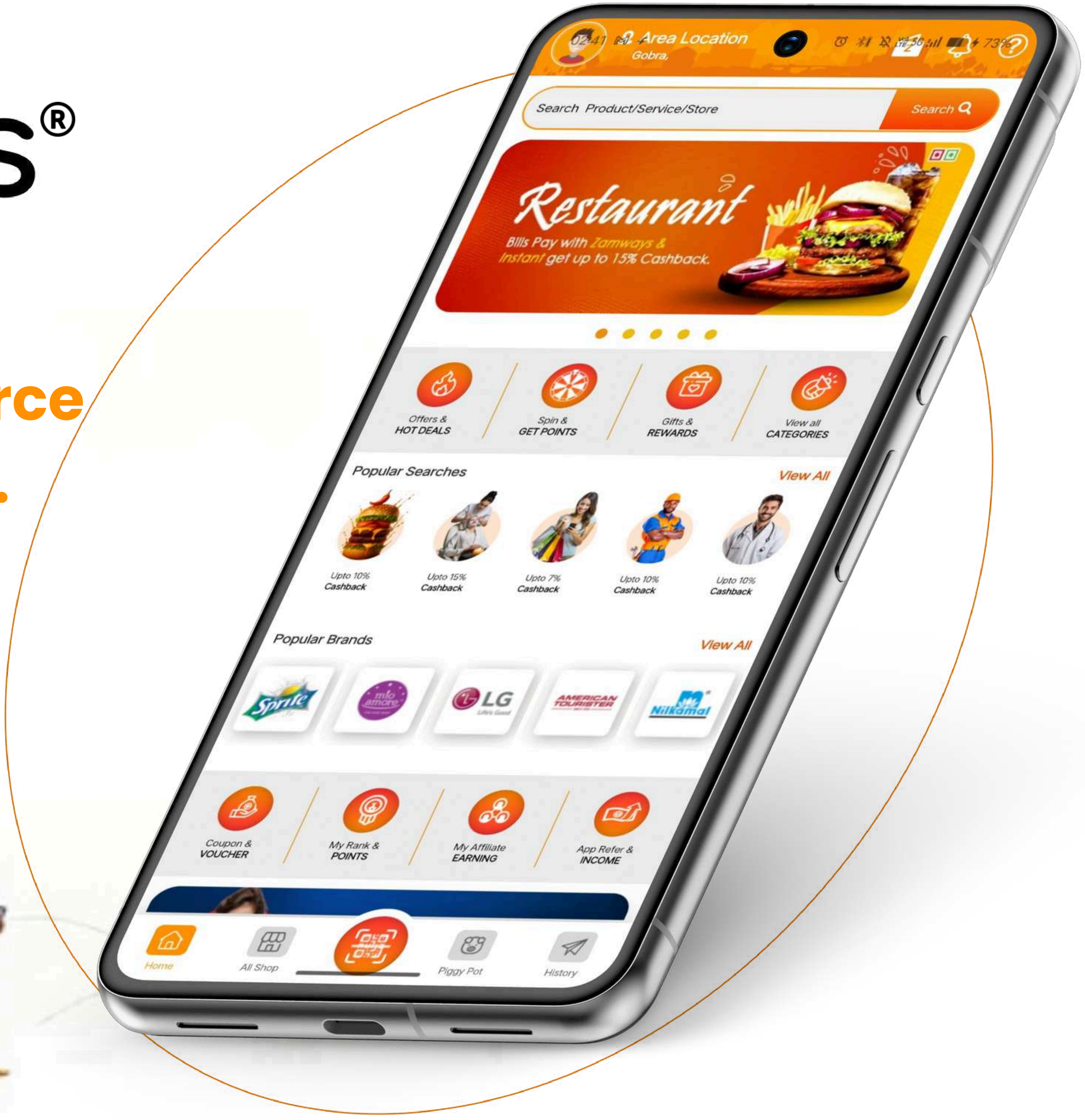
zamways®

EVERY TIME CASHBACK

Hyper-Local Retail-Commerce Online To Offline Platform.



Introducing ZamWays

ZamWays is a next-generation hyper-local retail-commerce online to offline platform that seamlessly connects users with near-by retails stores across 50+ categories. By offering every time savings, up to 15% cashback from every retail shopping, and powerful searching tools for the local retails markets. ZamWays transforms every day shopping into a rewarding experience. At the present digital era, the retail industry has faced downfall, and we, as their ally, are empowering them to grow by giving a digital support through the ZamWays platform.

