

zepto

"Revolutionizing the way India shops"

STATISTICS



29%

Quick commerce
market share



31M

Monthly active
users



4454 Cr

Revenue (FY24)



5L

Daily orders

COMPETITORS



BUSINESS MODEL

Value Proposition



- Ultra-fast delivery within 10 minutes
- Affordable pricing
- Assured quality

Revenue Streams

- Margins on products
- Commission charges
- Product listing ads
- Subscription fees



in Mishthi Narang

in Ashutosh Srivastava

in Khadija Vakharia

in Lalit Parashar

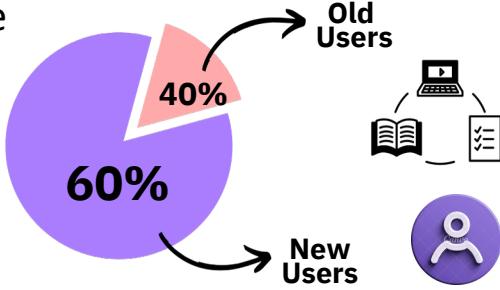
Ambition Overdrive: The Rise and Strain of Zepto

How ZEPTO became India's largest growing grocery APP

31M

Cracking the Code to Customer Loyalty: Zepto's Retention Challenges

- Original Mission:** 10 - minute delivery the new standard for online grocery shopping in India.
- Strategic Shift:** Reallocation of Domicile to India, and expanding operations to prepare for an IPO and sustain growth.
- Impact on Customers:** Aims to provide faster deliverables, more product choices, and a better overall customer experience.



Focus on New Users Over Existing Ones:

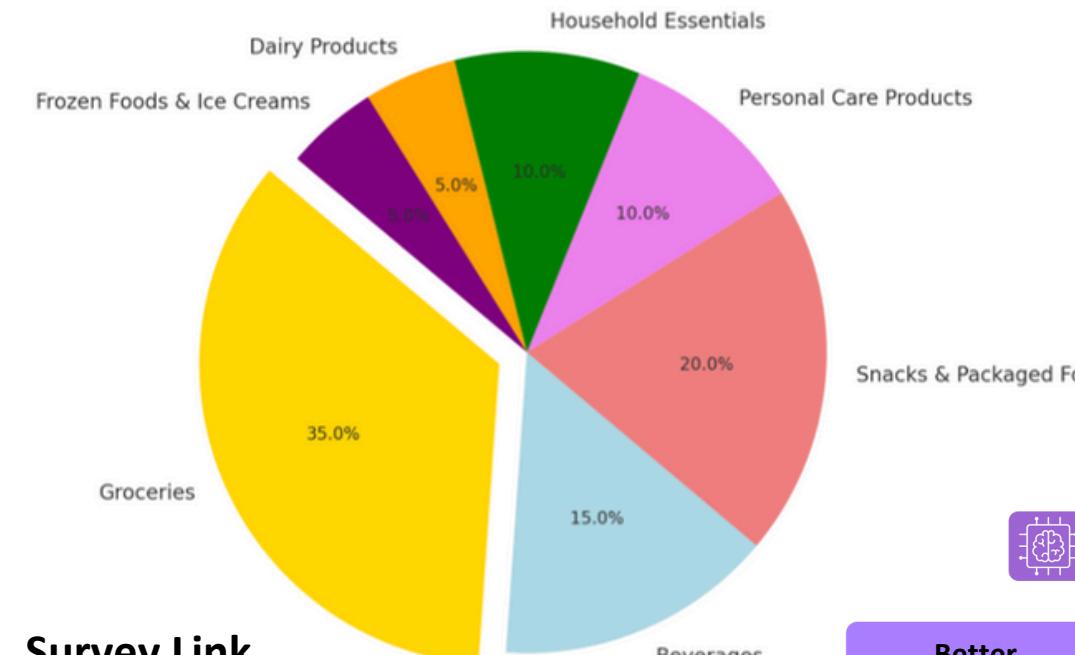
- Zepto spends **60 %** of its marketing budget on acquiring new users.
- 40 % is dedicated to retaining existing users through loyalty programs.

STRATEGY - Rapid Expansion, Prioritizing New Customer Acquisition over Retention.

