

INCREASE ADOPTION OF SCHEDULED DELIVERIES

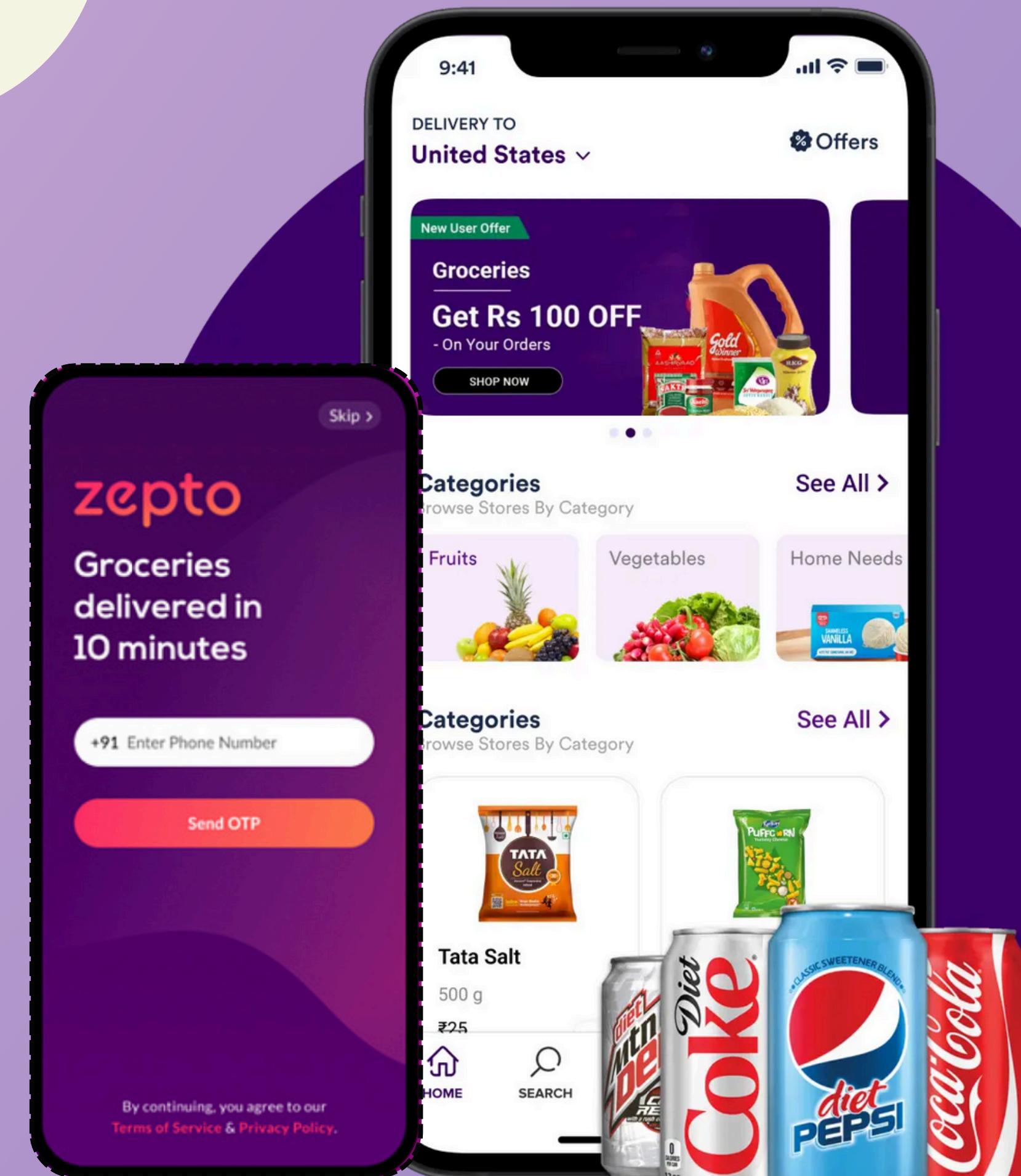
ON



MILESTONE 1

AKSHAY HEDAU

COHORT 38



zepto



FOUNDED
IN 2021



INR 4,454
CRORE (FY24)



WAU
30.4 MILLION+



15+ MILLION
ORDERS PER
DAY



PRESENCE IN
50+ CITIES



29% MARKET
SHARE



Zepto's current Business Model

- Core offerings:** 10-minute delivery of groceries and daily essentials via dark stores
- Revenue Streams:** Product margins, delivery fees, private labels, in-app ads
- Operations:** Dark stores(650+), gig delivery fleet, AI for inventory & routing
- Positioning:** Ultra-fast, convenient grocery delivery for urban consumers

