

Delivery in 9 Mins  
80 Feet Road, New Friends Colony, S T ...

Search for "apple juice"

# Product Teardown Season 10

zepto 



Product  
Space



Cooking  
Essentials

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Cleaning  
Essentials

UP TO  
60%

Personal  
Care

UP TO  
50%

Food &  
 Beverages

UP TO  
60%

Navratri  
Specials

UP TO  
55%

Electronics

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## About Zepto

Zepto is an Indian quick-commerce startup, founded in 2021 by **Kaivalya Vohra** and **Audit Palicha**, that promises grocery delivery in **under 10 minutes**. It operates through a network of **dark stores** in high-demand areas of **30+ cities**. Zepto has raised over **\$360 million** and reached a valuation of **\$1.4 billion**, making it a unicorn.

## USP



Dark Store Model



10-Minute Delivery



Operational Efficiency



Tech-Drive Approach



Product Range



Customer Retention

## Competitors

**blinkit**  
India's Last Minute App

**bigbasket**  
A TATA Enterprise

**SWIGGY**  
**Instamart**

## Top Cities



Delhi



Bangalore



Mumbai

## Mission

Zepto's mission is to deliver everyday essentials in **under 10 minutes**, enhancing **urban convenience** through **advanced logistics** and technology.

## Vision

Zepto aims to be the **global leader** in **ultra-fast delivery**, revolutionizing **on-demand commerce** and creating a world where goods are **instantly accessible**.