Zepto's aggressive expansion has led to financial challenges, including tight cash flow, rising operational costs, and growing debt. These factors have impacted investor confidence and put pressure on the company's financial stability. Key points include:

- FY2024 Revenue:** ₹4,454 crore; Expenses: ₹5,747 crore; Net Loss: ₹1,293 crore.
- Raised **\$340M** at a **\$5B valuation**; backed by Y Combinator and others.
- Optimized costs using dark stores and AI-driven logistics.
- Utilization of **dark stores** for faster and more efficient order fulfillment.

Zepto reported current assets of Rs 1,398 crore that included **cash and bank balances** of Rs 692 crore. Currently, with a valuation of \$5 billion, Zepto retains a **29% market share** in quick commerce and is the second-largest player, after Blinkit.



Survey Link



Survey Responses

- 68%** use quick commerce apps multiple times a week
- 61%** respondents use Zepto for shopping groceries and essentials
- 60%** spend less than INR 500 on their orders
- 82%** faced issues with product unavailability



Exploring the Origins: Uncovering How It Started & Its Historical Evolution

Audit Palicha, 21 years, Mumbai



zepto FOUNDERS



Kaivalya Vohra, 21 years, Bengaluru

- Palicha's accomplishments have earned him noteworthy recognition, including his inclusion on Forbes magazine's **"30 Under 30"** list for Asia.
- Youngest startup founder to secure a place on the **IIFL Wealth Hurun India Rich List** in 2022.

- Youngest person to feature on the 2024 IIFL Wealth-Hurun Indian Rich List, with a net worth of **Rs 3,600 crore**.
- Vohra was featured on Forbes' **"30 Under 30 Asia"** list in 2022.

An Indian Entrepreneurs best known as the **Co-Founders of Zepto**, an online grocery and food delivery company.

Year Founded

July, 2021

Status

PRIVATE

Employees

8741 (2021)

Latest Deal Type

IPO

Investors

64

India's income pyramid shows a dramatic shift from 2015 to 2047, with the poor and aspiring classes shrinking while the middle class and rich segments grow significantly. The middle class is projected to nearly triple from **349M** to **1,015M** people during this period.

India's Income Pyramid (population in million)



