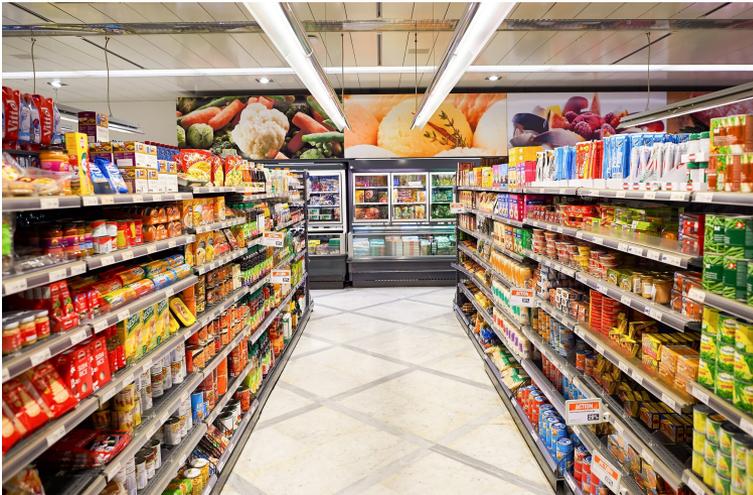




**Only Fresh Nothing Else**



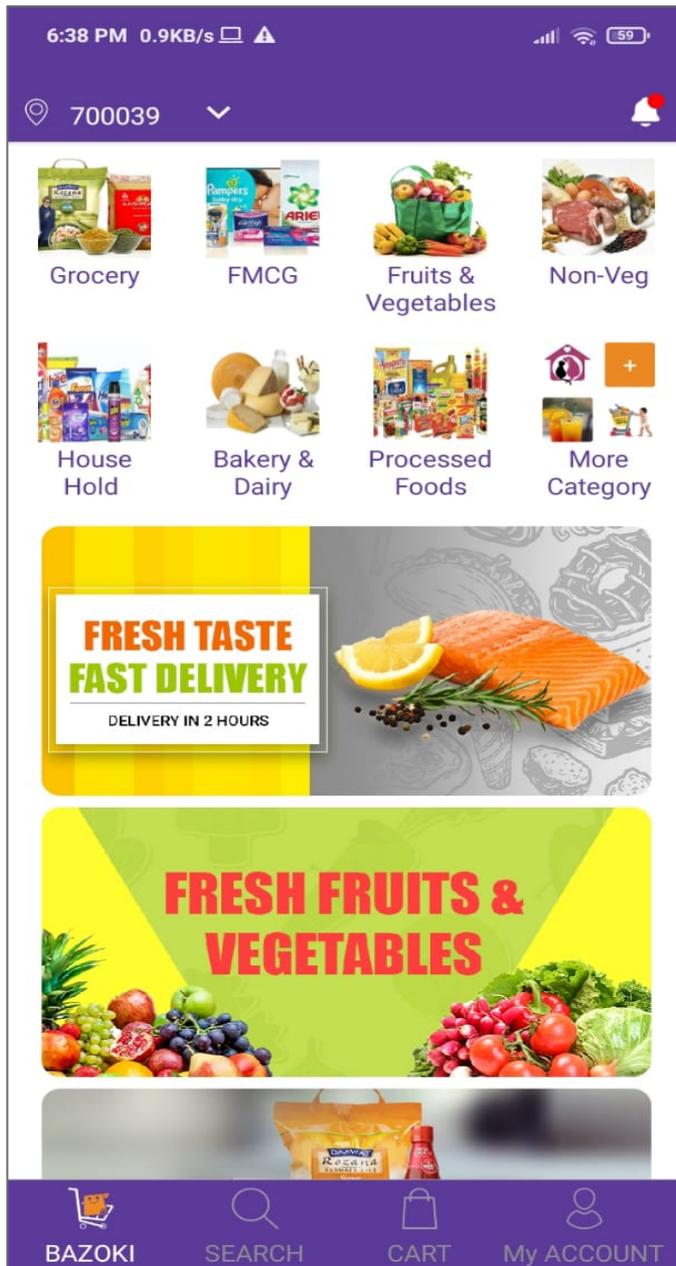
**We are a part of Indian Online Essential Delivery Market which is set to reach \$22Bn in fiscal 2025 from its current \$6Bn.**



With understanding of Indian Geography, Consumer Mindset, shopping pattern and decentralized approach Bazoki has developed its revolutionary business model to penetrate last mile households and gather a sizeable market share of this growing sector.

- With over 14000+ growing Customers base and unmatched service quality BAZOKI aims to become the daily shopping preference of every Indian household.





