



karrynow

Everything delivered to rural!





Problem

▲
6.4Lakhs

Targeting to deliver these villages.

●
800M Population

69% population in Rural India.

—
Connectivity

Limited connectivity in transportation, network etc.,

■
Culture

Difficulty in understanding the aspiration's, req's etc.,

◆
Relations

This is the key in doing any activity with the Rural India.

●
Profession

80% of population is Farmers & Agri Labours

Challenges of Bharat

-
- 01 Need to skip their **daily wage work**
 - 02 Need to wait for **public transport**
 - 03 Frequency of **public transport** is very low
 - 04 Need to have **more patience and time**
 - 05 Going by bike will cause **hefty fuel costs** for the journey.
 - 06 Need to **roam around the shops** in Town which consumes a lot of effort.

The Solution



Network

Building 60,000
Karrions network



Technology

AI, ML based technology
with Vernacular
Mobile Applications



Market Research

Continuous study of
rural trends



Marketing

Phygital(Traditional+
Advanced)

Creating convenience to the **Bharat** to get everything (like **Medicines, Agri equipment, Bakery, Restaurant Items, Fancy Items etc...**) at their doorstep from a nearby town, instead of travelling.

Anyone Can Order Through

VOICE BASED TECHNOLOGY



CHATBOT



VERNACULAR MOBILE APPS

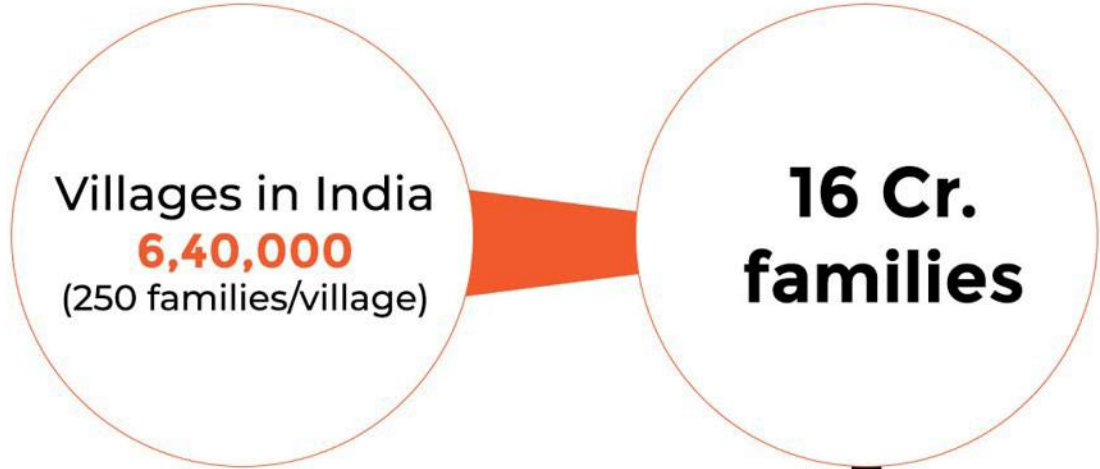


Unique **Benefits**

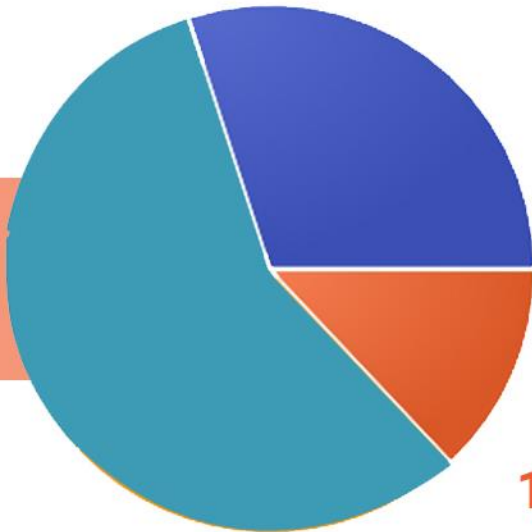


- **Saving money, time and effort of user.**
- **Vernacular and easy to use**
- **Everything on their fingertips**
- **Employment generation in rural areas.**
- **Improving retailer sales**
- **Reducing travelling and the covid spread**
- **Adopting rural people towards digitalisation like usage of App(vernacular), digital payments like PhonePay, Gpay etc..**

