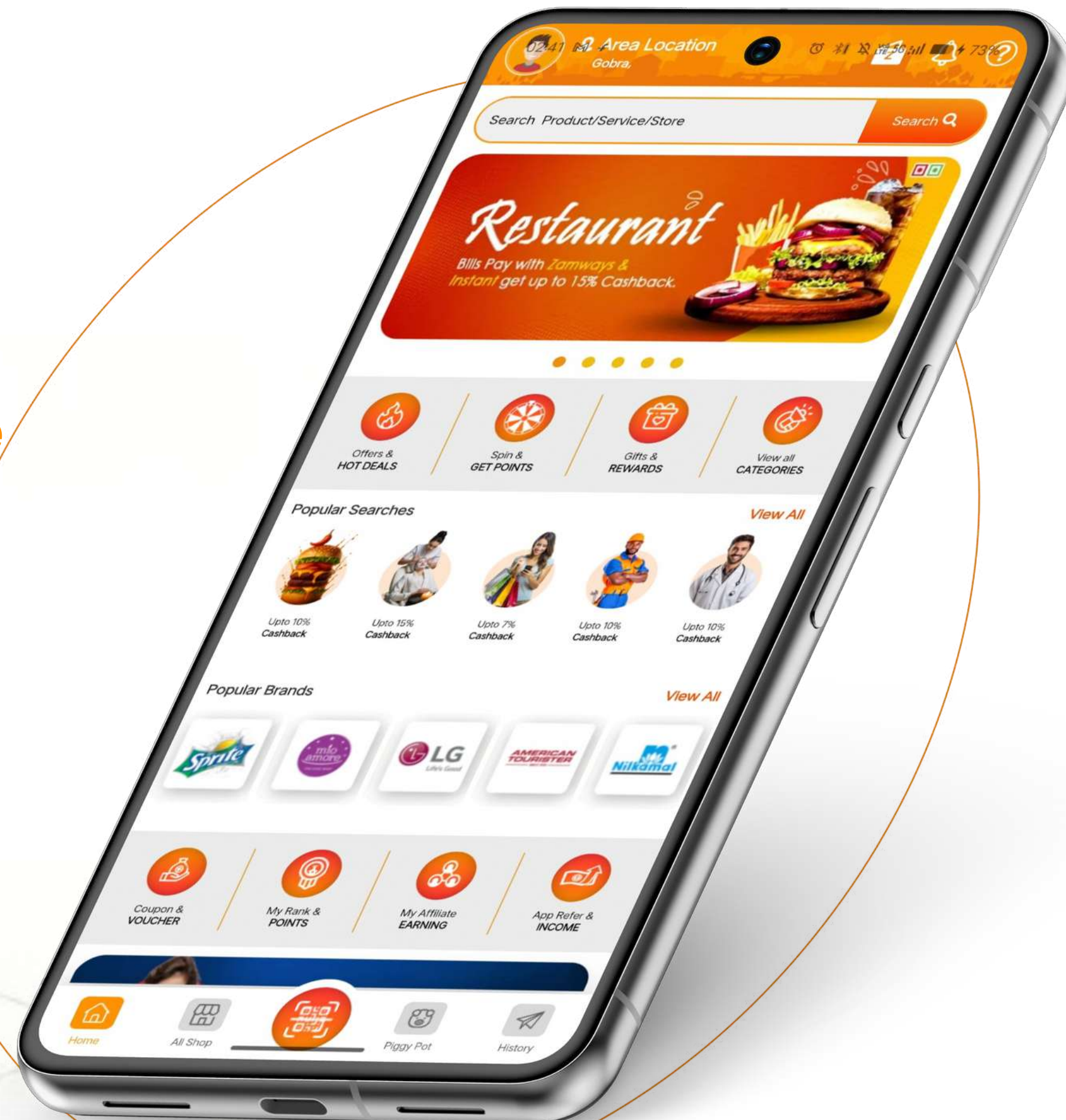




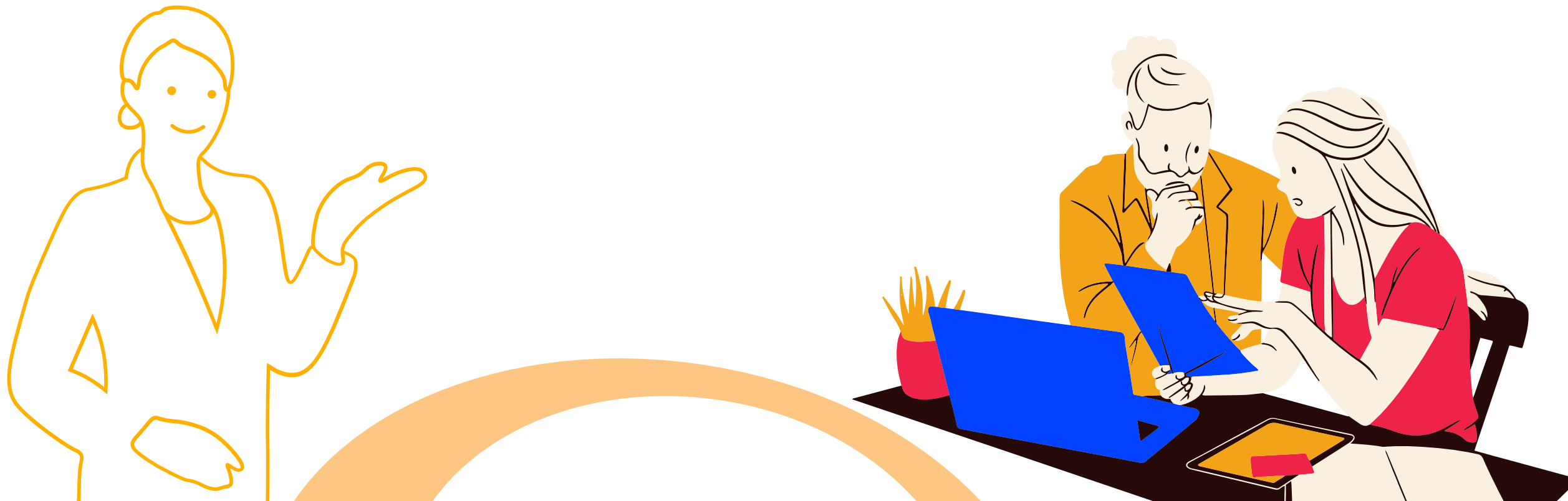
**Hyper-Local Retail-Commerce
Online To Offline Platform.**





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



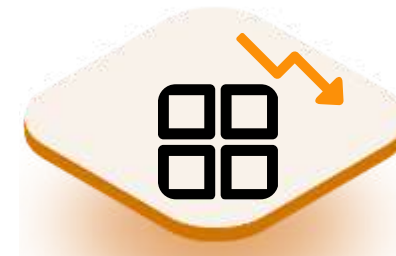
Overwhelmed by fragmented discovery experiences

02



Lack of incentives to shop locally with offers

03



Limited retail Categories



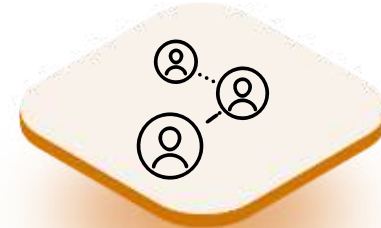


Solutions

Integrated Hyper-local Platform that combines:

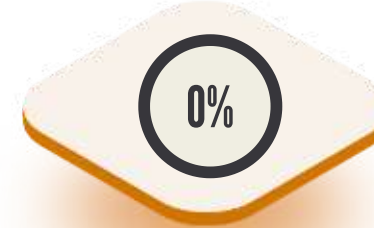
Retailers Solutions :

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)



Low Upfront Cost for SMEs

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

Cashback-Driven Loyalty

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

USP



Business model



How it works

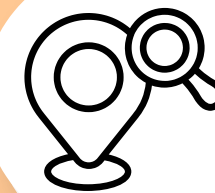
ZamWays is a Hyper-Local Retail-Commerce online to offline platform. It's connecting users and local retailers, through traditional shopping via ZamWays unique features.



