



**Reviving Retail.
Empowering Retailers.**

**Connecting India's local retailers to the
digital economy.**



Quick Commerce has disrupted the retail trade

THE ECONOMIC TIMES | Industry

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Business News › Industry › Services › Retail › Retailers report 52% drop in essential goods sales in urban centres due to rise of quick commerce

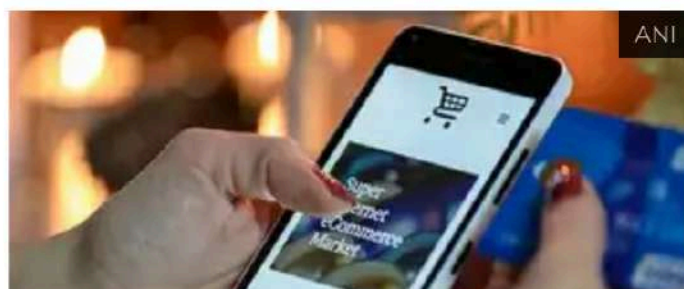
Retailers report 52% drop in essential goods sales in urban centres due to rise of quick commerce

ANI • Last Updated: Mar 16, 2025, 09:29:00 AM IST

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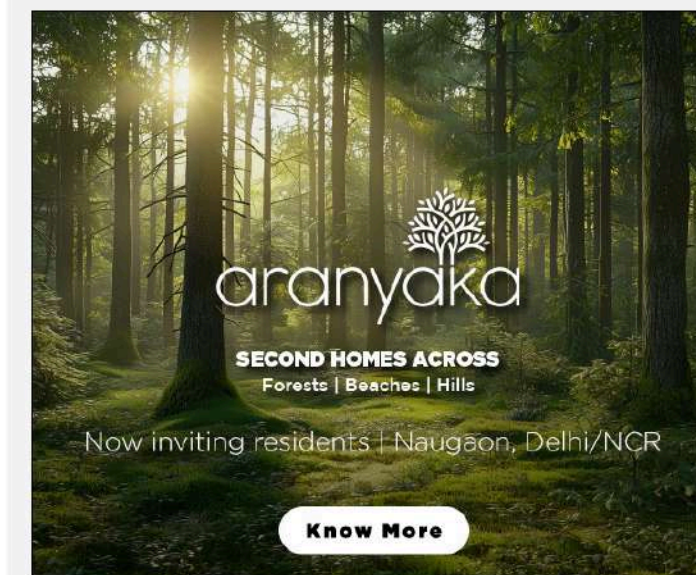
Synopsis

Quick commerce is significantly impacting the sales of food, beverages, and personal care items in urban areas, with many physical store retailers reporting declines. However, niche markets such as childcare and wellness remain less affected. In tier 2 and tier 3 cities, traditional retail remains strong due to challenges like high delivery costs and inefficient inventory management.



ANI

The rise of [quick commerce](#) has caused a significant decline in the sale of food, beverages and confectionery in urban centres, as 52 per cent of physical store



Problem Statement

Impact on Resellers			
Item	Quick Commerce Penetration	Impact on Resellers	Estimated Sales Decline
Personal Care Appliances	Vey High (Hair Dryers, Trimmers)	Severe	40-50%
Small Appliance	High (Blenders, toasters, etc)	Severe	35-40\$
Cleaning Products	Moderate	Moderate	25-35%
Home Organisation	High	High	30-40%
Kitchen Tools and Gadgets	High (Kitchenware, Bakeware)	Moderate	30-40%