## Market Overview

**\$ 1.6B ▲**

Total  
Funding

**\$ 340 M ▲**

Latest  
Funding  
Round

**\$ 5 B ▲**

Post  
Money  
Valuation

**4th ▼**

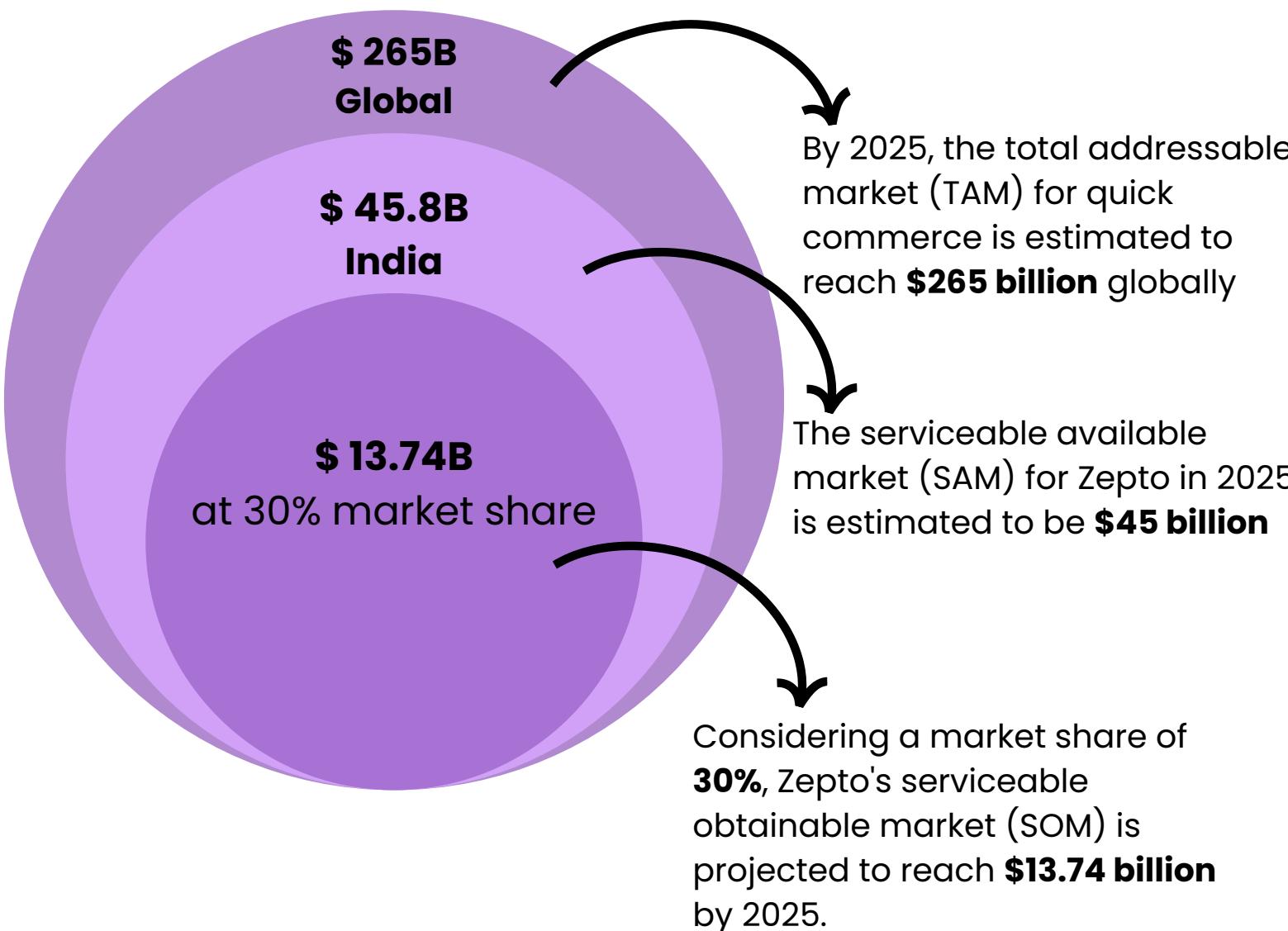
Ranked  
on Tracxn

**2,535 ▲**

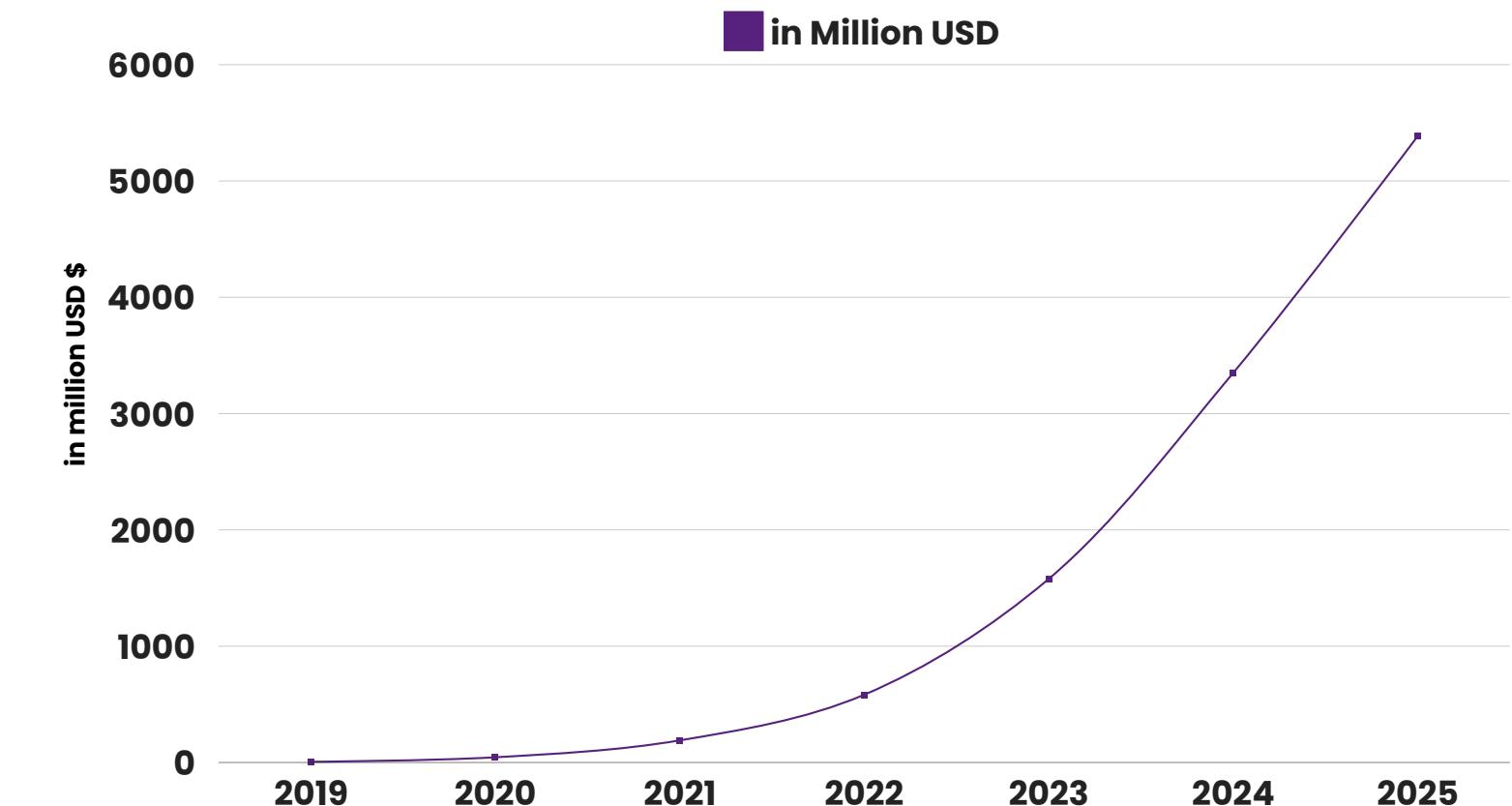
Employee  
count



## Market Size



## CAGR



The Quick Commerce market in India is projected to grow by 24.33%

## Offerings



Grocery Delivery



Zepto Cafe



Zepto Health



Zepto Mart



Zepto Electronics



Zepto Fresh



## Problem Statement

### 1 Boost Average Order Value (AOV) to ₹600

**Current Status:**

Zepto's average order value stands at ₹460, which is notably lower than Blinkit's ₹607. This indicates a significant opportunity to encourage customers to spend more per order

### 2 Enhance Product Discovery and Engagement

**Current Status:**

Users on Zepto tend to stick to familiar products, limiting both their order sizes and value

### 3 Improve Purchase Experience

**Current Status:**

Despite Zepto's fast delivery, the purchasing process may have obstacles that cause abandoned carts and hinder repeat purchases

## Why Solve This?

**Increase Revenue:** Boost AOV and encourage larger orders



**Enhance Customer Engagement:** Facilitate easier product discovery and offer personalized experiences



**Simplify Shopping:** Creates a smoother app experience that promotes repeat purchases





## Competitor Analysis

  
India's Last Minute App

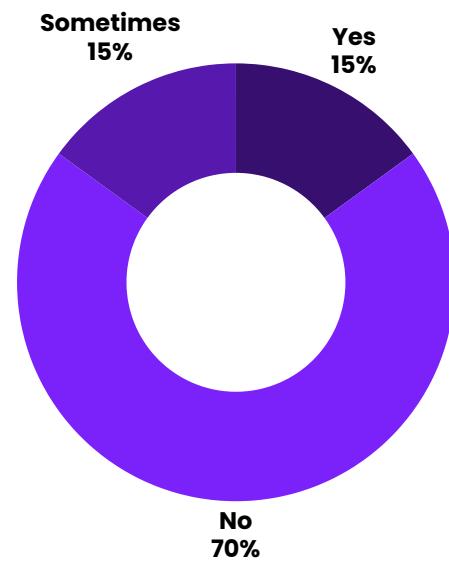
|                            |                       |                         |                        |
|----------------------------|-----------------------|-------------------------|------------------------|
| <b>CEO</b>                 | <b>Aadit Palicha</b>  | <b>Albinder Dhindsa</b> | <b>Phani Kishan A.</b> |
| <b>Founded</b>             | <b>2020</b>           | <b>2013</b>             | <b>2020</b>            |
| <b>Market Share</b>        | <b>28%</b>            | <b>40%</b>              | <b>32%</b>             |
| <b>Revenue from ops.</b>   | <b>2024 Cr (FY23)</b> | <b>2301 Cr (FY23)</b>   | <b>3221 (FY23)</b>     |
| <b>No. of dark stores</b>  | <b>350</b>            | <b>639</b>              | <b>500</b>             |
| <b>Avg. delivery time</b>  | <b>10 min</b>         | <b>11 min</b>           | <b>17 min</b>          |
| <b>SKUs</b>                | <b>10,000</b>         | <b>15,000</b>           | <b>10,000</b>          |
| <b>Penetration cities</b>  | <b>10</b>             | <b>39</b>               | <b>43</b>              |
| <b>Average order value</b> | <b>460/-</b>          | <b>600/-</b>            | <b>460/-</b>           |
| <b>Brand valuation</b>     | <b>\$5Bn</b>          | <b>\$13Bn</b>           | <b>\$12.7Bn</b>        |