Problems

Local Retailers:

01 No Platforms with Low visibility in crowded markets

02 High customer acquisition costs

03 Limited monetization tools

Local Users:

01 Overwhelmed by fragmented discovery experiences

02 Lack of incentives to shop locally with offers

03 Limited retail Catagories

Solutions

Integrated Hyper-local Platform that combines:

Retailers Solutions :

01

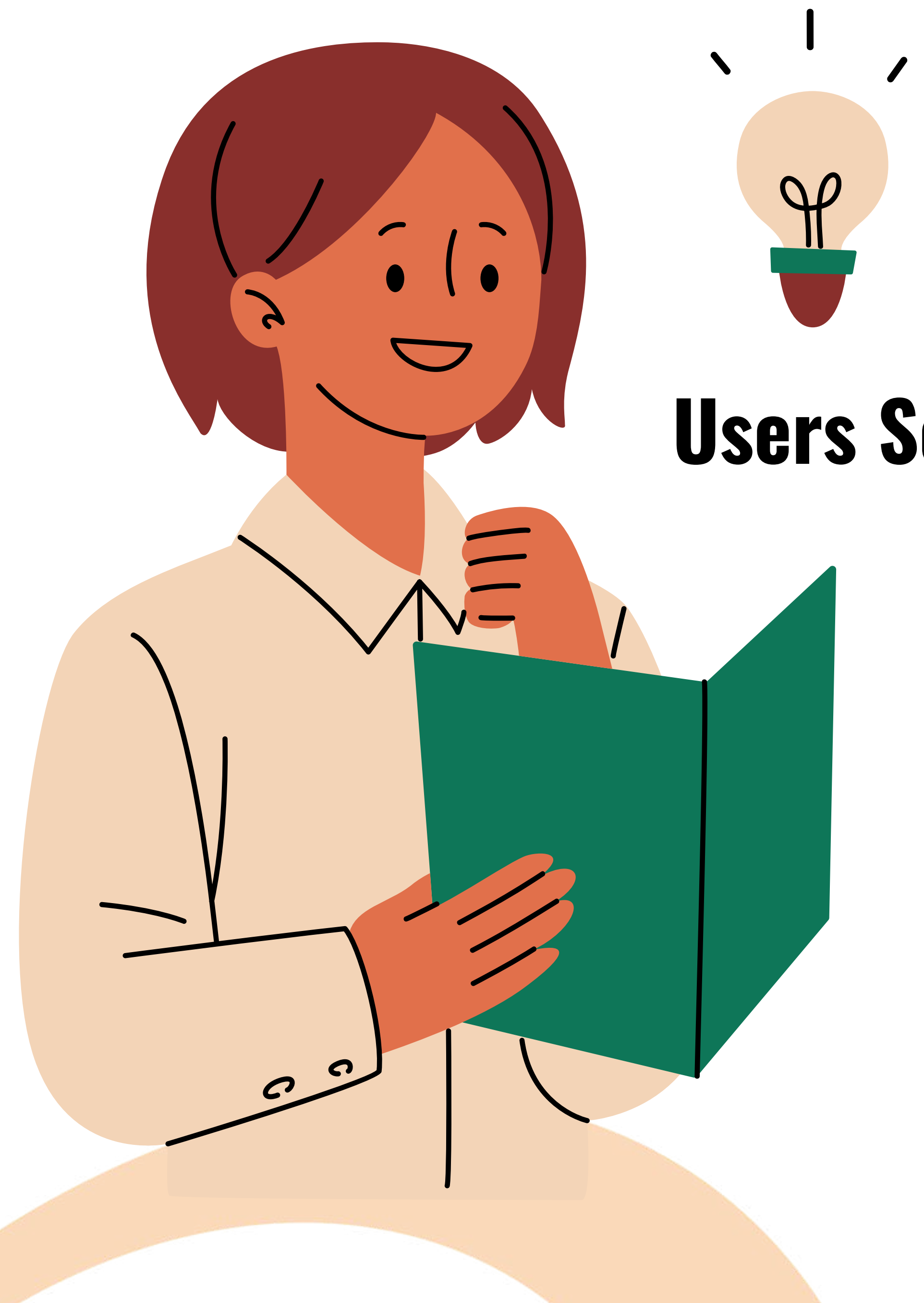
All retail category with Large users Connections within 20 km radius.

02

Zero acquisition cost & commission-based sellings.

03

Unlimited monetization tools with low cost.



Users Solutions :

01

ZamWays enables seamless discovery of nearby local stores within 20 km radius.

02

ZamWays drives local shopping with cashback and exclusive offers.

03

ZamWays gives users access to 50+ retail categories.