Low Yields

by Retailers

Horeka Solution



Quick Deliveries

Delivers in 60 mins or less



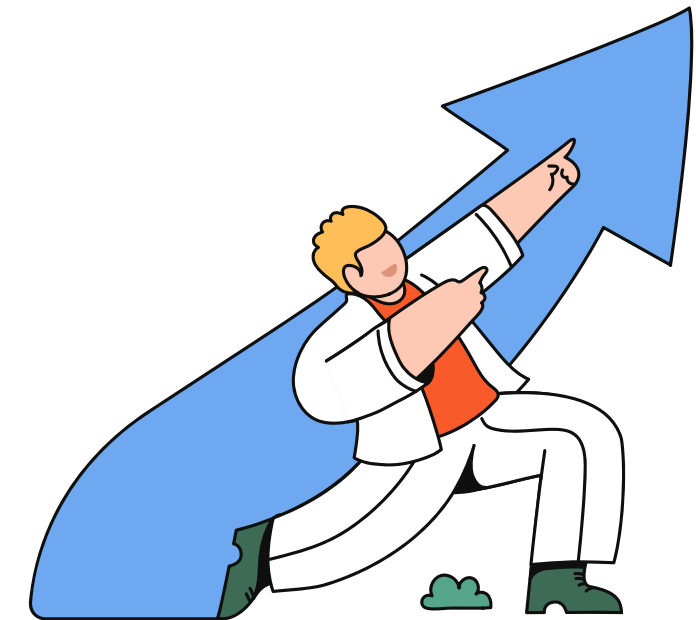
Wide Variety of Products

+10000 SKUs



Personalised Support

Only Good Products make it to our catalogue



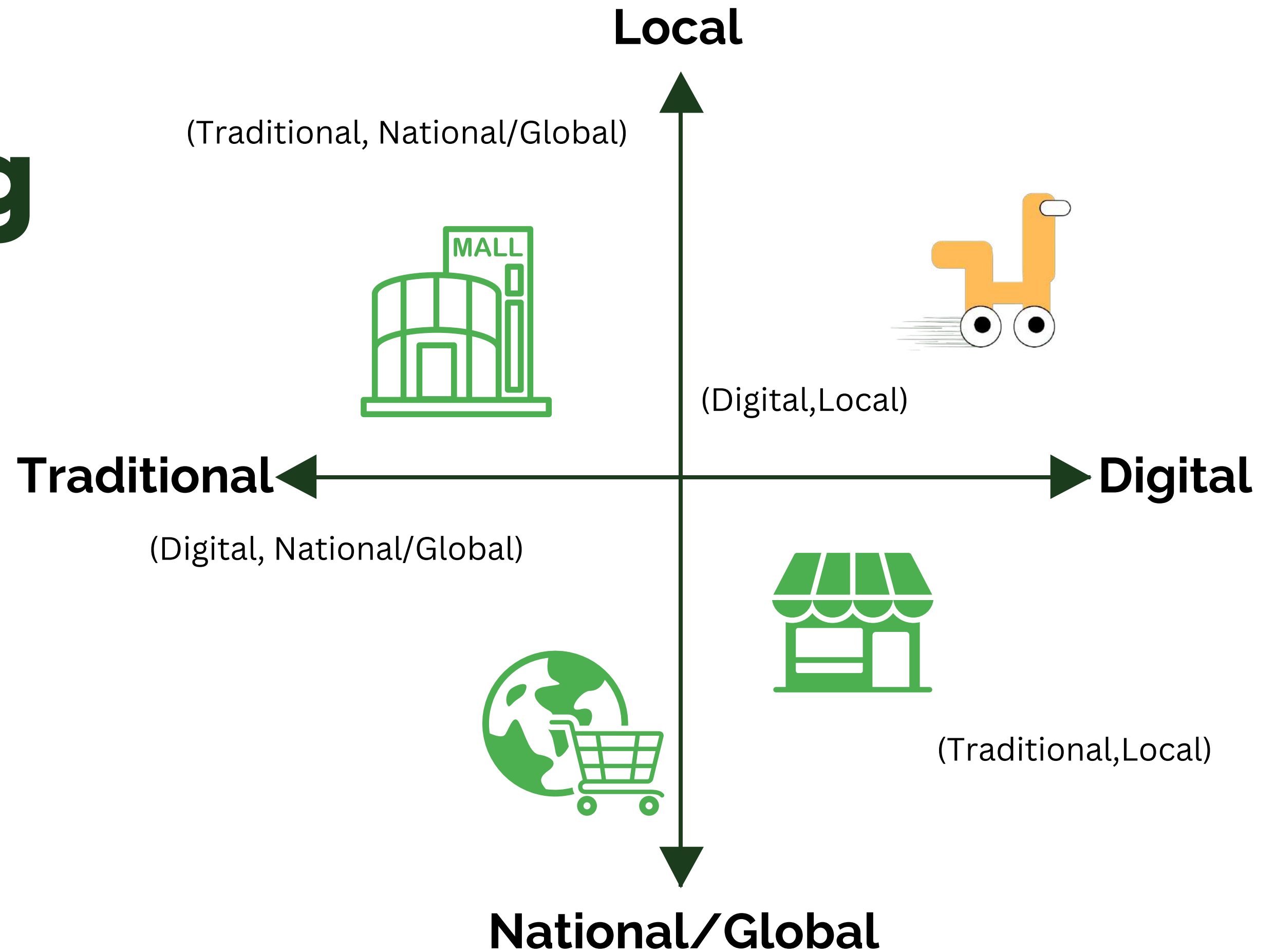
Increased Revenue

+1 Lakh p/month Revenue

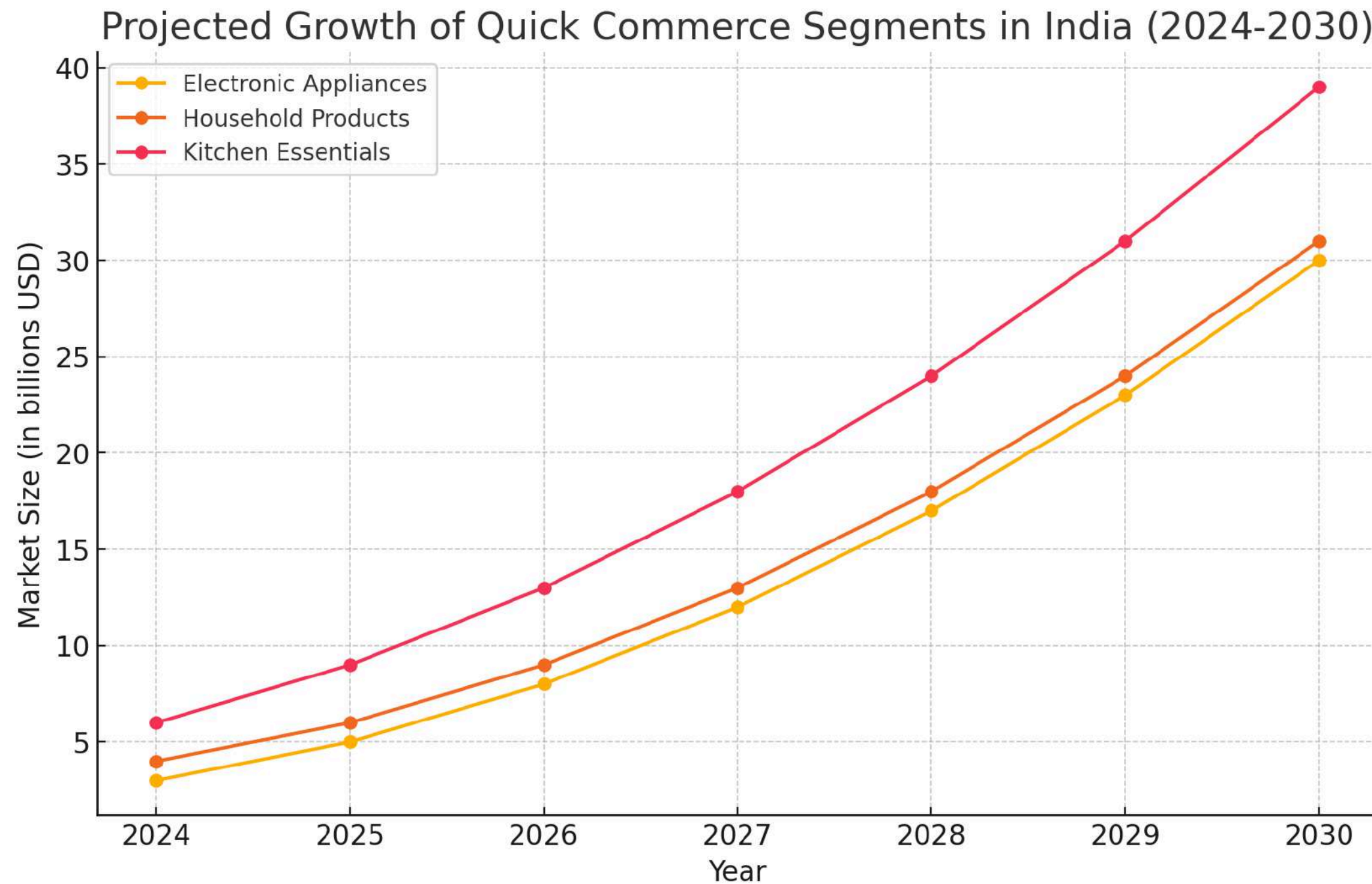
Customer

Retailer

Market Positioning



Why Q-Commerce ?



