

zepto

**Pioneering Accessible
Technology from
Day One**

Founded By



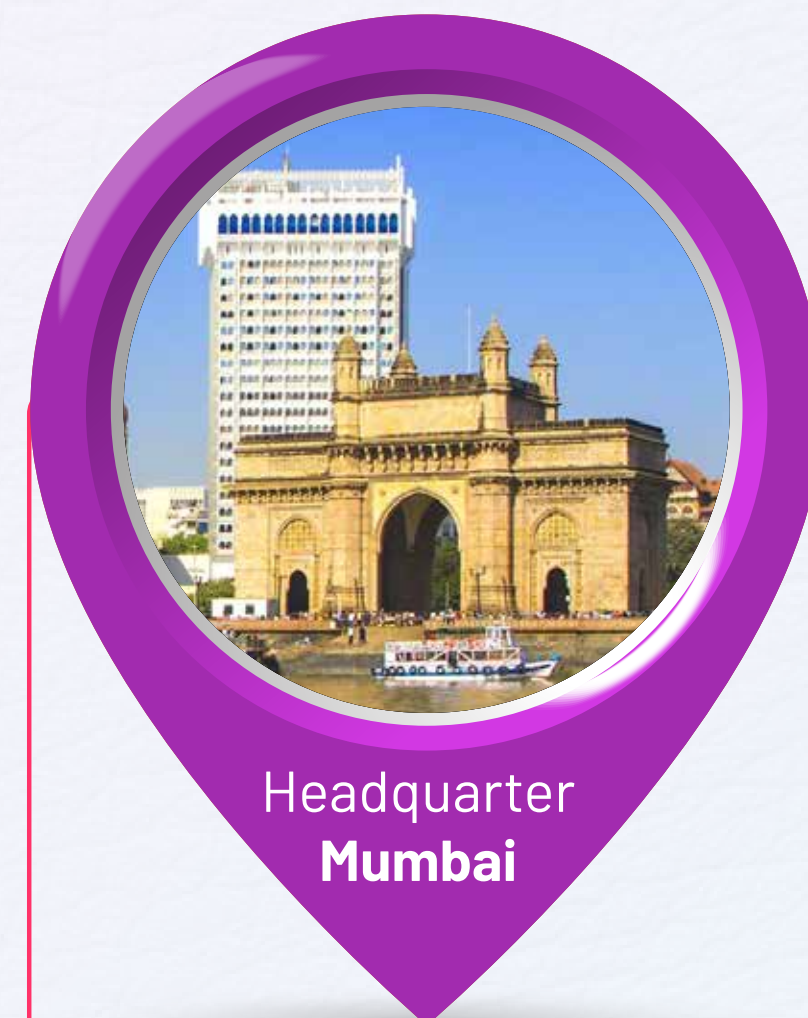
Aadit Palicha



Kaivalya Vohra

Vision

Make Grocery Deliveries
Easier & efficient



Headquarter
Mumbai

Founded in-**2016**

Zepto, founded by a group of passionate entrepreneurs, began as a Small startup with a big **Dream**: to revolutionize the way people Access and use technology.

Identifying
Challenges,
Innovating **Solutions,**
Empowering All

Identifying a problem:



Companies not able to deliver
Groceries on time & diversifying
Deliveries of various segments.

Finding a solution:



Setting up Dark Stores in a perimeter
Of 5-10 km to cut delivery time &
Focusing only on delivering groceries.

Target Market:



All sections of society.

Zepto laid emphasis on how can we make technology more accessible
To everyone, regardless of their background or circumstances.

Navigating **Challenges, Forging Solutions,** Empowering All

Challenges

Digital Divide: Many individuals in Underserved and remote areas, lacked Access to affordable and reliable technology, Limiting their educational and economic Opportunities.

01

Education Inequity: Educational Resources were often inaccessible to Students from disadvantaged backgrounds, Hindering their learning and future prospects.

02

Unemployment: Job opportunities were Limited in many regions, leading to high Levels of unemployment and Underemployment.

03

Solutions

Zepto developed cost-effective devices, Such as affordable smartphones and Tablets, making technology accessible to The masses in collab with NGO & Govt. Agencies.

