YOUR DIGITAL VENDOR

#HawKar

BY YASH TIWARI

Problem

01 FERIWALA KIDHAR HAI?

02 DUKAN KHULI HOGI?

03 JO KHANA HAI KAHI KHATM TO NAHI HO GAYA?

04 CUSTOMER MILENGE AAJ?

05 AUR KITNI DUR FERI LAGAU?
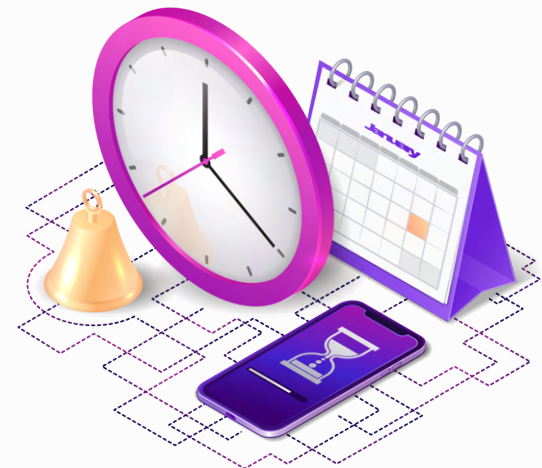
06 PUNCTURE WALA KIDHAR HAI?

Solution

01

PEOPLE CENTERED

EMPATHY IS KEY

- Real-time location of street vendors
- Real-time status of shops opened/closed
- Enables you book hawker like you book a cab!
- Saves your time & fuel
- Bargain as you Bargain!!

Solution

GREATLY
HANDS-ON

• Gives Street Vendors an identity & security
• Reduces fear of getting evicted by local authorities
• Platform to increase sales
• Vendor's reach is enhanced
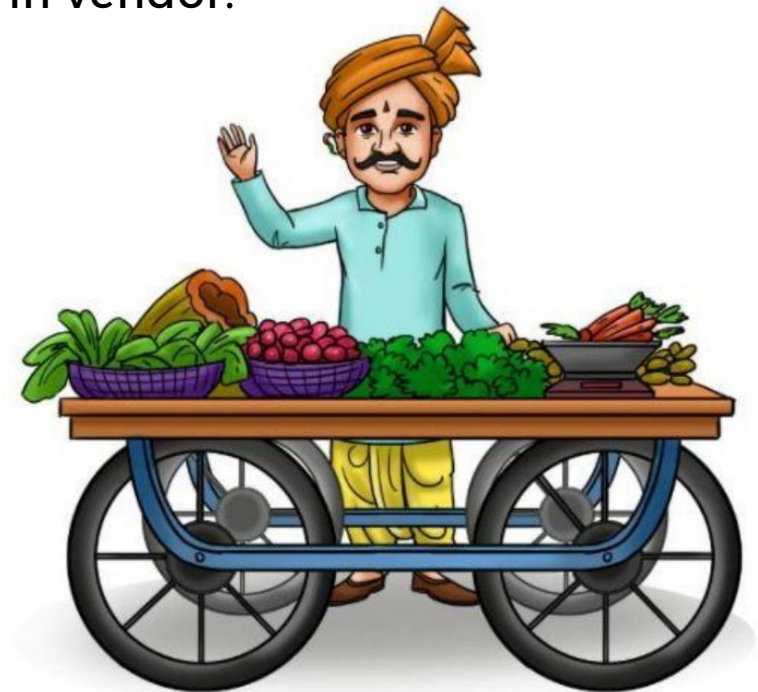• Promotes their best selling item

02

Solution

ALWAYS ITERATIVE

LOOP THROUGH

- Help you acquire vendor for your monthly needs
- Increasing Home based purchases at no extra delivery charge.
- Vendors attract customer - customers pull in vendor.
- Your daily go to shopping assistance.
- Curbside Pickups

03

Product

WHAT IS HAWKAR?

HAWKAR is your everyday need from raw fruits & vegetables, fooding to clothing items, at your very door step or curbside.

HAWKAR gives street vendors an option to increase sales, own identity, and hassle-free daily operations.