GROWTH BY 2030:

Electronic Appliances: 900%

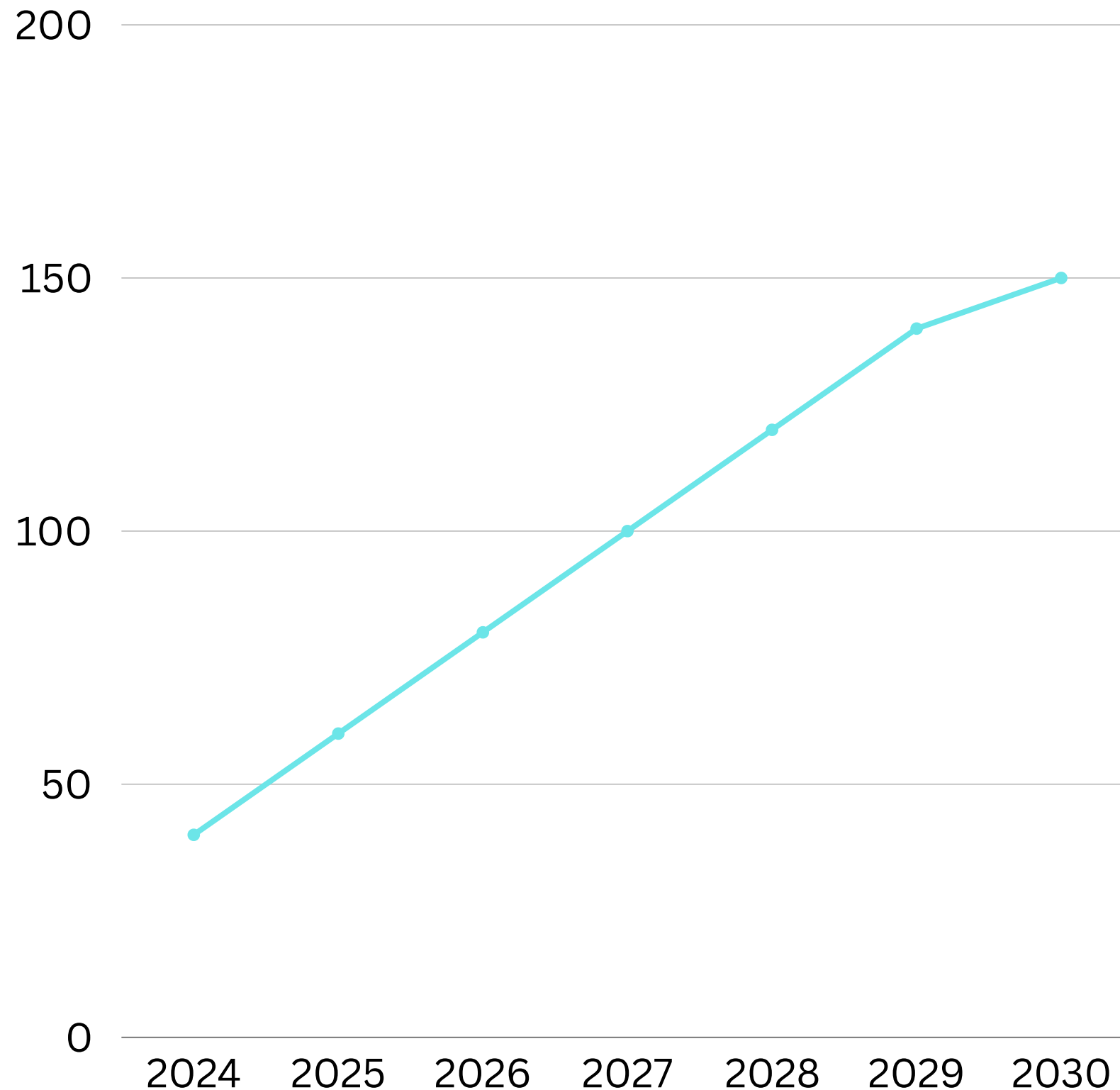
Household Products: 675%

Kitchen Essentials: 550%

OVERALL GROWTH:

670%

Market Analysis



TAM (Total Addressable Market) \$100 Billion (2025)

SAM (Serviceable Available Market) \$10 - \$15 Billion (2025)

SOM (Serviceable Obtainable Market) \$500M - \$1.5 Billion (2025)

Sources:

- Frost & Sullivan: Industry reports on quick commerce and e-commerce in India.
- Goldman Sachs: Research on India's quick commerce market.
- McKinsey: Market trends in India's e-commerce and quick commerce industry.
- Investor Reports: Business reports on Zepto, Blinkit, and Swiggy Instamart.