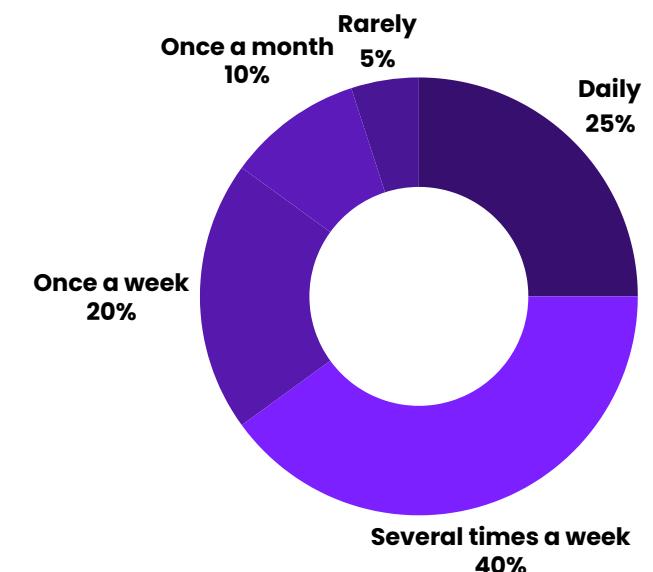
# User research

[User Research Link](#)

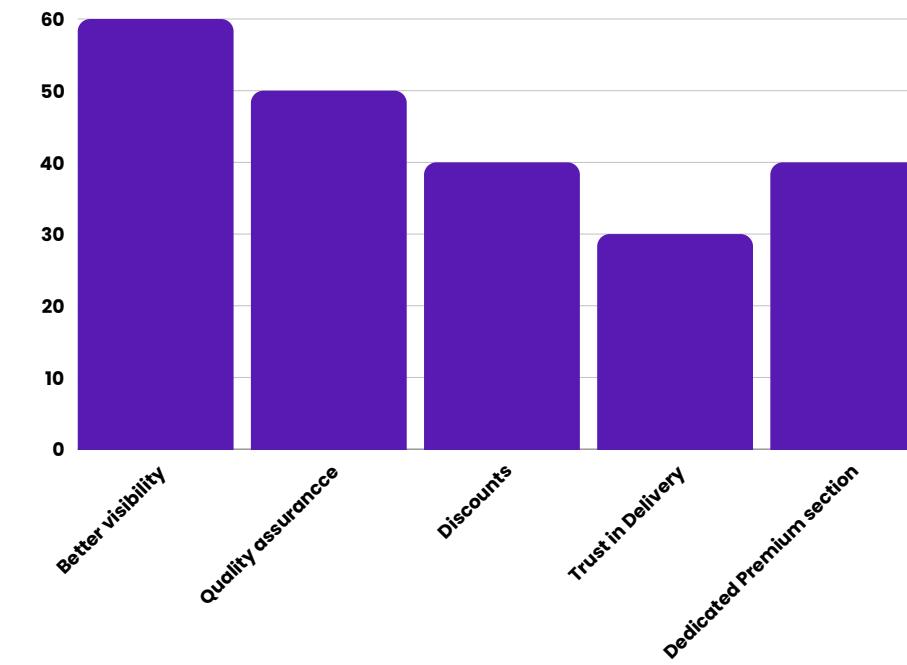
## Need of bulk orders within 10-minutes delivery?



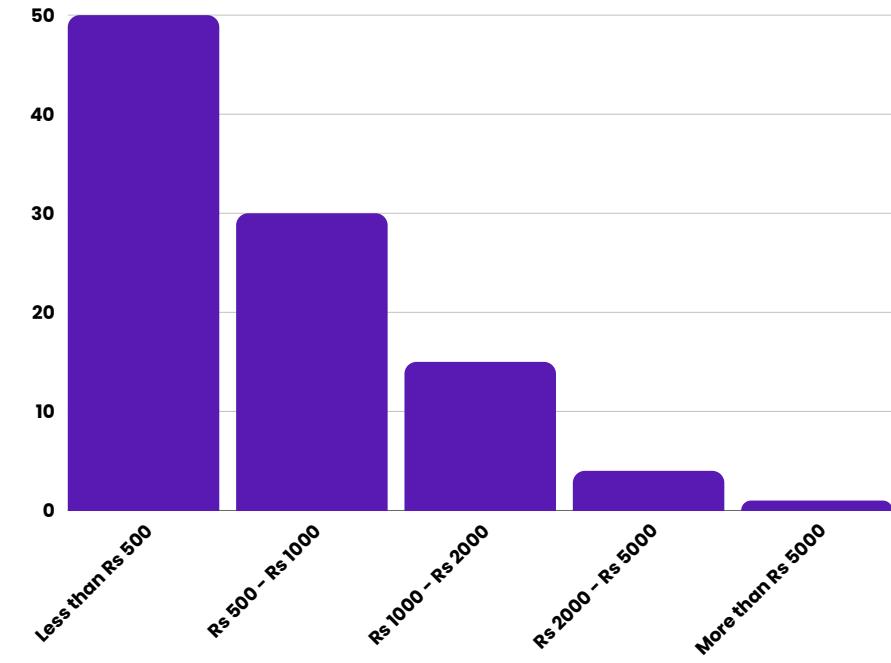
## Frequency of use?



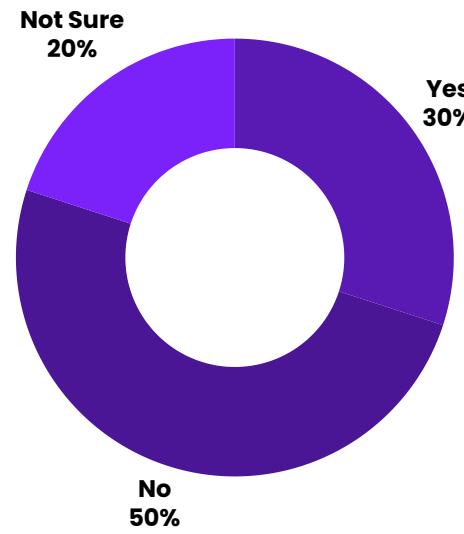
## Factors encouraging high-value purchases?



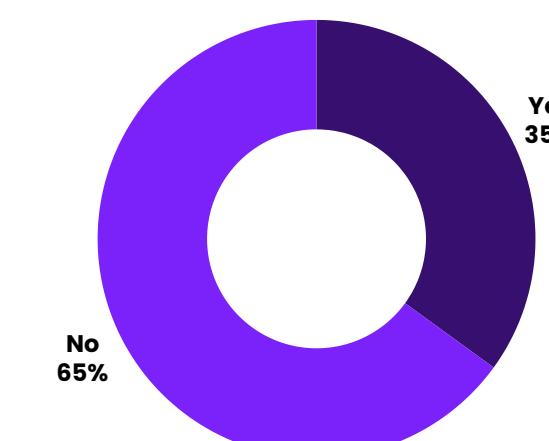
## Typical Order Value?



