

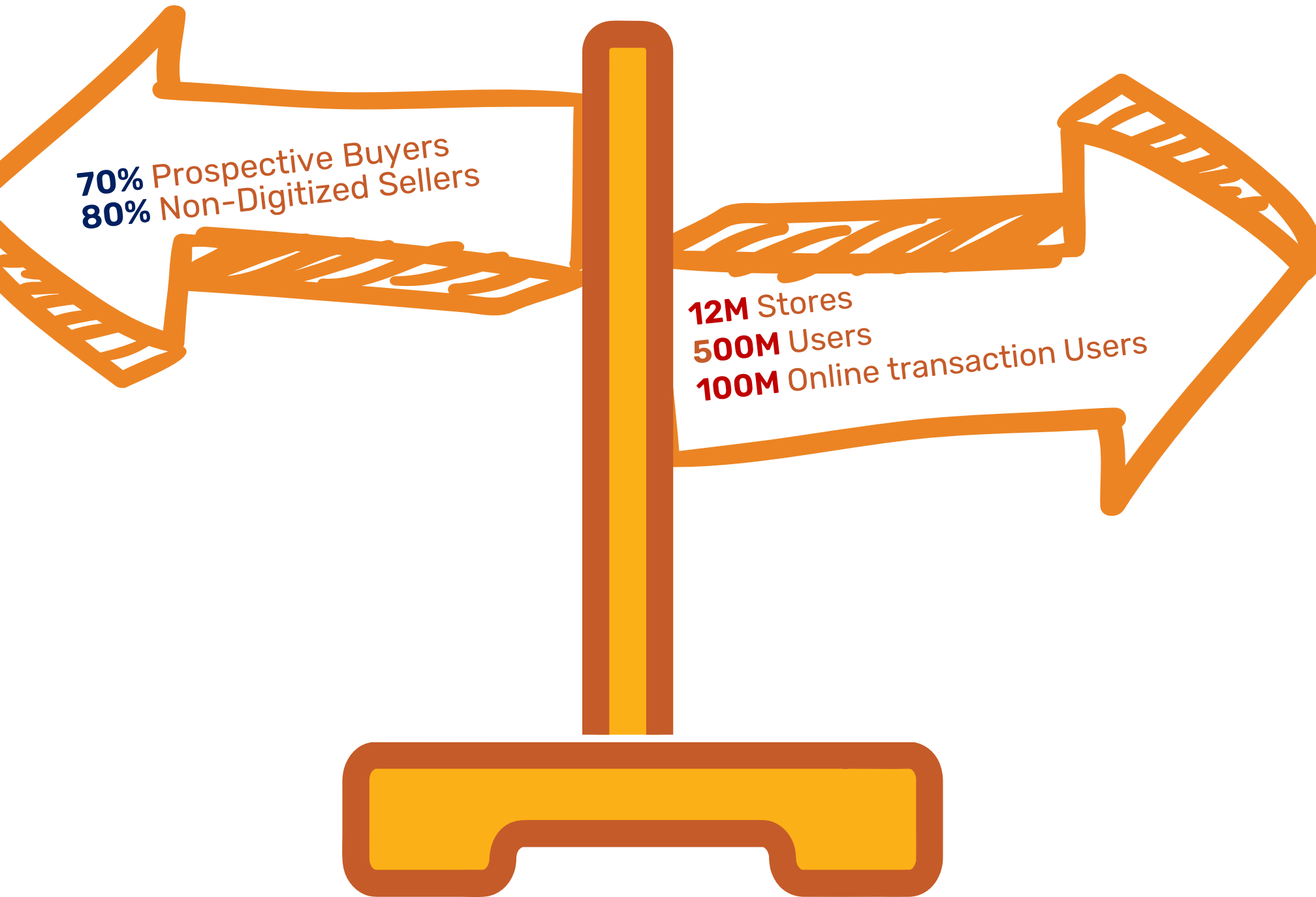
# NammaCart

## Shop Smart, Shop Local





# Why NammaCart ?



## Problem Statement

- **Local Vendors have less digital visibility**
- **Online businesses have boosted the economy in the last 15 months**
- **Market share is impacted by localities.**
- **Micro businesses are unable to adapt due to minimal resources**



# What We Are?



## USP

Reducing carbon footprint - just last mile delivery through our neighborhood sellers.  
Boosting local handicrafts and artisans to display, market and sell @ NammaCart at fraction of cost

## Buyers

- Live web platform and **User mobile APP** since **May 2022**
- **Doorstep Delivery** from **5 mins** to a preferred timeslot from your reliable neighborhood seller
- **Fast and reliable**



## Sellers

- Live mobile app since **Dec 2021**
- **15 minutes** onboarding.
- **Fast lane to digital**



Registered Under SAAS Based  
Hyperlocal ecommerce startup  
from Chennai, Founded in 2021