USP (Unique Selling Point)

Cashback-Driven Loyalty

Shop across 50+ categories on ZamWays and instant cashback on every purchase with shopping points & rewards.

Low Upfront Cost for SMEs

No subscription, easy registration, lowest commission with massive local users Connections.

Business model

How it works

ZamWays is a Hyper-Local Retail-Commerce online to offline platform. It's connecting users and local retailers, through traditional shopping via ZamWays unique features.

Step 1
Local Search

Users search multiple categories near-by stores via ZamWays website or App.

Step 2
Store visit & Purchase

Visit the near-by store, select the product or service, and make purchase.

Step 3
Fintech Integration

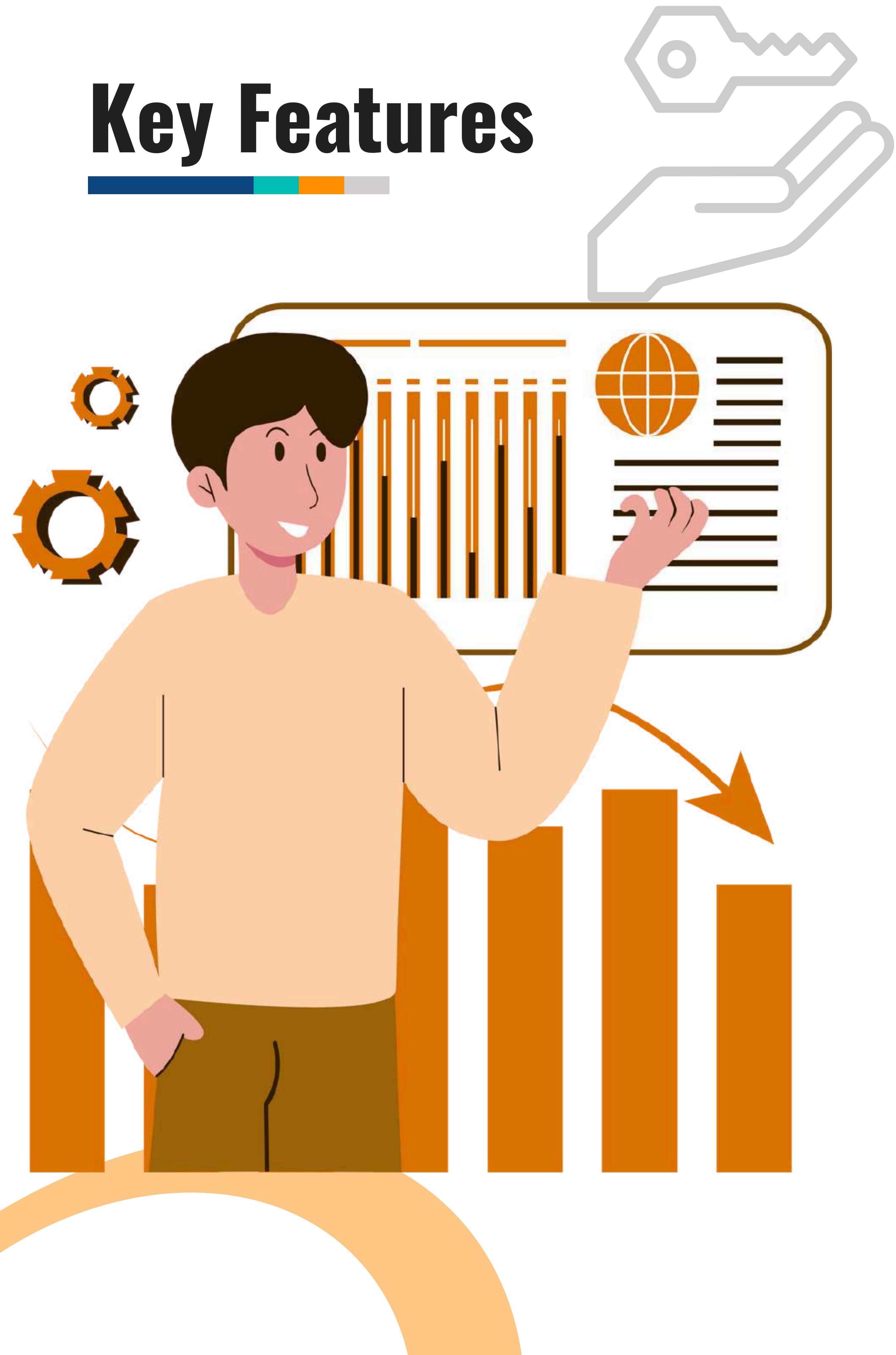
Hassle-free, Safe & secure Pay through ZamWays QR-Code.