Market Potential



Avg Order Value - 3000



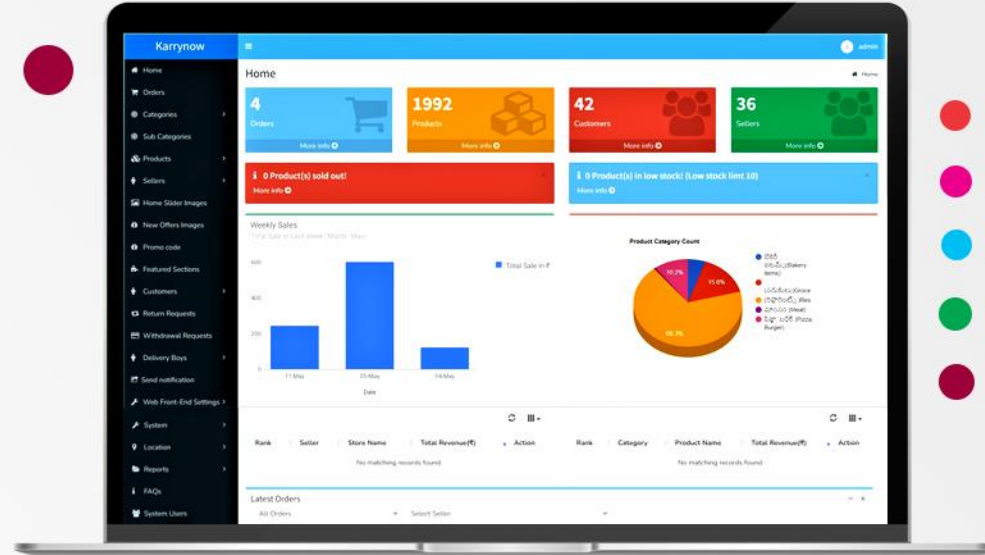
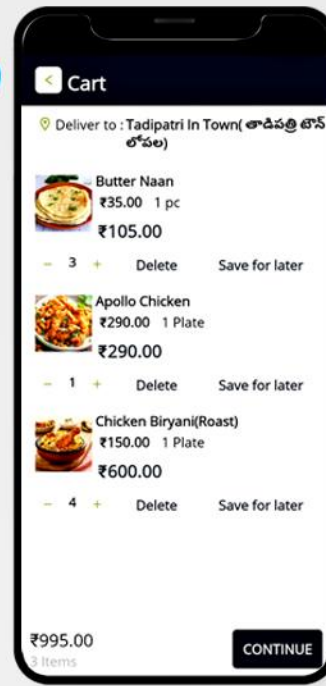
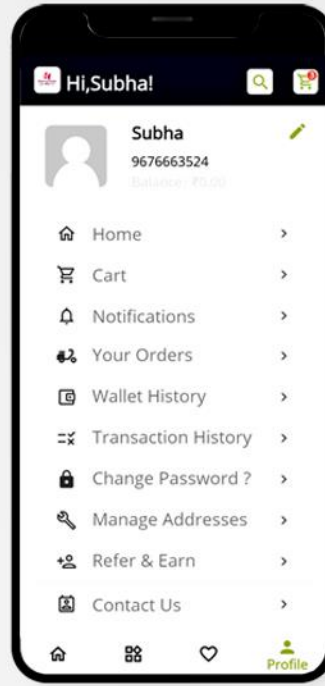
Villages in India
6,40,000

16 Cr. Families

Avg Order value - 3000

Market Potential - \$100Bn/Year

16Cr * 3000 = 48000Cr/month



TECHNOLOGY

- HOME SCREEN
- PROFILE
- ADDING PRODUCTS TO CART
- PAYMENT SCREEN
- DASHBOARD

Warriors of **Karrier**



G Krishna Reddy

Founder & CEO

A Techie for 6 years (Ex-TCS, Infosys),
Serial Entrepreneur, Alliances Guy
(Ex-Quick Ride and connected with
500+ Corporates)



Paramesh

Operations

Ex-city Head at AutoBrix



K Jayanth Kumar

Technology Advisor

Ex-founder of Browseasy,
Ex-Wipro, Cognizant



SubbaRaju Pericherla

Advisor & Mentor

A serial entrepreneur and start - up evangelist,
a thought leader comes with great
people skills. More than a decade experience
on running startups related to Rural India.
Co Chair TIE University,
Director S P A, Founder CrossBorders.