01

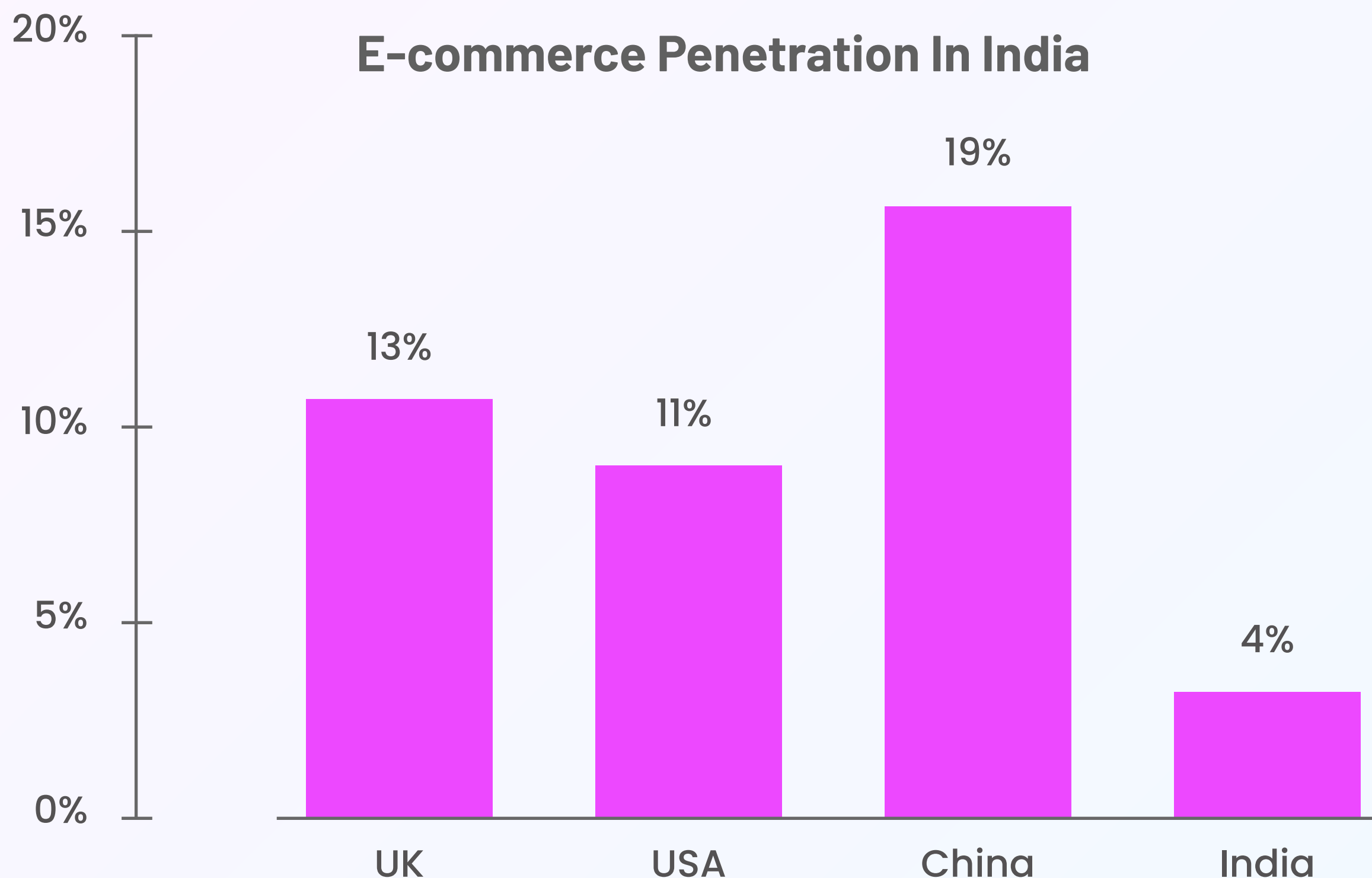
Zepto created an educational platform That offered free or low-cost access to High-quality educational content, including Video lessons, e-books, and interactive Tutorials.

02

Zepto launched programs to support Local entrepreneurship and small Businesses. They provided tools like Connecting job seekers & entrepreneurs to Help both grow.

03

India's E-commerce Frontier: Unleashing Limitless Potential:



India's E-commerce penetration stands at just 4% compared to an Average of 14% among the sizable economies which presents a golden Opportunity for the players in this industry to expand their presence in The hinterlands.

Lessons in **Innovation, Inclusivity And Impact**



Zepto listened to the needs and feedback of their Users, ensuring that their products and services were Tailored to make a meaningful difference.



Zepto focused on inclusivity. The company worked Diligently to bridge the digital divide, ensuring that individuals From all walks of life could access the benefits of technology.



Zepto's story is a reminder that with vision, perseverance, and A genuine desire to make the world a better place, even the Most ambitious dreams can become a reality.

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