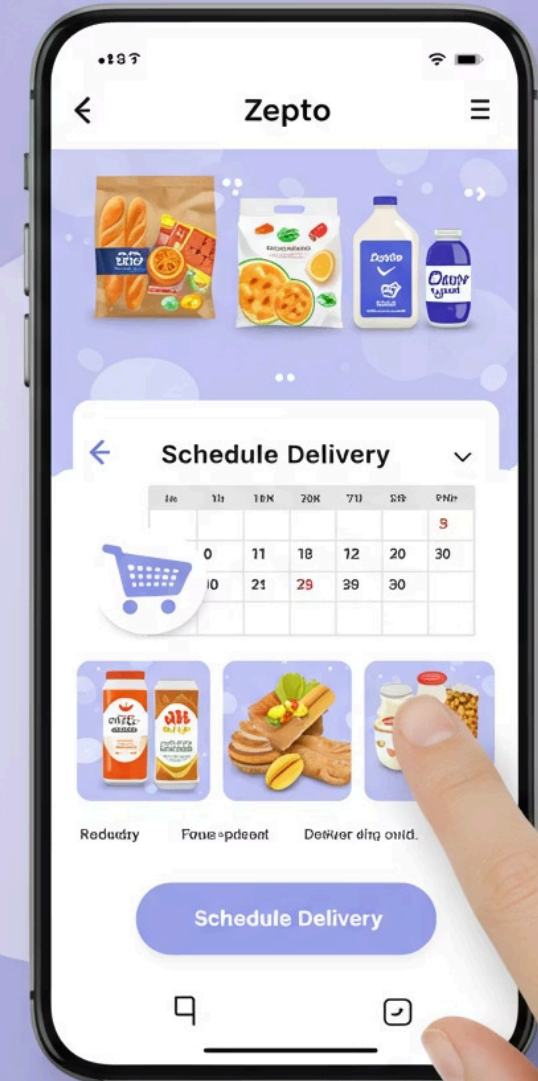# Increase Adoption of Scheduled Deliveries on Zepto

A strategic initiative to improve customer experience, reduce operational costs, and compete effectively in the value-conscious segment

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Market Landscape

🔍 Market Overview:

- **India's Q-commerce market** to hit **$5.5B by 2025** (Redseer)
- Q-commerce = Need for speed + reliability + planning flexibility
- Growing segment of users prefer **planned grocery delivery** over impulse buys

👥 Key Actors:

Actor	Role in Scheduled Delivery
Customers	Seek reliability, price efficiency
Delivery agents	Prefer batching, less stress
Dark stores	Better predictability, less out-of-stock risk
Ops team	Slot orchestration & batching logic needed

Zepto's Positioning & Operating Models

🏗️ Zepto's 3 Models:

Model	Description
Instant Delivery	10–15 mins in dense urban clusters
Scheduled Delivery	Time slots: 1-12 hrs ahead (pilot)
Bulk/Recurring	Weekly family grocery plans

🧠 Zepto's Brand USP:

- Ultra-fast, clean UX, trusted in Tier-1 cities
- Focused on Gen Z + Millennials for speed & trust

🌀 How Scheduling Impacts Positioning:

- Complements **"speed"** with **"smart planning"**
- Expands TAM (time-rich, price-sensitive, planned shoppers)

Operational Cost Advantage

📉 **Cost Comparison:**

Cost Type	Instant (₹)	Scheduled (₹)	Savings
Delivery Cost/order	₹40–50	₹25–30	~40% ↓
Idle Time	High	Lower	↑ Utilization
Ability to Batch	No	Yes	↑ Margin

💡 **Guesstimate:**

If 20% of Zepto's 10L monthly orders switch to scheduled, **₹1–2 Cr/month** can be saved.

Competitor Comparison – Scheduled Delivery

🏁 **Scheduled Delivery Competitor Features:**

Feature/Player	Zepto (pilot)	Blinkit	BigBasket	Instamart	Amazon Fresh
Scheduled Delivery?	Pilot rollout	No	Yes (1–6 hr)	No	Yes (next-day)
Slot Flexibility	2–4 slots/day	–	High (30-min blocks)	–	Yes
Delivery Charges	Expected low	–	Free >₹600	–	Free >₹249
Customer Base Target	Urban, speed-led	Urban	Planners	Urban	Planners
Cost Saving Focus	Medium	N/A	High (batches)	N/A	High (warehouse)

🧠 **Key Insight:**

- **BigBasket & Amazon** own the scheduled delivery mindshare
- **Zepto's advantage** = hybrid model + fast infra + Gen Z familiarity
- Scheduled delivery can bridge the gap to compete for value-driven users

