QUICKFASHION

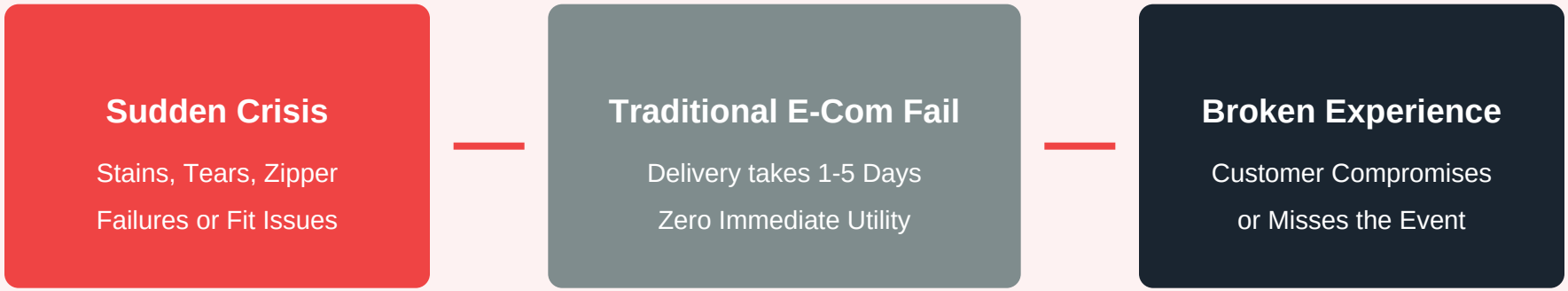
10-Minute Fashion Delivery Startup

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The Problem

Fashion sector quick-commerce is broken. Consumers face recurring emergencies where slow deliveries fail:

- **Turant Kapde Kharab Hona:** Sudden stains, tears, or zipper failures right before important meetings or events.
- **Last-Minute Delivery Failure:** Traditional players take 1 to 5 days, which fails completely during immediate crises.
- **Size/Fit Issues:** Buying wrong sizes online without the option of quick, hassle-free instant exchanges.



The Solution: 10-Min Delivery

QuickFashion brings the quick-commerce blueprint to clothing, footwear, and emergency accessories:

- **Lightning Fast Logistics:** Delivered within 10 minutes through a widespread network of optimized urban dark stores.
- **Curated High-Demand Catalog:** Top essentials, party-wear basics, emergency innerwear, corporate formals, and grooming kits.
- **Instant Exchange Support:** Rider waits at the doorstep if a size trial replacement is initiated immediately.

10-Min Delivery Hubs

Widespread network of optimized urban dark stores ensuring instant dispatch.

Curated Fashion Feed

High-demand essentials, formals, innerwear, and emergency grooming kits.

