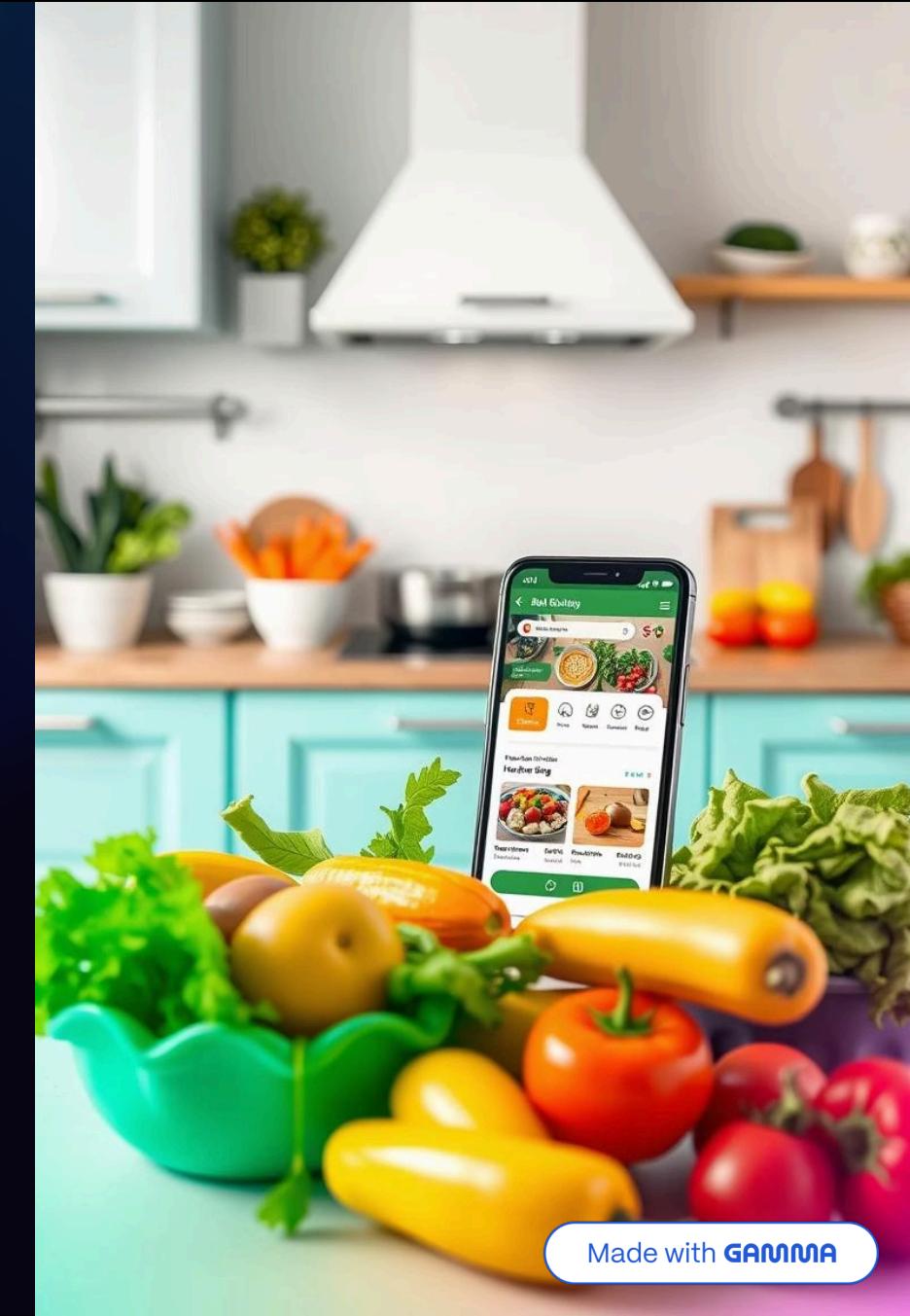


Online Grocery App Pitch Deck

Groceries at your doorstep in 30 minutes

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Addressing the Indian Grocery Gap

1

Time-Pressed Consumers

Busy working individuals lack time for daily grocery shopping, a chore for 40% of urban Indian families.

2

Local Retailer Limitations

Traditional kirana stores often lack the technology for instant delivery and broader reach.

3

Current App Inefficiencies

Existing grocery apps are often slow or do not adequately serve Tier 2/3 cities, leaving a significant market underserved.

Our Innovative Solution

Introducing a rapid and comprehensive online grocery platform.



1

Rapid Delivery

Mobile-first app ensuring groceries, fruits, dairy, meat, and essentials are delivered in under 30 minutes.

