



<News Nights>

Yes, we'll have a better name soon



What is <NewsNight>?

Consolidated app to order a-la carte/ subscribe to newspapers and magazines.

Building on the proven success of hyper local, subscription based deliveries



Internationally?

Are we one-of-a-kind?



| Startup | Acquired? | Downloads | Launched | Latest activity (S/W update or Comment) | Rating (# reviews) |
|---------------|-------------------------|-------------|----------|---|--------------------|
| Morning Cart | BB, Jul 2018 | 10,000+ | Mar-16 | Nov-18 | 2.2 (376) |
| Monthly | Nope | 10,000+ | Apr-16 | Oct-19 | 2.6 (121) |
| SuprDaily | | 10,000,000+ | Jun-16 | Mar-20 | 4.1 (20k) |
| DailyNinja | | 1,00,000+ | May-15 | Mar-20 | 3.7 (9k) |
| BB Daily | | 10,00,000+ | Apr-15 | Mar-20 | 4.0 (25k) |
| MilkBasket | | 5,00,000+ | Mar-15 | Mar-20 | 4.4 (20k) |
| F2H Daily | | 50,000+ | Oct-19 | Mar-20 | 3.9 (1.5k) |
| Doodhwaala | Shut down in Oct, 2019 | | | | |
| RainCan | BB | | | | |
| WakeUp Basket | Daily Ninja, in 2018 | | 2015 | | |
| 4am Shop | Acquired by Daily Ninja | | | | |

Domestically (Micro-delivery startups)

Is it worth pursuing though?

Let's size the market for Pune

50,00,000 people

Readership in **Pune**



20,00,000 newspapers

Circulation

(Circulation x 2.5 = Readership)



14,00,000 newspapers

Say 70% of all newspapers are subscribed to at homes/offices

Remaining 30% are sold at on demand at street corners



Rs 7/-

Average cost per newspaper



**14,00,000 x Rs 7 =
Rs 98,00,000**

Newspaper sales market size in Pune

Almost 1Cr



**20% of Rs 1Cr =
Rs 20,00,000**

Earning from last mile delivery

Middlemen earn about 20% of cover price



**15% of Rs 20,00,000 =
Rs 3,00,000**

If we keep 15% of earnings from last mile delivery for the services we provide

So, Revenue = Rs 3 Lakhs
Recurring steady cash flow

Now let's look at the expenditure of such an operation..

90 households

How much does one person distribute in 2 hours?



15,500 delivery boys

Delivery boys * Papers per boy = Subscriptions

Papers per boy = 90



Rs 125/day

His current earnings = 20% of (60 households x Rs 7 per newspaper)



Rs 2,75,000

Total daily wages for delivery boys in Pune

Rs 41,000

Daily wages for **central team**

10 people, assume 15L pa avg salary

Per day core team wages = $1.5\text{Cr}/365$

Revenue = Rs 4.2 Lakhs

Expenditure = Rs 3.1 Lakhs

Profit = 1.1 Lakhs/day



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