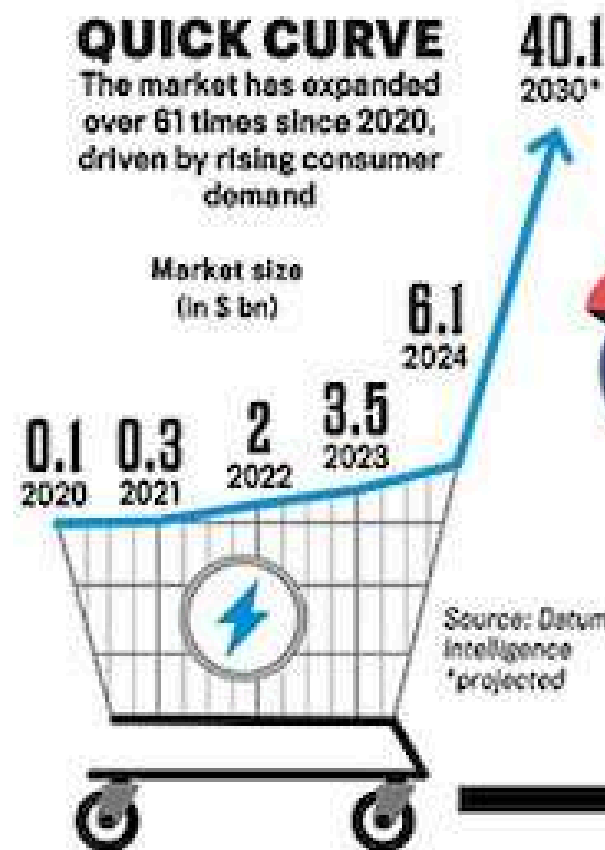
The regular quick commerce working

The Age of Instant Mart

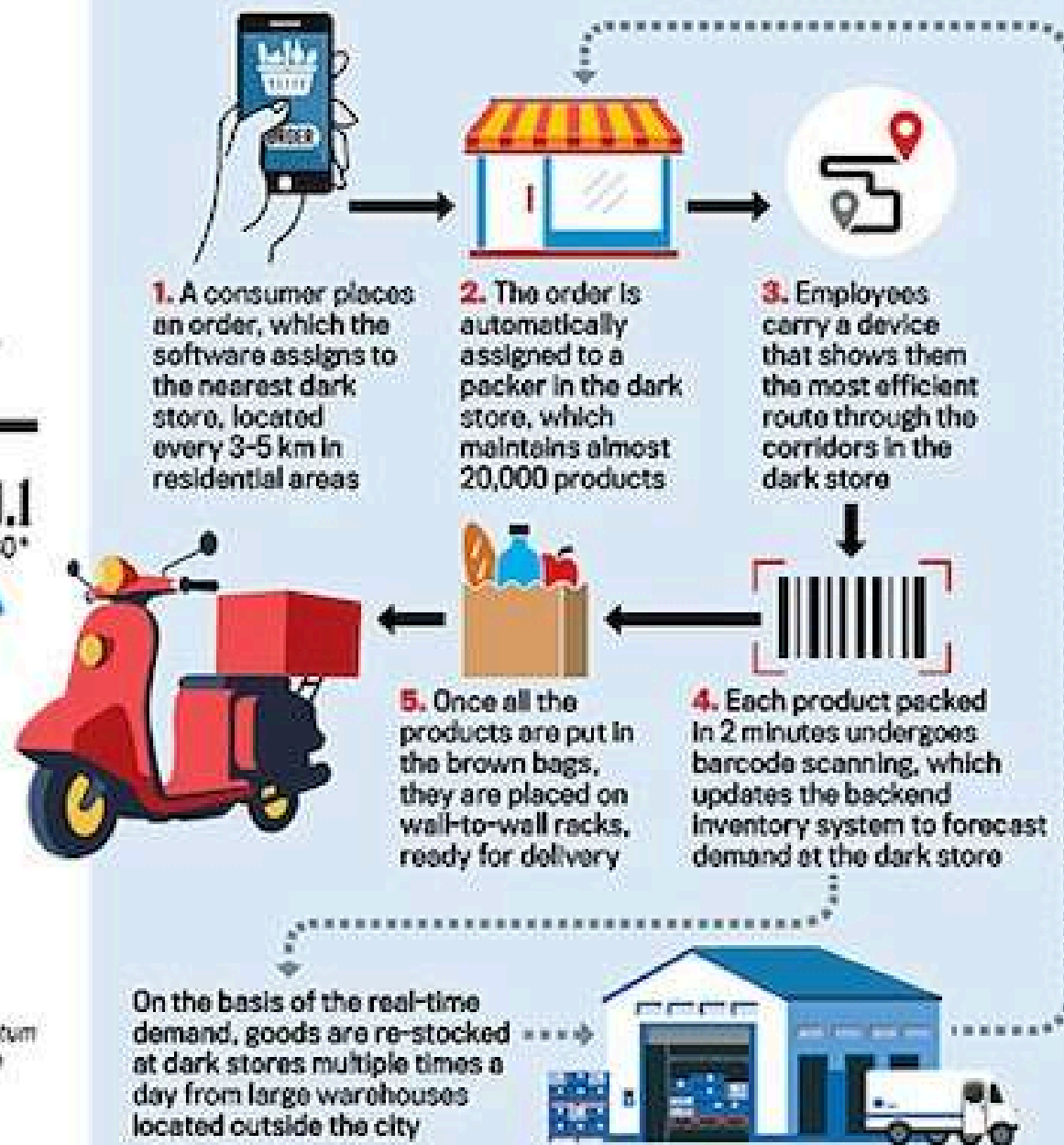
QUICK COMMERCE IS REVOLUTIONISING SHOPPING IN INDIA, BY OFFERING ULTRA-FAST DELIVERIES RESHAPING CONSUMER EXPECTATIONS AND HABITS

QUICK CURVE

The market has expanded over 61 times since 2020, driven by rising consumer demand



HOW FAST DELIVERY WORKS



THE CHANGING BUYING BEHAVIOUR

BEYOND BASICS

Quick commerce is gradually taking over monthly grocery needs



TOP 10 CATEGORIES

Clothing	65%
Grocery	61%
Footwear	52%
Beauty and Personal Care	51%
Mobile phones	48%
Electronics	47%
Books	36%
Event/Movie tickets	34%
Homeware and Furniture	33%
Toys	32%

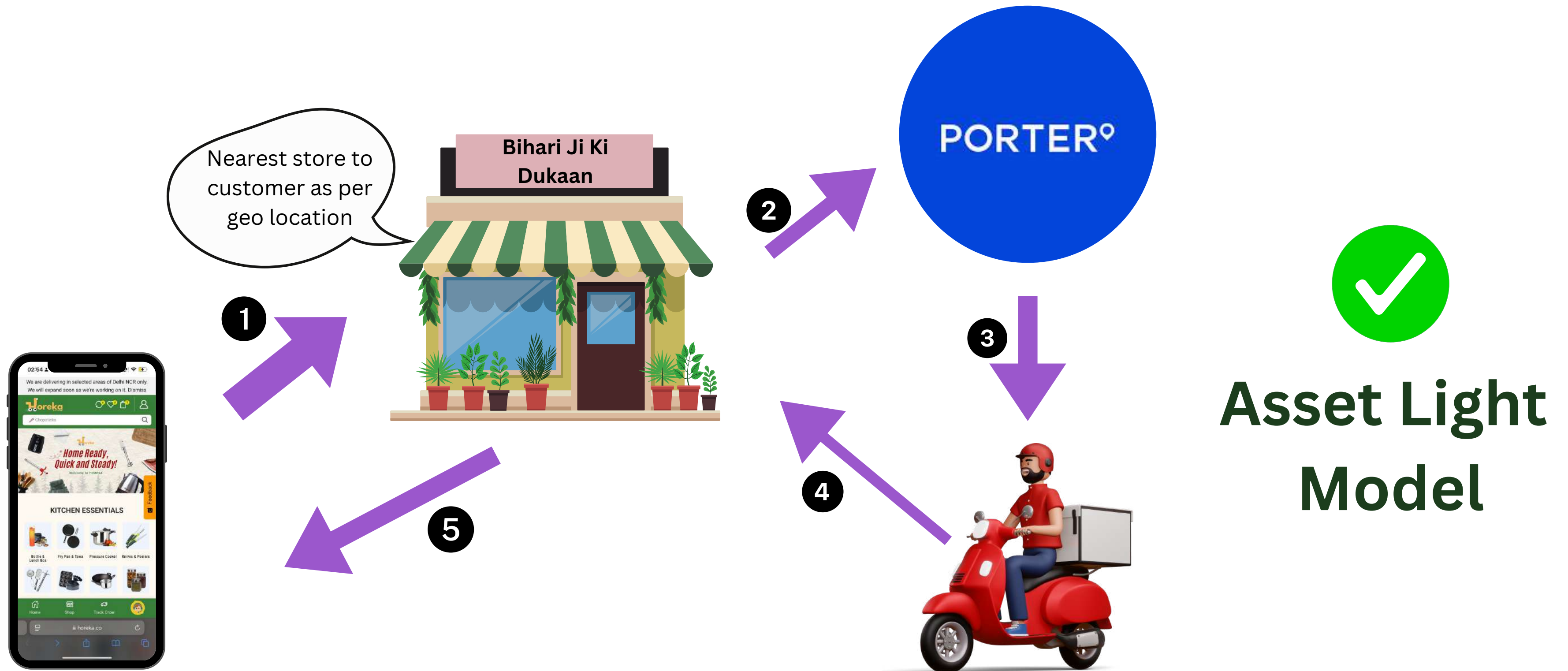
Source: Datum Intelligence Study 2024 (survey of 3,032 online grocery buyers in 10 cities)

