



How did **zepto** Became a household name!





Zepto is a groundbreaking grocery delivery startup founded by **Aadit Palicha** and **Kaivalya Vohra**, two young entrepreneurs from Stanford

It's making waves in the online grocery world by offering high-speed delivery services

Here's how it operates....





Zepto started in **April 2021** with a bold promise: delivering groceries in just 10 minutes

This fast delivery sets Zepto apart from competitors, who usually take 30 minutes or more

The company operates mainly in big Indian cities like **Mumbai, Delhi, Bengaluru, Gurugram, and Chennai**, and is now expanding to other cities such as Hyderabad, Kolkata, and Pune





Zepto's success comes from its unique "**Dark Store**" model. These are special warehouses that only handle online orders and aren't open to the public

Key points of Zepto's model include:

- **Dark Stores:** These warehouses are located in busy urban areas to speed up delivery
- **Micro-Fulfillment Centers:** Zepto has about 100 small centers in high-density neighborhoods to quickly process orders.





- **Technology:** Zepto uses advanced tech like AI to manage stock, plan delivery routes, and boost efficiency

Customer Experience:

- **Order Placement:** Customers use the Zepto app or website to shop and pay
- **Order Fulfillment:** The nearest dark store picks and packs the items right after an order is placed
- **Delivery:** Orders are delivered in just 10 minutes using Zepto's fast network and optimized routes





Revenue Model:

Zepto's revenue model is multifaceted:

- **Delivery Fees:** Zepto charges delivery fees for its rapid service, which can vary based on the order size and delivery location
- **Subscription Services:** Zepto offers subscription plans that may include benefits such as reduced delivery fees or special offers
- **Partnerships and Advertising:** Zepto collaborates with brands for advertising and promotional activities, generating additional revenue through these partnerships

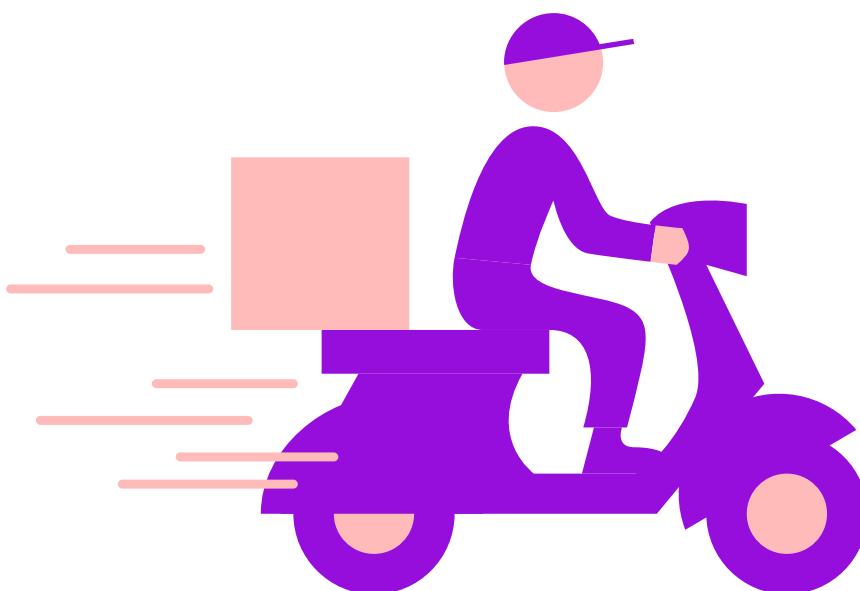




Benefits of Zepto's Model:

zepto's dark store model provides several advantages:

- **Faster Delivery:** It speeds up order processing, allowing for much quicker deliveries than traditional methods.
- **Better Distribution:** With dark stores in busy areas, Zepto makes its delivery network more efficient and reduces logistical issues.
- **Wider Reach:** Dark stores help Zepto serve more locations, making grocery delivery more accessible to more people.
- **Contactless Shopping:** The model supports contactless transactions, meeting the demand for safer shopping options.





Unique Selling Propositions (USPs):

Zepto distinguishes itself with several unique selling points:

- **Ultra-Fast Delivery:** Zepto's commitment to delivering within 10 minutes sets it apart from competitors, with a median delivery time of 8 minutes and 47 seconds
- **Free Shipping:** Unlike many competitors, Zepto offers free delivery, which is a significant draw for customers
- **Competitive Pricing:** Zepto provides competitive pricing and attractive discounts on a wide range of products



Future Plans:

Zepto is focused on several strategic objectives:

- **Expansion:** The company plans to extend its services to more cities and regions, increasing its market presence
- **Operational Scaling:** Zepto aims to scale its operations by opening additional dark stores and enhancing its logistical capabilities
- **International Growth:** Future plans include exploring opportunities in international markets to broaden its global footprint



👉Conclusion....

Zepto has taken advantage of the rising need for fast deliveries with its smart business model focused on speed and efficiency.

By using **dark stores**, **advanced tech**, and a **customer-first approach**, Zepto has become a leader in the quick grocery delivery industry.

As the company grows and improves, it's set to set new standards and shape the future of grocery delivery.





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