Step 4
Instant Cashback

Get upto 15% cashback on every purchase with Shopping points & rewards.

Empowers local retailers, enhances traditional shopping, and accelerates growth.

Key Features



Everytime Cashback

Users receive cashback on every purchase, encouraging repeat business.

Valuable Shopping Points

Points earned are tallied, and top shoppers win exclusive rewards, driving stronger engagement.

Monthly Gifts & Rewards

Exciting monthly gifts and rewards keep customers engaged and loyal.

Referral Income

Unlimited app sharing with referral income — earn up to ₹3000 every month.

Retailer Benefits

Build a strong long term connection with local users through ZamWays Network.

Revenue model

ZamWays generates revenue through key models:

Commission on Transaction

A fixed percentage is deduct of each transaction through ZamWays platform.

[competitors comission is 0.5% to 1%]

Comission percentage average is 10% to 12% (Every Transactions).

Merchant Onboarding

One time merchant onboarding charges.

[competitors onboarding fees above 15k]

One-time onboarding charges: ₹1000 for all categories merchants.

Advertisement

Promote store offers, purchased best sellers seal and third party promotion on our platform.

[competitors Ads Charges above 10K]

Advertisement Place: Websites, Apps
Minimum Price ₹ 500- ₹5000(per day).

Our revenue model drives growth, ensures sustainability, and enables strong competition in the market.

Category

ZamWays has more than 50 utmost retails products and services categories in one platform

- Restaurant
- Home Service
- Doctor
- Optical
- Fashion
- Saloon
- Hotel
- Hospital
- Cafe
- Club & Bar
- Cosmetics
- Spa

Milestone

Legal Establishment

On 8th june-23 incorporating the company and securing legal certifications.

2023

Beta Testing

In October-24 Successfully tested our app & payment gateway .

2024

Grand Launch

Officially launching the ZamWays App & live on the Play Store in 25th january-25.

2025

Users onboard

2,000+ early users onboarded across initial cities.

2025

Merchant Onboard

200+ early merchants onboarded across initial cities.

2025

GTM Strategy

Target Users

- Via UPI Payment Users
- Offer-Seeking Users
- Offline Purchase Users

Target Merchant

- Retailers, MSME
- Service Providers
- UPI-Accepting Retailers

Target Market

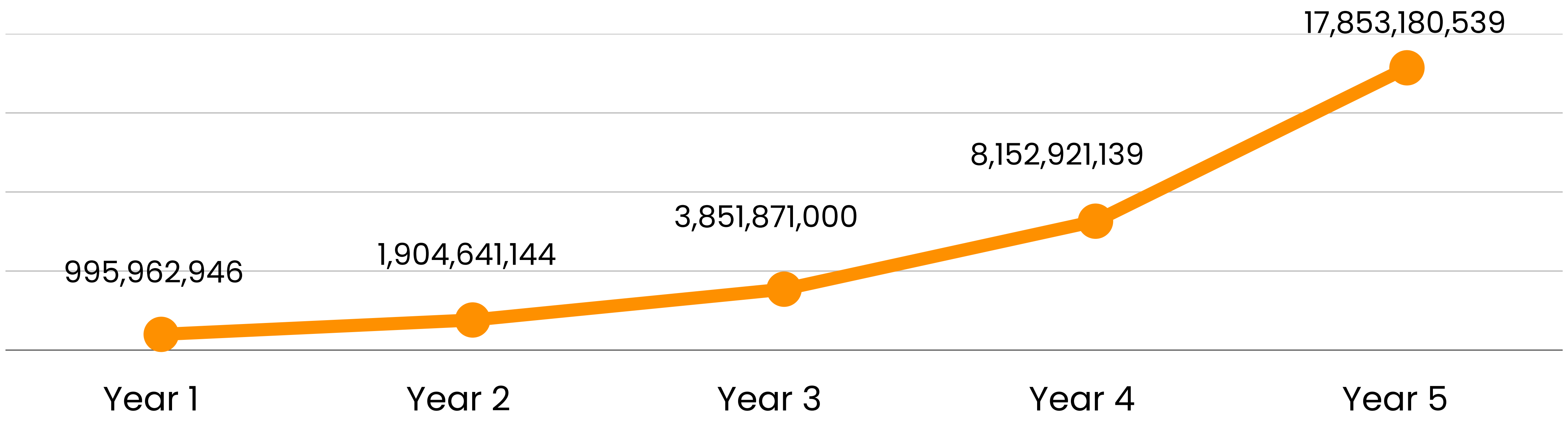
- City Tier 1 & Tier 2
- Urban Market
- Semi-Rural Area