Graphic by TANMOY CHAKRABORTY



Capital Intensive Model

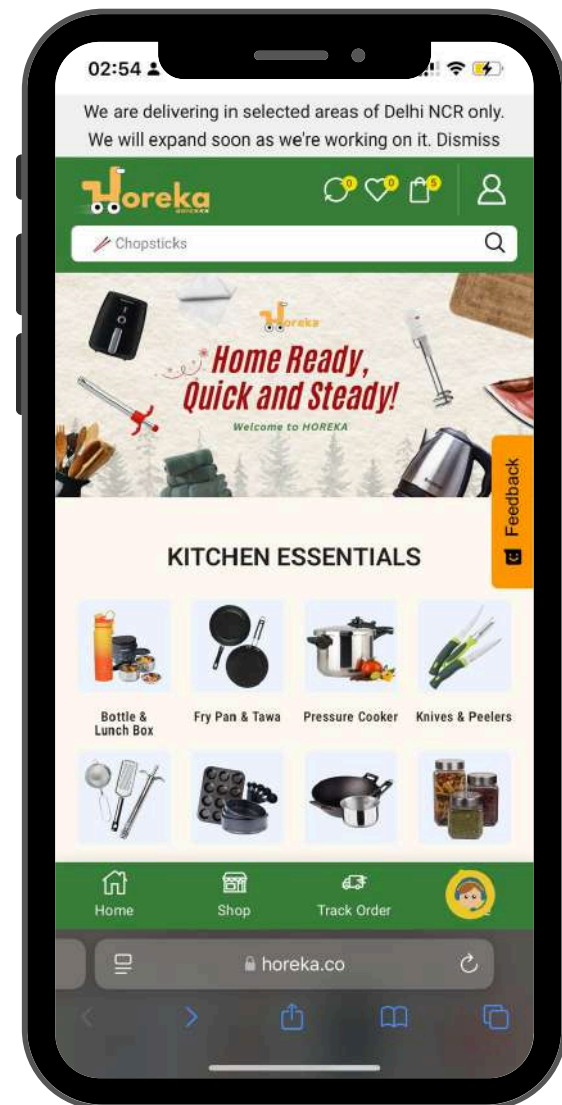
How Horeka Works ?



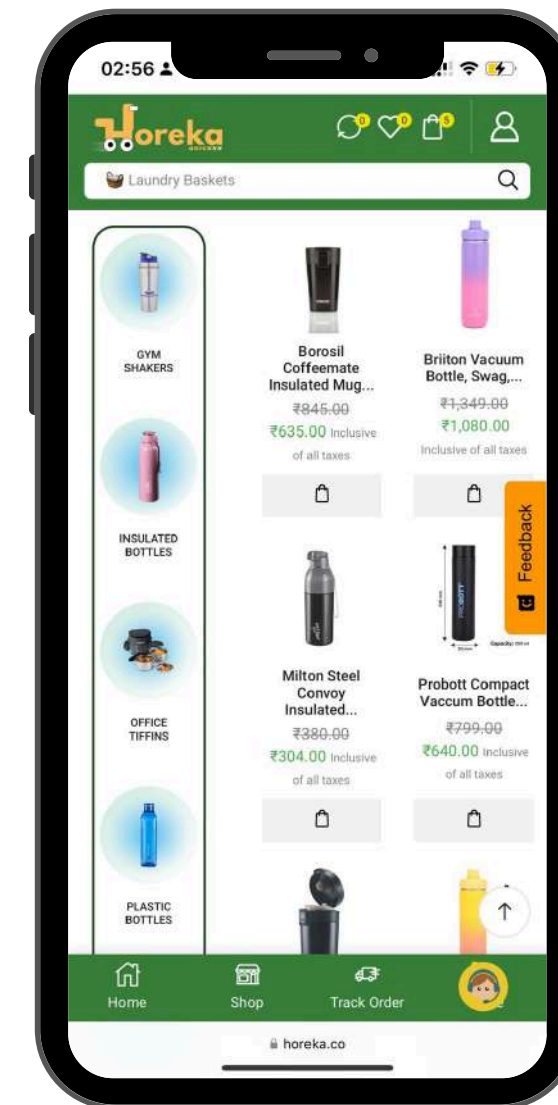
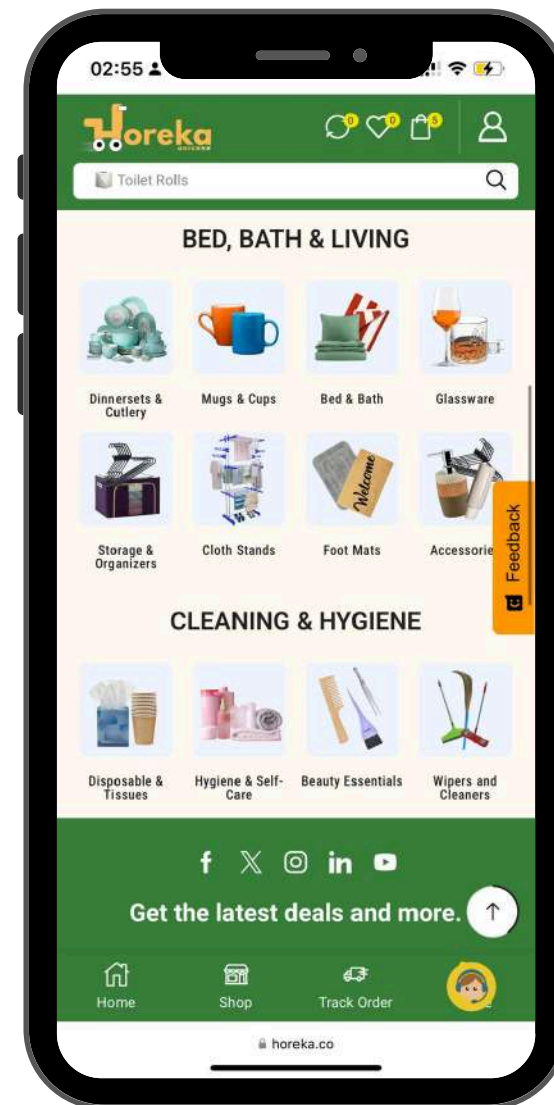
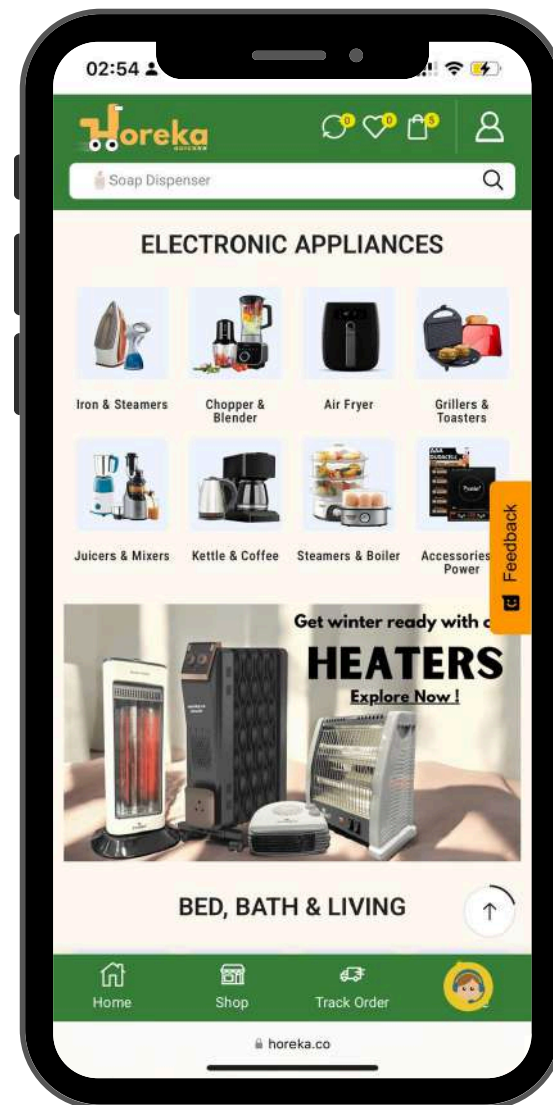
Journey So Far



