zepto Delivery in **10 mins**
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Dashcom is the best. Why?

As a team

We are the best candidates because of our proven expertise and track record in the quick-commerce space. Our team has successfully **revolutionized customer experience** by leading innovations like **10-minute delivery, hyperlocal engagement** through features like Zepto News and **advanced UI/UX** that enhance customer stickiness. Additionally, we have demonstrated operational excellence in achieving market leadership by optimizing logistics and leveraging technology for seamless delivery. With our strategic vision, we are poised to maximize the value of this investment by scaling our model and diversifying offerings through ventures like Zepto Mart.

Individually

Shipika Arora: As the CEO, she drives Zepto's innovation and growth by leading **transformative initiatives** like Zepto Mart, alcohol integration and Finshots acquisition. Her visionary leadership positions Zepto as a lifestyle-driven brand while ensuring **seamless execution and customer-centricity**. With her strong **stakeholder management** skills, Shipika fosters trust and collaboration, making her instrumental in securing the $1 billion funding.

Sidhant Bishnoi: As the CMO, he enhances Zepto's brand by positioning Zepto Mart as a premium, one-stop lifestyle destination. His customer-centric strategies, such as hyperlocal news, in-app games and regional voice commands, **boost engagement and retention**. Sidhant's marketing vision drives **market expansion, increasing footfall and digital adoption** while fostering long-term customer loyalty.

Abhishek Bagri: As the CFO, he ensures Zepto's **profitability and scalability** by identifying high-margin revenue streams like alcohol and advertising. He **optimizes costs** and presents strong financial projections to build investor confidence. His strategic focus ensures that all initiatives, from Zepto Café to Finshots, are **financially sustainable**, strengthening Zepto's long-term success.

What if the US $1B runs out?

The business **remains sustainable** due to its revenue-driven model. While initial cash reserves deplete to fund operational and capital expenditures, **increasing revenues from Zepto Mart, Zepto Cafe and ZepShots** replenish these reserves. By Year 3, the business achieves a positive cash flow, with revenues outpacing burn rates, ensuring self-sustenance. This eliminates the need for immediate external funding and positions the company for **long-term growth and profitability**. This model ensures the business remains viable even after exhausting the initial $1B funding.

Projected burn for the next 12 & 24 months

12 Months (Year 1):

- Monthly Burn Rate: Rs. 3140 million /month; Total Burn: ~ 37680 M for Year 1.
- Key Drivers: High initial Capex for infrastructure and setup; Controlled Opex focused on marketing and operations ramp-up.

24 Months (Years 1 and 2):

- Monthly Burn Rate (Year 2): ~Rs. 2018 million/month; Total Burn: ~ Rs. 24,224 Millions for Year 2.
- Cumulative Burn (24 Months): ~ Rs. 61,902 Million
- Key Drivers: Optimized Opex as economies of scale improve; Reduced Capex as infrastructure matures; Revenue growth begins to significantly offset cash outflows.

How will that be funded?

The burn will be entirely funded through the initial US$1 billion reserve and growing revenue streams. Our sustainable model ensures a strategic transition to self-sufficiency by Year 3, minimizing the need for additional funding while maintaining scalability and profitability. This approach underscores our commitment to operational efficiency and financial discipline.

In the excel, graphs are made in dashboard (that we can utilise for projections) and assumptions are mentioned in each tab.
UI UX is included in the tech cost. Zepto Cafe is an associated part of Zepto Mart to increase revenue.

Excel Sheet Link: Zepto Financials

	Revenue	14,881.33	35,284.02	47,871.06	68,397.75	92,034.70	
DASHBOARD	**CATEGORY**	**Y1**	**Y2**	**Y3**	**Y4**	**Y5**	**Trendline**
ZeptoMart	Revenue	11,840.58	26,123.06	37,489.83	52,008.64	67,193.78	
	Expenses	36,056.47	23,779.07	29,653.53	36,921.14	42,300.44	
ZeptoShots	Revenue	291.28	307.50	403.59	540.19	738.11	
	Expenses	1,478.37	291.32	324.77	369.98	437.43	
ZeptoCafe	Revenue	2,749.47	8,853.46	9,977.64	15,848.92	24,102.80	
	Expenses	144.47	152.69	168.44	185.18	203.59	

