:** Last-mile delivery, fleet management, customizable solutions.
- **Revenue Streams:** Delivery fees, vehicle rental and leasing, subscription models, advertising, and branding.
- **Cost Structure:** Vehicle acquisition and maintenance, personnel costs, technology and infrastructure, operational costs.
- **Value Proposition:** Sustainability, efficiency, customer focus, and innovation.
- **Channels:** Online platform (mobile app and website), partnerships with e-commerce platforms, restaurants, retailers, and event organizers.
- **Customer Relationships:** Personalized service, feedback mechanisms, community engagement.





07

Customer Journey

- **Awareness:** Discovery through online searches, social media, advertisements, or word-of-mouth.
- **Consideration:** Researching and comparing Kadam Mobility's services.
- **Decision:** Booking and customizing orders via the app or website.
- **Usage:** Real-time order tracking and delivery process.
- **Post-Delivery:** Providing feedback and accessing customer support.
- **Loyalty and Advocacy:** Repeat business and referrals.





08

Software Solutions needed to perform business operations seamlessly

- **Delivery Management System (DMS)**
- **Fleet Management Software**
- **Customer Relationship Management (CRM) System**
- **Mobile App for Customers and Riders**
- **Analytics and Reporting Tools**
- **Integration with Third-Party Services**





09

Need help in Product Strategy, Development or Operations ?

Contact



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10

Thank You!