Amar Kumar

Investor

Director of Technology at
Game change,

10 year industry experience, proficient in
coding/architecture design



Aakash Mishra

Investor

Ex-CoFounder of
Cupid Magic,
Crypto Enthusiast,



Incubated By IIM
Bangalore NSRCel

Traction

1 Town, 120 Villages

Sales Happened

Rs.53.25L

Revenue Generated

Rs.5.3L

Recent Avg Order Value

Rs. 430

Cancellation Order Percentage

0.8% (96+Orders till date)

As of now CAC : Rs.219

We have completed

12051+

ORDER'S

in just **One Year** (bootstrapped)

Category Wise % of Orders :

- Food Orders
- Grocery Orders
- Medicines
- Bakery Items



By the End of **NOV-2022** Avg order value be **Rs. 700** with **40** orders per route.

Current Market Place



- Delivery Charges (**Rs.1 to Rs.30 per order**).
- Commission from the Shops (**5%-20% per order**).

Future Revenue Streams

- Reverse Logistics (**Village to Town**)
- Integrating e-commerce companies for online ordering.
- Adding new market place like **Fancy items, Clothing, Home & kitchen, Health Insurance, Vehicle Insurance, Agri equipments.**
- Introducing the brands to **Bharat.**
- Building Analytics and reports to major companies like **ITC, HUL** etc..
- Utilising our existing resources to deliver **E-commerce** parcels as well to **Bharat.**



