



# <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		10,00,000+	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)**

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# 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

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# Rs 7/-

Average cost per newspaper

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$$14,00,000 \times \text{Rs } 7 = \text{Rs } 98,00,000$$

Newspaper sales market size in Pune

Almost 1Cr

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

Earning from last mile delivery

Middlemen earn about 20% of cover price

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**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

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**So, Revenue = Rs 3 Lakhs**

**Recurring steady cash flow**

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

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# 90 households

How much does one person distribute in 2 hours?

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# 15,500 delivery boys

Delivery boys \* Papers per boy = Subscriptions

Papers per boy = 90

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# Rs 125/day

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

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# Rs 2,75,000

Total daily wages for delivery boys in Pune

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# Rs 41,000

Daily wages for **central team**

10 people, assume 15L pa avg salary

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

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**Revenue = Rs 4.2 Lakhs**

**Expenditure = Rs 3.1 Lakhs**

**Profit = 1.1 Lakhs/day**

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