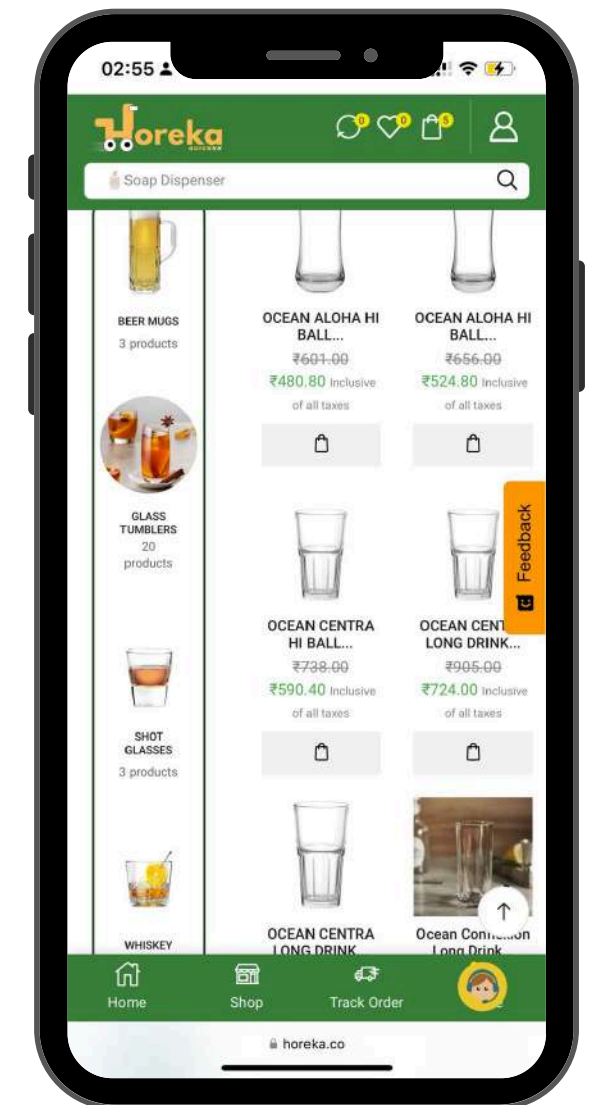
Our Web Application



Home Page Layout



Product Page Layout



Business Model

Quick Commerce Platform
(horeka.co)



Subscription Based
(INR 999/month onwards)

Content Commerce Marketing
(horeka.co)



Package starts @1999/-
(for upto 3 reels)

Competitive Advantage

Feature	Horeka	Meesho	Blinkit/Zepto	Shopify
Quick Commerce (30-40 min delivery)	✓	✗	✓	✗
Reseller-First Platform	✓	✓	✗	✗
Content-Based Selling	✓	✗	✗	✗
Subscription-Based Model	✓	✗	✗	✓
Hyperlocal Order Fulfillment	✓	✗	✓	✗
ERP Solutions (From Year 3)	✓	✗	✗	✓ 
White-Label Product Sales (From Year 4)	✓	✗	✗	✗

Horeka bridges the gap between quick commerce and reseller-driven e-commerce by integrating hyperlocal delivery, AI-driven order allocation, and content marketing solutions.

Go to Market Strategy

Phase 1: Delhi NCR Expansion (0-12 Months)

- Onboard 100-120 top-rated resellers across key localities.
- Partner with hyperlocal 3PLs to ensure 30-40 minute deliveries.
- Focus on content sales for the first 3 months, then begin platform subscriptions.

Phase 2: Scaling Beyond Delhi (Year 2 Onwards)

- Expand to Mumbai, Bangalore, and Hyderabad.
- Introduce AI-driven dynamic pricing & smart order allocation.
- Launch Horeka Seller Academy to educate & train new resellers.

Phase 3: National Expansion & Automation (Year 3 Onwards)

- Implement AI-powered recommendation engines for personalized reseller growth.
- Partner with D2C brands for exclusive Horeka collaborations.
- Expand content services with localized influencer marketing strategies.
- Launch Horeka ERP for resellers to manage inventory, payments & logistics.

Phase 4: White-Labeled Product Expansion (Year 4 Onwards)

- Develop and sell Horeka-branded household products.
- Enable resellers to private-label and sell exclusive Horeka products.
- Partner with manufacturers for cost-effective bulk production.