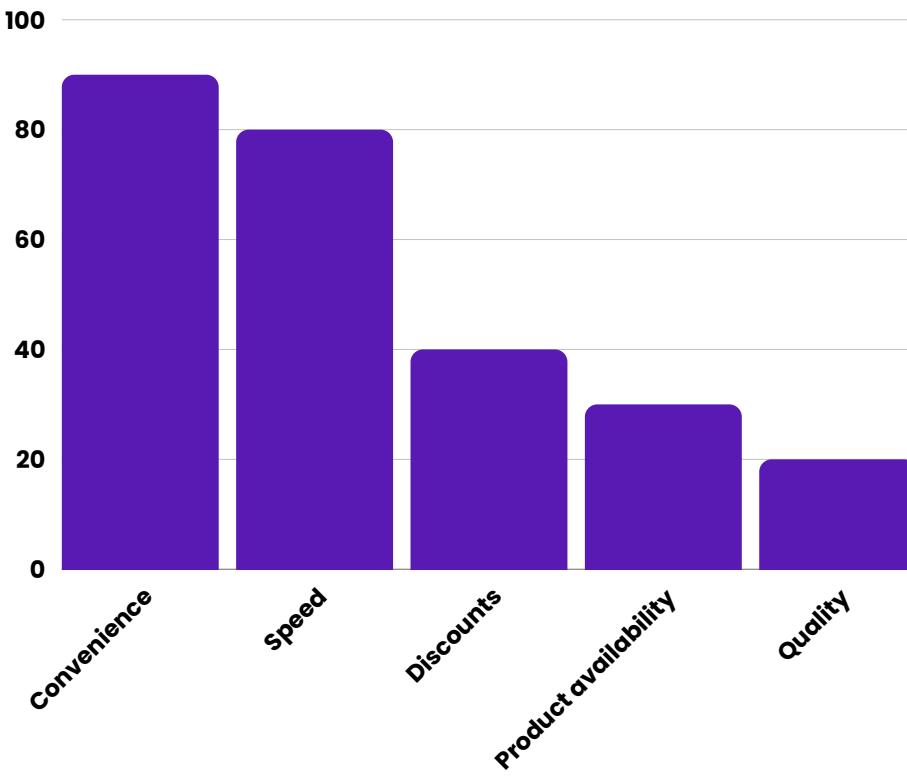
## Trust in Zepto for High-value Products?



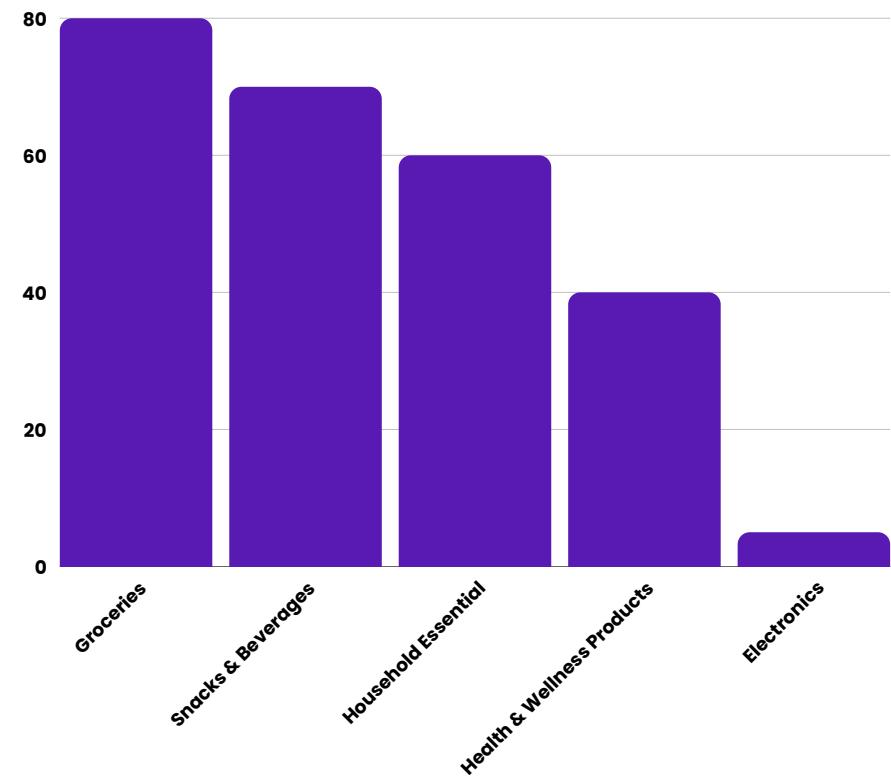
## Awareness of High-value Products?



## Motivation to place order?



## Products usually ordered?





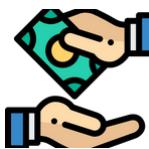
## Key Insights



**Awareness Gap:** 65% of users are unaware that Zepto offers high-value products, showing a clear **need for better visibility** and promotion of these items.



**Trust Issues:** 50% of respondents don't trust Zepto for high-value purchases, citing **concerns about product quality** and authenticity. This indicates that users are more comfortable buying expensive items from traditional e-commerce platforms.



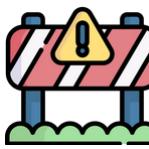
**Buying Behavior:** 75% of users prefer buying in smaller quantities due to the convenience and speed of delivery, with only 10% favoring bulk purchases. This lack of motivation to buy in bulk is **tied directly to the convenience factor** of 10-minute deliveries.



**Perceived Platform Use:** Most respondents (80%) associate Zepto primarily with **groceries and everyday essentials**, with only 5% using it for electronics or high-value goods.