ZamWays uses a multi-channel strategy to acquire local customers, retailers & market

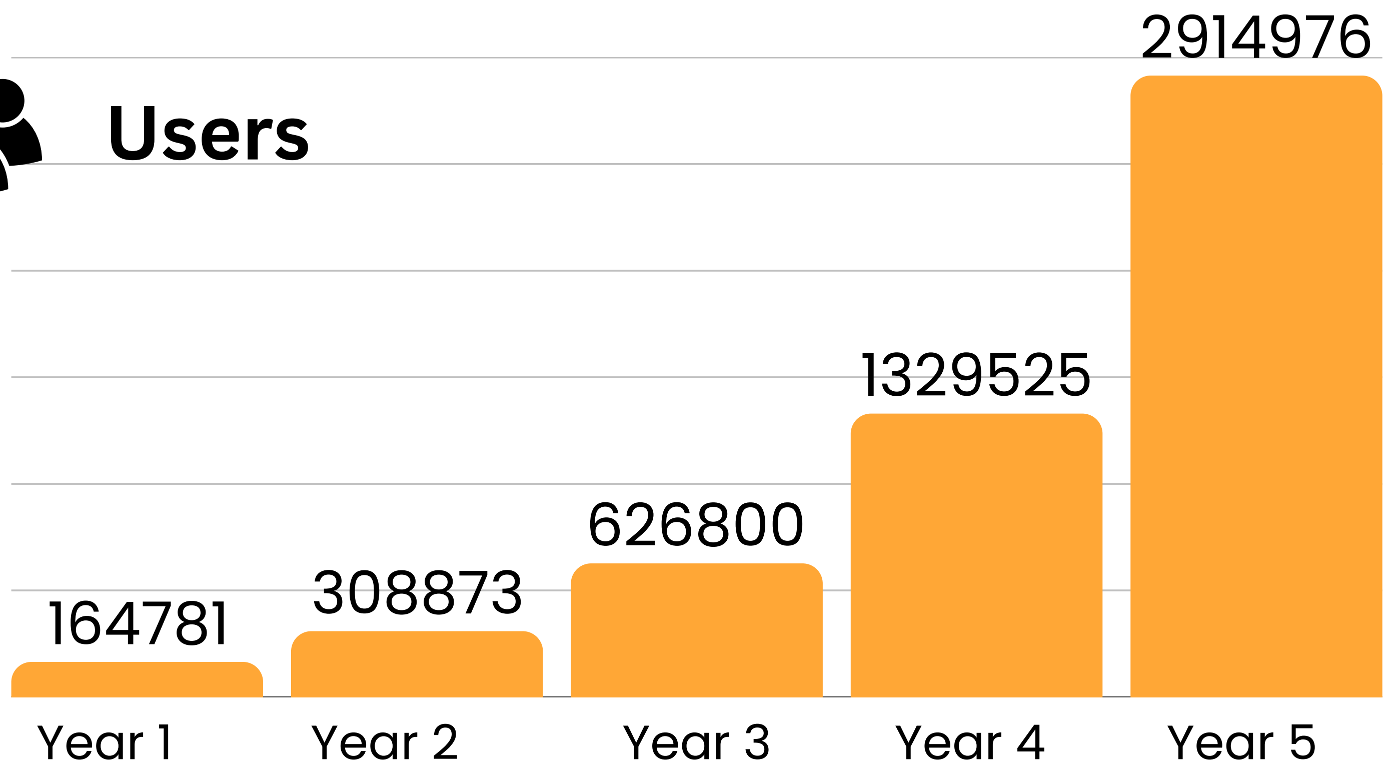
Tractions

5-Year Tractions Forecast

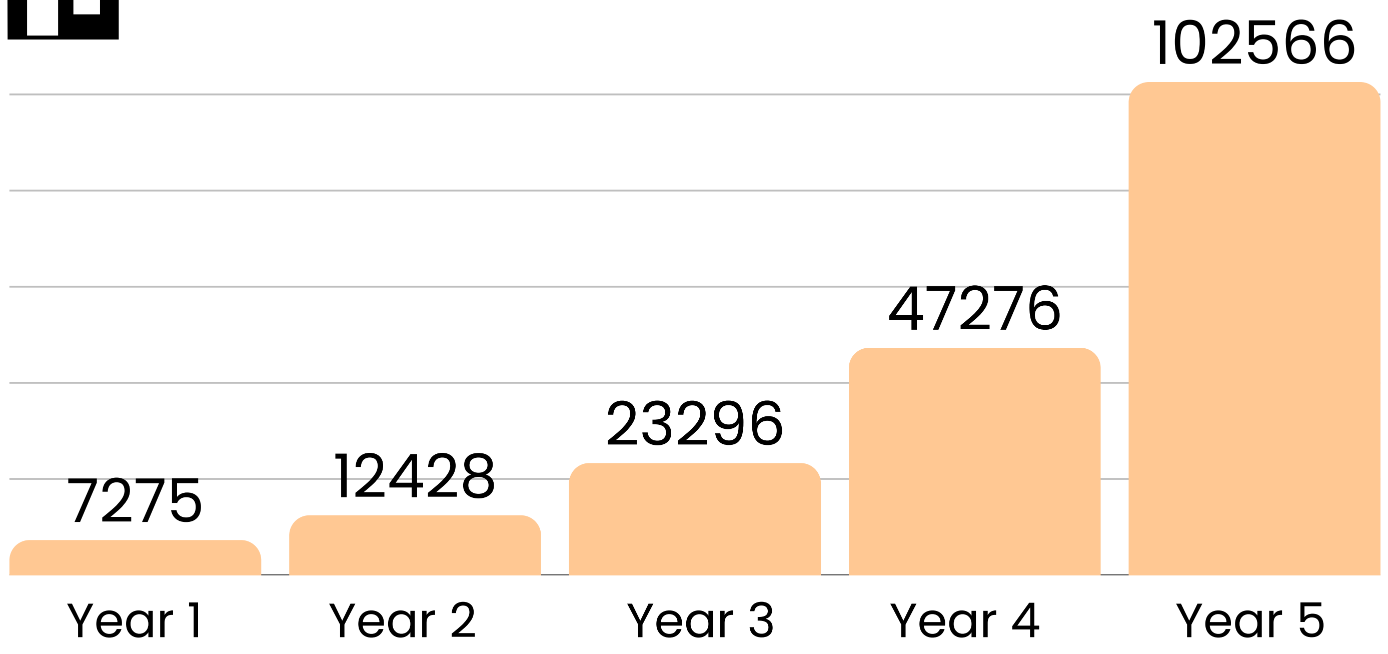
Revenue



Users



Merchants



SWOT Analysis

Weaknesses

Limited capital despite a strong strategy.

Strengths

Hyper-local reach with every time cashback with multiple offers.

Opportunities

Massive offline retail market in India.

Threats

Competition from large E-commerce players, Aggregator platforms, and Fintech Companies.