**A Content Driven
Q-Commerce Brand**

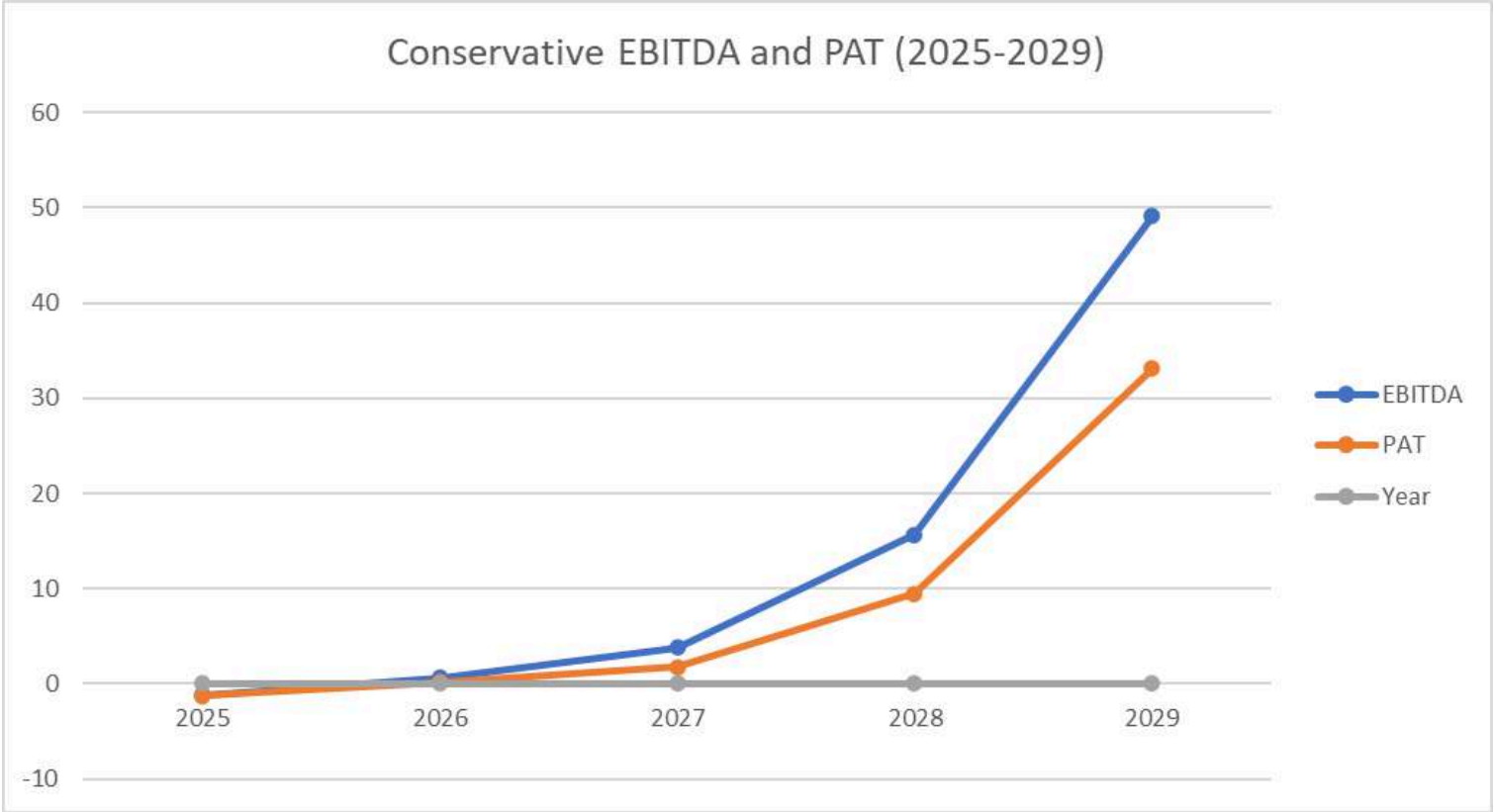
Projected Revenue (2026-2030)

Revenue Stream	2026	2027	2028	2029	2030	CAGR
Conservative						
Subscription Fees	0.76	6.08	12.18	0	0	N/A
Content Packages	0.89	3	7.65	10.5	15	103%
Order-based Fees	0	0	4.96	40.69	84.24	311%*
White-Label Products	0	0	2.75	8.14	16.85	148%*
Total Revenue	1.65	9.08	27.54	59.33	116.09	191%
Ambitious						
Subscription Fees	1.15	9.04	18.91	0	0	N/A
Content Packages	1.19	4	10.8	17.5	27	118%
Order-based Fees	0	0	12.44	81	178.85	280%*
White-Label Products	0	0	4.67	16.2	35.77	177%*
Total Revenue	2.35	13.04	46.82	114.7	241.62	154%

