



KeeraanaKaro

SHOPPING SIMPLIFIED

About Us

Keeraana is a hyper local delivery platform, that will digitally connect every household to its local retailers, and provide one tap service to consumer by delivering goods within 10 mins to 60 mins and also upscale retailers sales

Providing buying and selling support and diversification of assortment through Own Brands

The company's ultimate vision is to become single window retail solution for all the households in both rural and urban areas

Keeraana - Shopping Simplified . . !!!

The Team



Nikhil R. Suryawanshi
Co-Founder

Category Management | Retail
Operations | Production & Project
Management | Merchandising
Planning

Experience- 3+ Years



Preetham Gowda KN
Co-Founder

Retail Operations Management | E-
commerce Operations | Supply Chain &
Logistics | Market Research

Experience: 2 years



Nachiket Shah
Co-Founder

Market Research Analysis | Marketing and
Alliance Management | Brand and Market
Positioning | People Management

Experience: 3+ years

Advisory



Amol N. Jain (Advisory)

Experience: 13+ Years

Head GTM Strategist, Startup and
Ecosystem Development, Brand &
Market positioning, Development of
Partner & Alliance Ecosystem.

The Problem



The Solution

Digital Connectivity

- Leading to timely (30 - 60 Mins) and doorstep delivery
- Single tap service, convience, and enhanced experience

Private Labels

- Staple Products
- New Entrants



Local retailer empowerment by hyper localization

- Total online store control to retailers
- Daily updation of offers and products by the retailers
- Market expansion to retailers

Procurement model

- For disintermediation in the supply chain

SaaS Services

- SaaS services and platform for inventory and order management
- Credit (Udhaar) tracker

Why Now ?

- During the pandemic situation, a tremendous shift towards online grocery ordering is been seen among the consumers
- Rising acceptance of single tap services and digitalization among customers especially in the urban areas coupled with increasing demand for services that provide convenience and ease
- Additionally, small retailers are feeling the need to adopt to digital technology to be competitive in the ever changing marketplace (Surveyed outcome)
- The kirana stores account for a **96 per cent** share of the grocery retail. **Now is the time to digitally disrupt it.!!**
- Additionally, increasing familiarity of applications and smartphone usage among teens and elderly population is another factor influencing the growth
- Additionally, Indian retail market is worth **US\$ 600 Billion** and is expected to grow over US\$ 270 Billion by 2021. Taking this into consideration, business have got huge scope to grow and settle in the sector.
- The total size of market is **14 Million**, the realistic share to obtain retailers from available retailers is **100,000** local grocery retailers