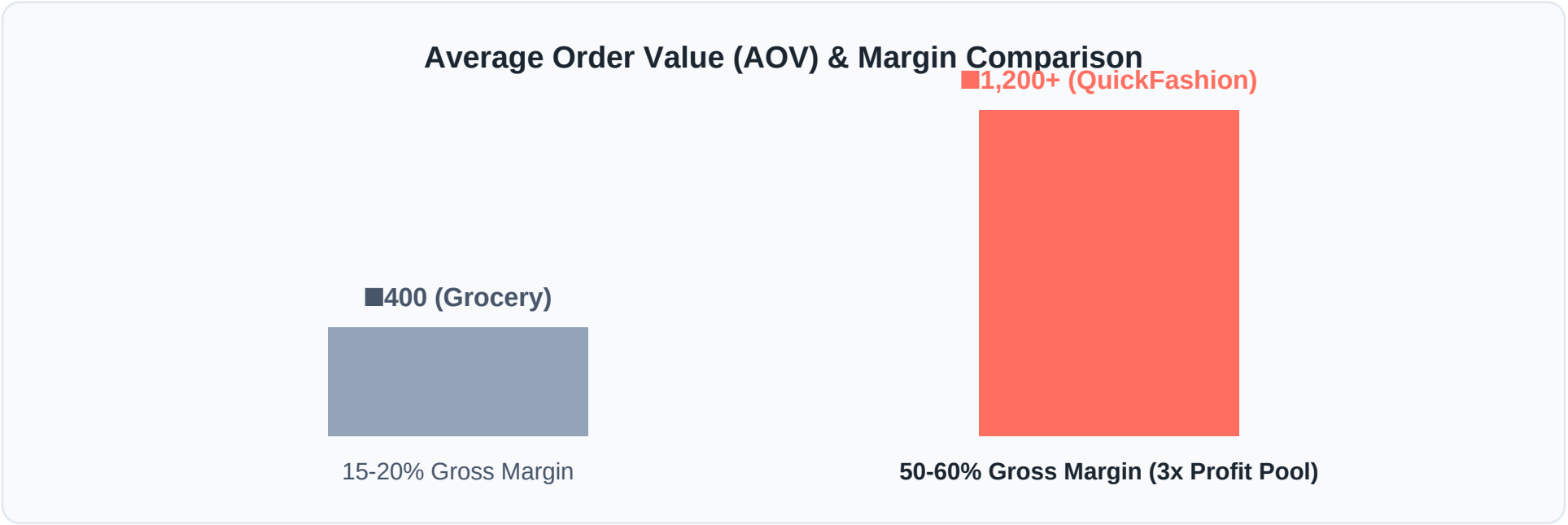
Doorstep Trial Wait

Rider waits for immediate size trials. Swap done instantly on the spot.

Business Model & Profit Margin

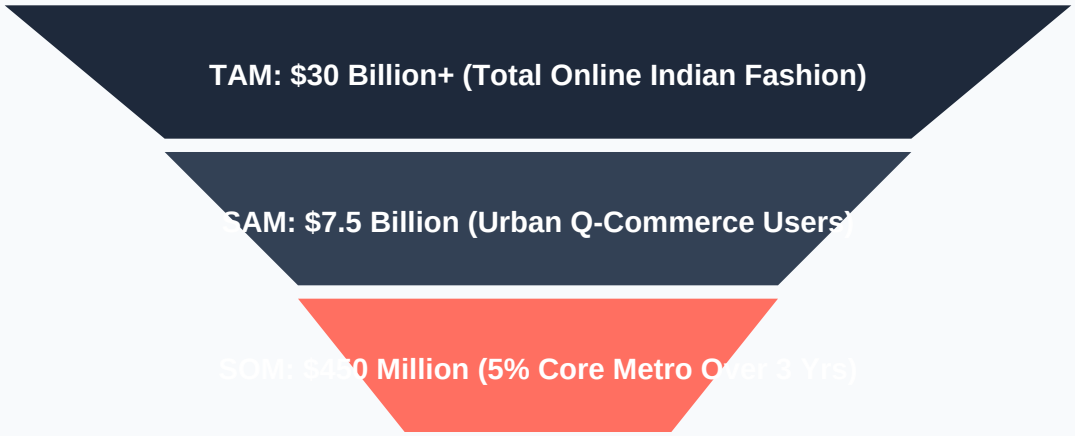
Our model relies on heavy vertical integration alongside dark-store optimization to yield higher margins than grocery q-commerce:

- **Direct-To-Consumer Pricing:** High gross margin structure averaging between 50% to 60% due to direct brand partnerships.
- **Delivery Fees & Surge Mechanism:** Small convenience fee on lightning orders, waived above specific high basket thresholds.
- **High Average Order Value (AOV):** Fashion average tickets stand at ■1,200+, yielding much faster path-to-profit than ■400 grocery baskets.



Market Size (TAM, SAM, SOM)

Market Layer	Estimated Market Value	Target Scope Details
TAM (Total Addressable)	$30 Billion+	Overall Indian online fashion and lifestyle commerce retail landscape.
SAM (Serviceable Addressable)	$7.5 Billion	Urban tech-savvy professionals and Tier-1 quick-commerce users.
SOM (Serviceable Obtainable)	$450 Million	Initial 5% capture across primary metro clusters over 3 years.



Current Traction

Validating market demand via intensive regional pilot operations:

- **Successful Beta Testing:** Completed over 2,500 test deliveries across 3 targeted dense tech-park neighborhoods.
- **Healthy Order Volumes:** Averaging an Order Value (AOV) of ■1,450 with negligible delivery delays.
- **Excellent Retention:** 35% repeat user transaction behavior within the first 45 days of app-deployment onboarding.



Highly encouraging unit economics from target clusters.

