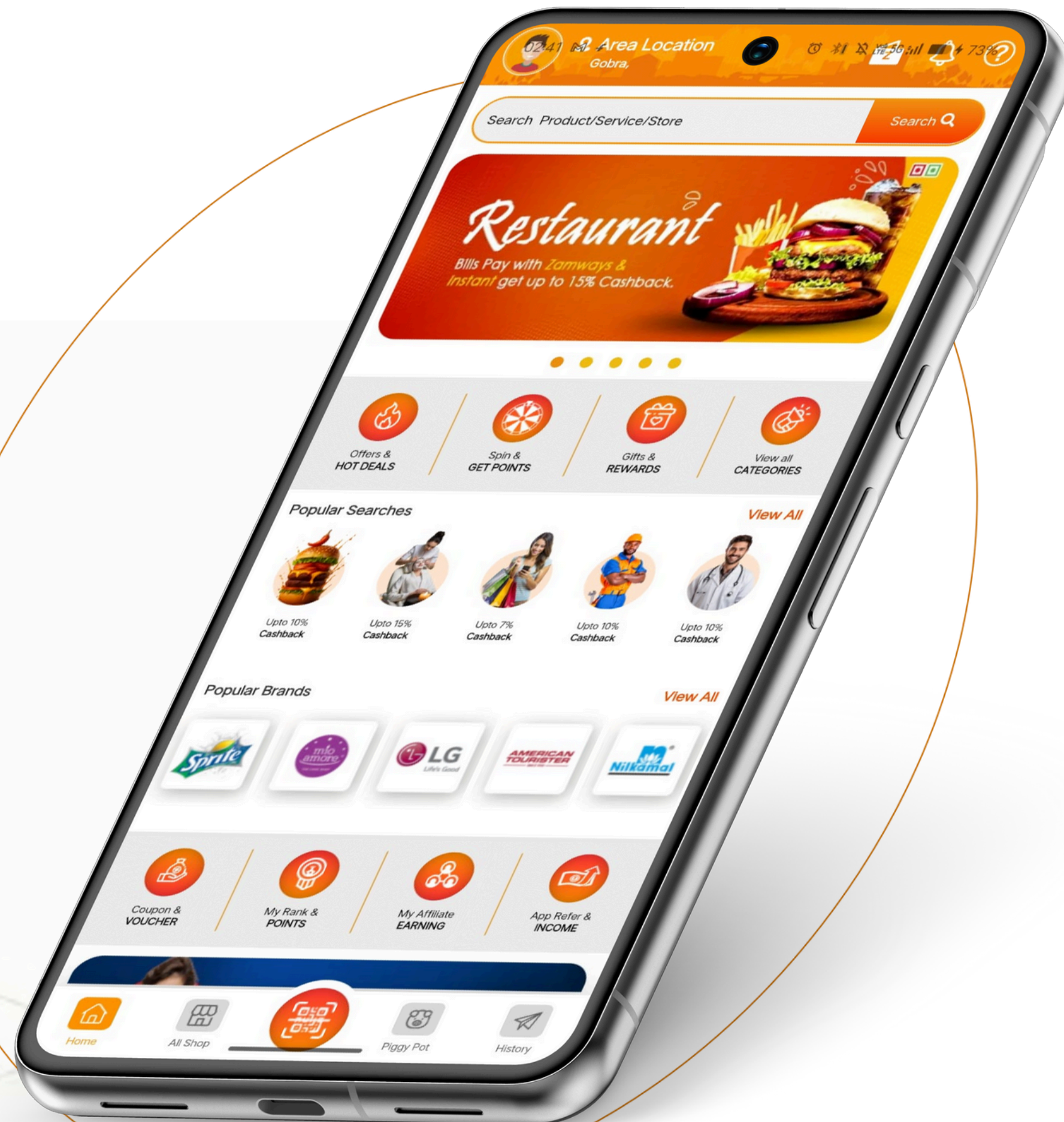




zamways®

EVERY TIME CASHBACK





Introducing, **ZamWays**

ZamWays is a next-generation hyper-local retail platform that seamlessly connects customers with nearby stores across 50+ categories. By offering every time savings, up to 15% cashback, and powerful searching tools for local businesses, ZamWays transforms everyday shopping into a rewarding experience, bridging the gap between traditional retail and the digital future.