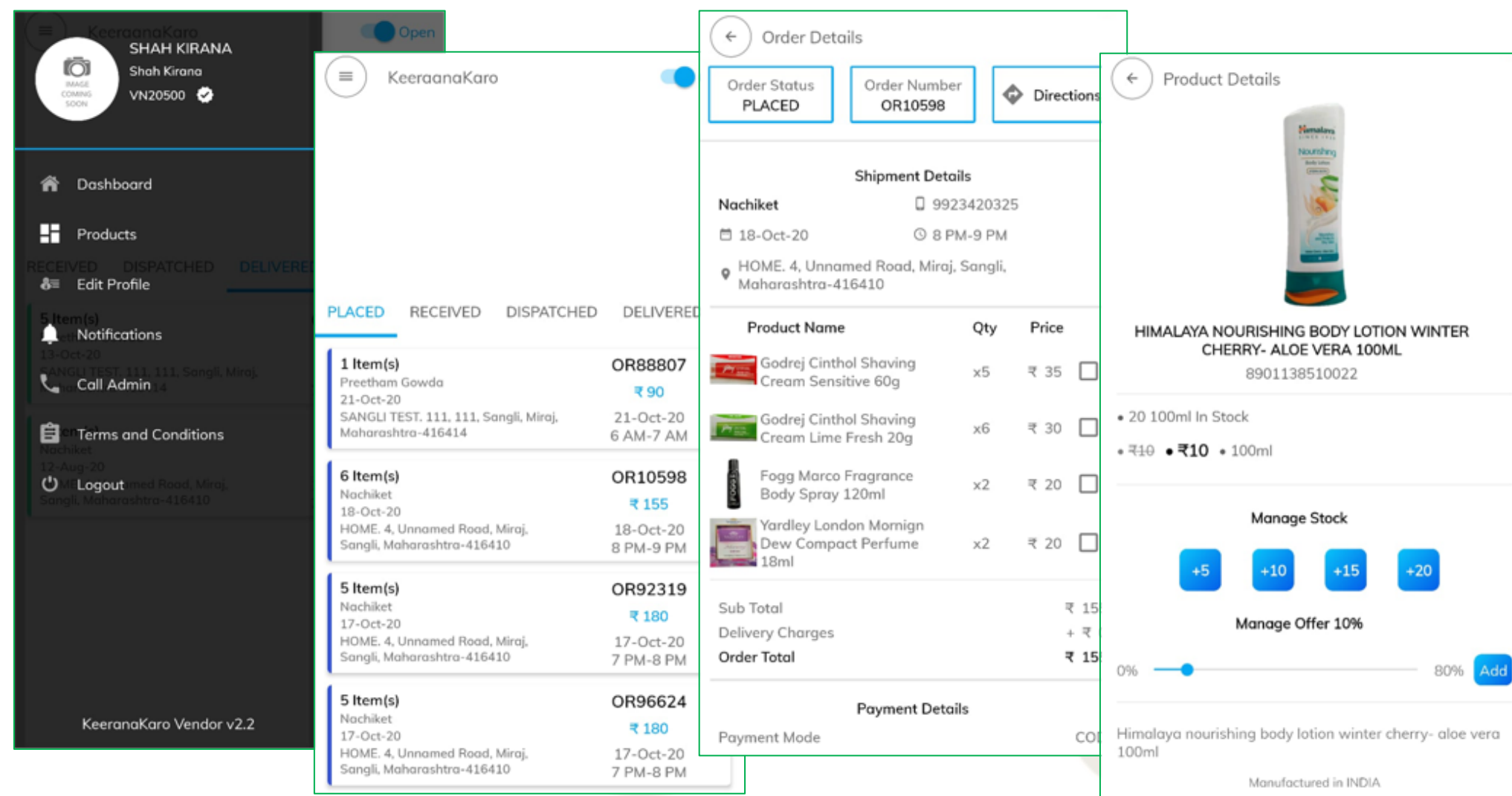
Competitors and differentiating factors

Factors	Big Basket	Grofers	Jiomart	Swiggy	Keeraana Karo	Other Local Players
Partnering With Kirana Stores	No	No	Yes	Partial	Yes	As per their offering
Mode of delivery	Third Party	Third Party	Third Party	Third Party	Retailer	
Inventory	Own DC, Holding inventory	Own DC, Holding inventory	Through Retail Outlets	No	No	
Delivery Time	Fixed 4 slots 60 mins ExD	Minimum 4 hours	Within two days	Less than 60 mins	30-60mins	
Delivery charges	Rs. 30 - 50	Orders below Rs. 250 has Rs. 49 Delivery charges	Orders below Rs. 750 has Rs. 25 Delivery charges	Minimum Rs. 40 per order	Rs. 20	

Vendor App Screenshots

Some of the Key Features:

- Inventory Control
- Offer Management
- Set Store Operation timings
- Navigate to Customer Location for Delivery



The screenshots display the KeeraanaKaro Vendor App interface, showing the dashboard, order details, and product details.

Dashboard: The dashboard shows the vendor's profile (SHAH KIRANA, Shah Kirana, VN20500) and a list of orders. The orders are categorized by status: PLACED, RECEIVED, DISPATCHED, and DELIVERED. The dashboard also includes a notification bell icon and a "Call Admin" button.

Order Details: The order details screen shows the order status (PLACED), order number (OR10598), and shipment details. The shipment details include the location (Nachiket), date (18-Oct-20), time (8 PM-9 PM), and address (HOME. 4, Unnamed Road, Miraj, Sangli, Maharashtra-416410).

Product Details: The product details screen shows the product image (Himalaya Nourishing Body Lotion Winter Cherry- Aloe Vera 100ML) and the product name. The product details also include the stock status (20 100ml In Stock) and the offer (20% off, ₹10 off, 100ml).

Inventory Control: The inventory control screen shows the product name (Himalaya Nourishing Body Lotion Winter Cherry- Aloe Vera 100ML) and the stock status (20 100ml In Stock). The inventory control also includes a "Manage Stock" section with buttons for +5, +10, +15, and +20, and a "Manage Offer 10%" section with a slider and an "Add" button.