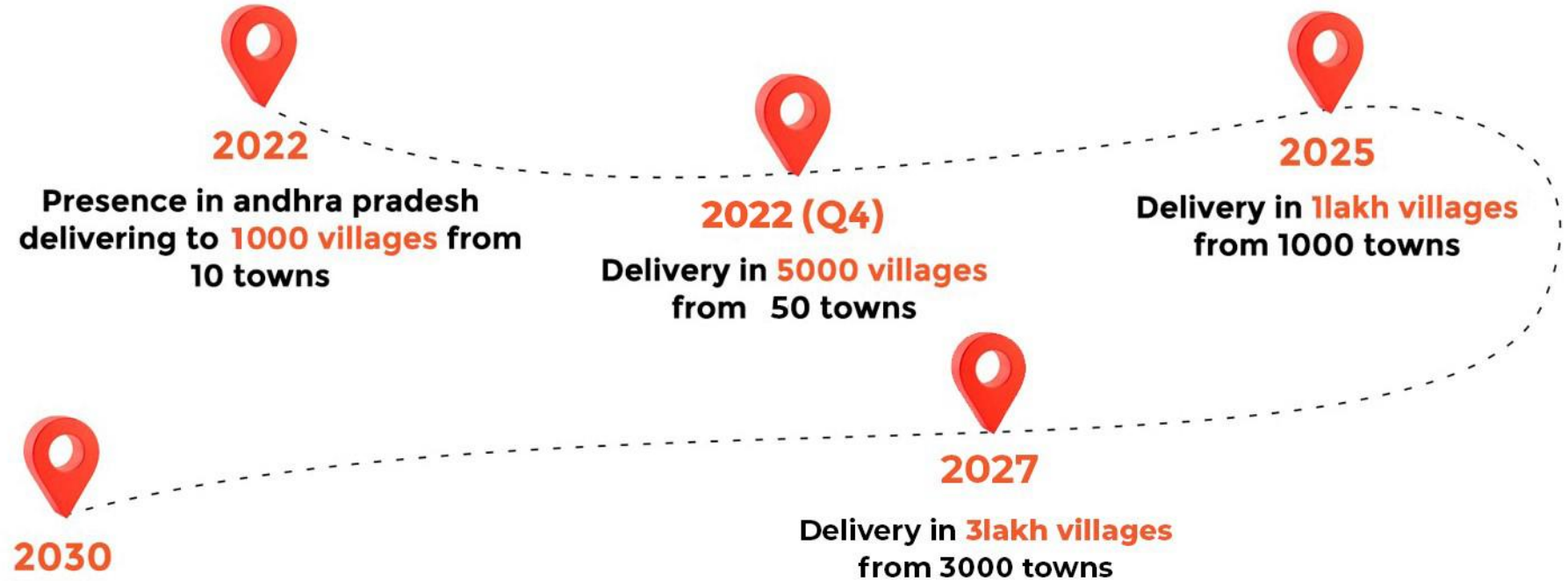
Mission & Vision



We are on a mission to help **Villagers of Bharat** to get everything to their **doorstep** by creating a market place within the nearby town