- At Bazoki We Shop For Our Customers Daily Needs from their Local Market with no Additional Cost while the Customers orders from the comfort of their home and receives delivery in 2hrs.
- We deliver a wide range of products from FMCG, Grocery, Household, Bakery & Dairy products, Processed foods and most importantly we provide hand picked fresh vegetables, fruits and non frozen items which makes us different from other competition who delivers non fresh products due to their operational model.

# Competition Analysis



bigbasket



Operates from Local Warehouse/ Dark Store which results in higher Capex and Infra cost which ultimately limits the operation to high app user density areas, mostly metro and Tier I Town. This business do not intend to enter into suburbs market.

**In addition the latest 10 min delivery trend is a perfect example of finding a problem for a solution**



Operates only in areas where they have their own store presence as the orders are delivered from the stores. Stores are located in high population density areas mostly in metro and the business do not have vision to enter suburbs.



# Bazoki Advantage

**BAZOKI**  
bazoki.com

Uninstall Open

3.8★  
103 reviews

3+  
Rated for  
3+ ⓘ

10T+  
Downloads

Home Processed Foods FMCG

Ratings and reviews ⓘ →

3.9  
103

5	██████████
4	██████
3	████
2	███
1	██

- Low delivery Timeline (2hours).
- No Inventory model results in no cap-ex and infra cost with advantage of scalability in suburbs apart from metro and Tier I Cities.
- Low logistic cost due to local 2wheeler delivery results in better consumer price.
- No additional delivery charge for orders above 200 ( lowest in Industry).
- No infra, inventory and low logistic costs with bulk turnover results in similar/lower price to consumers compare to local market/kirana stores.
- Fresh/non-frozen products in case of Veg and Non-Veg items.
- The model can operate even in low user density markets as there are only op-ex for shopmaster and Delivery partner which results In faster breakeven.
- The model is easily replicable in Metro, Tier I, II & III towns.

# Business Economics

- Sales Assumption – Per Pincode over a period of 2 years



70,000 Avg Population  
Per pin code



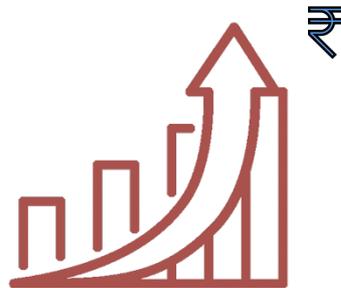
2 %  
Target Population



₹ 3000 Avg. Family  
Order Size



₹ 42,00,000  
Monthly Sale/Pincode



5Cr Estimated Annual  
Sale/Pincode



30000 Cr+ Turnover



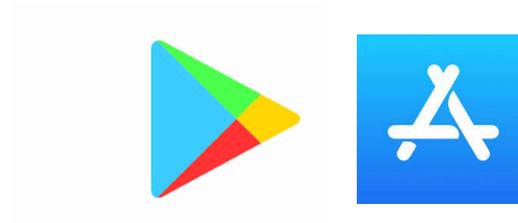
# Mission 2025



**Presence In 750+ Towns**



**6000+ Serviceable Pincode**

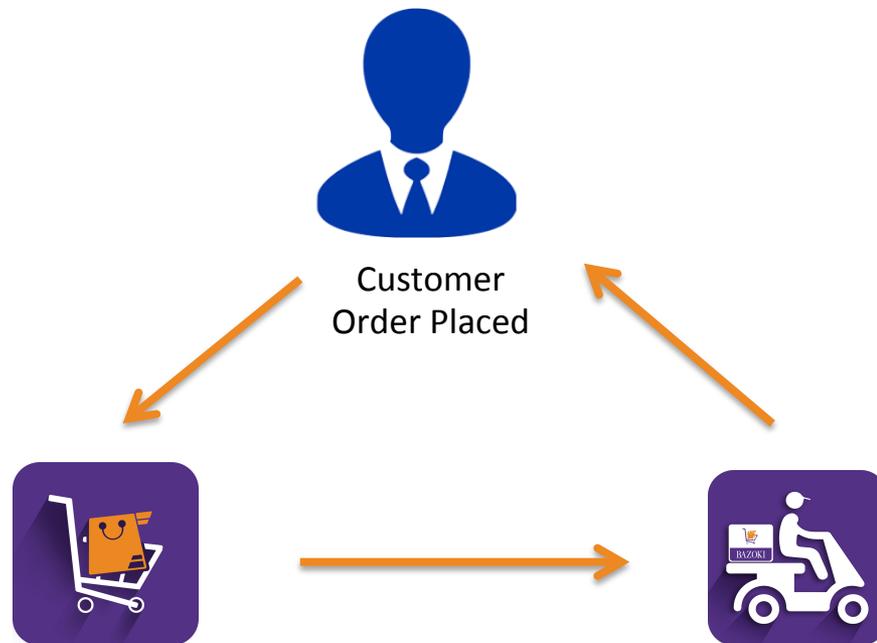


**1cr+ Download**



**300Cr+ Revenue**

# High Level Operation Model



Order Received by the personal Buyer, the SHOPMASTER, located at the nearest wholesale market. Shopmaster shops for the customer and delivers through delivery partner.