ZEPTO MART

P&L Statement	YEAR 1 TOTAL	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	INR 11,840.58	INR 26,123.06	INR 37,489.83	INR 52,008.64	INR 67,193.78
Cost of Goods Sold	INR 7,104.35	INR 15,673.84	INR 22,493.90	INR 31,205.18	INR 40,316.27
Gross Profit	**INR 4,736.23**	**INR 10,449.22**	**INR 14,995.93**	**INR 20,803.45**	**INR 26,877.51**
SG&A Expenses	INR 5,076.77	INR 10,392.09	INR 12,947.28	INR 16,730.05	INR 18,450.27
Depreciation	INR 538.16	INR 232.56	INR 290.22	INR 350.77	INR 414.34
Regulatory Costs	INR 56.50	INR 23.74	INR 29.81	INR 35.79	INR 42.07
Operating Profit	**-INR 935.19**	**-INR 199.17**	**INR 1,728.62**	**INR 3,686.85**	**INR 7,970.84**
Interest	INR 0.00	INR 0.00	INR 0.00	INR 0.00	INR 0.00
Tax	INR 225.99	INR 43.82	INR 380.30	INR 811.11	INR 1,753.58
Net Profit	**-INR 1,161.19**	**-INR 242.98**	**INR 1,348.32**	**INR 2,875.74**	**INR 6,217.25**
Gross Profit Margin	40.00%	40.00%	40.00%	40.00%	40.00%
Operating Profit Margin	-7.90%	-0.76%	4.61%	7.09%	11.86%
Net Profit Margin	-9.81%	-0.93%	3.60%	5.53%	9.25%
Operating Expenses	INR 5,133.27	INR 10,415.83	INR 12,977.09	INR 16,765.84	INR 18,492.34
EBIDTA	**-INR 397.03**	**INR 33.40**	**INR 2,018.84**	**INR 4,037.61**	**INR 8,385.17**
Depreciation	INR 538.16	INR 232.56	INR 290.22	INR 350.77	INR 414.34
EBIT	**-INR 935.19**	**-INR 199.17**	**INR 1,728.62**	**INR 3,686.85**	**INR 7,970.84**
Tax	INR 225.99	INR 43.82	INR 380.30	INR 811.11	INR 1,753.58
PAT	**-INR 1,161.19**	**-INR 242.98**	**INR 1,348.32**	**INR 2,875.74**	**INR 6,217.25**
EBIDTA Margin	-3.35%	0.13%	5.39%	7.76%	12.48%
Net Profit Margin	-9.81%	-0.93%	3.60%	5.53%	9.25%

ZEPSHOTS

P&L Statement	YEAR 1 TOTAL	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	INR 291.28	INR 307.50	INR 403.59	INR 540.19	INR 738.11
Cost of Goods Sold	INR 23.21	INR 25.53	INR 28.08	INR 30.89	INR 33.97
Gross Profit	**INR 268.07**	**INR 281.97**	**INR 375.51**	**INR 509.31**	**INR 704.14**
SG&A Expenses	INR 177.05	INR 256.86	INR 286.87	INR 328.29	INR 391.57
Depreciation	INR 0.00	INR 0.00	INR 0.00	INR 0.00	INR 0.00
Regulatory Costs	INR 1.16	INR 1.28	INR 1.40	INR 1.54	INR 1.70
Operating Profit	**INR 89.87**	**INR 23.83**	**INR 87.24**	**INR 179.47**	**INR 310.87**
Interest	INR 0.00	INR 0.00	INR 0.00	INR 0.00	INR 0.00
Tax	INR 19.77	INR 5.24	INR 19.19	INR 39.48	INR 68.39
Net Profit	**INR 109.64**	**INR 29.08**	**INR 106.44**	**INR 218.96**	**INR 379.27**
Gross Profit Margin	92.03%	91.70%	93.04%	94.28%	95.40%
Operating Profit Margin	30.85%	7.75%	21.62%	33.22%	42.12%
Net Profit Margin	37.64%	9.46%	26.37%	40.53%	51.38%
Operating Expenses	INR 6.96	INR 7.66	INR 8.42	INR 9.27	INR 10.19
EBIDTA	**INR 261.11**	**INR 274.32**	**INR 367.09**	**INR 500.04**	**INR 693.95**
Depreciation	INR 0.00	INR 0.00	INR 0.00	INR 0.00	INR 0.00
EBIT	**INR 261.11**	**INR 274.32**	**INR 367.09**	**INR 500.04**	**INR 693.95**
Tax	INR 19.77	INR 5.24	INR 19.19	INR 39.48	INR 68.39
PAT	**INR 241.34**	**INR 269.07**	**INR 347.90**	**INR 460.56**	**INR 625.55**
EBIDTA Margin	89.64%	89.21%	90.96%	92.57%	94.02%
Net Profit Margin	82.86%	87.50%	86.20%	85.26%	84.75%