Step 1

Local Search

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



Step 3

Fintech Integration

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



Step 2

Store visit & Purchase

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



Step 4

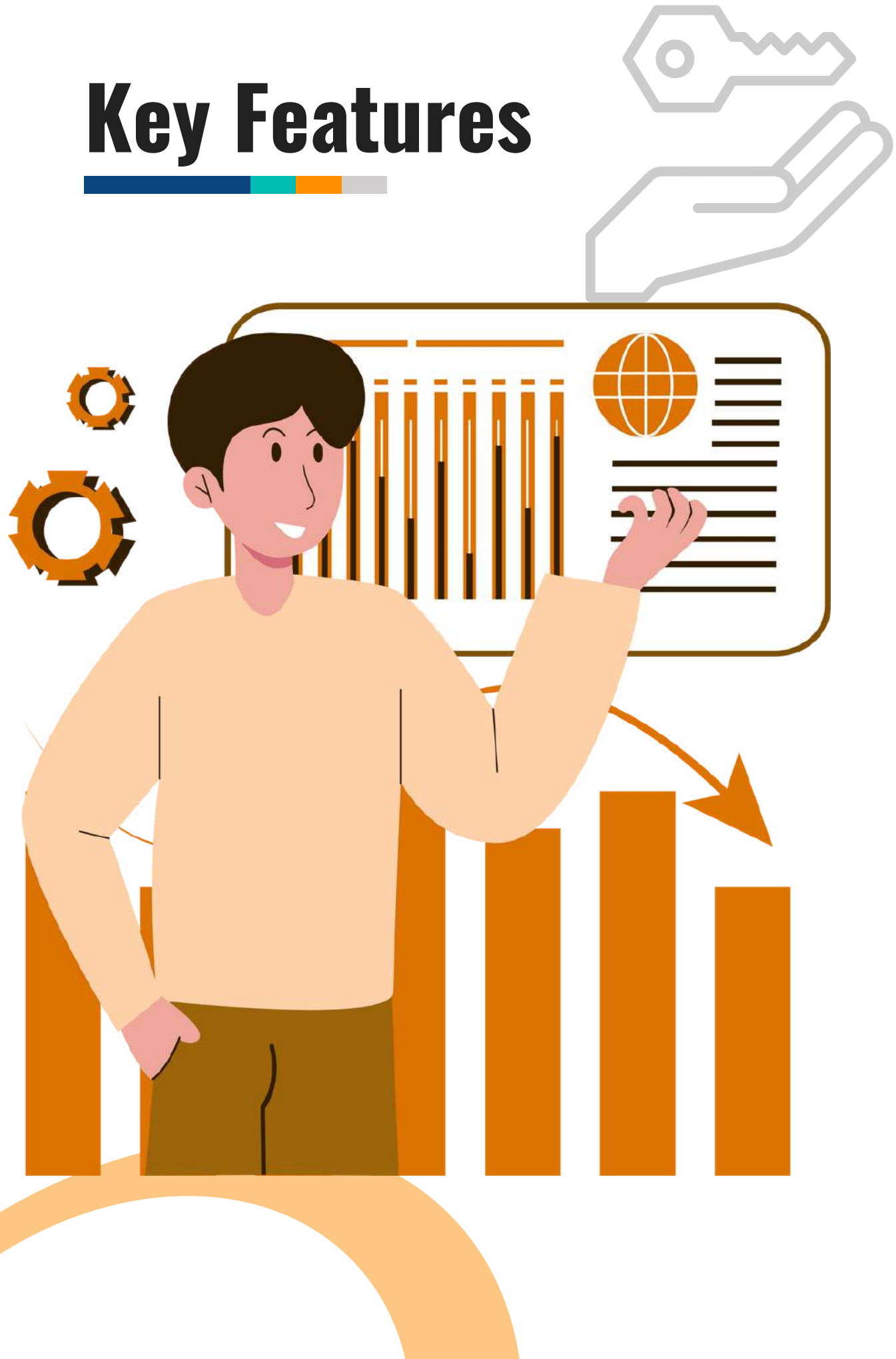
Instant Cashback

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.