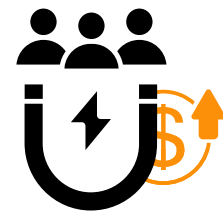
Problems



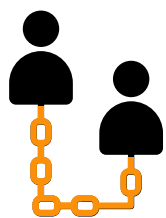
Local Businesses



Low visibility in crowded markets



High customer acquisition costs



Reliance on generic platforms
(e.g., Google Maps)

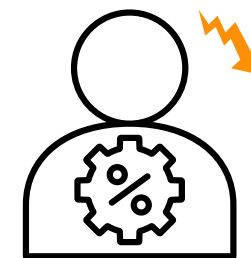


Limited monetization tools

Customers



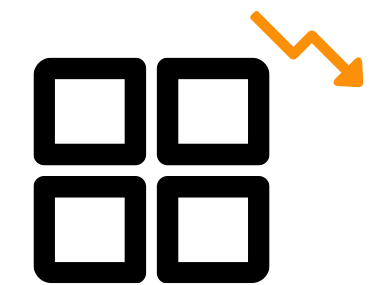
Overwhelmed by fragmented discovery experiences



Limited personalized offers



Lack of incentives to shop locally



Limited Categories



Solutions

Integrated Hyperlocal
Platform that combines:



01

Local Store Discovery

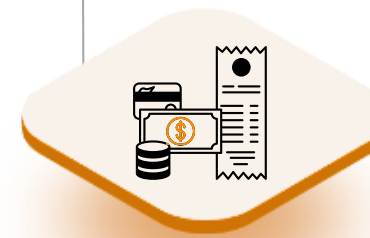


Cashback, Offers & Rewards

02

03

Secure QR Code Payments



**Retail Business
Empowerment**

04



Services of Zamways

For Businesses



Subscription-free onboarding + performance-based fees



**Advanced analytics
(foot traffic, conversion rates)**



Ranking Store on Google Search Engine

For Customers



Get up to 15% cashback on every transactions through Zamways



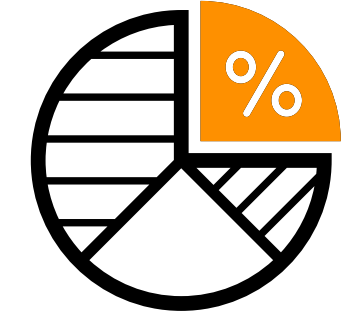
Earn points on every purchase



Redeem for discounts or gifts

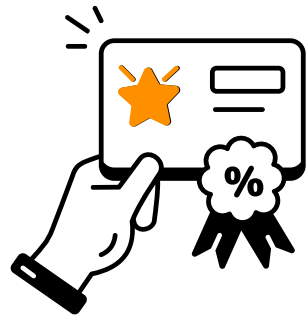


USP (Unique selling point)