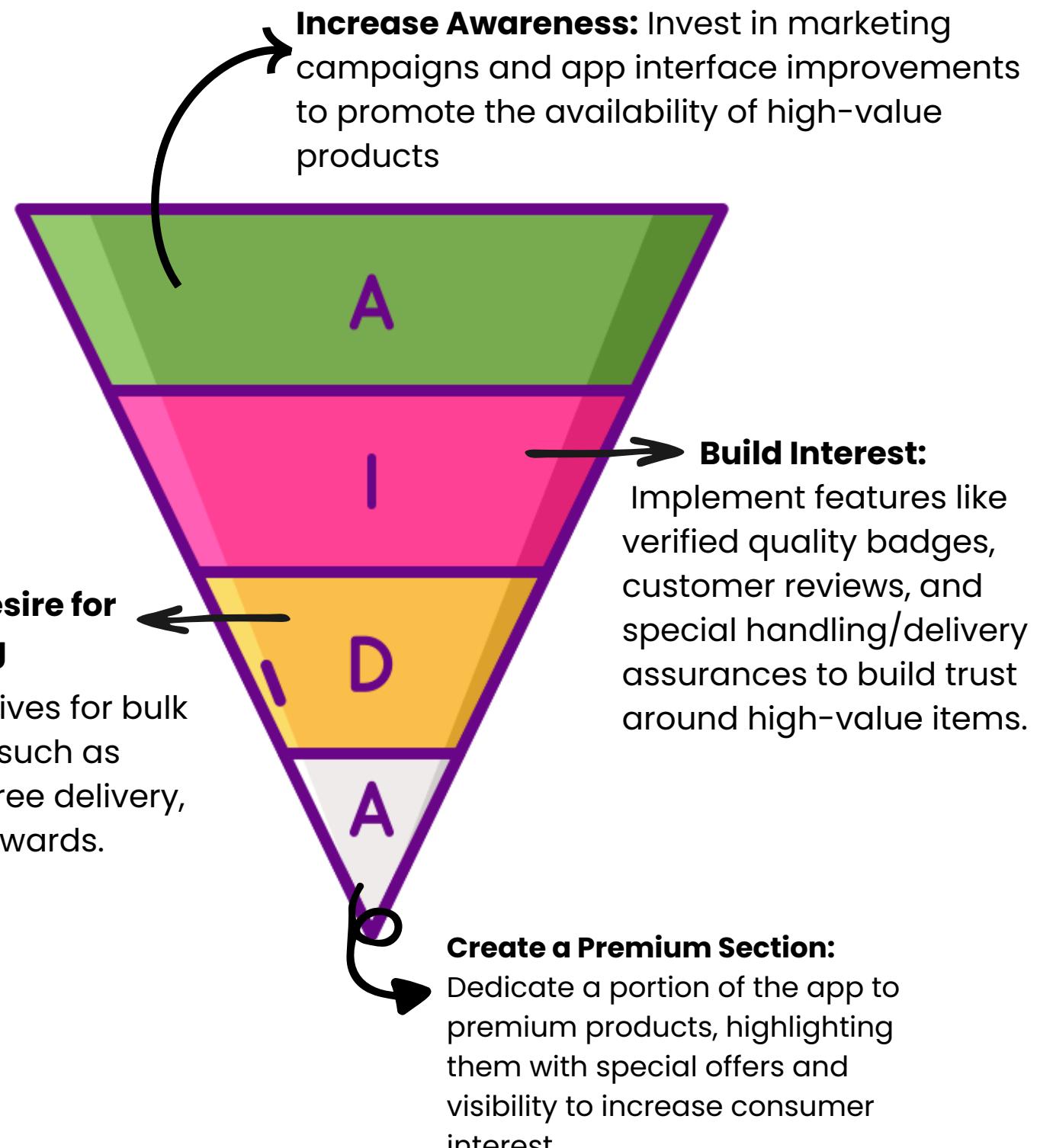


**Motivations for Purchase:** Convenience (**90%**) and speed of delivery (**80%**) are the main drivers for using Zepto, while other factors like discounts and product quality are secondary.



**Barriers to High-Value Purchases:** The primary barriers include lack of trust (**60%**), poor product visibility (**50%**), and a preference for comparison shopping on other platforms (**70%**).

## Recommendations



AIDA Framework: Action, Interest, Desire and Action



### Anjali Verma | Deal-Seeking Student

|          |          |
|----------|----------|
| Age      | 22       |
| Income   | 5K/month |
| Location | Pune     |

## User Persona (1/3)

### Behavior

- High sensitivity to prices due to limited income
- Prefers quick, low-cost deliveries of snacks and essentials
- Uses offers and discounts to maximize value
- Shops 1-2 times per week, often influenced by discounts or flash deals

### Needs

- Affordable snacks, beverages and ready to eat meals
- Timely offers on snacks and daily-use items
- Fast, reliable delivery for spontaneous purchases
- Easy-to-navigate app to find discounted items quickly

### Painpoints

- Struggles to identify current discounts and price drops in the app.
- Finds it hard to explore packages or find budget-friendly essentials easily.
- Misses out on notifications for limited-time offers on relevant products.

### Preferences

- Seeks an intuitive app that offers personalized discounts, instant cashback, and fast checkout for quick orders.



### Mayank Gupta | Finance Associate

|          |           |
|----------|-----------|
| Age      | 28        |
| Income   | 50K/month |
| Location | Hyderabad |

## User Persona (2/3)

### Behavior

- Prefers organic, healthy food options.
- Limited time to browse, so seeks efficiency in searching for products.
- Willing to pay a premium for high-quality, organic groceries.
- Shops 2-3 times per week, usually in bulk or for high-value items.

### Needs

- Organic, whole foods and health supplements.
- Personalized meal plans and subscription services for regular items.
- Efficient browsing with product categories tailored to his needs.
- Health Products & Fitness Gears

### Painpoints

- Too much clutter on the homepage, making it difficult to find health-oriented items quickly.
- Limited filtering and sorting options for high-value, premium products.
- No option to save preferred items for later.

### Preferences

- Seeks a streamlined experience with premium product categories, bundled offers, and health-focused recommendations



### Asha Patel | Value-Seeking Homemaker

|          |                                   |
|----------|-----------------------------------|
| Age      | 35                                |
| Income   | Family Income(Upper class family) |
| Location | Chennai                           |

## User Persona (3/3)

### Behavior

- High focus on balancing budget and quality for family groceries.
- Shops frequently to replenish household essentials and groceries.
- Looks for deals on bulk purchases and family meal kits.
- Shops 2-3 times per week, often for family meal planning and bulk purchases.

### Needs

- Easy-to-find family groceries
- Discounts on bulk orders for household essentials.
- Quick filtering of high-value items with family-oriented recommendations
- Product suggestions based on family preferences and past purchases.

### Painpoints

- Struggles to filter products based on family needs or budget preferences.
- Struggles with saving favorite groceries order list
- Finds it difficult to navigate and filter items for high-quality, and premium products catering all family members

### Preferences

- Seeks an easy-to-use interface with family-centric product categories, bulk discounts, and personalized offers based on her shopping history.