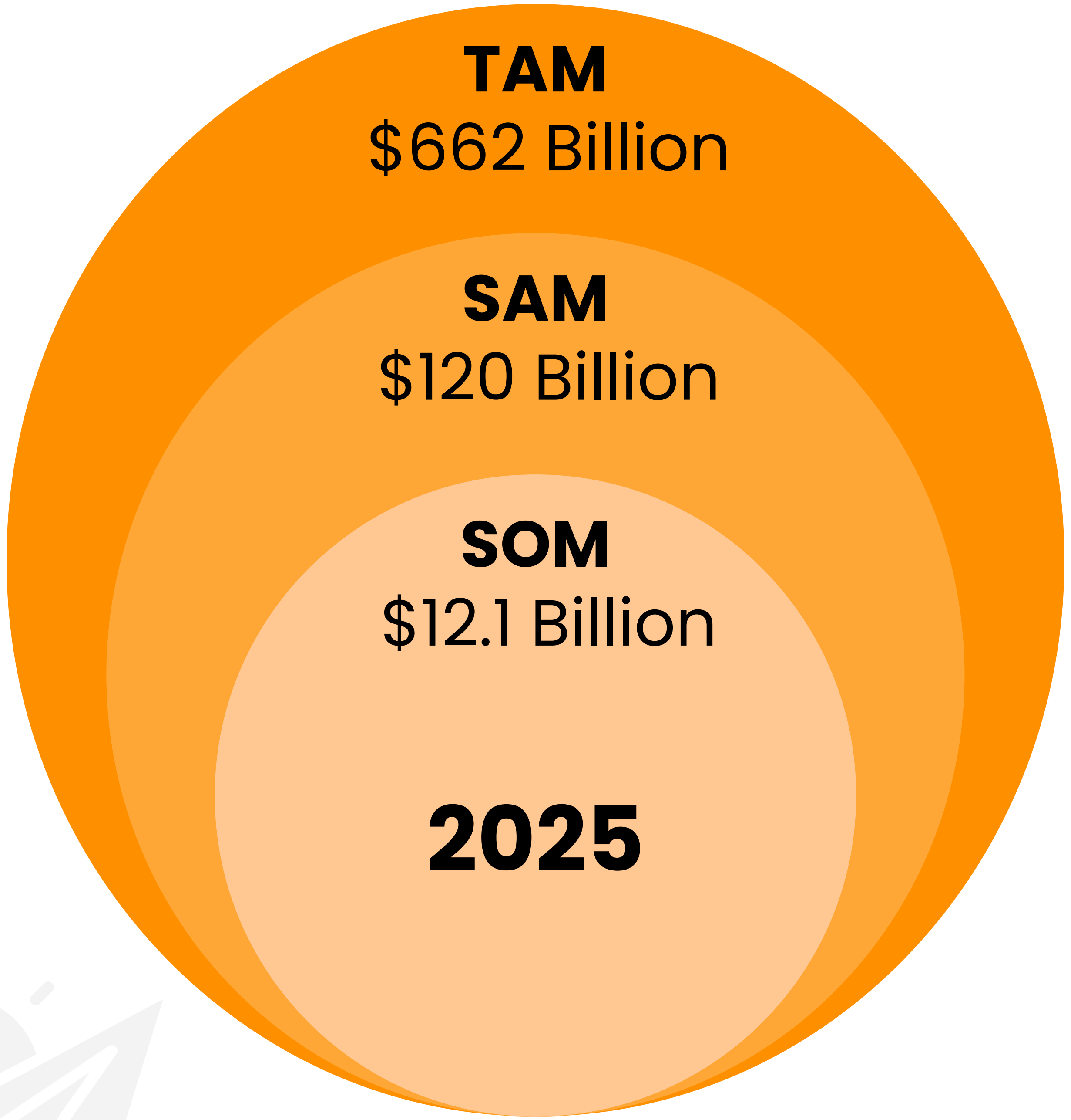
Competitor Analysis

We operate in 50+ categories on our platform, while our competitor carries a present valuation above **$50 billions.**

Category	Competitors		Competitors
Local Search		JustDial	They don't offer cashback**, while ZamWays provides cashback & rewards on every purchase.**
Fintech & UPI Payments		PhonePe, Paytm	No local retail store listings or consistent cashback — **ZamWays offers both.**
Hotel Booking		Oyo, MakeMyTrip	They charge more for the same hotels, **ZamWays offers up to 20% lower rates with cashback & rewards.**
Discount & Offer		Magicpin,Nearbuy	Others offer inflated discounts, **ZamWays gives genuine savings without price hikes.**
Urban Company		Magicpin, Nearbuy	They offers high-priced services, **ZamWays delivers up to 20% lower rates with 10%–15% cashback.**

Market Opportunities

TAM, SAM, and SOM Analysis for Present Indian Market Size



TAM / SAM / SOM Breakdown – Indian Market Size

Industry	TAM	SAM	SOM
Fashion & Boutiques	$184 B	$50 B	$3.0 B
Hotel	$263 B	$22 B	$3.0 B
Restaurant & Cafe	$90 B	$28 B	$4.0 B
Medical & Hospital	$70 B	$7 B	$0.7 B
Salon & Beauty Parlour	$15 B	$5 B	$0.1 B
Optical & lens	$10 B	$3 B	$0.7 B
Club & Bar	$15 B	$2 B	$0.3 B
Technician & Services	$15 B	$3 B	$0.3 B