ACQUISITIONS

	Y1	Y2	Y3	Y4	Y5
Cash Reserve	**54,141.75**	**53,818.67**	**38,111.02**	**23,198.66**	**6,135.12**
Category	**Y1**	**Y2**	**Y3**	**Y4**	**Y5**
ZeptoMart	11,840.58	26,123.06	37,489.83	52,008.64	67,193.78
ZeptoShots	291.28	307.50	403.59	540.19	738.11
ZeptoCafe	2,749.47	8,853.46	9,977.64	15,848.92	24,102.80

Revenue from Acquisitions

Trivago		43,680.00	48,048.00	52,852.80	58,138.08
Mesa School of Business	33.00	36.30	39.93	43.92	48.32
Souled Store	2,350.00	2,585.00	2,843.50	3,127.85	3,440.64

Expenses

Trivago	-	26,208	28,829	31,712	34,883
Mesa School of Business	20	22	24	26	29
Souled Store	1,410	1,551	1,706	1,877	2,064

3 items that contribute to customer stickiness & order margin

All quick commerce revolves around three core attributes: **selection, price** and **speed of delivery**. While these attributes are universally recognized as key drivers of **customer stickiness** and **order margins**, additional factors beyond these three are fundamental to the success of quick commerce. Here, we focus on the **top three items** that are critical in shaping customer loyalty and profitability in this fast-paced industry.

Groceries & Essentials

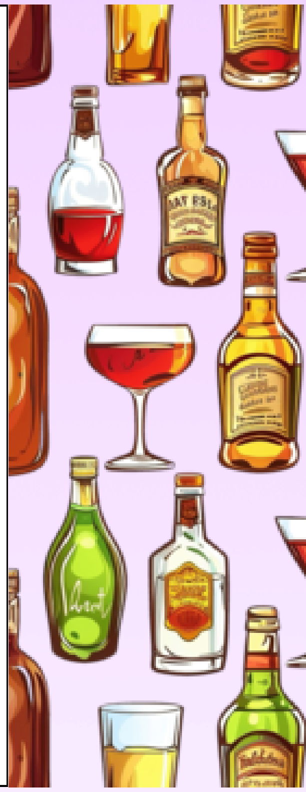
High-frequency purchases like vegetables, fruits & dairy products are the backbone of quick commerce, driving both customer stickiness and order margins.
Essentials foster **habit formation** by meeting daily needs with consistent quality, building trust and encouraging routine ordering.
Subscription models, such as daily milk delivery or weekly vegetable boxes, further enhance retention.

While these items have low margins, their **high sales volumes** enable economies of scale, and predictable demand patterns ensure inventory management and reduced wastage. They also open **cross-selling opportunities** for higher-margin products like snacks & beverages, increasing the AOV.

In-Store Alcohol (via Zepto Mart)

The introduction of **in-store alcohol** transforms Zepto from a convenience store into a lifestyle destination. By offering alcohol alongside essentials, Zepto differentiates itself in the market, catering to customers who value a **one-stop solution** for their needs. Alcohol naturally aligns with social occasions, driving **regular orders** - especially on weekends or during holidays.