OVERVIEW

PRODUCT INNOVATION

STRATEGIC GROWTH

MARKETING CAMPAIGNS

RISK MITIGATION

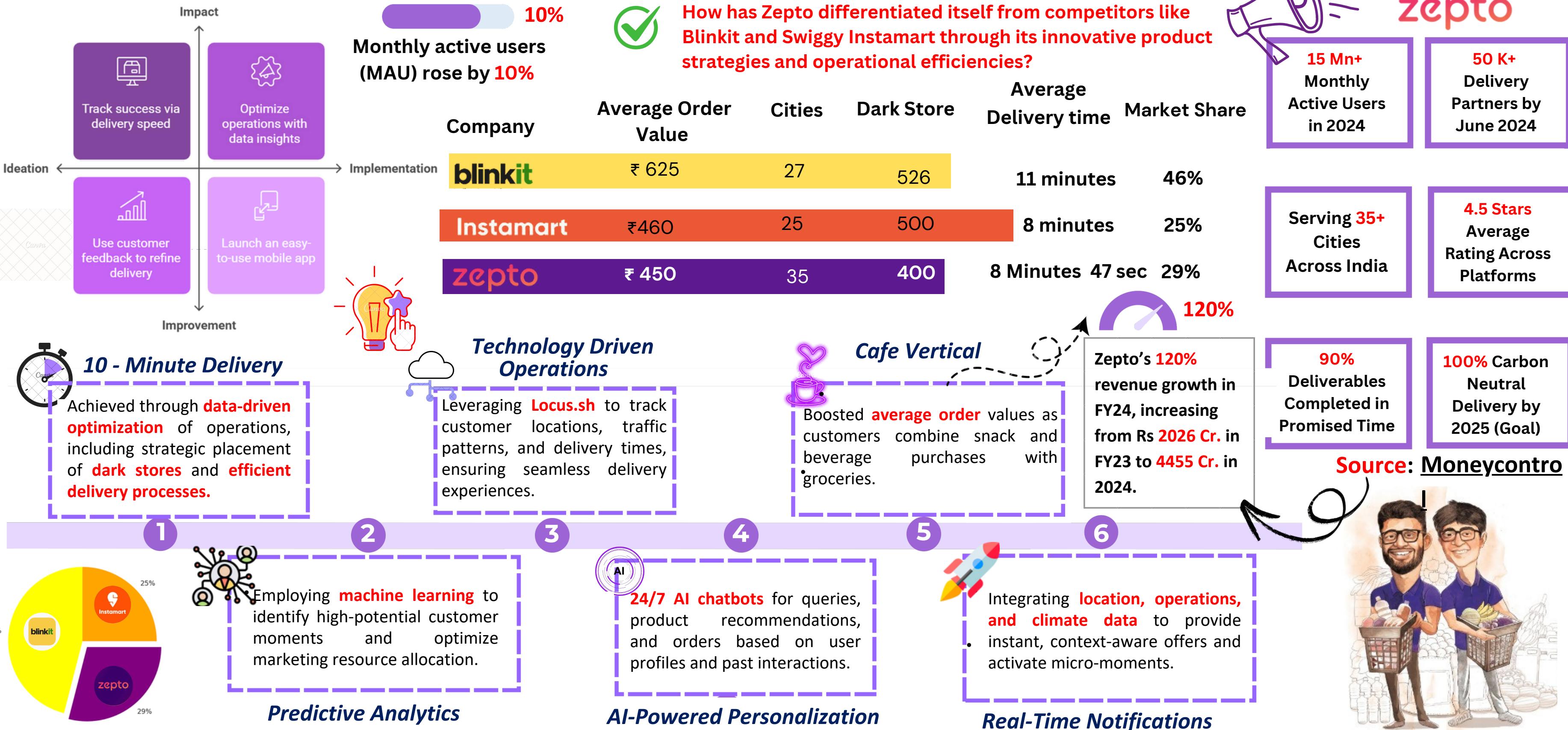
MARKET SATURATION & OPERATIONAL INEFFICIENCY

Breaking the Foundation: Product Innovation



How ZEPTO uses Product Innovation to enhance its user journey and Unique Selling Proposition (USP)