Order Details Table:

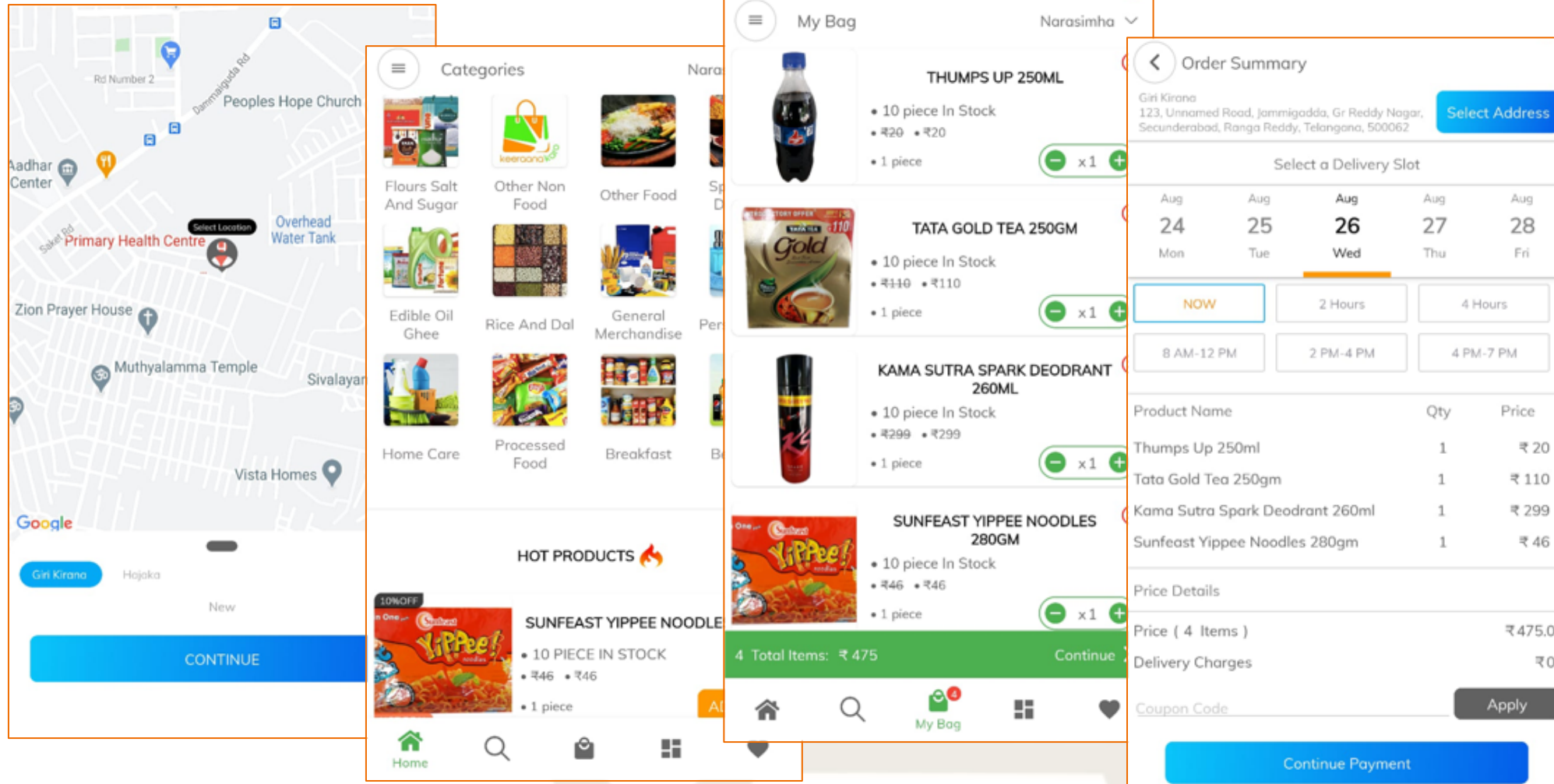
Product Name	Qty	Price
Godrej Cinthol Shaving Cream Sensitive 60g	x5	₹ 35
Godrej Cinthol Shaving Cream Lime Fresh 20g	x6	₹ 30
Fogg Marco Fragrance Body Spray 120ml	x2	₹ 20
Yardley London Mornign Dew Compact Perfume 18ml	x2	₹ 20
Sub Total		₹ 150
Delivery Charges		+ ₹
Order Total		₹ 150

Payment Details: The payment details screen shows the payment mode (COD) and the payment details.