### Need Recognition

**Delivery in 11 Mins**  
Vinayak - Venkappa Garde... RENEW pass

Search for "lego"

Trending in Mr Homes Ladies PG

- Nandini Fresh Toned Fresh Milk 500 ml Get for ₹70 Add
- Onion 1 kg Get for ₹44 Add
- Tomato Local 500 g Get for ₹48 Add
- Potato 1 kg Get for ₹55 Add
- Coriander leaves with roots 100 g Get for ₹16 Add
- Nandini Thick Curd Pouch 500 ml Get for ₹25 Add

Add items worth ₹99 to unlock free delivery with pass

Back Z Zepto Categories Cart

### Browsing & Product Discovery

Dairy, Bread & Eggs 1160 items

Top Picks

- ZERO MAIDA BREAD 10% Off Get for ₹47 Add
- Protein Chef High Protein Multigrain 13% Off Get for ₹37 Add
- Milky Mist Paneer 4% Off Get for ₹283 Add
- Egg oz Nutrition White Egg 14% Off Get for ₹298 Add

Get pass to unlock savings of ₹60

4 Items | ₹948 View Cart

### Adding Items to Cart & Exploring Offers

Health supplements

Showing results for "health supplements"

- Fast&Up Vitalize - Daily 21 Multivitamins 10% Off Get for ₹284 Add
- BeBodywise Biotin Hair Health Gummies 30S 4% Off Get for ₹506 Add
- Manmatters Nourish 4% Off Get for ₹283 Add
- Little Joys NutriMix 7+ 4% Off Get for ₹298 Add

Add items worth ₹99 to unlock free delivery with pass

Back Z Zepto Categories Cart

### Checking Out

Your Cart SAVED ₹123

Saved ₹123 including ₹25 through free delivery!

Special Offers For you

Shop for ₹401 more to unlock special price

- Modern- Brown Bread (No trans Fat) 400 g ₹38 ₹55 Get for ₹38 Add
- Akhayakalpa Organic Country Bread 6 Pieces ₹150 Get for ₹143 Add
- D'lecta Cheese-Slices 200 g ₹116 ₹180 Get for ₹110 Add
- Spina Focaccia 1 Piece ₹159 Get for ₹159 Add

You might also like

- 35% Off D'lecta Cheese-Slices
- Akhayakalpa Organic Country Bread
- Spina Focaccia

Delivering to Vinayak aditya vr, aditya vr, Venkappa Garde... 1463.8 Kms Away

We have opted you in for no bag delivery

To Pay ₹958.9 Pay Online Pay Cash/UPI (on delivery)





| Process     | Need Recognition   | Browsing & Product Discovery  | Adding Items to Cart & Exploring Offers   | Checking Out  | Post-Purchase  |
|-------------|--|---|---|---|--|
| User Action | He grabs his phone and opens the Zepto app to quickly order his weekly essentials and health supplements         | He navigates through the app in search of health supplements and organic groceries  | He adds the protein powder and some groceries to his cart. Then, he looks for offers or bundled deals on groceries but doesn't find anything relevant | He enters the checkout process but gets distracted by irrelevant upsell suggestions (e.g., sugary snacks or processed foods). | He opens the delivered package, happy to see his items                                   |
| Thoughts    | "I need to stock up on protein powder and some groceries for the week. I hope I can find before my next meeting" | "This app has so many products—it's hard to find what I'm looking for. I wish there were better filters"                            | "There should be some sort of loyalty program for regular customers like me. I'm not seeing any deals or bundles for the items I regularly buy."      | "These suggestions don't make sense. I wish they recommended something aligned with my shopping habits."                      | "Zepto is convenient, but the experience could have been so much better"                 |
| Emotions    |  |   |   |   |  |
| Pain Points | <ul style="list-style-type: none"><li>Lack of time</li><li>Uncertainty about availability</li></ul>              | <ul style="list-style-type: none"><li>Cluttered categories</li><li>Poor filtering options</li><li>Lack of personalization</li></ul> | <ul style="list-style-type: none"><li>No relevant offers</li><li>Lack of loyalty offers</li></ul>   | <ul style="list-style-type: none"><li>Irrelevant upselling</li><li>Missed opportunity for relevant suggestions</li></ul>      | <ul style="list-style-type: none"><li>No subscription</li><li>No Shopping List</li></ul> |



| Pain Points  | Description  | MoSCoW      | Reason to Solve                        | Solution  |
|--|--|-------------|--|---|
| Lack of urgency to make purchases and Unaware of high-value products | Users miss high-value or discounted items, limiting AOV                          | Must Have   | AOV, Product Discovery                 | Dynamic Pricing + High Value Products   |
| Users don't explore beyond familiar items                            | Users stick to familiar items, reducing discovery and overall order size.        | Must Have   | AOV, Product Discovery                 | Curated Meal Packages   |
| Couldn't able to find favorite items                                 | Users forget to reorder regular items, reducing frequency and order size         | Must Have   | AOV, Purchase Experience               | Wishlist of Favorite items  |
| Cluttered product categories   | Users are overwhelmed by too many products, limiting their ability to explore    | Must Have   | Product Discovery, Purchase Experience | Product Sorting Feature   |
| No incentive to place larger orders                                  | Users don't see value in buying in bulk frequently, reducing average order value | Must Have   | AOV                                    | Monthly Groceries Plan  |
| Difficulty coordinating group shopping                               | Users shopping for families/households can't easily collaborate on a single cart | Should Have | Purchase Experience                    | Shopping List   |
| Miss out on personalized deals                                       | Users feel they are missing out on the best deals tailored to their needs        | Could Have  | AOV, Product Discovery                 | Personalized Offer Feed   |
| Lack of flexibility in delivery scheduling                           | Users find it inconvenient to coordinate deliveries, leading to cart abandonment | Could Have  | Purchase Experience                    | Flexible Delivery Options   |
| No motivation for premium users to engage in subscription            | Users don't subscribe to premium or high-value plans for better savings          | Should Have | AOV, Purchase Experience               | Introduce an upgraded Premium Subscription Plan (e.g., VIP access to discounts) |



# Prioritization of Features

**RICE Score = R\*I\*C/E**

| Feature                               | Reach<br><i>(How many users will this solution impact?)</i> | Impact<br><i>(How much will this solution impact the user's experience?)</i> | Confidence<br><i>(How confident are we in this solution working?)</i> | Effort<br><i>(How much effort is required to implement the solution?)</i> | Total   |
|---------------------------------------|---|--|---|---|---|
| Dynamic Pricing + High Value Products | 8   | 7  | 8   | 6   | 74.6  |
| Curated Meal Packages                 | 7   | 6  | 8   | 7   | 48   |
| Wishlist of Favorite items            | 8   | 6  | 8   | 6   | 64   |
| Product Sorting Feature               | 8   | 8  | 6   | 6   | 64   |
| Monthly Groceries Plan                | 7   | 6  | 7   | 8   | 36.7  |



# Dynamic Pricing + High Value Products



Introduce a dedicated section for a **limited-time sale** to enhance the **visibility** of high-value items.