4 I's OF INNOVATION



OVERVIEW

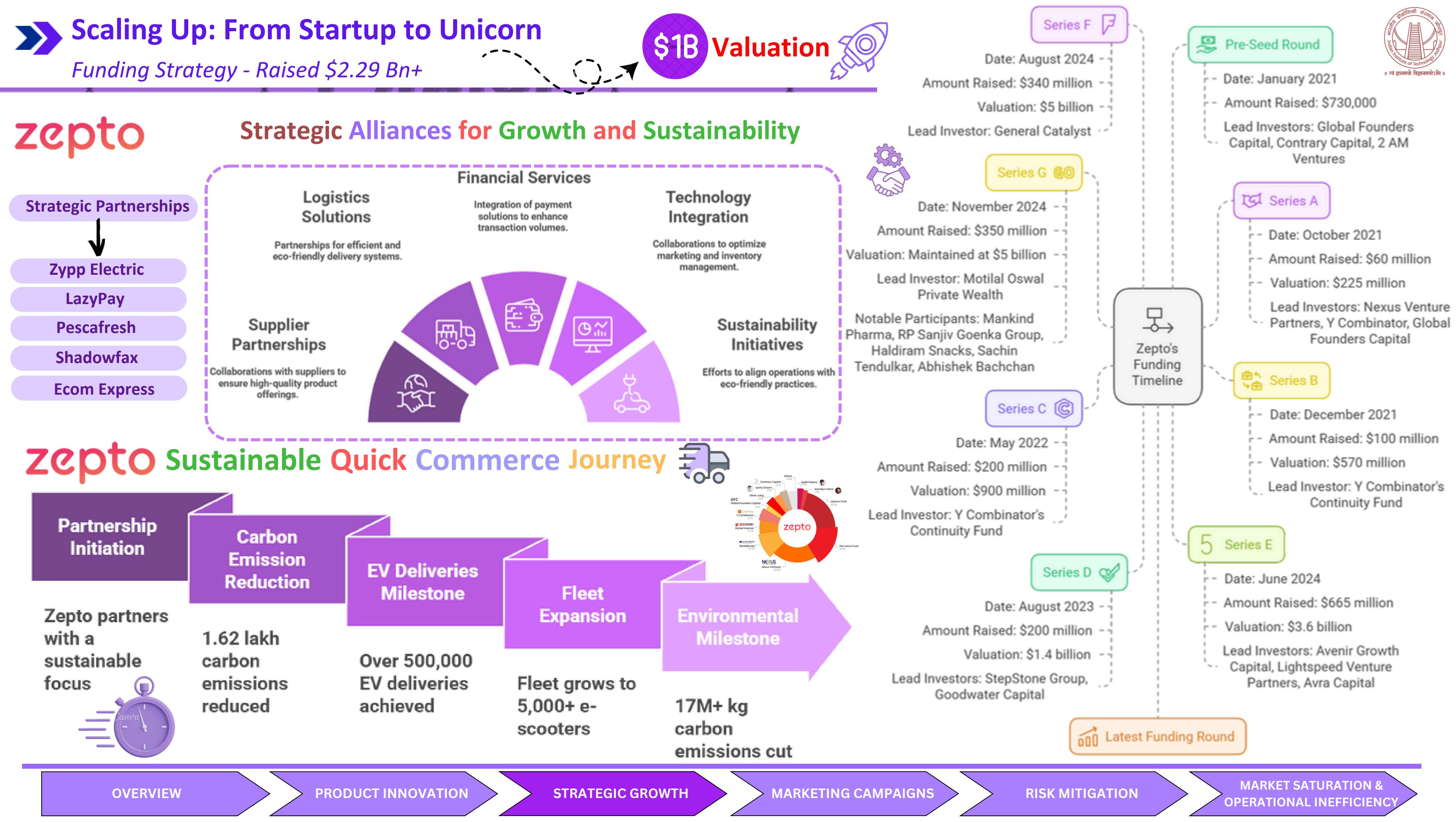
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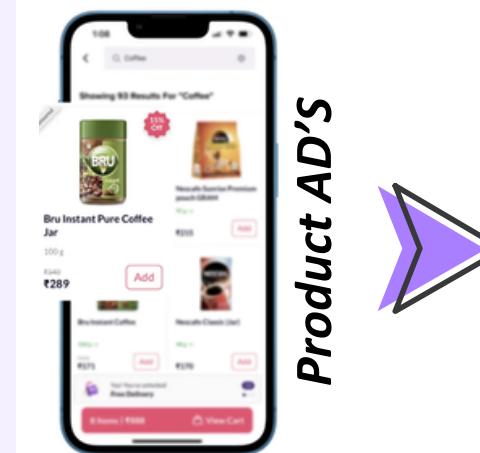
RISK MITIGATION

MARKET SATURATION & OPERATIONAL INEFFICIENCY



Transformative Campaigns: Innovative Branding for Market Differentiation

"What really decides consumers to buy or not to buy is the content of your advertising, not its form."



zepto
10 Minute Grocery Delivery

zepto's Marketing Strategy

Promotion Tactics

Digital marketing and referral programs boost brand awareness.



Distribution Model

Dense network of dark stores ensures rapid fulfillment.



Core Offering

Zepto's promise of ultra-fast delivery sets the foundation.



Key Features

Curated inventory and quality assurance enhance customer satisfaction.

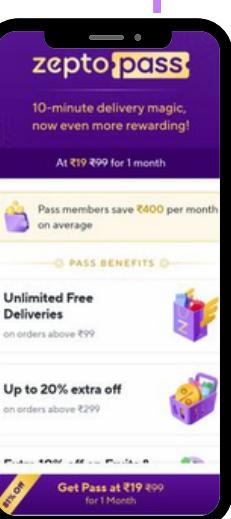


Pricing Strategy

Competitive and dynamic pricing reinforces customer trust.



zepto PASS



Nhi. Aisa nahi ho sakta. Keh do ke ye jhoot hai

*Aree Bhiduu, sach hai re!
Zepto ki free delivery abb asli game changer hai.*



"mile na mile, Zepto pe free delivery pakka milega."