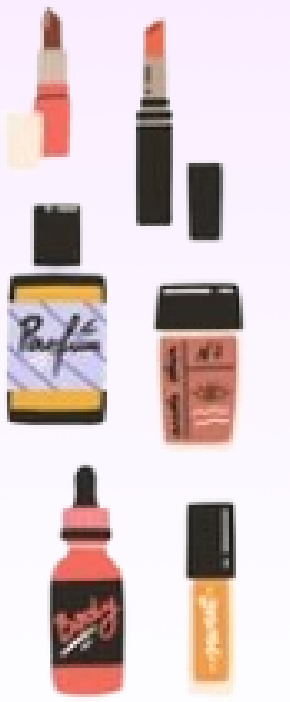
With **higher profit margins** on alcohol compared to everyday items as well as **complementary purchases like snacks, mixers and ice boosts the AOV**, significantly enhancing **profitability**. Furthermore, opportunities to upsell premium or exclusive alcohol brands allow Zepto to strengthen its position as a premium lifestyle provider while reinforcing customer loyalty.



Health & Personal Care Products (Skincare, OTC Medicines)

Products like skincare and OTC medicines drive customer stickiness & order margins. These products build **trust and convenience** by meeting daily or urgent needs, like delivering OTC medicines during emergencies, fostering customer dependency. Items like moisturizers & shampoos encourage **repeat purchases** due to their predictable consumption cycles.

From a margin perspective, personal care products offer **higher profitability**, especially premium brands, and are cost-effective to store and deliver. **Bundling opportunities and high-demand, high-markup items** like OTC medicines boost Average Order Value (AOV) and profitability, making this category essential for customer retention and growth.



zepto

Delivery in **10 mins**

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New strategy to gain a competitive advantage

We asked the delivery guy.

Dashcom: Hello Prabhu, hum aapse ek question pooch sakte hain?

Zepto guy: Haanji, bataiye?

Dashcom: Aapke hisaab se Zepto kya better offer kar sakta hai, baaki quick commerce companies ke comparison mein?

Zepto guy: 2 things - Zepto ke paas insurance nai hai drivers ke liye. Also, Zepto ke timings fixed hain. Thoda flexible ho toh better rahega.

Dashcom: Thank you so much, bhaiya! 🙏

Just protect me and my family!

What are we going to do?

Leverage Partnerships - Collaborate with ride-hailing platforms like Uber or Ola for hybrid fleet utilization during peak hours.

Flexible Work Models - Offer hybrid models where riders can choose shifts that fit their schedules, attracting part-time workers, students, and retirees.

Make the Job Offer Lucrative -Offer comprehensive insurance and position the role as a full-time career with job security, steady income, and growth opportunities. This addresses drivers' concerns about stability and attracts long-term talent.

Expand to Underrepresented Groups - Actively recruit from underserved demographics such as women, retirees, or differently-abled individuals, promoting inclusivity and broadening the talent pool.

Crowdsourced Delivery Models - Adopt crowdsourcing strategies where customers can pick up and deliver packages for rewards, reducing reliance on a centralized workforce.

Build Loyalty via Revenue Sharing - Introduce profit-sharing schemes or stock options for top-performing riders to instill a sense of ownership.