Creates a sense of urgency with a limited-time sale on **high-value items** to drive panic and boost the average order value (**AOV**)

## Solution Breakdown

### Dynamic Pricing:

- Use a data-driven engine to adjust **high-value item** prices in **real-time** based on demand and target **high-AOV customers** with dynamic promotions.

### Product Highlighting:

- Feature high-value items **prominently with banners**, pop-ups, and priority placement in search results and checkout.

### Flash Sales:

- Create **urgency with time-limited discounts** on high-value items, using push notifications and emails for alerts.

### Product Bundling:

- Offer **discounted bundles** of regular essentials and premium products to increase cart value.

## Impact

### Increased AOV:

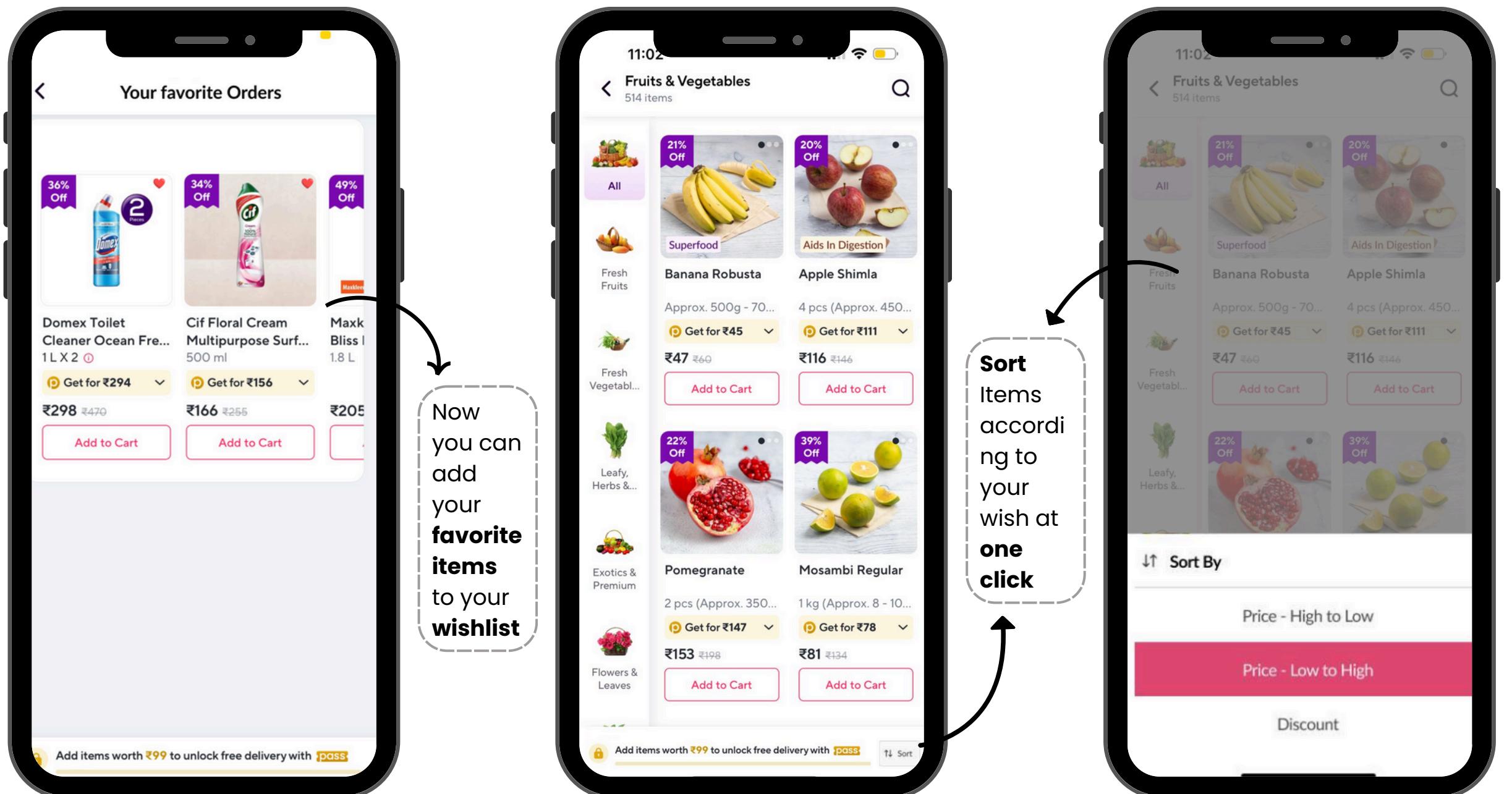
- Dynamic pricing, discounts, and bundling high-value items boost overall **order spend**.
- Highlighted **premium products** and flash sales drive larger transactions.

### Improved Product Discovery:

- Personalized recommendations and **AI-driven discounts** promote new, high-margin products.
- Cross-selling and upselling **increase product discovery** and order size.



# Wishlist of Favorite items and Sorting feature



## Solution Breakdown

### Wishlist Feature:

- Allow users to **add items** to a **wish list** from the product page.
- Send **reminders** for wish list items on sale, in stock, or part of promotions.
- Cross-promote** similar or **complementary items** when reviewing wish lists.

### Reorder Favorite items:

- Implement a **one-click reorder** button in account history and wish list.
- Personalize suggestions for complementary or new products to boost AOV.
- Offer bulk purchase discounts for frequently reordered items.

### Personalized Recommendations:

- Suggest related or **premium products** based on wish list and **sort items**.
- Use a **recommendation engine** to tailor suggestions to user preferences.

### Reminders & Notifications:

- Send **push notifications** for wish list items on sale or low in stock.
- Remind users to **reorder essentials** based on buying patterns.