Delivery partner picks up the product from Shopmaster and delivers to customers in 2hrs.

## Advantage

- ❖ No Setup Cost.
- ❖ No capital Expenditure.
- ❖ No Warehouse Cost.
- ❖ Minimal Operational Cost.
- ❖ No Capex & Less Opex allows the model to work on low app user density areas i.e. Suburbs.
- ❖ Best of Price to consumers.
- ❖ Easily scalable to any location.

# Detailed Operation Cycle



# Expansion Catalyst



## Introducing Captain Buzz

A Bazoki Franchisee

# Franchisee Role



Tie up with FMCG , Grocery, Fruits, Vegetables and Non-Veg Vendors in the Nearest Market for Fresh and Reasonable Priced Products



Arrange for Delivery Personnel for Timely delivery of the products ordered.  
Delivery Hours: 8 AM – 8PM



Participate & oversee the local promotion in the pin-code.

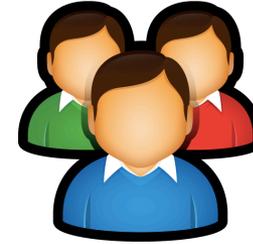


Manage Quality, Price, Delivery Timeline and Issue resolution, training of the Delivery Persons

# Local Retail Scenario



Customer Base within a radius of 400- 500 meter



Limited repeat customer base

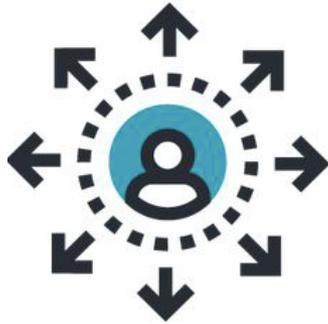


Customer look for convenience as an option as well. i.e. Home Delivery/ Assortment

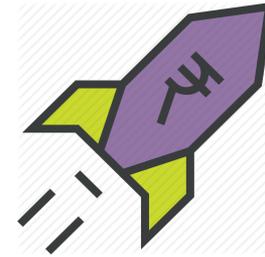


Shift of customers to online medium and other big retail counters

# Retailer's Advantages with Bazoki



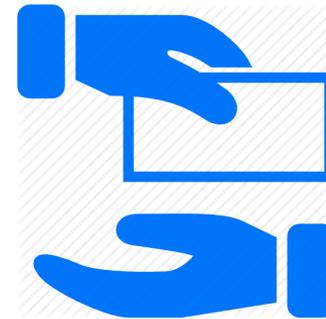
Reach Out to a  
larger audience



Increased Sale

**NO EXTRA COSTS**

No hidden cost for expansion



No credit cycle

# Marketing Support



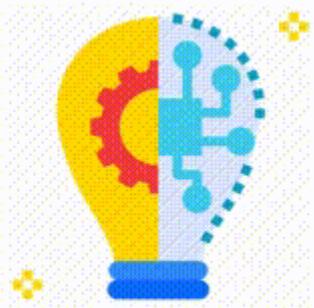
✓ Marketing Collateral



✓ Central Marketing



✓ Customer Acquisition



✓ Technology Support



✓ Training and Development

# Franchisee Requirement

<u>Requirement</u>	<u>Conventional Distribution</u>	<u>Bazoki Shop Master</u>
Space		
Stock		
Logistics		
Manpower		
Investment		

# Franchisee Monthly Turnover

- **Sales Assumption – Per Pincode over a period of 2 years**



70,000 Avg Population  
Per pin code



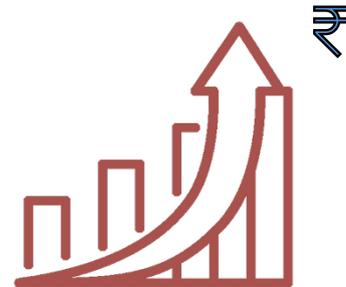
2 %  
Target Population



₹ 3000 Avg. Family  
Order Size



₹ 42,00,000  
Monthly Sale/Pincode



5Cr Estimated Annual  
Sale/Pincode

# Franchisee Monthly Income

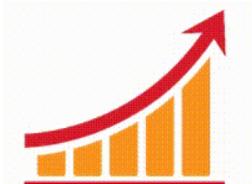
## Revenue



42,00,000  
Monthly Sales



25% Average Margin\*



10,50,000 Gross  
Revenue/ Month

## Expenditure



Buyer Salary \*\*:  
 $16000 \times 7 = 112000$



Delivery Person\*\* Salary :  
 $\{(7000+2000) \times 3\} + \{(11000+3000) + 8000\} \times 7 = 343000$