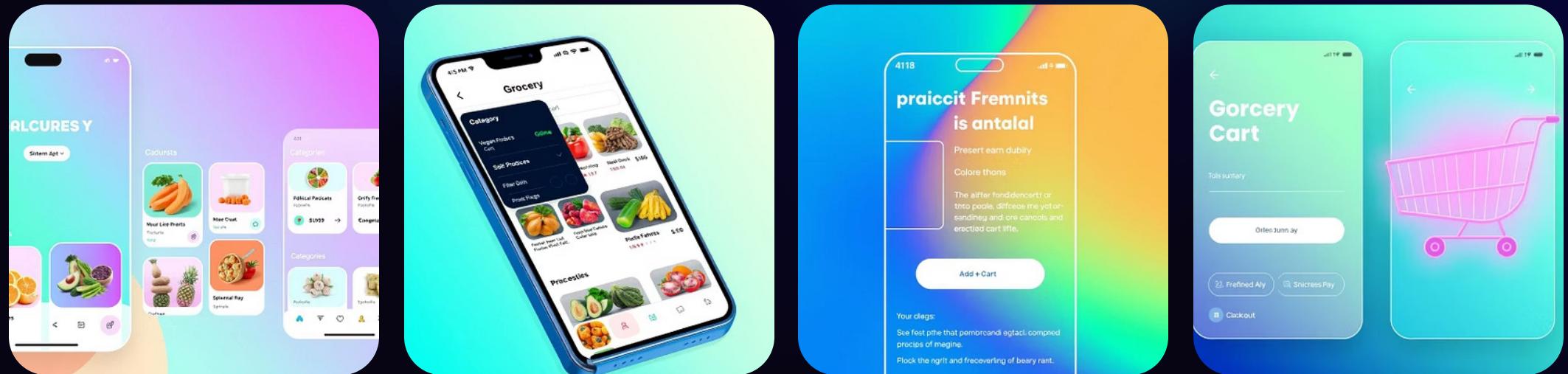
2

Flexible Ordering

Offers scheduled delivery options and seamless subscription services for daily necessities like milk and vegetables.

Product Showcase: Intuitive Design

Explore our app's user-friendly interface through key wireframes.



A live prototype is available via Figma for a complete interactive experience.

Tapping into India's Growth

The Indian online grocery market is projected to exceed **\$25 billion by 2026**, fueled by increasing digital adoption.

- Significant untapped demand in Tier 2/3 cities.
- Growing emphasis on convenience, hyperlocal delivery, and multi-language support.
- A rapidly expanding middle class with disposable income.



Our Differentiating Edge

Hyperlocal Instant Delivery

Unlocking new markets with rapid delivery services in previously underserved areas.

Multilingual User Interface

App interface supporting Hindi and various regional Indian languages for broader accessibility.

Daily Essentials Subscriptions

Convenient subscription options for recurring needs like milk and fresh vegetables.

Future: Voice & WhatsApp Orders

Planned integration for ordering via WhatsApp and voice commands in Phase 2.

Robust Business Model

- **Product Markup:** Applying a 10-20% margin on grocery items.
- **Delivery Fees:** Flexible fees ranging from ₹0 to ₹49 based on order value and location.
- **Subscription Model:** Introducing a premium "Pro membership" for exclusive benefits.
- **Vendor Commission:** A commission-based model for onboarding local kirana stores and vendors.



Technology & Operations Backbone

Seamless integration for efficient and reliable service.



User Platforms

Dedicated Android/iOS apps and a responsive web portal for diverse user access.



Admin Dashboard

Comprehensive tools for catalog management, order tracking, and customer relationship management.



Delivery Network

Hybrid model utilising our own delivery fleet combined with third-party logistics partners like Shadowfax and Dunzo.



Inventory & Payments

Real-time inventory management and secure payment integration with Razorpay and UPI.

Strategic Go-To-Market Approach

Our phased strategy to penetrate the Indian online grocery market.



Pilot City Launch

Initiating operations in Rewa, Madhya Pradesh, as our strategic pilot market.

Local Partnerships

Forging alliances with over 10 local stores to ensure diverse product availability and rapid fulfillment.



Digital & Local Promotions

Leveraging Instagram, WhatsApp, and local influencers for targeted marketing campaigns.

Growth Incentives

Implementing a robust referral program and a flexible coupon engine to drive user acquisition and retention.

Investment Ask & Future Roadmap

Current Ask:

Seeking ₹10-15 lakhs in pre-seed funding to fuel our initial growth.

Fund Allocation:

- **40%** Development
- **30%** Marketing & User Acquisition
- **20%** Logistics & Delivery Infrastructure
- **10%** Operational Expenses

Roadmap:

- **Phase 1:** MVP launch and initial user growth in pilot city.
- **Phase 2:** Expansion into new Tier 2/3 cities across India.
- **Phase 3:** Introduction of advanced features and service diversification.