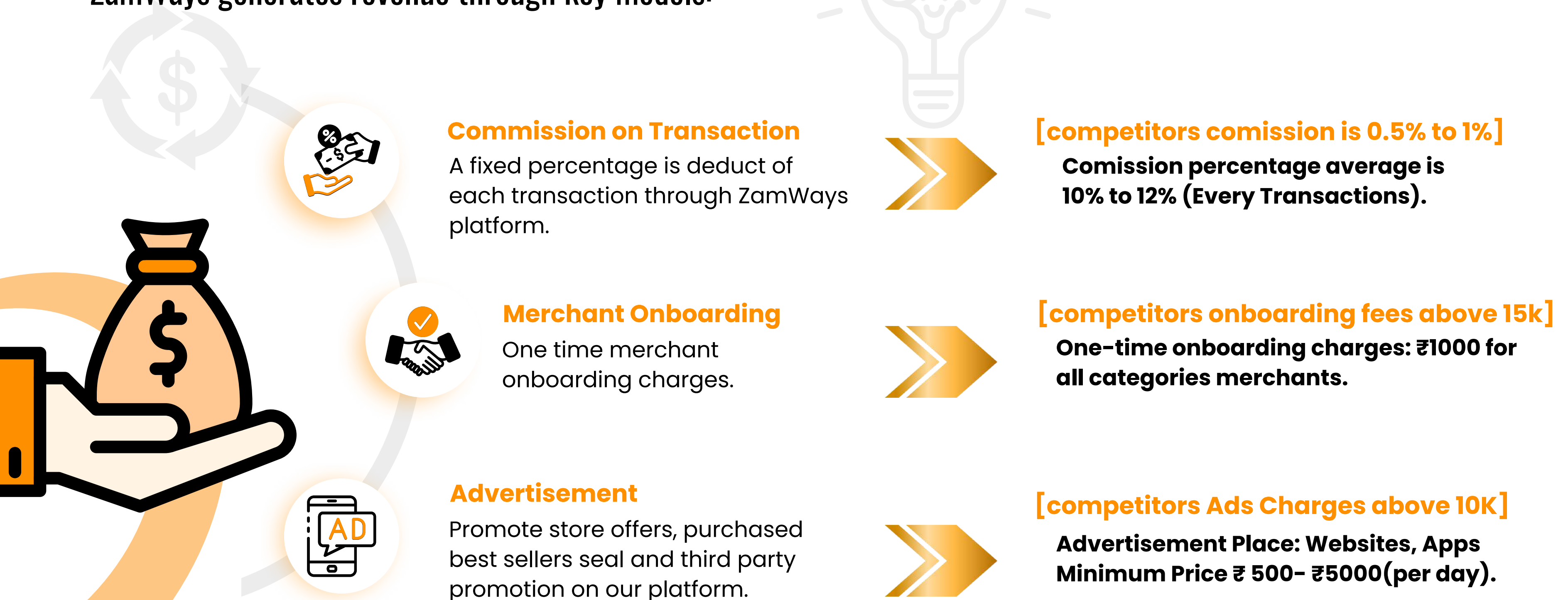
Retailer Benefits

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



Revenue model

ZamWays generates revenue through key models:



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



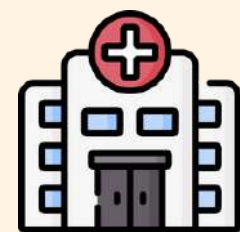
Fashion



Saloon



Hotel



Hospital



Cafe



Club & Bar



Cosmetics



Spa



Milestone

Legal Establishment

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

Beta Testing

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

Grand Launch

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

Users onboard

2,000+ early users onboarded across initial cities.

Merchant Onboard

200+ early merchants onboarded across initial cities.