Low Upfront Cost for SMEs

**No subscription, easy registration,
lowest commission & minimum KYC**



Cashback-Driven Loyalty

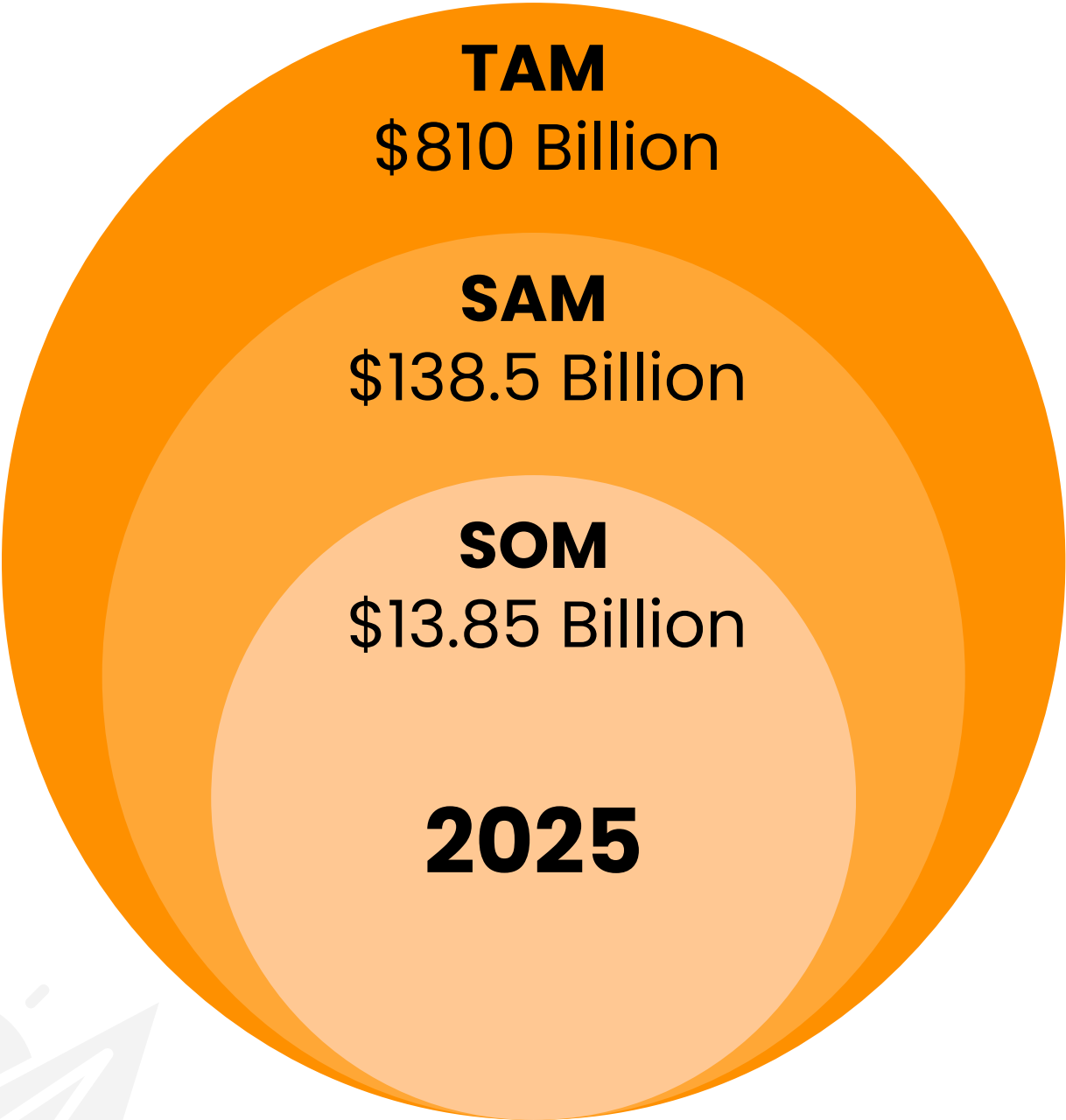
**Shop across 50+ categories on ZamWays
and enjoy instant cashback on every
purchase.**





Market Opportunities

TAM, SAM, and SOM Analysis for Indian Retail – 2025



TAM / SAM / SOM Breakdown – Indian Retail

Industry	TAM	SAM	SOM
Fashion	\$150 B	\$30 B	\$3 B
Hotel	\$282 B	\$22 B	\$2.2 B
Restaurant	\$85 B	\$28 B	\$2.8 B
Medical	\$70 B	\$7 B	\$0.7 B
Salon & Beauty Parlour	\$8 B	\$1 B	\$0.1 B
Technician Services	\$15 B	\$3 B	\$0.3 B
Cosmetic & Apparel Combined	\$160 B	\$40 B	\$4 B
Astrology & Gems	\$5 B	\$0.5 B	\$0.05 B
Shoes & Footwear	\$25 B	\$5 B	\$0.5 B
Leather Goods	\$10 B	\$2 B	\$0.2 B

Business model



ZamWays is a Hyper-local retail commerce platform. It's a combination of two different business model's one is Local Search & another one's the Fintech model.

ZamWays is Connecting Retailers with local Users.