Marketing Strategies

OVERVIEW

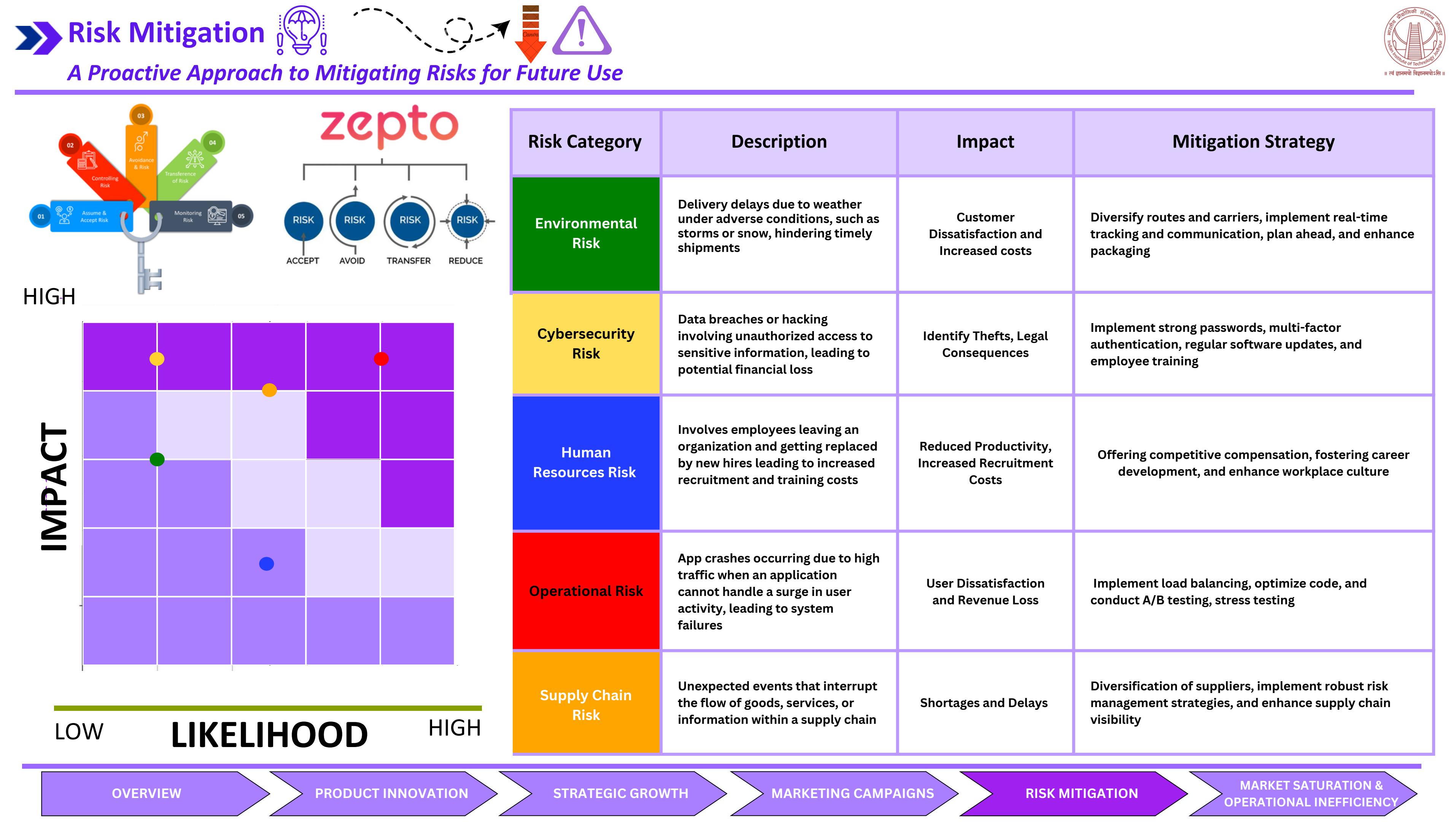
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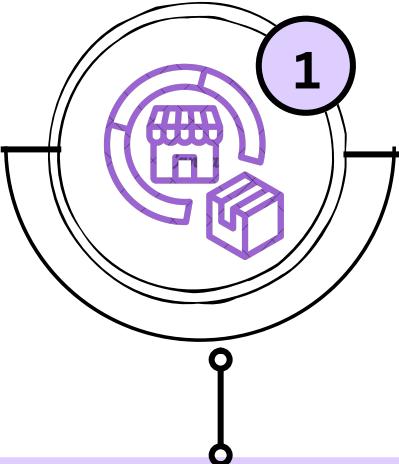
RISK MITIGATION

MARKET SATURATION & OPERATIONAL INEFFICIENCY



Resilience & Adaptability

How ZEPTO makes a comeback after overcoming Market Saturation, Financial Constraint & Operational Inefficiencies ?