Projection

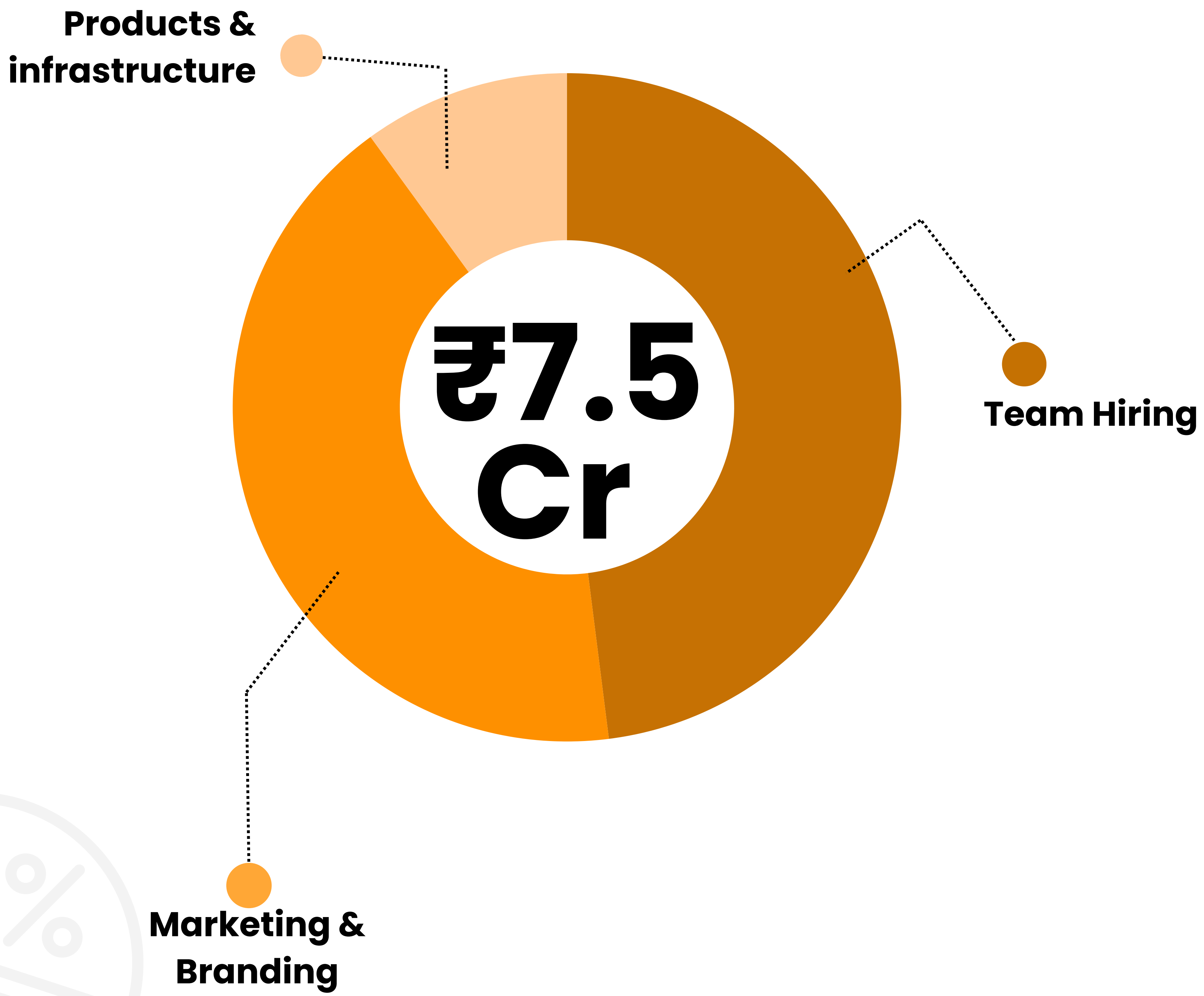
Year	Revenue	Total Direct Expenses	Indirect Exp. / Operating Expenditure	Net Income
Year 1 - 2026	995,962,946	896,366,651	30,960,000	15,447,281
Year 2 - 2027	1,904,641,144	1,714,177,029	43,818,000	42,159,527
Year 3 - 2028	3,851,871,000	3,466,683,900	64,193,371	105,288,147
Year 4 - 2029	8,152,921,139	7,337,629,025	92,130,824	258,722,491
Year 5 - 2030	17,853,180,539	16,067,862,485	126,410,820	628,323,530

Investment and Valuation

Category	Details
Startup Stage	Early Customer (alpha)
Investment Amount	₹7.5 crores
Equity Dilution	15%
Funding Round	Pre-Seed , Seed
Pre-Money Valuation	₹50 Crore
Post-Money Valuation	₹57.5 Cr
Founder Equity Split	70 : 30 %
Investor Equity	15%

Metric	Value
5-Year ROI (%)	1399.92%
Net Income (5 Years)	1,04,99,40,974
5-Year ROI (Multiplier)	14x

Fund Utilization



Team Hiring

₹ 3.6 Crores.

48%

Marketing & Branding

₹ 3.15 Crores.

42%

Products & infrastructure

₹ 75 Lakh.

10%

Team

Rajkiran Dutt

CO-founder & CEO

+91 7990365799

rajkirandutt@gmail.com

Rajkiran Dutt

Shubhra Das

Co-founder & CSO

+91 6353999471

shubhradas67@gmail.com

Shubhra Das

THANK YOU

+91 73638 55166

zamwaysuniserv@gmail.com

www.zamways.com

C-1/102, Suryanjali Residency Cross Road,
Surat, Gujarat-394107

www.zamways.com

Zamways Uniserv Private Limited