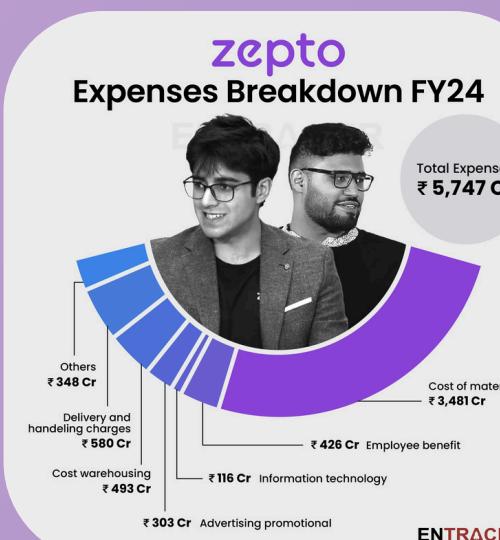


Market Landscape



Key Constraints

- Inventory:** Requires accurate demand forecasting to avoid stockouts or excess inventory.
- Operations:** Slot-based preparation adds operational complexity, requiring precise timing and coordination
- User Behavior:** Low user habit for scheduled orders increases risk of missed or cancelled slots, impacting efficiency



Actors
Involved

Source
Source



CUSTOMERS



ZEPTO APP



DARK STORES



DELIVERY RIDER

User Experience and Value Proposition



- Convenience & Flexibility:** Users can pre-book grocery deliveries for their preferred date and time, with real-time slot selection available at checkout.



- Order Management:** Users have the option to reschedule or cancel orders before dispatch, adding flexibility and reducing failed deliveries.



- Target User Segments:** Ideal for busy professionals, families, and customers who prioritize predictability and convenience over instant delivery.



- Business Impact:** Flexible scheduling and reminders help increase user retention, order frequency, and average basket size.

Feature comparison : Zepto vs Competitors

| FEATURES | Zepto | Blinkit | Swiggy Instamart | BigBasket / Amazon Fresh |
|----------------------------|-----------------------------|-------------------|--------------------------------|---------------------------|
| Scheduled Delivery Feature | ✓ Just Launched! | ✗ Limited Options | ✓ Fully Matured | ✓ Core Offering |
| Instant Delivery Focus | 🚀 Core Strength | ⚡ Fast & Focused | 🚀 Prime Focus | NEW Recently Introduced |
| Slot Flexibility | ✗ Limited Choices | 🔍 Bare Minimum | 🎯 Diverse Options | 🎯 Broad Selection |
| Scheduled Delivery Perks | 💰 Cost-Efficient + Batching | 👤 Not a Priority | 🔑 Member Benefits + Lower Fees | ✗ None (Standard Pricing) |
| City Reach | 📍 10 Cities | 🏙️ 30+ Cities | 🏙️ 580+ Cities | 🌐 Across India |



Competitor Analysis



Revenue Model

- Product Sales:** Direct revenue from groceries & daily essentials.
- Delivery Fees:** Charges vary by order size & distance.
- Subscriptions:** Paid plans offering free/ discounted delivery & offers.
- Ads & Promotions:** In-app brand partnerships for visibility.
- Data Monetization:** Selling insights to advertisers & suppliers.
- Category Expansion:** Revenue from non-grocery verticals.

Instant vs Scheduled Delivery - comparison

| Metric | Instant Delivery | Scheduled Delivery |
|--------------|-------------------|---------------------|
| Model | ㉙ Micro-warehouse | ㉛ Batch/Slots |
| Speed | ⌚ 10 min | 📅 Next day/slots |
| Order Size | 📦 Small, urgent | 📦 Large, planned |
| Customer | 🏙️ Urban, impulse | 👪 Families |
| Complexity | ▲ High | ▼ Low |
| Success Rate | ✗ Lower | ✓ Higher |
| Fleet Use | 🚲 Low | 🚚 High |
| Cost/Order | 💸 High (₹430-470) | 💰 Low (₹1000) |
| Margin | 📉 Low | 📈 High |
| Brand | 🏆 Fastest recall | 🌐 Loyalty/expansion |



ZEPTO'S DUAL PROMISE

- USP: Ultra-fast 10-minute grocery delivery
- Target: Urban, time-sensitive consumers
- Perception: Premium, convenience-first; ideal for urgent needs
- Scheduled Delivery Expansion:
 - Reduces peak-hour strain, cuts costs, boosts reliability
 - Suited for routine, non-urgent purchases
- Strategy:
 - Instant = Emergency/impulse
 - Scheduled = Planned/value-driven
 - Dual-mode model adapts to varied customer needs



Risk Factors – Scheduled Delivery

- May feel slower, echoing traditional players like **BigBasket**
- Potential risks:
 - ⚪ Brand dilution
 - ⚪ User clarity challenges
 - ⚪ Increased operational complexity
 - ⚪ Mismatch in customer expectations