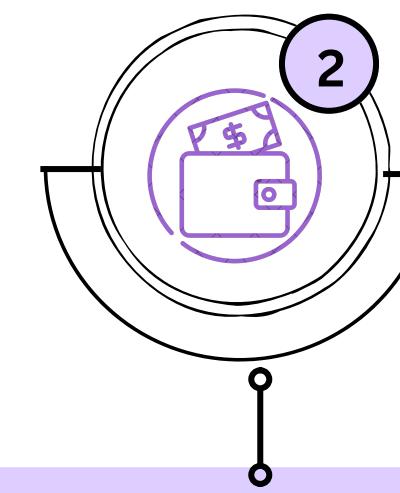


1

Market Saturation

- Intense competition from Blinkit, Swiggy Instamart, and Dunzo.
- Hard to differentiate in a crowded market.

CHALLENGE

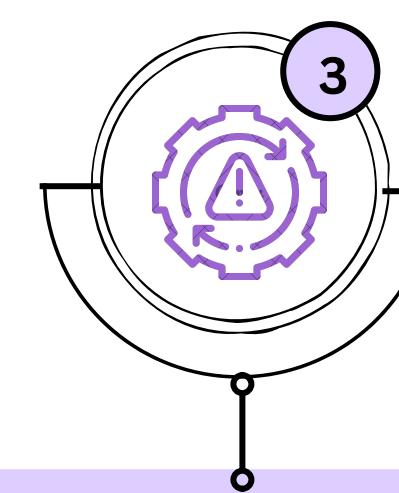


2

Financial Constraint

- High cash burn due to dark store expansions.
- Funding pressure for further scaling.