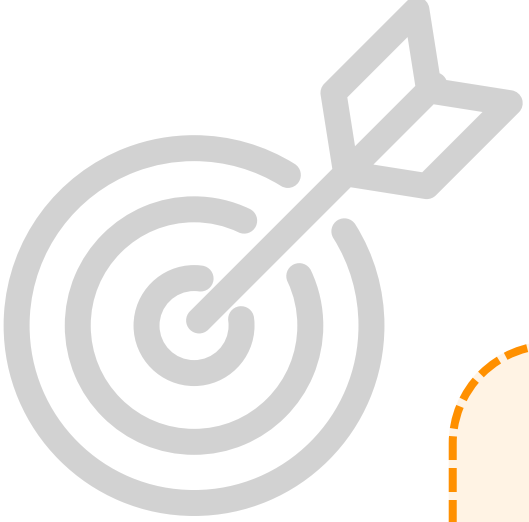
2023

2024

2025

2025

2025



GTM Strategy



Target Users



Target Merchant



Target Market



Via UPI Payment Users



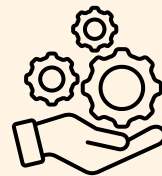
Offer-Seeking Users



Offline Purchase Users



Retailers, MSME



Service Providers



UPI-Accepting Retailers



City Tier 1 & Tier 2



Urban Market



Semi-Rural Area

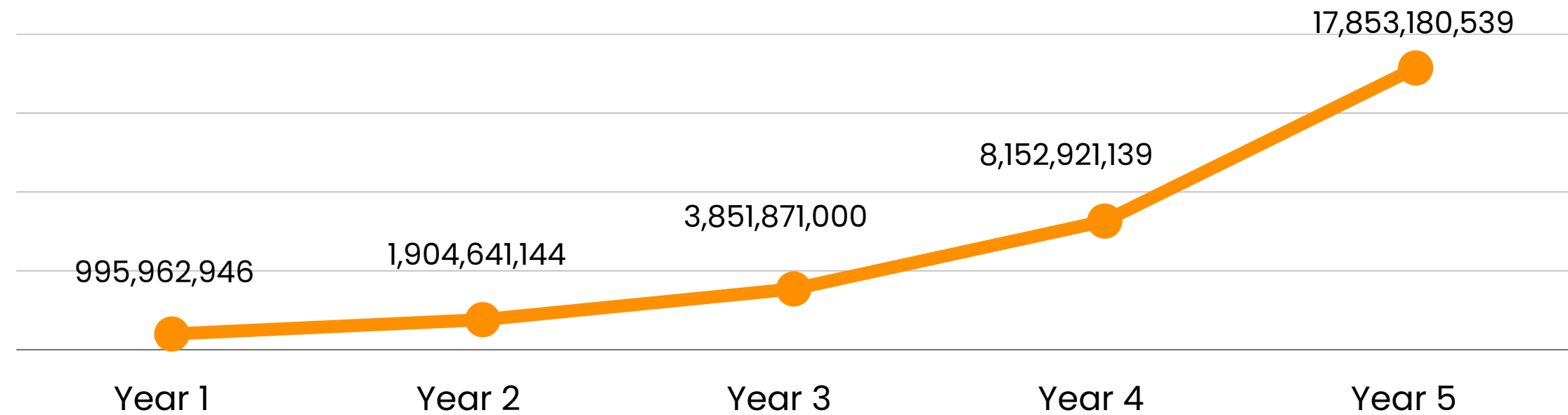
ZamWays uses a multi-channel strategy to acquire local customers, retailers & market