HAWKAR APPLICATION

There is not one single process or toolkit that serves every single case. 'HAWKAR' will serve you all access to reach your desired shop opened to purchase daily things sitting at your home.

From reaching customer to reaching vendor.
From purchasing things having fun bargaining too to **chutte se chutkara.**

TARGET MARKET

18M+ STREET VENDORS

Accounts for 6%+ of India's GDP

0.89% of Urban Population are street vendors.
AND
0.27% of Rural Population are street vendors

12M+ RETAIL STORES

Accounts for 10% of India's GDP & 8% of employment

TAPRI TECH - HAWKARI

TARGET MARKET

540M+ LOWER CLASS POPULATION

Are the very customers of Street Vendors

490M+ MIDDLE CLASS POPULATION

Are the very customers of Retail Stores and Street Vendors
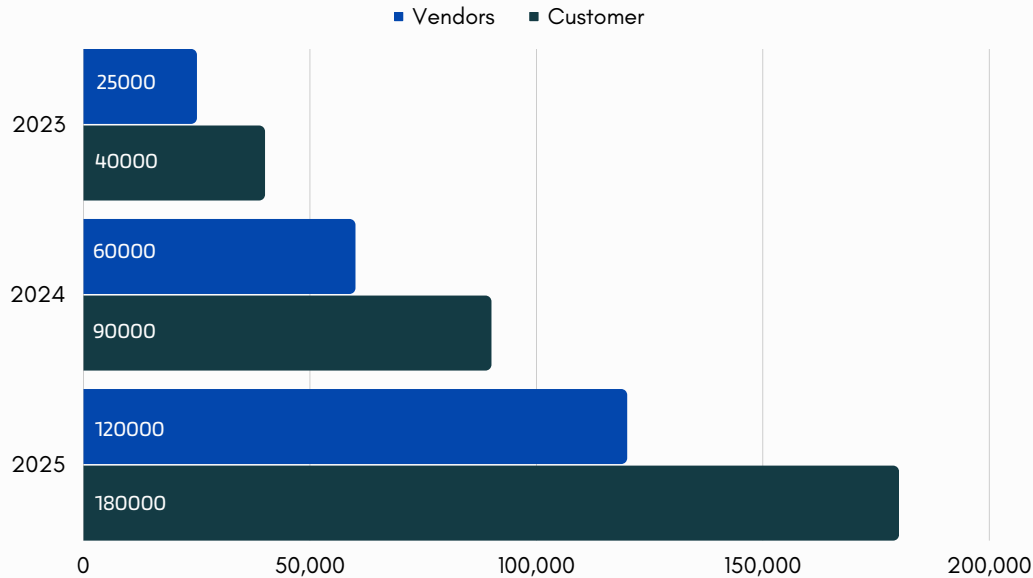
MARKET SIZE

TAM – 1030M+
SAM – 360M+
SOM – 120M+

Business Model :
1. Freemium Subscription Model for customer
2. Margin Model for Vendors

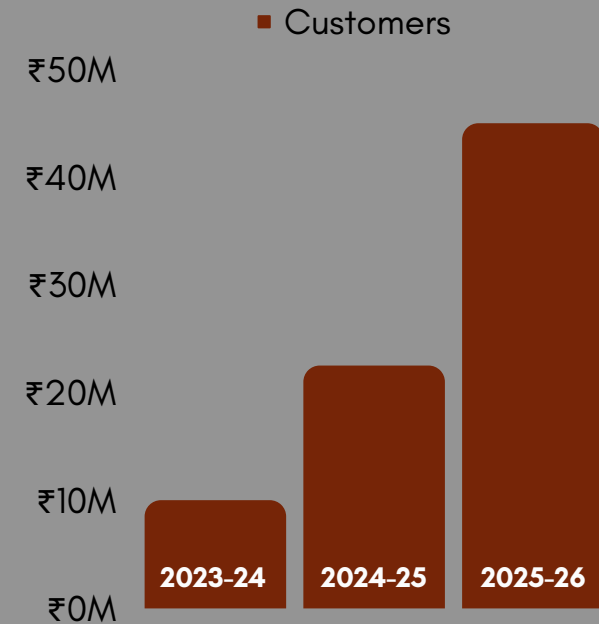## Freemium Subscription Model for customer