Customer App Screenshots

Some of the Key Features:

- Location Based Ordering from multiple Keeraana Vendors
- Choose Convenient Delivery Slots or Self Pickup Option
- Single click Reorder



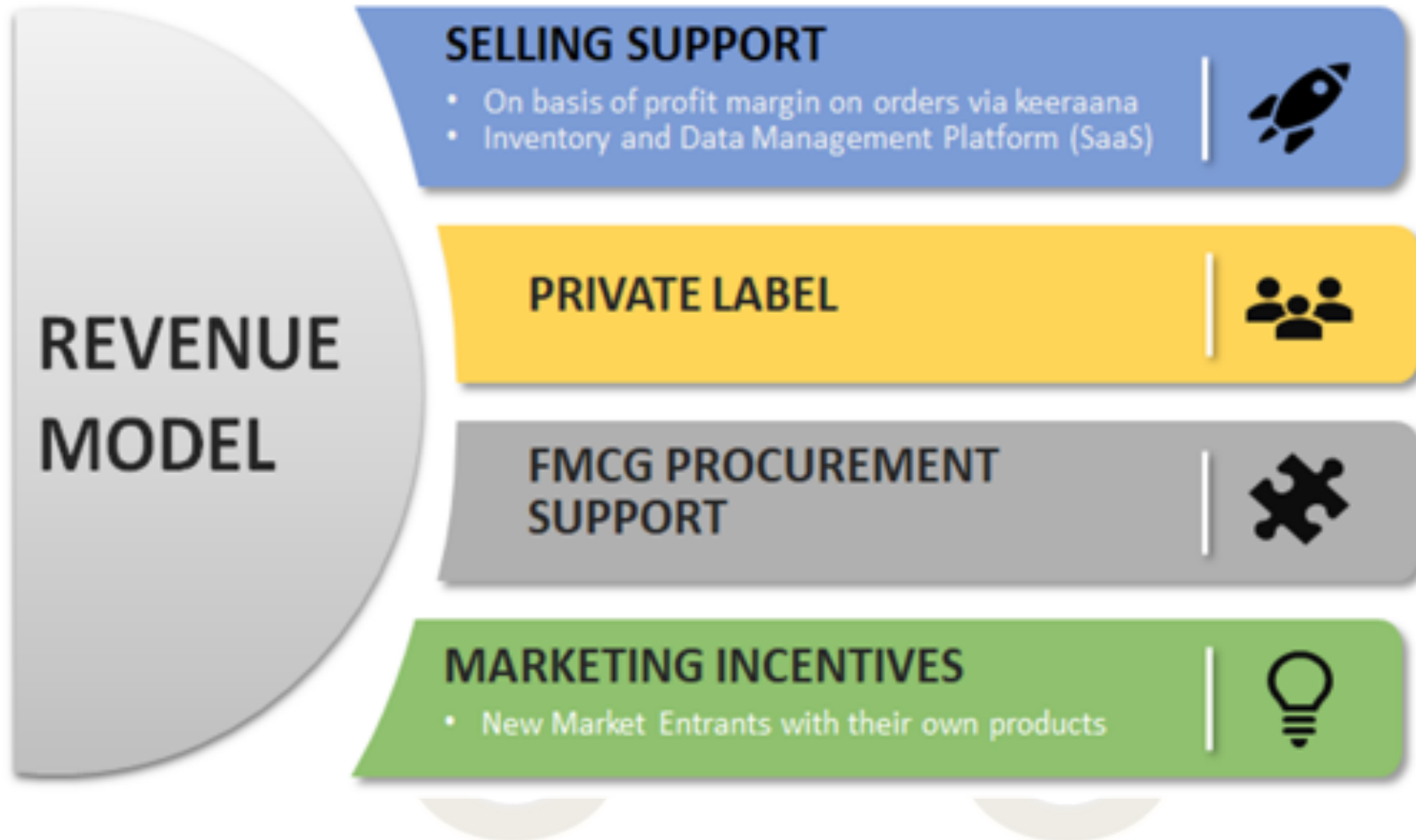
Admin Panel Screenshots