Competition Matrix

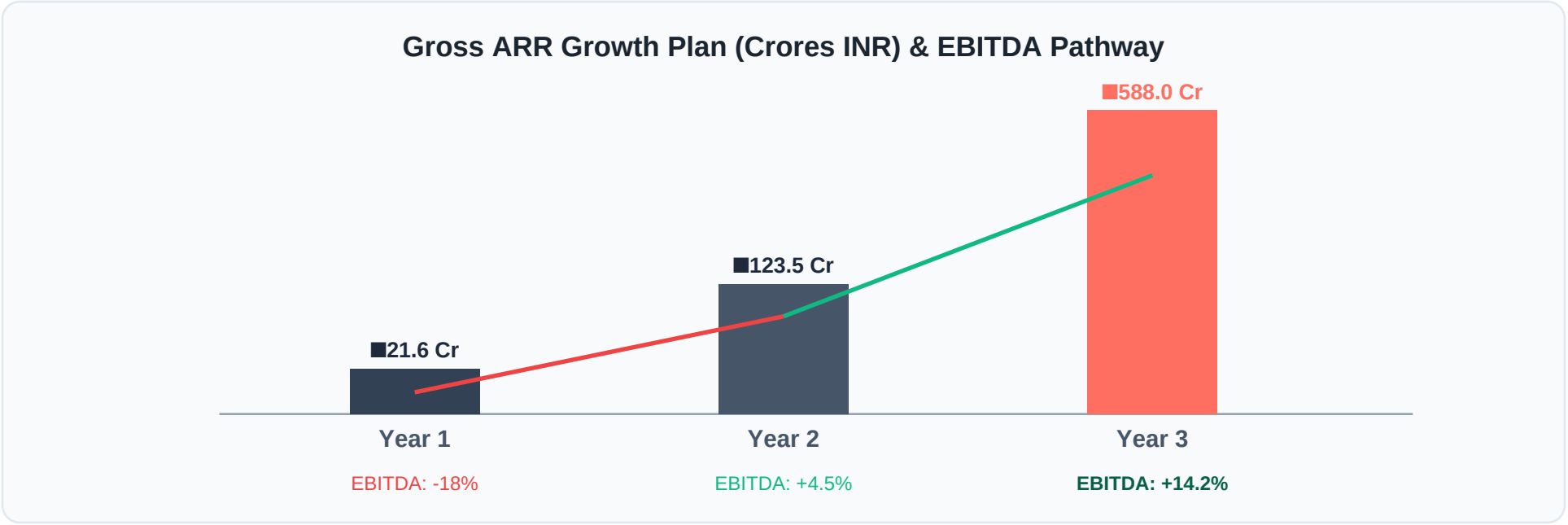
Feature	QuickFashion	Myntra / Amazon	Meesho
Delivery Timeline	**10 Minutes**	1 to 3 Days	3 to 5 Days
Emergency Utility	**Extremely High**	Zero	Zero
Instant Exchanges	**Yes (Rider Wait)**	No (48-72 Hours)	No (Slow Pickup)
Gross Margins	**50% - 60%**	35% - 45%	15% - 25%

Delivery Timeline vs Margin Strength Structure



3-Year Financial Forecast

Financial Metric (INR)	Year 1	Year 2	Year 3
Active Dark Stores	5 Micro-Hubs	20 Hubs	65 Hubs
Total Orders Fulfilled	180,000	950,000	4,200,000
Gross Revenue (ARR)	₹21.6 Crores	₹123.5 Crores	₹588.0 Crores
Gross Profit Margin (%)	52%	55%	58%
EBITDA Margin (%)	-18% (Growth)	4.5% (Break-even)	14.2% (Profitable)



Funding Requirement & Allocation

Seeking ■**1 Crore Seed Capital at 40% Equity Dilution** to fuel immediate operational metrics:

- **Dark Store Openings (50% - ■50 Lakhs):** Infrastructure, tech integrations, and early inventory stocking across 5 priority micro-hubs.
- **Marketing & Growth (30% - ■30 Lakhs):** Hyper-local targeting, social user acquisition campaigns, and geo-fenced performance marketing.
- **Team and Salaries (20% - ■20 Lakhs):** Onboarding specialized supply chain ops professionals and software developers over a 12-month runway.

Use of Seed Capital Breakup (Total: ■1 Crore)



Investor Exit Options

Ensuring flexible, multi-tiered liquidity pathways for early equity investors within 36-60 months:

- **Strategic Acquisition:** High buyout probability by deep-pocketed quick commerce infrastructure aggregates (e.g., Blinkit, Zepto, Swiggy Instamart) looking to urgently expand into high-margin fashion verticals.
- **Next Round Secondary Sale:** Complete or partial equity exit options provided during institutional Series-A or Series-B investment rounds.
- **Promoter Led Buyback:** Pre-negotiated corporate stock repurchase facility financed through operational cash flow reserves starting Year 4.

Option 1: M&A Buyout

By Zepto, Blinkit, Swiggy

Option 2: Secondary Sale

During Series A/B Rounds

Option 3: Stock Buyback

From Cash Reserves (Yr 4)