How it works

Local Search
Customers find nearby stores via our website or App



Visit & Purchase
Shop in-store and pay through ZamWays QR code

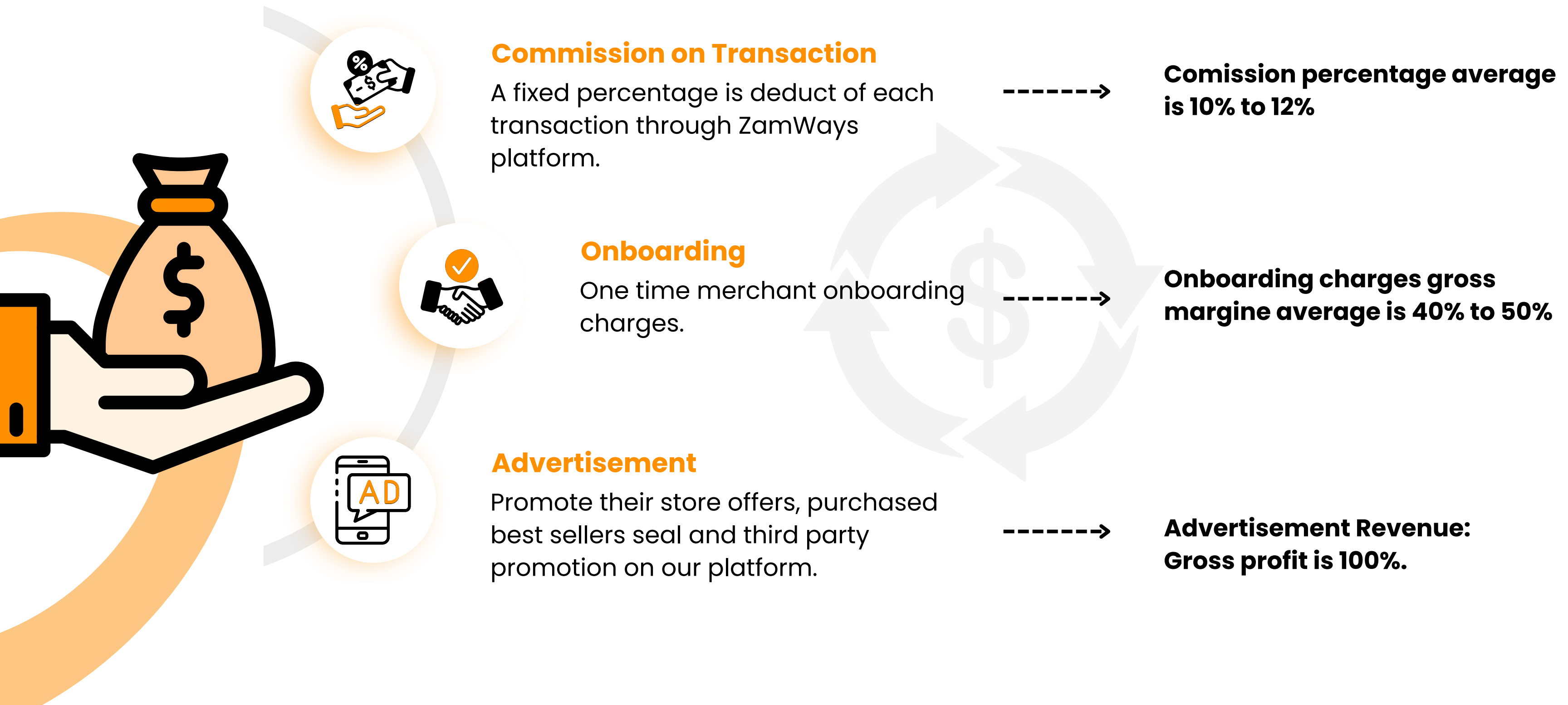
Fintech Integration
Secure payments with ZamWays QR code.

Instant Cashback
Customers get up to 15% cashback on every purchase.

Empowers retailers, enhances local shopping, and accelerates growth.

Revenue model

ZamWays generates revenue through key models:



GTM Strategy



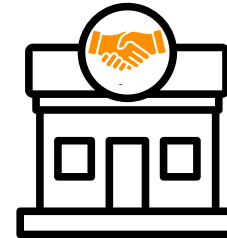
ZamWays uses a multi-channel strategy to acquire local customers and retailers:



Everytime cashback incentives attract customers and boost loyalty.



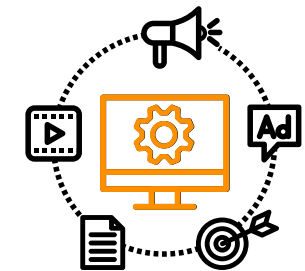
Brand collaborations strengthen our retail network and market presence.



Retail partnerships drive merchant onboarding and engagement.



Referral programs encourage users to bring in new customers and businesses.



SEO, social media, influencers, and paid ads enhance visibility.



Key Features



Everytime Cashback

Customers receive cashback on every purchase, encouraging repeat business.



Valuable Shopping Points

Points earned can be redeemed for future purchases, enhancing customer engagement.