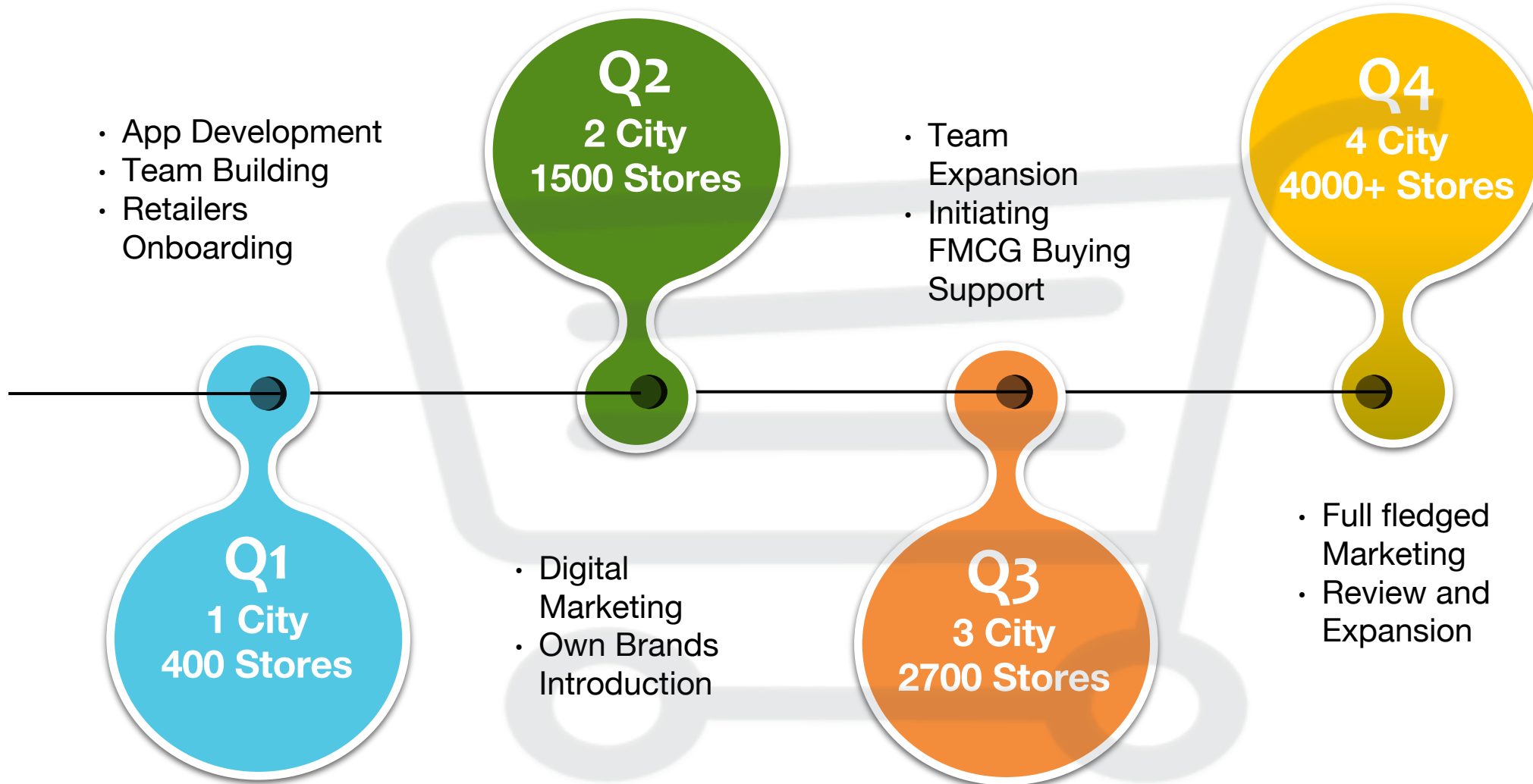
Some of the Key Features:

- Master Control Over Vendor Creation and Management.
- Inventory and Offer Management
- Order Management
- Offers and Coupons Management
- Relevant Reports Generation

Revenue model



Road Map (2020)

