

PROJECT BHARAT

BAZAAR

DEAL

Digitizing Bharat's 70 Million Local Shops.

Kirana · Clothing · Sabzi · Electronics · Food — One Platform.

Ramesh's Kapda Shop Has Been Open 30 Years. No One Can Find It Online.

Ramesh Gupta runs a clothing store in Panipat. He's been there 30 years — knows every customer by name, gives credit, opens at 7am. His son set up a WhatsApp group. Still, 800 meters away a new customer has no idea he exists.

They Google "kapda shop near me." Ramesh doesn't show up. They drive to the mall.

"84% of India's \$1 trillion retail market is unorganized — yet not one of these 70 million shops has a digital presence."

— IBEF / Expert Market Research, 2025

No Digital Presence

13M kirana · 15M clothing · 18M sabzi vendors · 5M electronics — none searchable, none discoverable online

Big Tech Left Them Out

Blinkit, Zepto, Swiggy serve only top-10 cities. 800M people in Tier 2/3 have zero local digital access

Losing to Dark Stores

Quick-commerce dark stores are eating into local shop revenue while those shopkeepers have zero tools to fight back

Meet Sunita. She Changed Everything in 10 Seconds.

1

Before BazaarDeal

Sunita sells sabzi at Sector 12 market, Panipat. 20 years in the same spot. She has regulars but gets no new customers. Festive season comes — she has fresh strawberries. No way to tell anyone.

2

She Lists in 10 Seconds

Her son opens BazaarDeal on his phone. Speaks into the mic: "Strawberries, 80 rupay kilo, aaj available, Sector 12." Listed instantly in Hindi. 300 nearby users get a notification.

3

The Result

47 new customers that day. Her phone rang 12 times on WhatsApp directly. She sold out by 11am — first time in 20 years. Monthly revenue up 40%.

We Replace ₹3,000/Month They Already Spend.

BASIS: Every Tier-2/3 retailer already spends ₹2,000-₹5,000/month on pamphlets, banners & social ads — with zero ROI tracking. BazaarDeal replaces that at ₹299-₹1,500/month with full trackability.

TAM Total Addressable Market

₹46,800 Crore

1.3 Cr Shops × ₹36,000/year

1.3 Cr Shops × ₹3,000/month

All Indian retailers' total annual marketing spend — pamphlets, banners, social ads. This money already exists.

SAM Serviceable Available Market

₹18,000 Crore

50 Lakh Shops × ₹36,000/year

50 Lakh Shops × ₹3,000/month

Tier-2/3 digital-ready retailers on WhatsApp Business or Instagram — ready to shift their marketing budget to BazaarDeal

SOM Serviceable Obtainable Market

₹18 Crore/year

= ₹1.5 Crore per month

5,000 Shops × ₹36,000/year

Hansi + Hisar + Gurgaon — 50,000 relevant shops, 10% capture in Year 1-2 = 5,000 shops at ₹3,000/month avg

Everyone Serves Cities. We Serve Bharat.

Feature / Player	BazaarDeal	LocalKart	nearbuy	EazyDiner	Nearwala
Tier-2/3 Bharat Focus	✓	✗	✗	✗	✗
Vernacular Voice AI	✓	✗	✗	✗	✗
Real-time Stock Broadcast	✓	✗	✗	✗	✗
All 5 Shop Categories	✓	Partial	✗	✗	Partial
Merchant SaaS Model	✓	✗	✗	✗	✗
Zero Delivery Cost	✓	✓	✓	✓	✓
WhatsApp-First Connect	✓	✗	✗	✗	✗

One App. Every Shop. 10 Seconds to List.

VOICE-FIRST AI

Speak in Hindi, Haryanvi, or your local dialect. No typing. AI understands context, not just keywords. Works on ₹5,000 Android phones.

10-SEC LISTING

Any shop broadcasts fresh stock, deals, and availability in real-time. Like Instagram Stories — but for your kirana, sabzi, or electronics store.

WHATSAPP CONNECT

Customers tap once to open WhatsApp with the shopkeeper. No app-to-app friction. Pure trust. Direct orders, reservations, and pickup.

HYPERLOCAL PUSH

Buyers within 2km get instant notifications when their favourite local shop posts a deal. Location-aware, neighbourhood-first.

Simple Pricing. Three Revenue Streams.

CORE REVENUE

MERCHANT SUBSCRIPTION

₹299
/month

SaaS recurring from shopkeepers

- Shop listing & discovery
- Real-time stock broadcast
- WhatsApp direct connect
- Basic analytics dashboard

UPSELL

FEATURED LISTING

₹499
/month

Premium placement for merchants

- Top of category search
- Neighbourhood push notification
- "Verified" badge on listing
- Priority in discovery feed