# Where We Are?



**1600+**  
Sellers connected



**10K+**  
Catalog products



**1M+**  
Social Media Reach

**100+**  
Orders successfully delivered



**95%**  
GST registered Sellers



**30%**  
Women Owned Shops



**3 Cities Live**  
with our product



**10%**  
Seller Conversion rate



**25%**  
Speciality Sellers(Organic, artisans)



# Our Timeline



May 2022

User App  
Launched - **15  
sellers & users**



Nov 2022

**3 Markets ,58 Sellers  
12 paid sellers , 120 users**  
: Revenue kick started



March 2023

**5 Markets, 150  
sellers ,100 + paid  
sellers 400 users**



Oct 2023

**Revenue from Ads , Analytics ,  
Financial solutions** for sellers  
(in addition to seller charges)



March 2024

Covering A Tier Suburban  
& Tier for most of **South  
India with revenue focus**



Aug 2024

Consolidation Phase : Based  
on **performance & growth  
trajectory**



# Revenue Model



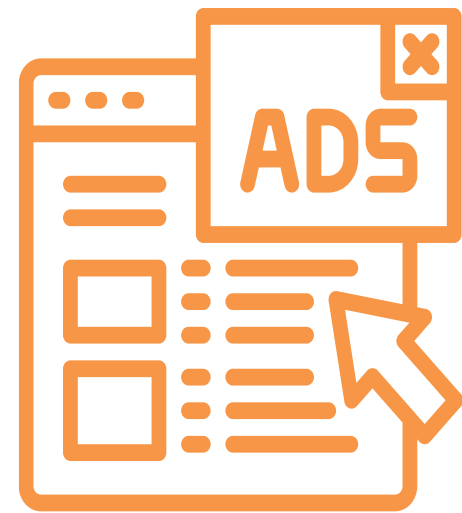
SUBSCRIBE



@Rs. 299/ month

from on-boarded

sellers



**Banner ads (location).**

**Priority listing (time)**

**Analytics (consumption or  
segment)**



## Fee Income

- Financial leads
- Business insurance package
- Wholesale aggregation

## Commission

- Business loans and Advances
- Business insurance leads
- Discounts on bulk orders



# Our Team



**Rosario Shanthi  
Xavier**

Founder, CEO,  
18+ years of IT  
experience in MNCs



**Arun Peter**

Co-Founder  
22+ years of experience  
in Sales & Marketing in  
FMCG, BFS



**Manoj Gaddam**

Mentor & Advisor,  
Entrepreneur  
20+ years of experience  
in Business Analytics  
Entrepreneurship



**Shalaka Verma**

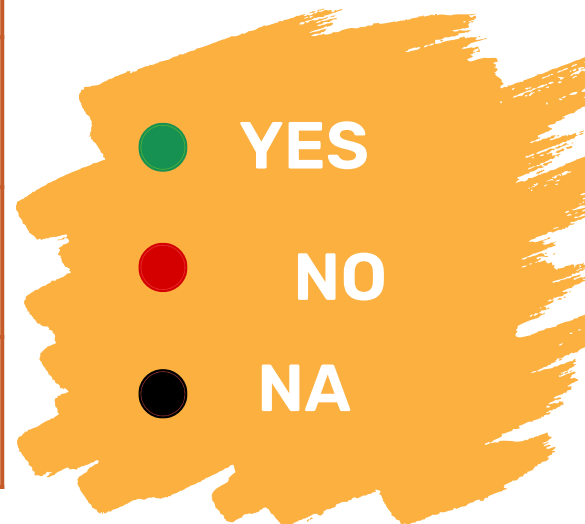
Strategic Advisor  
Director- Microsoft  
Technical Leadership  
Customer Success  
Quantum Computing  
Advisor



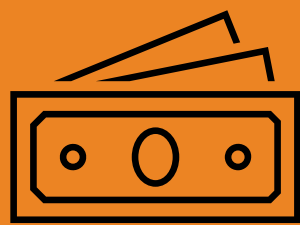
# Landscape



	Parameters	NammaCart	Jio MartKirana	Dunzo	Zepto	Big Basket	Dukaan	Blinkit
Seller	Sellers Visibility	●	●	●	●	●	●	●
	Location Based advertisement	●	●	●	●	●	●	●
	Low CostInception	●	●	●	●	●	●	●
	Seller Dash Board	●	●	●	●	●	●	●
	Whole Sales	●	●	●	●	●	●	●
	Analytics	●	●	●	●	●	●	●
Customer	Shop Details/Origin	●	●	●	●	●	●	●
	Unlimited Listings	●	●	●	●	●	●	●
	Free Home Delivery	●	●	●	●	●	●	●
	Personal Touch	●	●	●	●	●	●	●







# Funds Utilization



**\$300 K**

**Advertisement  
& Branding**

**\$200 K**

**Technology**

**ASK**

**\$200 K**

**Operations &  
Infra**

**USD 1.6  
MIO**

**\$200 K**

**Analytics – ML  
Based**

**\$300 K**

**Sales &  
Marketing**



**Connect With Us**



**Contact us**

9962500910



**Email us**

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