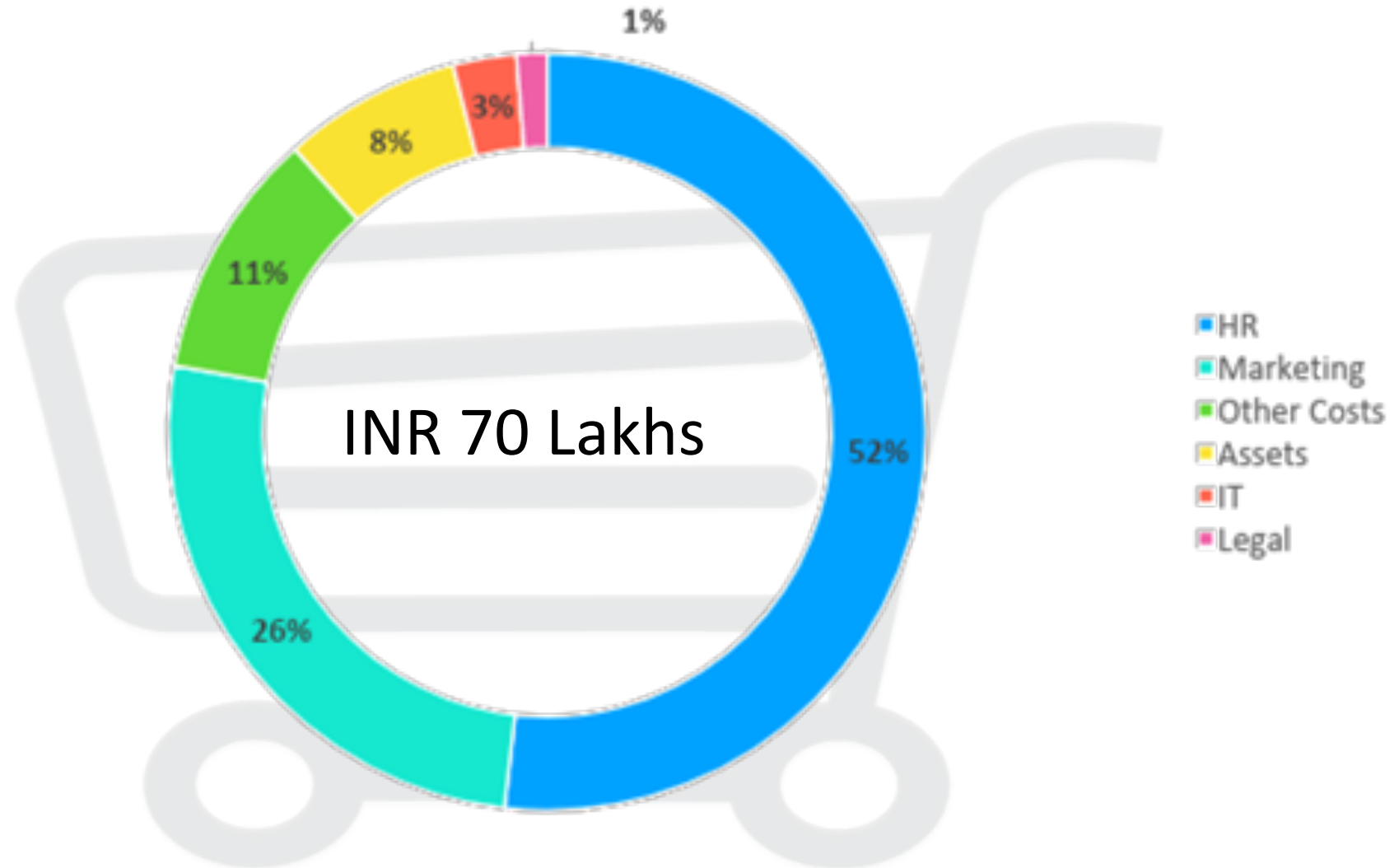


Unit Economics

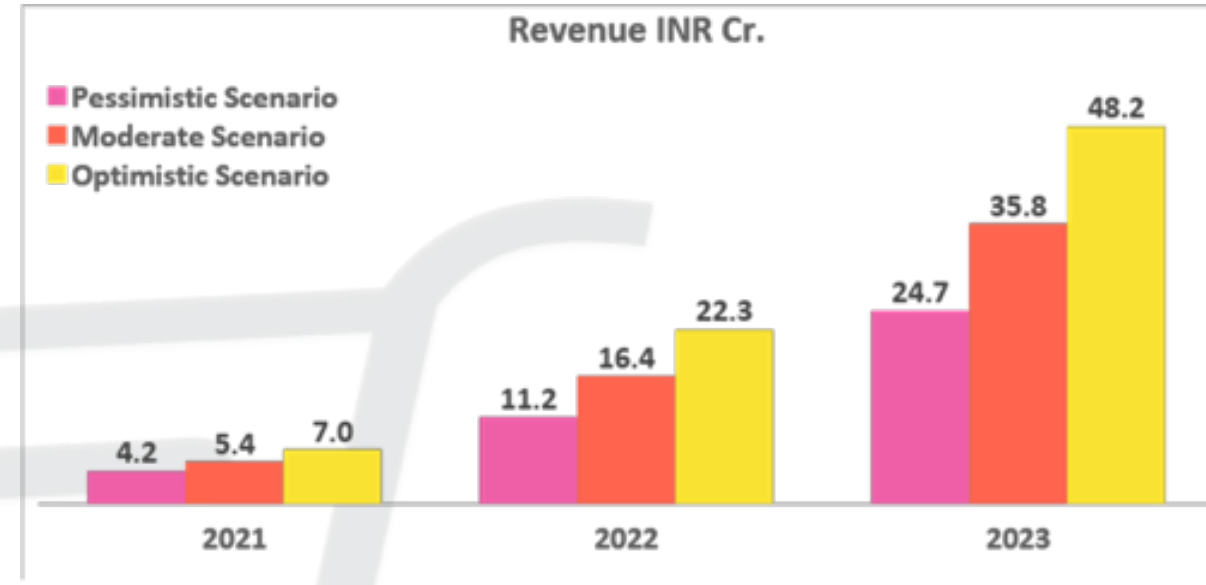
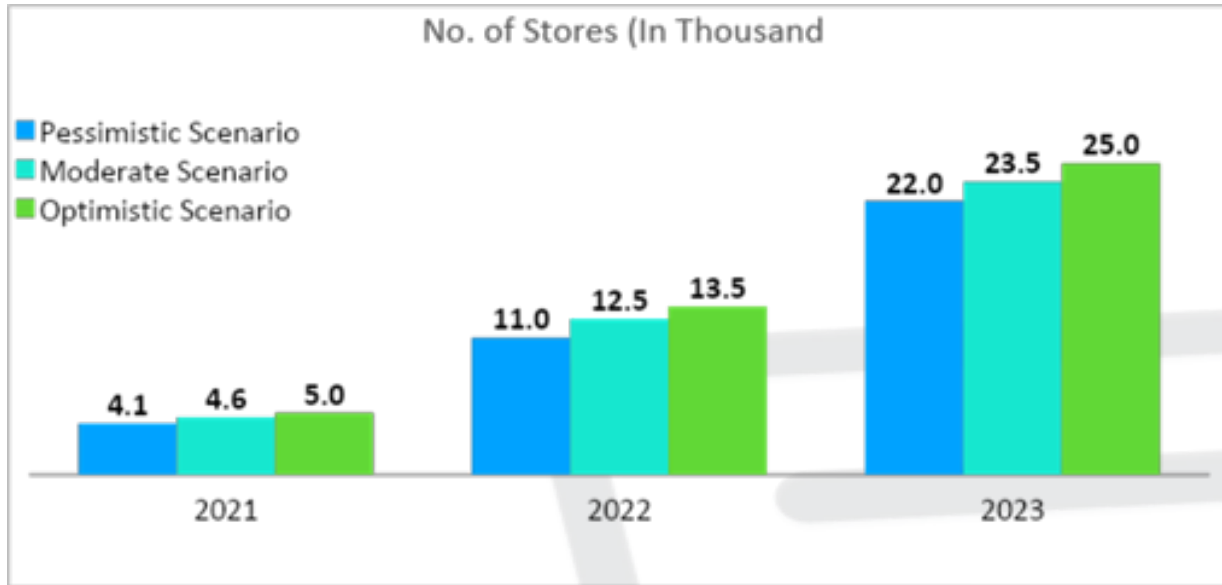
- Average Salary of Retail Worker: INR 6000
- Average minimum percentage profit to retailers by traditional sales: 10 % – 11 %
- By unit economics the retailer still earns INR 14,700, thereby sufficing its additional workers salary and increased sales by Keeraana

Unit Economics						
Average Transaction Value	Min. No. of orders	No. of days	Min. Revenue to the Retailer	Min. % of service charged by Keeraana	Revenue to Keeraana (Company)	Revenue to the Retailer
120	5	25	15,000	2%	300	14,700