Premium Access Unlocks –

- Access to locate
- Access to pull in vendors
- Buzz Reminders
- Best Selling item availability status
- Curbside Pickups
- Ad-free access to application

Subscription Cost : ₹250/year

■ Vendors ■ Customer

Year	Vendors	Customer
2023	25000	40000
2024	60000	90000
2025	120000	180000

Projected audience onboarding to platform

■ Customers

₹50M

₹40M

₹30M

₹20M

₹10M

₹0M

2023-24   2024-25   2025-26

Projected revenue from customer

Revenue Ratio	Yearly Developing
65.3% : 34.7%	**47.2% – 50%**
Vendors : Customers	

TAPRI TECH - HAWKAR

Business Model :

Margin Model for Vendors

2% Commission for every purchase made through platform

Net Transactional Volume

Number of Orders: 480K, 1080K, 2160K

Projected revenue from vendor (0M, 2,500M, 5,000M, 7,500M)

Gross Margin

Number of Orders:
- 480K — 2023-24
- 1080K — 2024-25
- 2160K — 2025-26

Projected gross margin from vendor (0M, 50M, 100M, 150M)
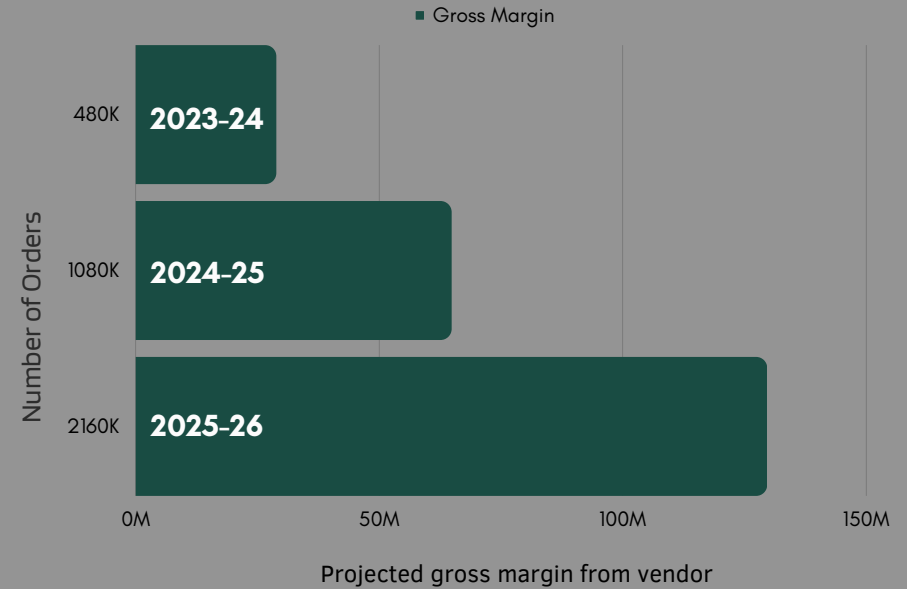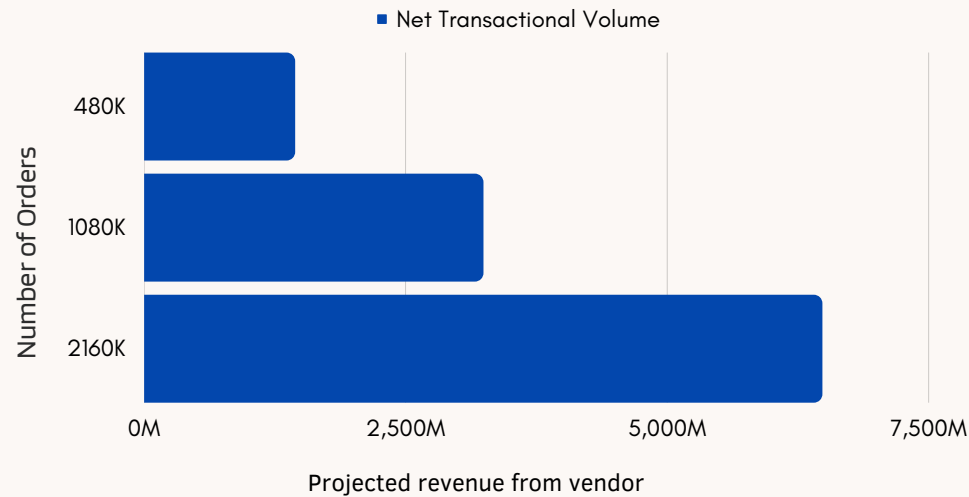
Unit Transaction Value :