zepto

Delivery in **10 mins**

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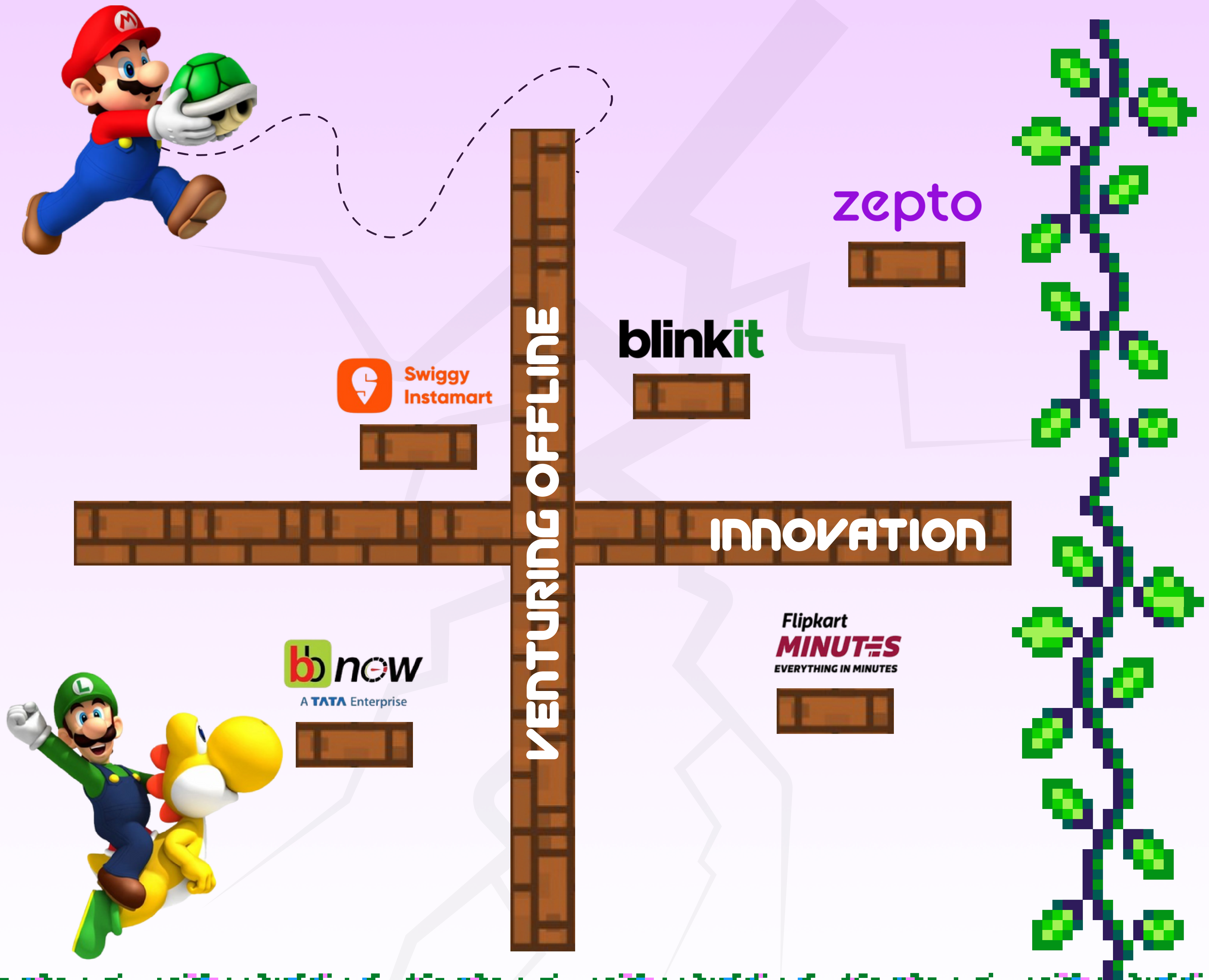
2x2 matrix: How zepto is placed relative to others



Company	Innovation (X-Axis)	Venturing Offline (Y-Axis)
zepto	10-minute delivery, voice commands, Zepto Wallet, recipe section, hyperlocal content (ZepShots). Creates a holistic ecosystem.	Zepto Mart, combining groceries, lifestyle products, in-store experiences like Zepto Café. Alcohol sales boost AOV, increasing customer lifetime value. True omnichannel player
blinkit	Optimizes operational efficiency with 10-minute delivery, offers personalized recommendations but lacks advanced features like gamification or hyperlocal content.	Collaborates with local Kirana stores for last-mile delivery and product variety. Early stages of physical store expansion.
Swiggy Instamart	Leverages Swiggy's delivery infrastructure, Swiggy One memberships, but limited product innovation.	Uses dark stores for scalability, limited customer-facing offline retail spaces, and lacks experiential retail strategies.
bb now A TATA Enterprise	Traditional e-commerce grocery model, with recent BB Now launch in quick-commerce but limited adoption.	Few physical stores under Fresho brand, no major offline expansion or ambition.
Flipkart MINUTES EVERYTHING IN MINUTES	Focuses on reducing delivery times to compete with 10-minute models like Zepto, uses Flipkart's logistics but lacks unique features.	Relies on Kirana store partnerships for supply chain, but no branded offline stores.

By Team Dashcom- Sidhant Bishnoi, Shipika Arora, Abhishek Bagri