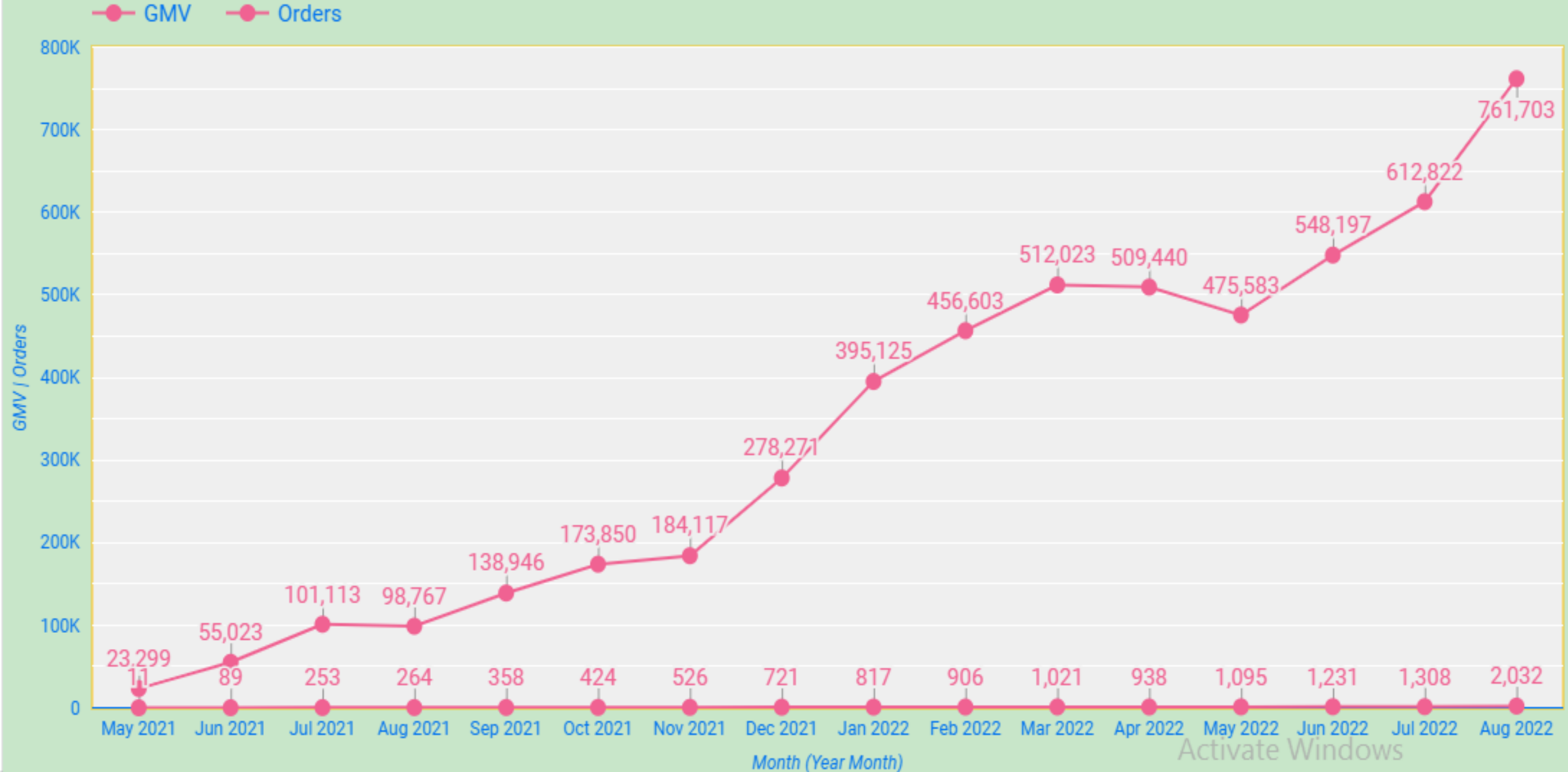
Vision to

reach **6 lakh villages** by **2030** through **6 lakh rural entrepreneurs**



6lakh villages from 6000 towns.

May2021-Aug2022 Growth Chart



Go To **Market**



- Initially onboarding delivery boys as **Rural entrepreneurs** in each route.
- Medicine delivery at ₹ **Rs.1 delivery charges**.
- Print media like **flyers, posters, Auto stickers, Banners, Packing covers etc..**
- Digital Marketing (**facebook/Insta Marketing**)
- **Influencer Marketing**.
- Vernacular **App launch** and **referral bonus**
- **SMS/WhatsApp** campaigns



Social Impact



Reducing Covid spread
in rural India

90K

Creating employment for 90K+ in rural areas.
(40% are going to be women)

600K

Creating 600K rural retail entrepreneurs.
(50% are going to be women)

UPI

Empowering digital economy(UPI Transactions)
as part of digital India.



Early adoption of electric vehicles to reduce
carbon emission in rural areas.



Creating organized supply chain for rural which
leads for major development



Technology Penetration to rural India to gain
more knowledge



≡ THE HINDU

BUSINESS

How India's startups are taking on the pandemic to help rural communities

Innovative business tactics and thoughtful collaborations, all powered by various technologies, saw a groundswell of social enterprise startups pivoting to work with smaller towns and villages in 2021

Krishna Reddy G lost his diabetic father to COVID-19 during the first wave. Travelling from their village to nearby Tadripati in the Anantapur district of Andhra Pradesh to pick up his diabetes medicine, his father fell ill and within days, was gone. The sudden loss sent Krishna into depression. But months later, after witnessing people in the nearby villages struggling to procure essentials in the midst of the pandemic, Krishna decided to create something in his father's memory.

Krishna and long-time colleague Paramesh Gandlu left their Big Tech jobs and founded KarryNow in April 2021 to create a seamless line of transportation between villages and nearby towns. Through multiple experiments with village leaders and word-of-mouth grassroots marketing, KarryNow was able to scale up quickly. Since its inception, the startup has partnered with 130 villages across the State.

In the same 'quick commerce' realm of KarryNow, Chennai-based Boonbox has also stepped up to deliver essential goods and provide rural aid to rural areas; the startup had already established a considerable and trusting network across Tamil Nadu, and 15 other states.



Andhra local invests in a goods delivery start-up to check virus spread

Karrynow does home deliveries of groceries, medicines, food, books, electronics and fertilisers in 50 Andhra villages.

≡ THE NEW INDIAN EXPRESS

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G Krishna Reddy along with his friend G Paramesh delivering goods to customers in Anantapur district. (Photo | Express)

Funds raised as of now



Total fund raised :



Individual investors - ₹15L

Cross Borders (OCL) - ₹10L

Nidhi SSS Fund approved (OCL) - ₹30L

Funding Requirement



Fund Utilisation

- Technology development to implement **AI/ML**- 10%
- Operational expenses like Deliver Boys salaries and 3 wheeler EV lease -20%
- Central team salaries(**Town heads, designers, Digital Marketing etc..**) -10%
- Infrastructure(**Office, servers etc..**) - 5%
- “Phyigital Marketing and User acquisition” - 40%

\$ 1 Mn
for 1000 villages

Note : Next investment to be raised **\$5Mn** to expand in 10000 villages

Thank You!



karrynow

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