KPI Tree + Why This Matters

📊 KPI Tree (to measure adoption):
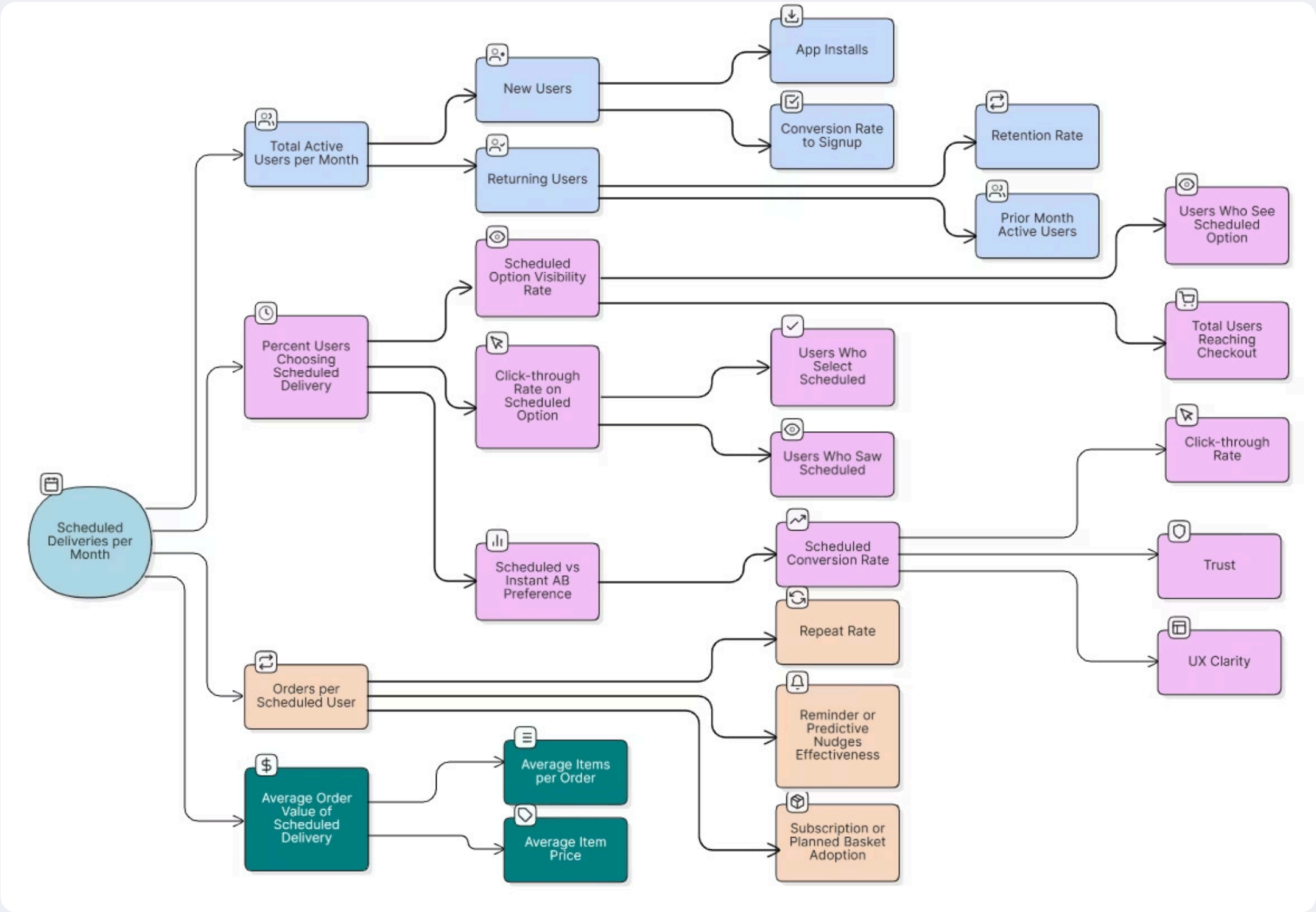
💬 Why It Matters (to stakeholders):

👤 Customer
Flexible delivery, cost savings

🚲 Delivery Agent
Reduced pressure, more earnings

🏢 Zepto
Lower costs, higher retention/LTV

⚙️ Ops
Predictable workload

🧠 Note:

Scheduled delivery isn't just a cost hack — it's a **strategic lever** to improve experience, reduce ops pressure, and compete with Amazon/BigBasket in value-first planning journeys.