Tractions

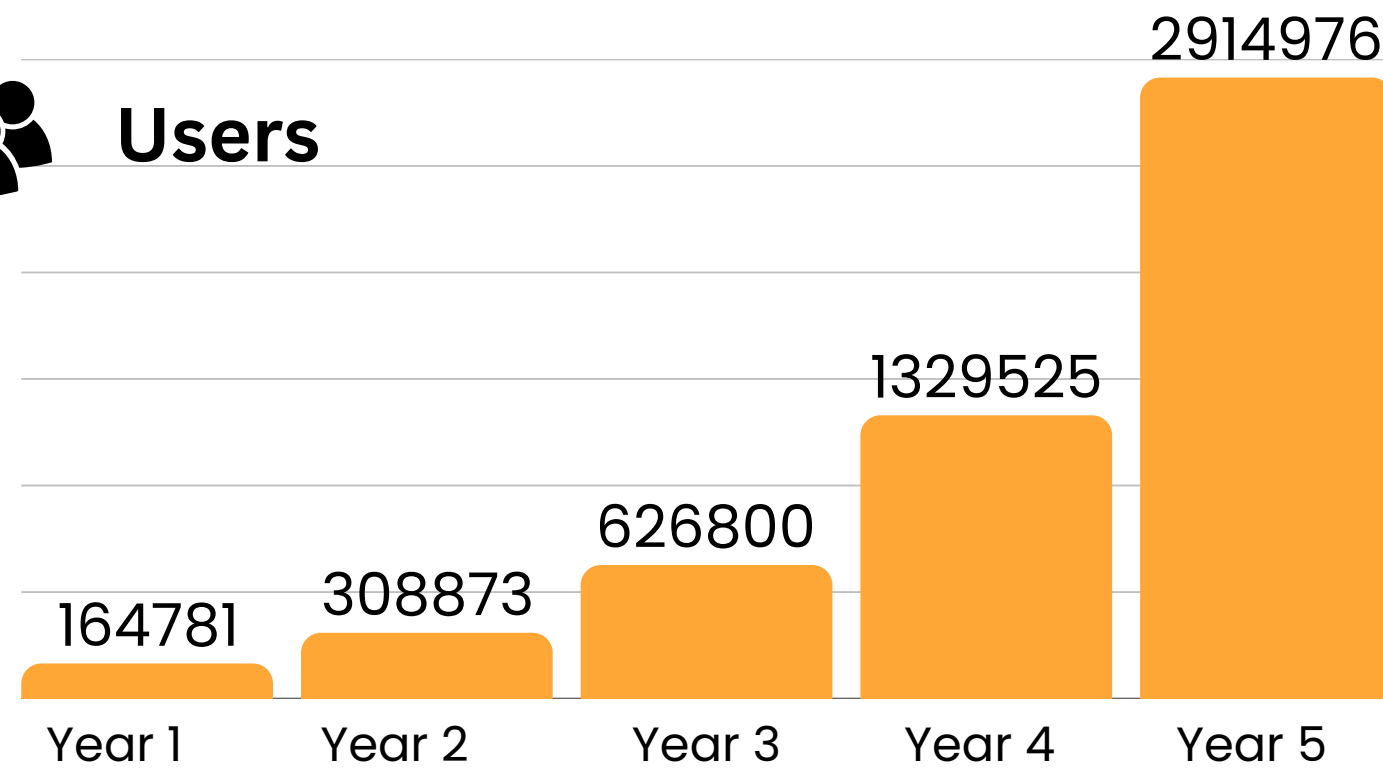


5-Year Tractions Forecast

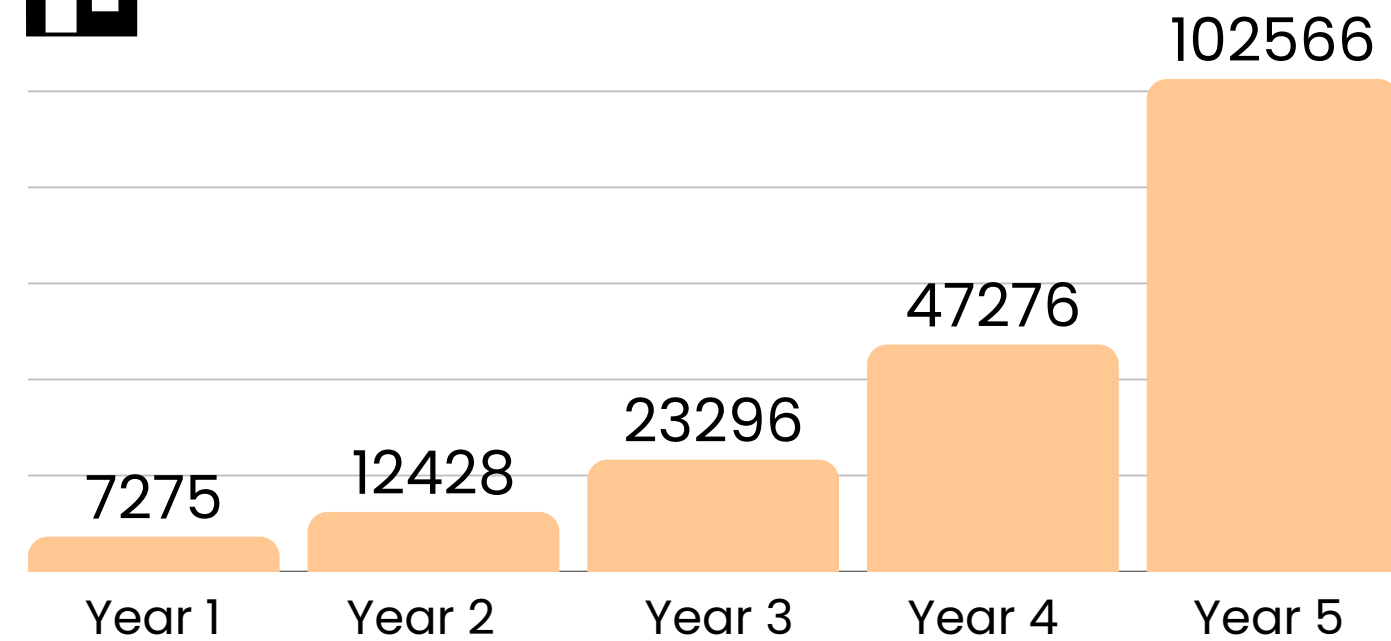
Revenue



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

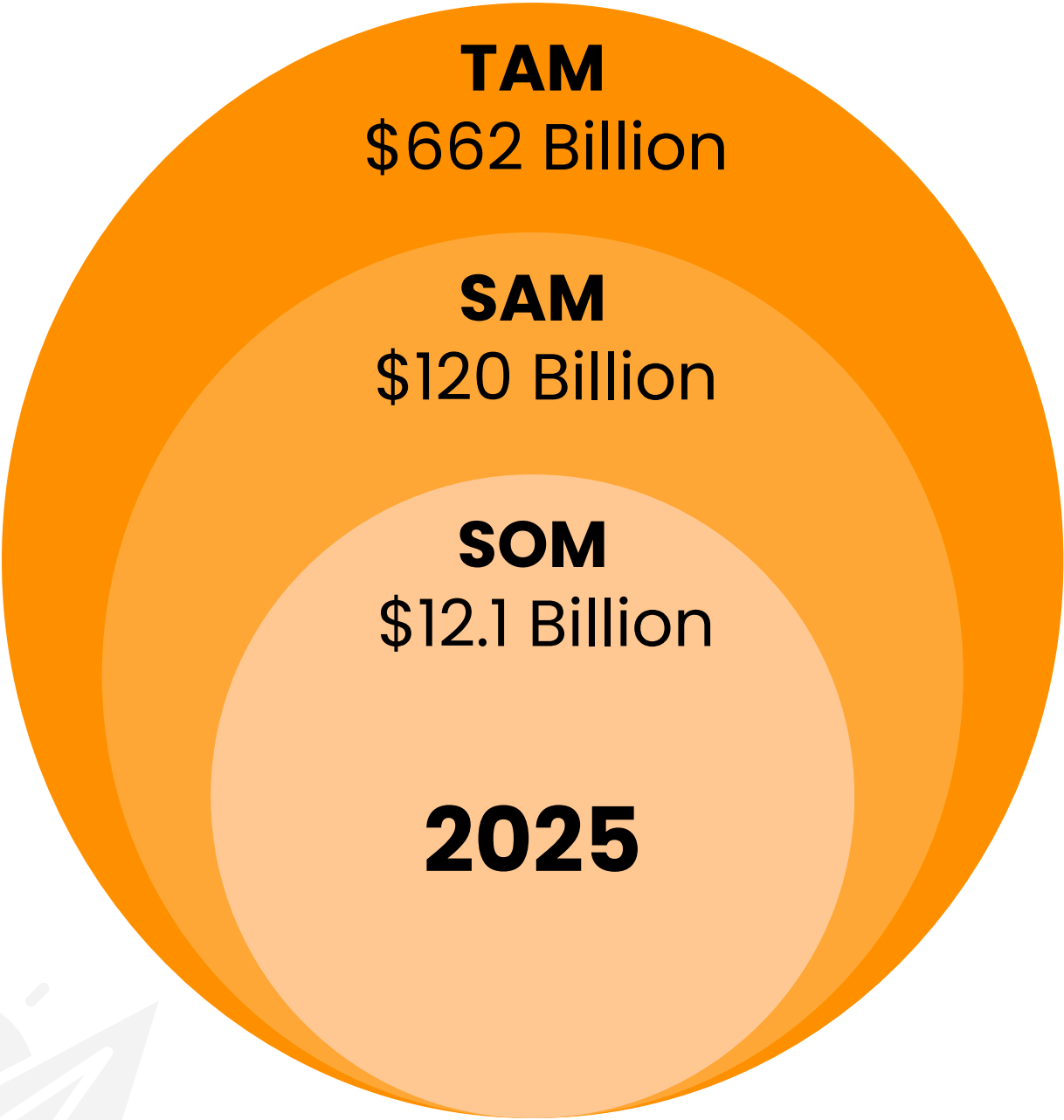
We operate in 50+ categories on our platform, while our competitor carries a present valuation above **\$50 billions**.

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

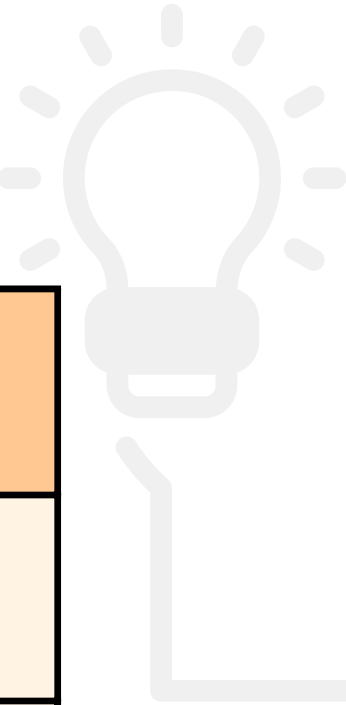
TAM, SAM, and SOM Analysis for Present Indian Market Size