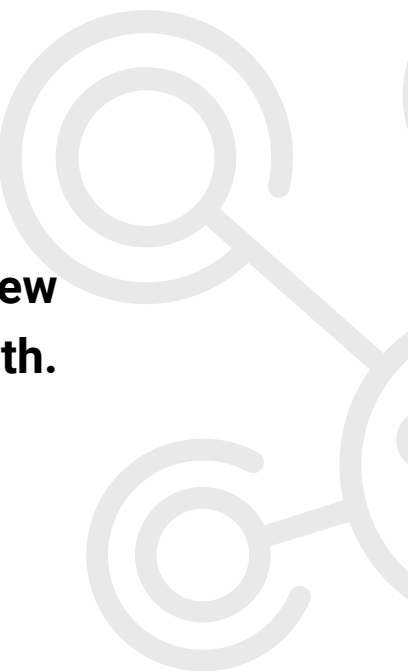
Monthly Gifts & Rewards

Gifts and rewards keep customers excited and loyal.



Referral Income

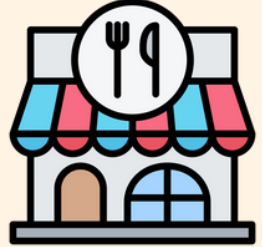
Customers earn income by referring new customers, fostering community growth.



Category



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



Food



Service



Doctor



Astrology



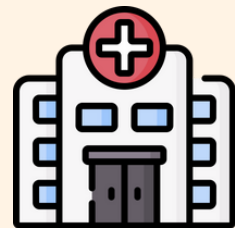
Fashion



Saloon



Hotel



Hospital



Jewellery



Grocery



Cosmetics



Spa



Roadmap

Idea & Domain

Conceptualizing the business and securing the domain name.

2020

First Steps

Starting operation remotely with initial staff.

2021

Rebranding

Finalizing the business model and technology.

2022

Legal Establishment

Incorporating the company and securing legal certifications.

2023

Testing & Growth

Partnering with Axis Bank and completing beta testing

2024

Grand Launch

Officially launching the ZamWays app on the Play Store.

2025



Target Market

Urban Areas

Cities and semi-urban regions

Wholesalers

Semi-wholesalers distributing goods

Service Providers

Local businesses offering various services

City Tiers

Tier 1 and Tier 2 city markets

Retailers

Small and medium-sized retail businesses



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.



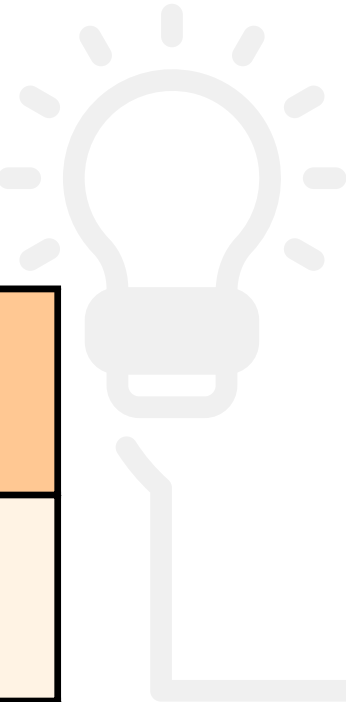


Competitor analysis

ZamWays uniquely combines local search and fintech, offering up to 15% cashback on every transaction while connecting customers with nearby stores.

Category	Competitors		ZamWays Advantage
Local Search		JustDial	They don't offer cashback, while ZamWays provides rewards on every purchase.
Fintech & UPI Payments		PhonePe, Paytm	No 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.
Discount & Offer		Magicpin, Nearbuy	Others offer inflated discounts, ZamWays gives genuine savings without price hikes.
Urban Company		Urban Company	They offer high-priced services, ZamWays delivers up to 20% lower rates with 10–15% cashback.

Projection



Year	Revenue	Total Direct Expenses	Indirect Exp. / Operating Expenditure	Net Income
Year 1 - 2026	2,703,591,492	2,433,232,343	179,520,000	74,488,102
Year 2 - 2027	5,073,766,399	4,566,389,759	233,980,800	224,184,589
Year 3 - 2028	10,292,252,417	9,263,027,175	307,697,856	591,652,456
Year 4 - 2029	21,826,228,867	19,643,605,981	436,113,090	1,432,138,033
Year 5 - 2030	47,848,857,429	43,063,971,686	604,830,877	3,427,644,990