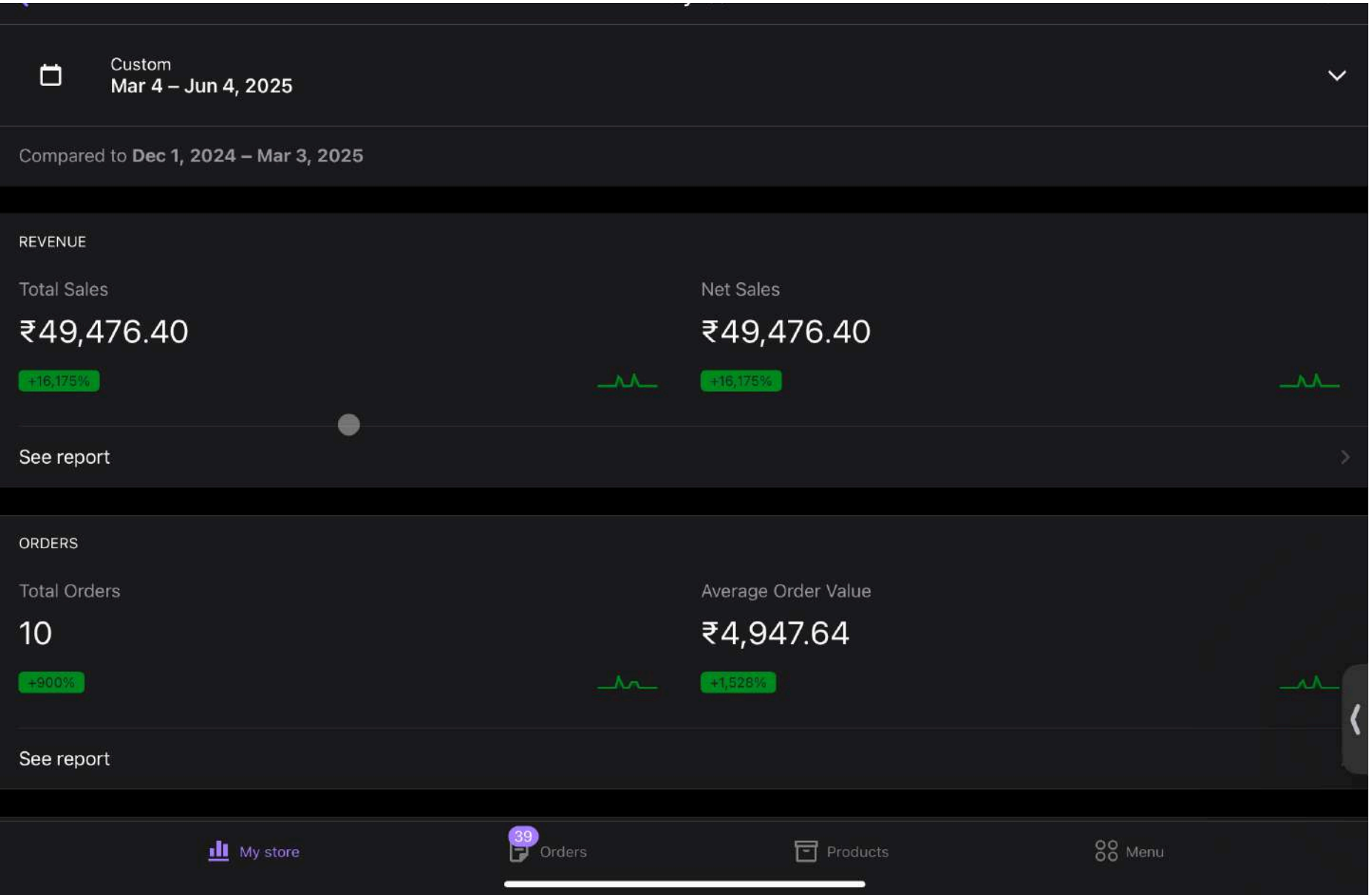
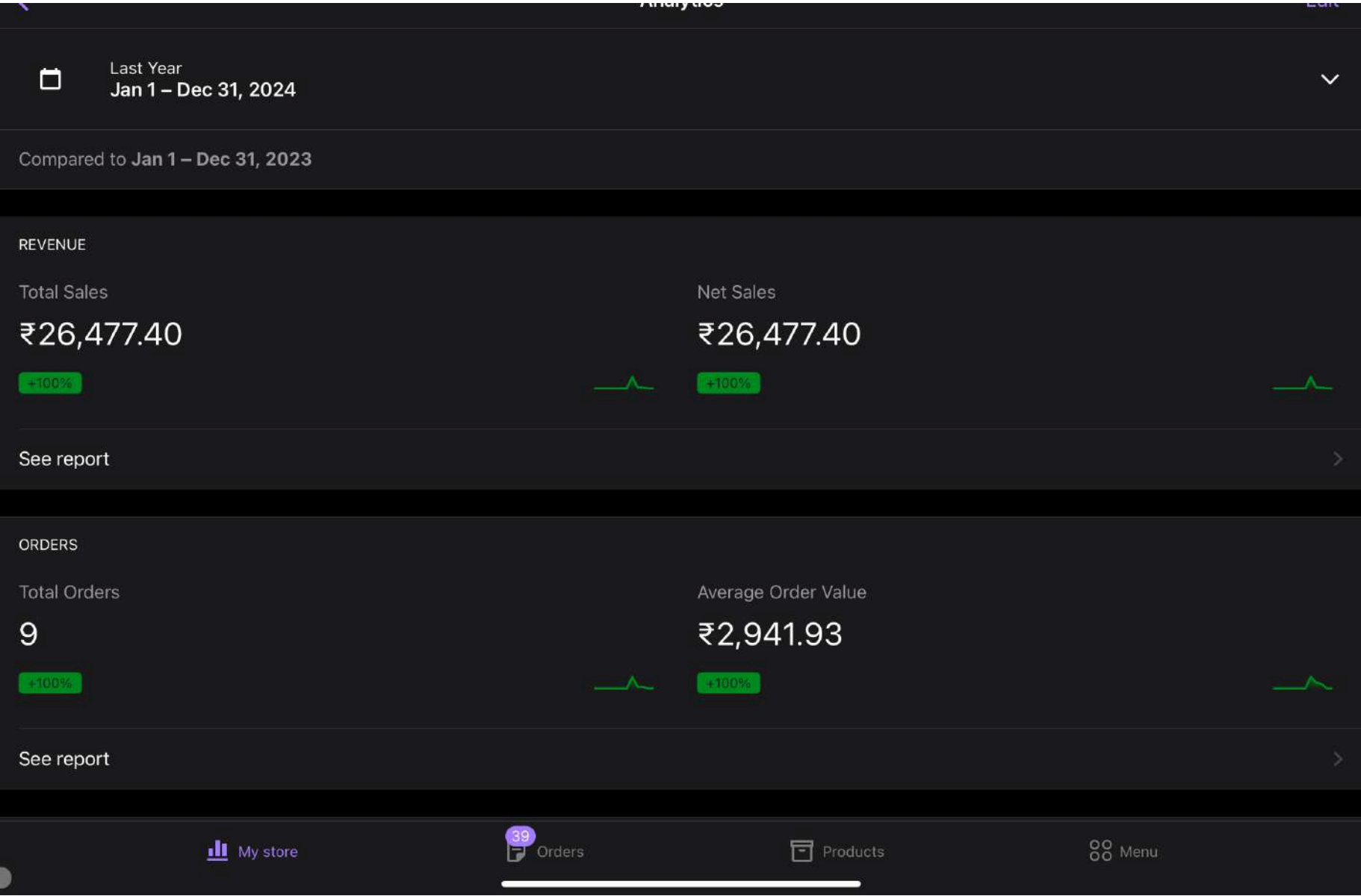
*CAGR calculated from introduction year (2027) for order-based fees and white-label products

P & L Statement (2026-2030)

P&L (Conservative Scenario) in ₹ Crores					
Item	2026	2027	2028	2029	2030
Total Revenue	1.65	9.08	27.54	59.33	116.09
Total Operating Expenses	2.8	8.48	23.77	43.7	66.99
EBITDA	-1.15	0.6	3.77	15.63	49.1
Depreciation & Amortization	0.09	0.27	1.23	2.67	4.59
EBIT	-1.24	0.33	2.54	12.96	44.51
Interest Expenses	0	0.12	0.24	0.3	0.36
EBT	-1.24	0.21	2.3	12.66	44.15
Taxes (25%)	0	0.05	0.58	3.17	11.04
PAT	-1.24	0.16	1.73	9.5	33.11
PAT Margin	-75.15%	1.71%	6.27%	16.00%	28.52%



Current Traction & Metrics



The current metric include revenue generated in pilot test.It is a result of 30 ACTIVE days of organic reach via GOOGLE and self-push efforts. We have so far successfully onboarded 3 resellers with 2 in line up.

Optimised Funding Requirements

Funding Schedule & Equity Dilution					
Round	Year	Conservative	Column1	Ambitious	Column2
		Amount (₹ Cr)	Equity (%)	Amount (₹ Cr)	Equity (%)
Seed	2025	2	20.00%	3	25.00%
Series A	2026	8	15.00%	10	15.00%
Series B	2027	25	10.00%	25	7.50%
Total		35	45.00%	38	47.50%

Funding Breakdown

Allocation Category	Seed (₹2 Cr)	Series A (₹8 Cr)	Series B (₹25Cr)	Total (₹35Cr)
Product Development	0.25	1	1	2.25
Team Expansion	0.6	2.5	5	8.1
Marketing	0.8	1	2	3.8
Operations	0.35	1.5	4	5.85
Geographic Expansion	0	1	8	9
Working Capital	0	1	5	6
Total	2	8	25	35

Thank You



Name: Chirag Arora

Qualification: BBA Graduate, MAIMS (2020-2023)

Experience in the industry: Over 3 Years of B2C

Experience via retail.

X-Factor: Understanding of dynamic customer behaviour and needs and strong network of retailers.



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