Platform Fee @5% = 2,10,000

## Monthly Net Income

(A) 10,50,000 Gross Revenue

Less

(B) Buyer Salary = 112000

Less

(C) Delivery Person Salary :  
343000

Less

(D) Payment Gateway &  
Platform Fee = 2,10,000

A-B-C-D = **385000**

\*Validated with current operating Margin less payment of platform fees

\*\* 250000+ value of order is delivered by 1 delivery person in a month. Validated with Current Operation

\*\* 500000+ Value of order is processed by 1 shopmaster in a month. Validated with Current Operation



# FRANCHISEE PROGRAM

## Licensing Plan

### ADVANTAGE



No Stock Required



Lowest Investment



Complete Support  
From BAZOKI

License Fee	License Type	Rental / Month
One Time	Perpetual (No Renewal Required)	Nil

- License fee is applicable on a per Pincode basis over and above platform fee.
- Platform fee : 2.2% On FMCG & Grocery 7% On Veg, Non-Veg & Fruits. Platform fee is Subject to change as per company policy from time to time
- Collateral: Any Collateral need to be purchased separately.
- At any time In case Franchisee is willing to discontinue, he/she would require to give at least 90 days notice in writing. Failing to inform would result in forfeiture of license fee. If informed, Bazoki would look for a suitable replacement and would arrange to return 80% of the license fee paid. The Franchisee may also transfer his license to an intended Franchisee subject to Bazoki's Approval and payment of any transfer fee amount as decided time to time by Bazoki.
- Bazoki may allot additional Pincode at its own discretion to the Franchisee which he/she needs to provide services.
- All Charges are exclusive of GST.

**\*\* BAZOKI may withdraw/suspend the franchisee license in case franchisee performance is unsatisfactory, franchisee found to not maintain the standards as set by bazoki and any information provided during selection found to be wrong/misleading.**

To know current License Fee: Contact BAZOKI Representative

# Become an **ENTREPRENEUR**



In-house Training



Ongoing Marketing



Performance Monitoring  
& improvisation



On the job training



Ready Customers



Become A Successful  
SHOPMASTER

# Bazoki Ecosystem



Backend and Core Build on Magento Platform



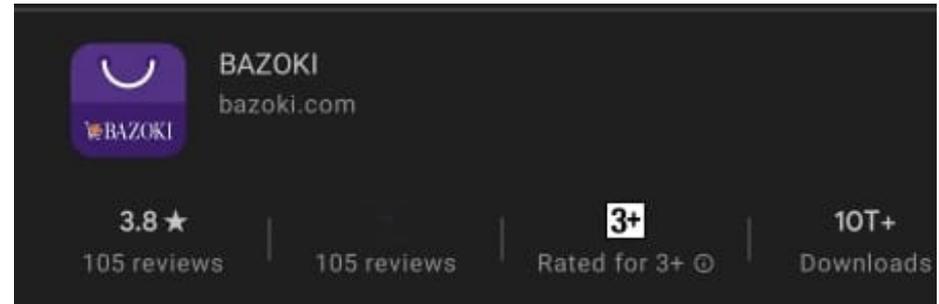
Customer Application Build on React Native for deployment in App store & Play Store



Distributor Application Build on Android



Delivery Partner Application Build on Android



Available On Play Store with 10000+ Downloads, 4.0\* Rating and Repeat Customers



Recently Released on ios



Hosted In Amazon Web Service



PhonePe

Secured Payment Gateway Service Provider



# Welcome to the world of Digital Distribution

Here is your chance to become a Franchisee with Bazoki and be a part of India's most growing market of \$22Bn.

Unlike conventional distribution, Bazoki's new age Franchisee doesn't require any Warehouse, stock, infrastructure or capital requirement with highest Return On Investment and lowest breakeven period in the industry.

**If You are Technology Adaptive and committed to customer satisfaction, BAZOKI welcomes you to partner in the Growth Journey.**



Send Your Queries to

[support@bazoki.com](mailto:support@bazoki.com)

## Content in this presentation is strictly for private consumption and intended for the person presented to, without any right to pass on and or share the technical as well as business knowhow to any third party without the permission from Bazoki. Strictly for private consumption.

Presented By: Team Bazoki