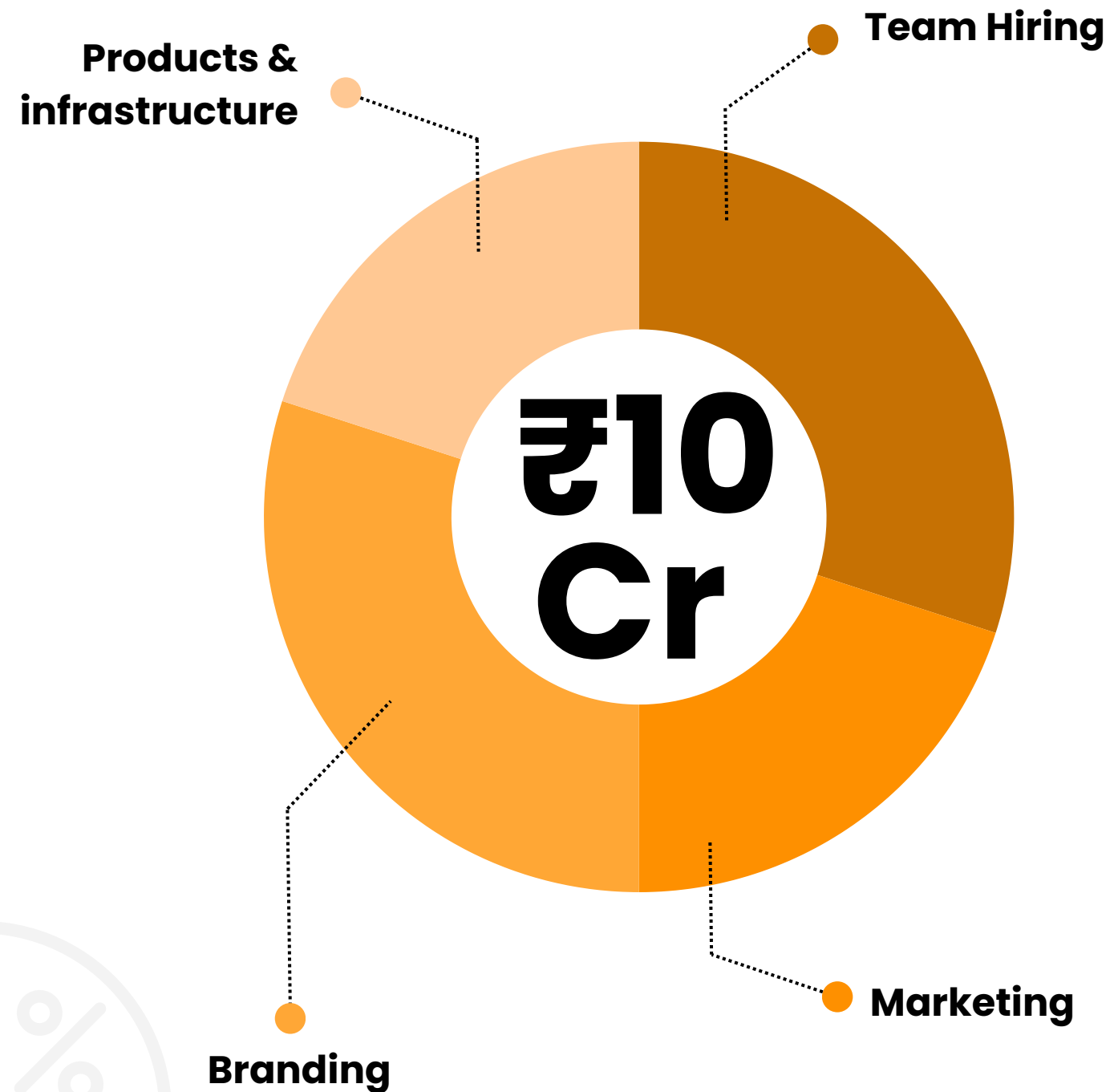
Investment and Valuation



Category	Details
Startup Stage	Early Customer (alpha)
Investment Amount	₹10 Crore
Equity Dilution	10%
Funding Round	Pre-Seed , Seed
Pre-Money Valuation	₹100 Crore
Post-Money Valuation	₹110 Crore
Founder Equity Split	70 : 30 %
Investor Equity	10%

Metric	Value
5-Year ROI (%)	5750.11%
Net Income (5 Years)	5,75,01,08,171
5-Year ROI (Multiplier)	57.50x

Fund Utilization



Team Hiring

₹3 Crores

30%

Marketing

₹2 Crores

20%

Branding

₹3 Crores

30%

Products & infrastructure

₹2 Crores

20%



OUR VISIONARY LEADERS!



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