FUTURE REVENUE

HYPER-LOCAL ADS

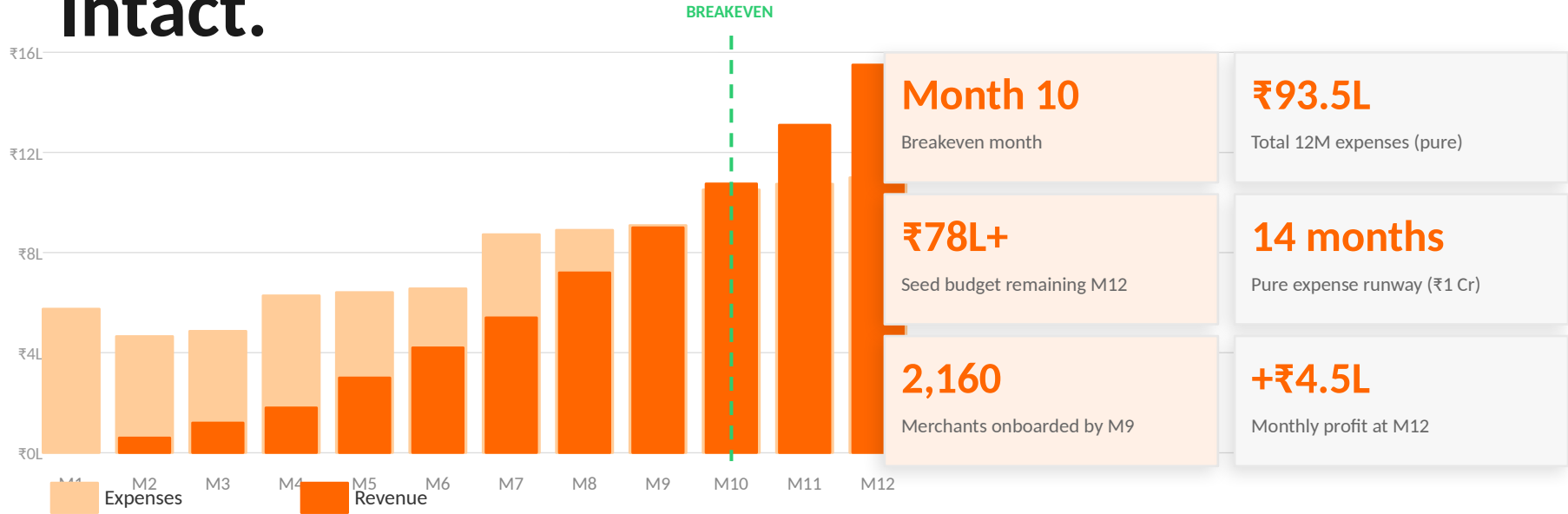
CPM
Based

Brand data & targeted ads

- FMCG brand neighbourhood ads
- Purchase intent targeting
- Category-level retail insights
- B2C push campaigns for brands

85%+ Gross Margins · Zero Logistics Cost · Zero Delivery Fleet · Pure SaaS Scales Overnight

Breakeven Month 10. ₹78L Seed Budget Intact.



City by City. Shop by Shop. Trust First.

PHASE 1 · M1-M3

1

Cluster Domination

Panipat only. Walk every lane.
500 shops onboarded before
expanding anywhere.

PHASE 2 · M4-M6

2

Cluster Replication

Copy-paste playbook to
15 Tier-2 clusters — Rohtak,
Mathura, Meerut, Sonipat.

PHASE 3 · M7-M9

3

Revenue Activation

Featured listing upsell.
First FMCG ad pilots.
Merchant referral program.

PHASE 4 · M10-M12

4

B2B & Series A

Brand data deals live.
ARR monetization on.
Series A fundraise begins.

ACQUISITION CHANNELS:

Field Sales (₹45L)

Meta Ads (+10%/mo)

Google Ads (+10%/mo)

WhatsApp Broadcast

Merchant Referral

Quarter by Quarter Execution Plan.

Q1 Jan – Mar 2026

MILESTONES

- Panipat launch · 500 shops
- Android app v1.0 live
- WhatsApp bot live
- Field team of 4 deployed

KEY METRICS

- 500 active merchants
- 5,000 app downloads
- ₹1.2L monthly rev
- 85%+ retention

Q2 Apr – Jun 2026

MILESTONES

- 15 Tier-2 clusters expand
- NCR fringe cities enter
- Featured listing upsell
- First FMCG ad pilot

KEY METRICS

- 4,000+ merchants
- 40,000 downloads
- ₹4L monthly rev
- 3 FMCG pilots signed

Q3 Jul – Sep 2026

MILESTONES

- Hyper-local Ad Engine live
- Merchant referral launch
- 12,000+ shops onboard
- AI voice model v2

KEY METRICS

- 12,000 merchants
- ₹9L monthly rev
- 2 FMCG on recurring
- Breakeven approaching

Q4 Oct – Dec 2026

MILESTONES

- Breakeven at Month 10 ✓
- FMCG data deals signed
- ARR fully monetized
- Series A fundraise begins

KEY METRICS

- ₹9.6L+ monthly rev
- ₹78L budget intact
- Series A deck ready
- 2,160 paying merchants

The Platform Play: Beyond Discovery.

Y1

YEAR 1 — SEED

Panipat pilot → 500 shops

Android app v1 + WhatsApp bot

15 Tier-2 clusters by Q4

12,000 shops, ₹55L ARR

Y2

YEAR 2 — SCALE

40,000 shops, 20 city clusters

Hyper-local Ad Engine live

FMCG brand data deals

₹2.1 Cr ARR, Series A raise

Y3

YEAR 3 — DOMINATE

2,00,000 shops across 50 clusters

B2B retail intelligence platform

Vernacular AI licensed to FMCG

₹9.6 Cr+ ARR

Beyond Year 3: Inventory financing · Insurance for shopkeepers · B2B procurement · Bharat's local commerce OS

SEED ROUND · 2026

We're Raising ₹1 Crore.

To Prove the Model. Then Scale Bharat.

45% · ₹45L

Sales & Marketing Team

Field sales, merchant onboarding across Tier-2 clusters

20% · ₹20L

Customer Acquisition

Meta + Google paid ads, 10% growth monthly

20% · ₹20L

Tech & AI Infrastructure

AI server, vernacular NLP, app development

15% · ₹15L

Operations & Founders

Salaries, accounts, misc — 12 months covered

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