CHALLENGE



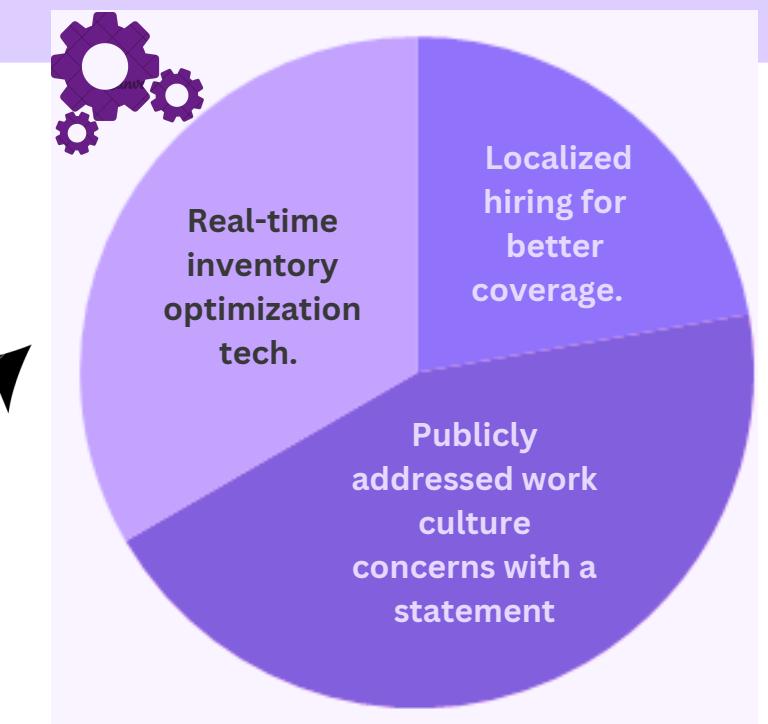
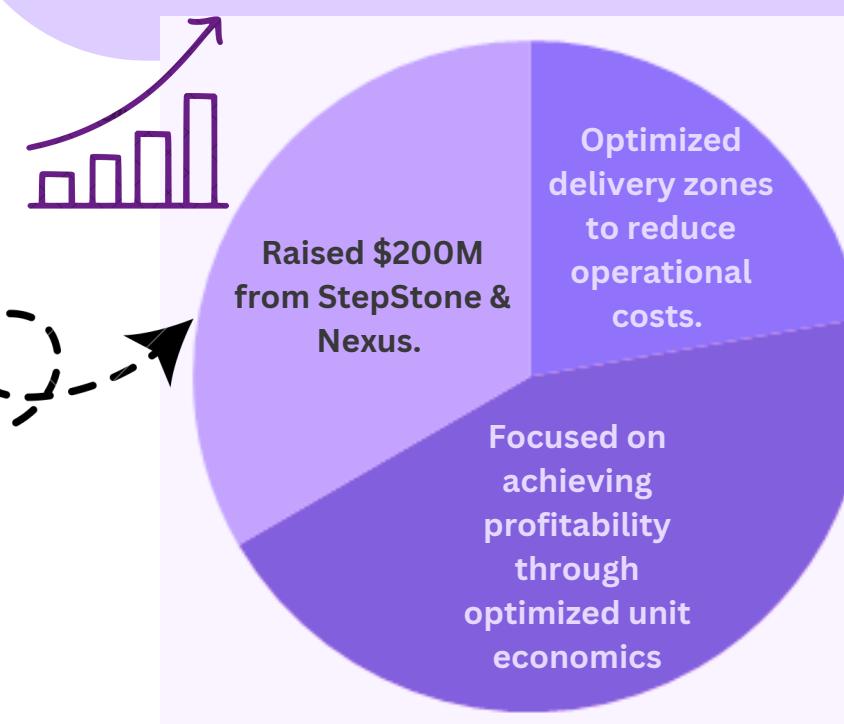
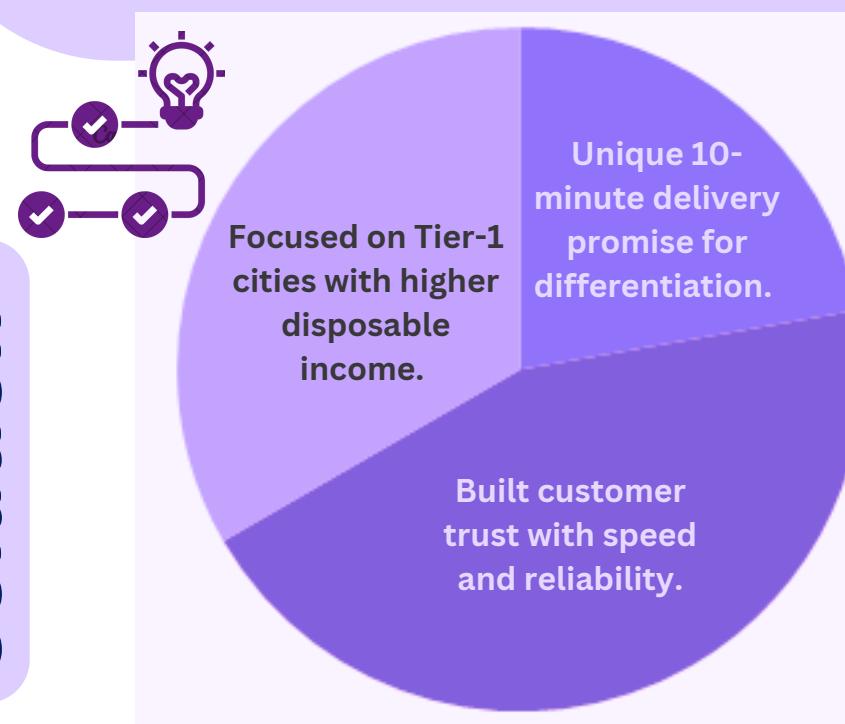
3

Operational Inefficiencies

- Managing dark store logistics and order accuracy.
- Recent backlash on toxic work culture.

CHALLENGE

Solution



Thank
you!

Presented By
Team 505