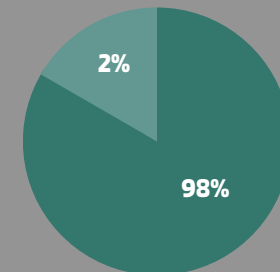Average Order Value/Month/Customer
₹3000
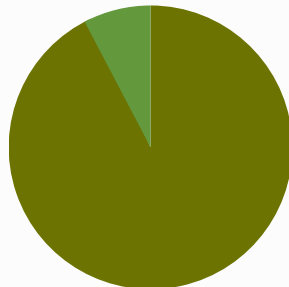
Transactional Volume/Customer/Year
₹36000

Margin per unit :

Gross Margin/Transactional Volume/Year
₹7200

2%
98%

Transactional Volume/Customer/Year
₹36000

TAPRI TECH - HAWKAR

VISION

Our vision is to HAWK everyone, becoming grofers, big basket and Ola-Uber of every middle class Indian(for purchasing item's at doorstep to pulling a vendor like you book cabs) **but highly profitable**.
Later , entering & impacting into other fields like Logistics, Education, IoT etc. with our innovative ideas , executional skill & experience which we would gain through our first product 'Hawkar'
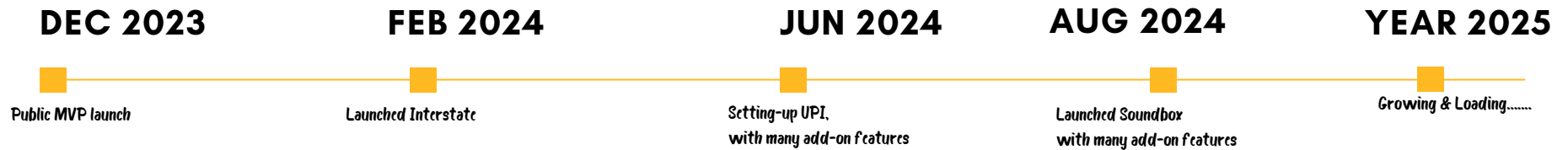
Future Roadmap

First Phase : Street Vendors

JAN 2023	MAR 2023	AUG 2023	OCT 2023
HAW-KAR founded	Company Incorporated	Getting incubated, building MVP	Beta-launch in 5-10 cities

Future Roadmap

First Phase : Street Vendors

DEC 2023	FEB 2024	JUN 2024	AUG 2024	YEAR 2025
Public MVP launch	Launched Interstate	Setting-up UPI, with many add-on features	Launched Soundbox with many add-on features	Growing & Loading.......

Future Roadmap

Second Phase : Retail Stores

JAN 2025

FEB 2025

MAY 2025

NOV 2025

Setting-up Barcode Scanning System

Launched Retail HAWKAR (5-10 cities)

Launched Interstate

Pan-India Availability

Exploring Global Markets...

MEET THE TEAM

FROM HAWKAR

Mehak Singh

Technology

Omkar Verma

Legals - Licencing, Permission

Vikas Verma

UI/UX

Kartikeya Verma

Offline Demo & Sales

#WAIT_MAT_KAR
AB
#HAWKAR

Contact us to learn more

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