Flow for Scheduled Delivery App

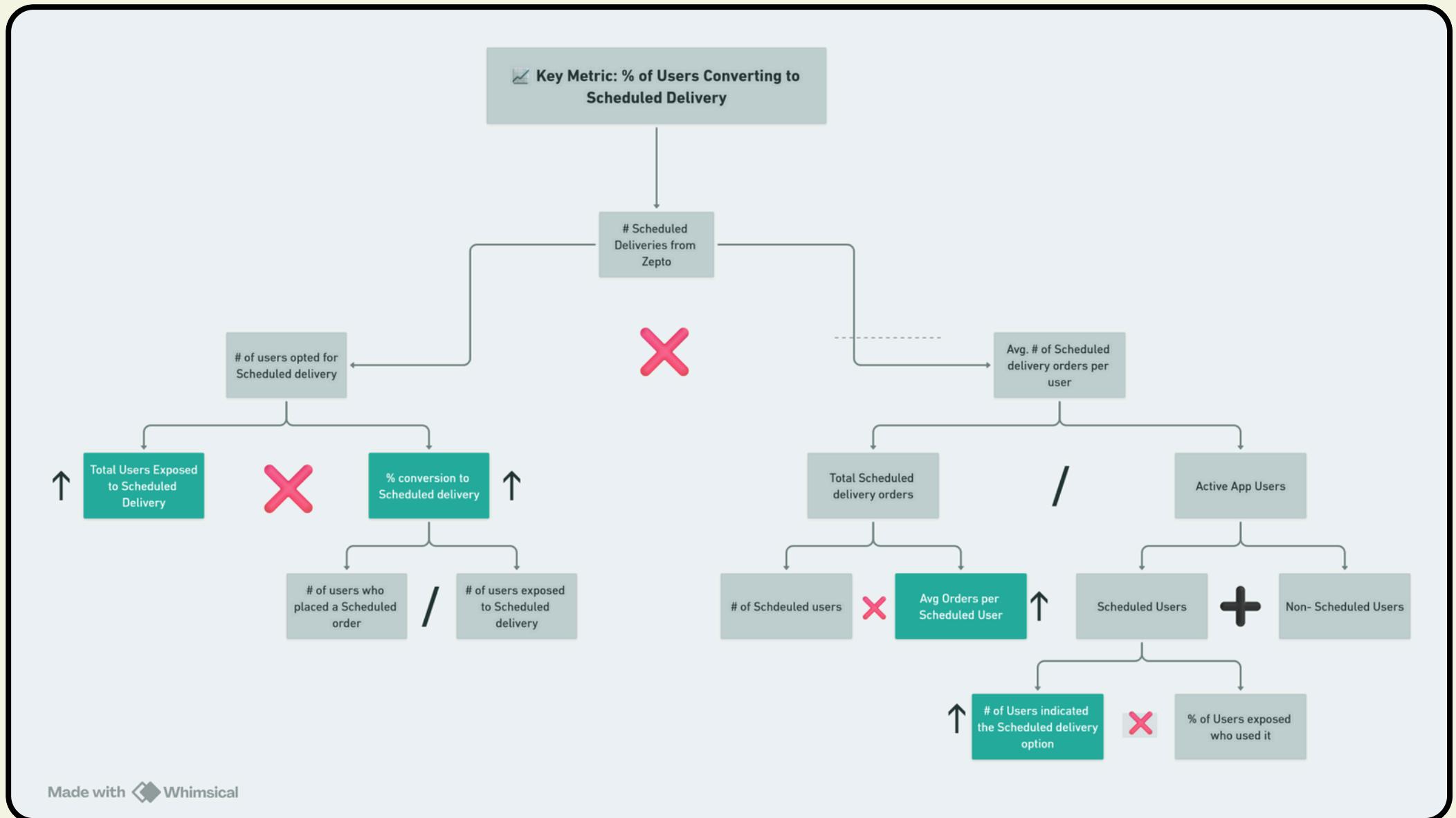


Zepto's Positioning and Operational Costs Implications



KPI TREE ANALYSIS & PRODUCT OUTCOME MAPPING

Problem Breakdown using KPI Tree



Scheduled Delivery = Zepto's Growth Engine

- Cut Costs: 30-40% cheaper last-mile
- Boost Revenue: 2.5x spend, 60% lower churn
- Run Smarter: 25% less waste, 20% better fleet use
- Moat Built-In: Hard-to-copy logistics
- Loved More: Fewer misses, higher NPS

Product - Business Outcomes Mapping

| Pillars | Focus Areas | Performance Indicators | Strategic value |
|-------------------|--|--|---|
| Product Outcomes | <ul style="list-style-type: none"> • Increase in scheduled deliveries • Boost user loyalty • Enhance cart value | <ul style="list-style-type: none"> • % of planned orders • Average Order Value (AOV) growth | <ul style="list-style-type: none"> • Transition user behavior from instant to planned • Drive revenue expansion |
| Business Outcomes | <ul style="list-style-type: none"> • Operational cost savings • Load balancing during peak hours • Maximize LTV | <ul style="list-style-type: none"> • Cost efficiency per delivery • Share of off-peak usage • Reduced churn | <ul style="list-style-type: none"> • Strengthen margins • Streamline operations • Enable sustainable scaling |
| Growth enablers | <ul style="list-style-type: none"> • UI/UX enhancements • Operational streamlining • Behavioral design tactics | <ul style="list-style-type: none"> • Task flow completion • Faster processing time • Click-through on notifications | <ul style="list-style-type: none"> • Smooth user onboarding • Consistency in service • Advance planning behavior |