

PIONEERING BHARAT'S SERVICE ECONOMY

# APNA SHARTHI

The Digital Bridge for 600 Million Rural Indians

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# THE RURAL GAP



## Fragmented Services

Villages lack reliable service partners. Finding a verified plumber, electrician, or delivery agent is a matter of luck, not a standard.

**Impact:** Massive loss of productivity and high anxiety for households.



## The Hidden Workforce

Millions of skilled workers are unorganized, face irregular income cycles, and have zero digital footprint or trust score.

**Impact:** Skilled labor migrating to cities due to lack of local discoverability.

# THE LOCAL SUPER APP

## Seamless Trust & Safety

Apna Sharthi is a hyper-local platform connecting rural users with verified service providers in seconds.

- ✓ 100% Verified Service Profiles
- ✓ Transparent Rating System
- ✓ Direct Booking via App or WhatsApp

Solution visualization

# THE PRODUCT

## One-Tap Digital Utility

Designed for Bharat, our interface prioritizes simplicity. High-contrast UI and WhatsApp integration ensure that even first-time smartphone users can book services easily.



Easy Payments



Real-time Tracking



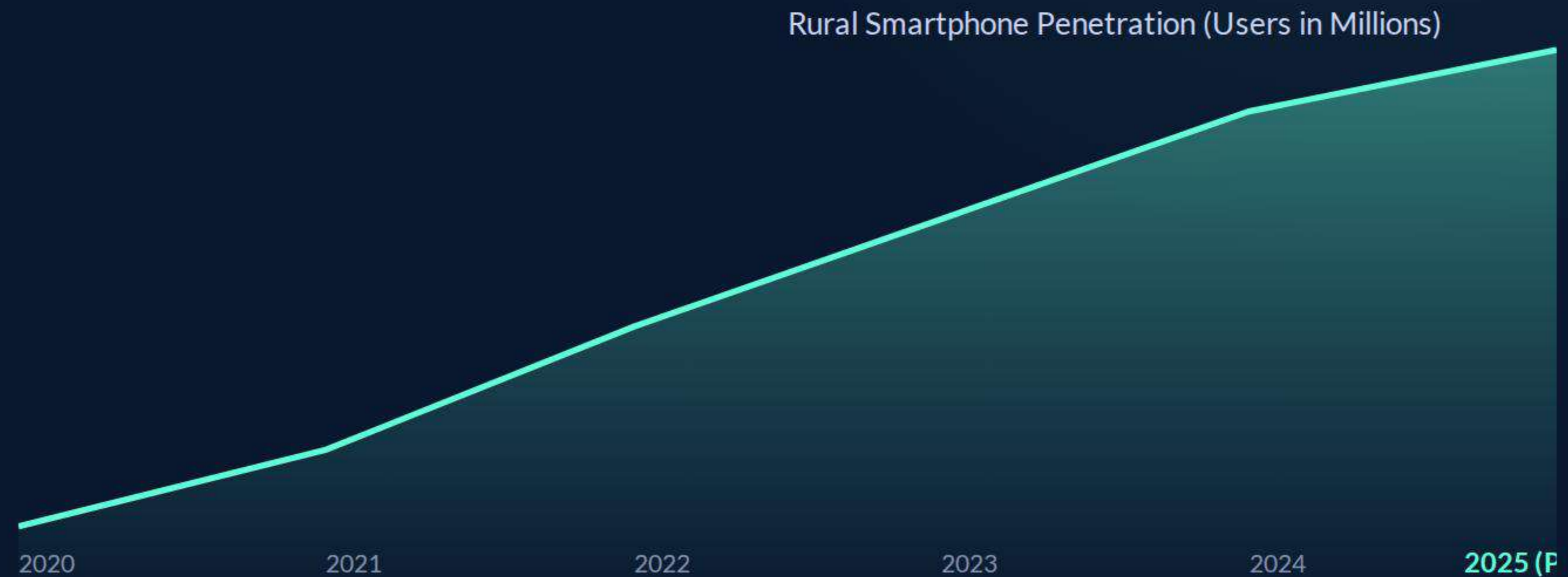
# THE BHARAT REVOLUTION

**548 Million**

Active rural internet users—now 57% of India's total digital population.

Smartphone penetration has crossed 622M and is growing at 4x the pace of urban India.

*"The next billion users are not coming from cities; they are emerging from Tier 2 & 3 heartlands."*



# MONETIZATION ENGINE



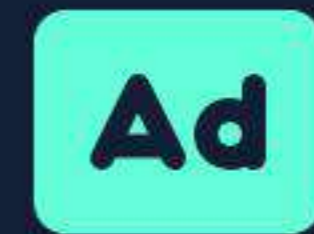
## Commission

10-20% service commission on every booking facilitated through the platform.



## Subscriptions

Low-cost monthly subscriptions for workers to access premium leads and tools.



## Featured

Hyper-local featured listings for high-rated providers to boost visibility.

# WHY APNA SHARTHI?

Feature	Traditional Market	Urban Company	Apna Sharthi
Verification	Word of Mouth Only	Verified	Biometric & Govt ID Verified
Focus Area	Villages	Metros Only	Rural & Tier 2/3
Booking Method	Physical Search	App Only	App + WhatsApp Bot
Worker Income	Highly Irregular	Organized	Optimized Lead Distribution

# | THE FUNDING ASK

₹30L

ASK AMOUNT

15%

EQUITY OFFERED

We are looking for strategic partners who understand the scale of Rural India to join us in our seed round.

# STRATEGIC ALLOCATION



- 40% Technology & App Dev
- 30% Hyper-local Marketing
- 20% Operations & Verification
- 10% Miscellaneous

# THE ROADMAP