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%

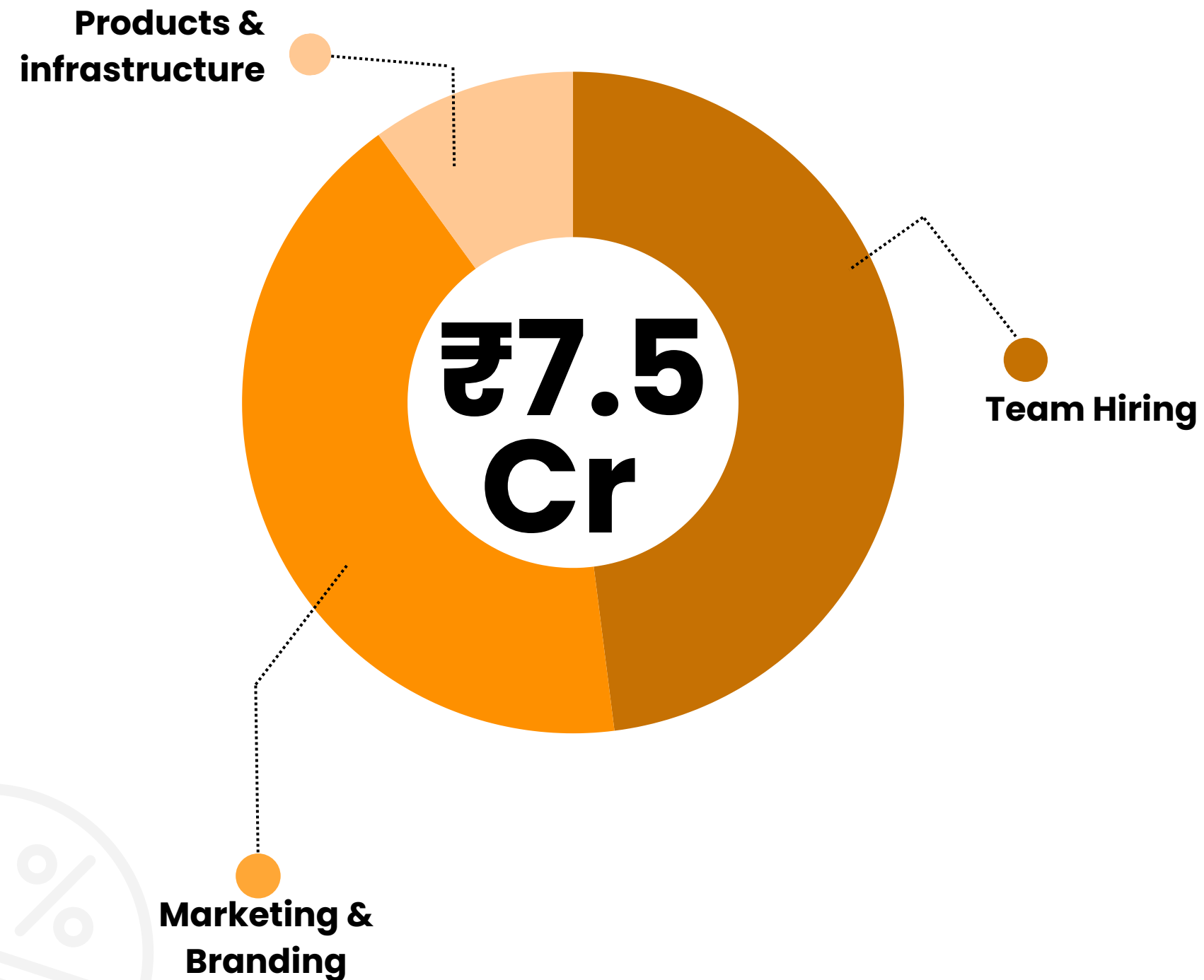


Metric	Value
5-Year ROI (%)	1399.92%
Net Income (5 Years)	1,04,99,40,974
5-Year ROI (Multiplier)	14x





Fund Utilization



Team Hiring

₹ 3.6 Crores.

48%

Marketing & Branding

₹ 3.1 Crores.

42%

Products & infrastructure

₹ 75 Lakh.

10%

Team



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CO-founder & CEO



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Rajkiran Dutt



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Co-founder & CSO



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