## Impact

### AOV Impact:

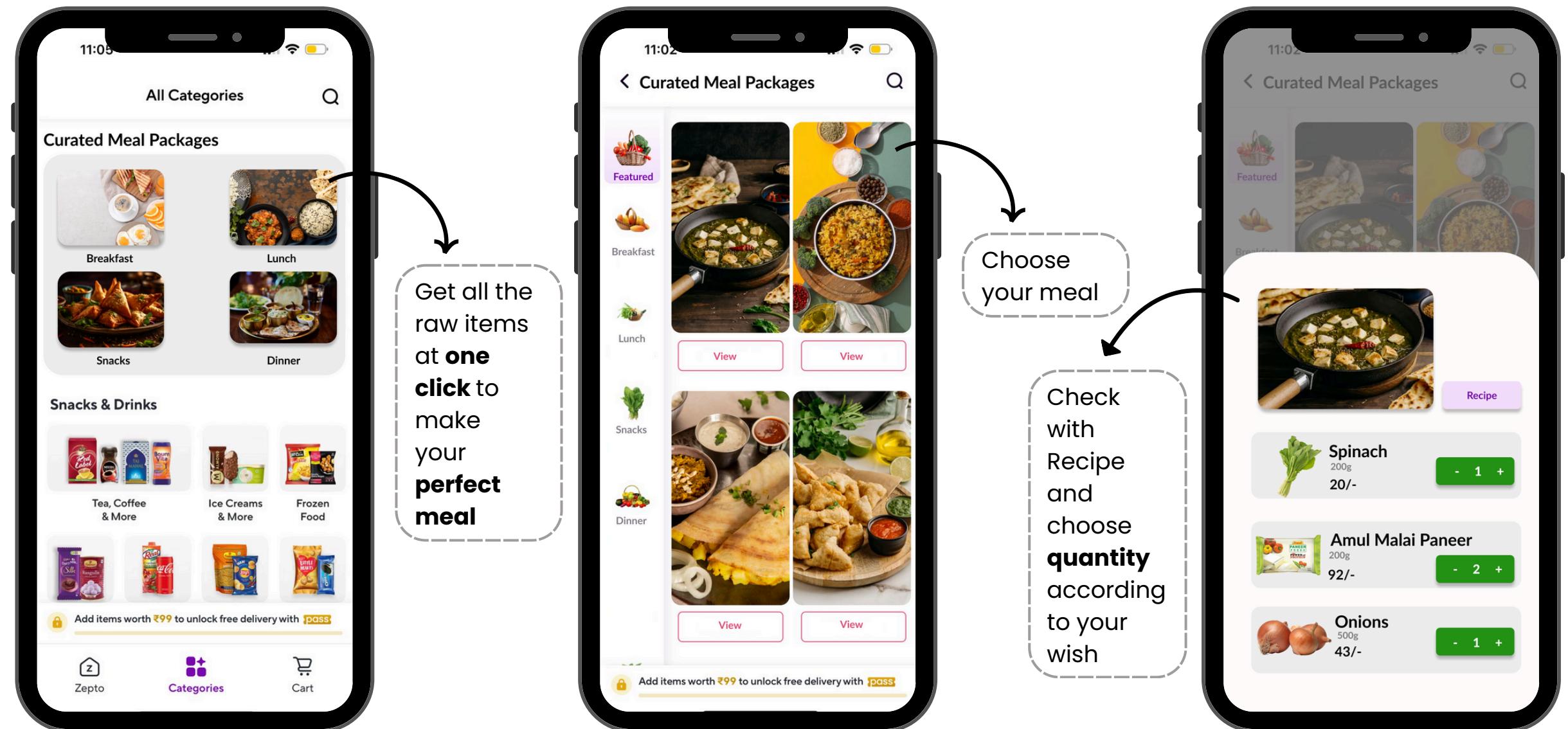
- Reordering and saving items for later could increase **AOV by 10-15%** as users are reminded to complete purchases or buy in bulk.

### Product Discovery Impact:

- Wishlist and reorder features could enhance **product discovery by 10-12%**, exposing users to new and personalized product recommendations.



# Curated Meal Packages



## Solution

### Breakdown

#### Curated Meal Kits:

- Offer curated packages for various meals, such as **dinner, breakfast, or snacks**. These kits would include all necessary ingredients and some optional premium products, **packaged together for convenience** and value.

#### Customization:

- Allow users to **customize meal kits** by selecting from different product variations (e.g., organic vegetables or premium meats), **offering flexibility** while promoting **high-value items**.

#### Seasonal or Thematic Meal Plans:

- Introduce meal kits tailored to **seasons, holidays**, or specific cuisines (e.g., festive meal kits or Italian night), encouraging repeat purchases and excitement around discovery.

#### Upselling with Premium Versions:

- Offer regular and premium versions of **curated meal kits**, encouraging users to upgrade their order by **choosing better-quality ingredients**.

## Impact

- Boosts AOV:** Through bundling, upselling, and offering high-margin products.
- Enhances Product Discovery:** By introducing new, diverse items and personalizing the experience based on user behavior.



## Metrics

**Average Order Value = Total Revenue / Number of Orders**

| Feature                               | North Star Metric             | How to Calculate   | Supporting Metric                | How to Calculate   |
|---------------------------------------|-------------------------------|--|----------------------------------|--|
| Dynamic Pricing + High-Value Products | Average Order Value (AOV)     | AOV = Total Revenue / Total Number of Orders. Measure changes in AOV pre- and post-implementation  | Conversion Rate                  | Conversion Rate = (Total Purchases / Total Website Visitors) * 100. Analyze changes in conversion rate   |
| Wishlist of Favorite items            | Repeat Purchase Rate          | Repeat Purchase Rate = (Number of Users Who Make a Repeat Purchase in a Given Period / Total Number of Users Who Made a Purchase in That Period) * 100 | Engagement with Wishlist Feature | Track the percentage of users adding products to their wishlist and then purchasing from it.   |
| Product Sorting Feature               | Product Discovery Rate        | Product Discovery Rate = (Number of Unique Products Viewed / Total Number of Products Available) * 100.  | Customer Satisfaction Score      | Measure customer satisfaction through surveys specifically focused on navigation ease and product findability  |
| Curated Meal Packages                 | Sales Volume of Meal Packages | Sales Volume = Total Revenue Generated from Meal Packages. Measure weekly/monthly sales volume before and after  | Average Item per Order           | Average Items per Order = Total Items Sold / Total Number of Orders. Measure how the curated meal packages affect the average number of items per order. |

We're hiring!

# Thank You!

**Harshini Jagarapu** [in](#)

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Yogabars ITC(PPO) || TATA Elxsi (PPO) || Accenture Strategy & Connect(PPI) IFSA IIT KGP || Prev: Learn with Leaders, Fundvice IB, IIT Hyderabad

**Product Space**