Investment Breakdown



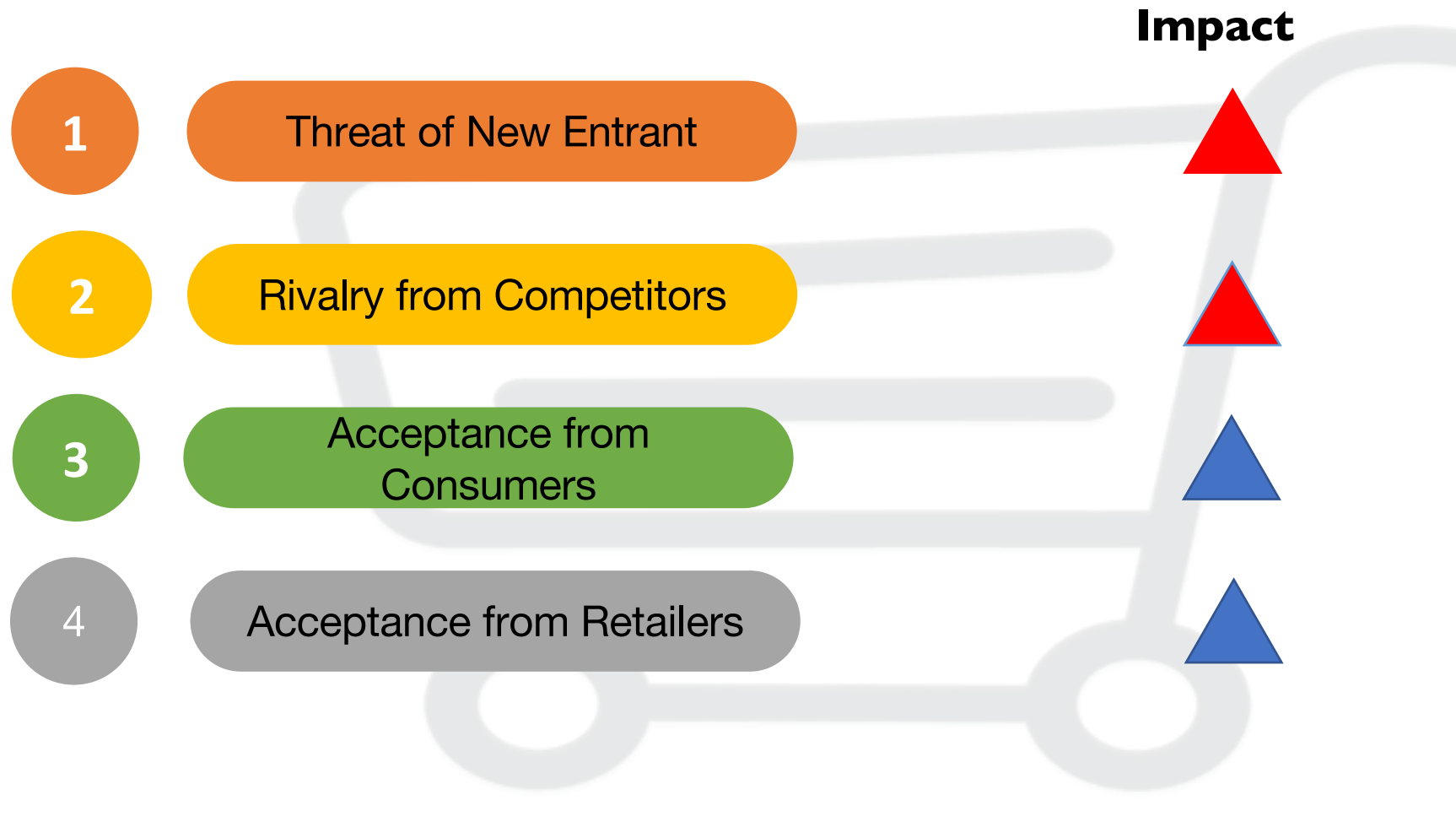
Opportunity Map Analysis 2021-2023



Factors considered/ affecting revenue for all scenarios

	No. of stores	No of orders daily	ATV	Service fees charged to retailers
Pessimistic Scenario	4100	5	200	2.2%
Moderate Scenario	4600	6	200	3.0%
Optimistic Scenario	5000	7	200	3.5%

Assumed Risks



Thank You



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