

NEWSLETTER

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#Q-COMMERCE EDITION



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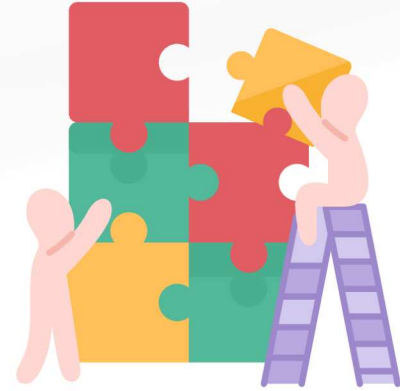
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Did you know?



WE ARE UNISYNC ANGELS

VISION

To empower new-age entrepreneurs by providing growth capital & connect.



02



PURPOSE

To deliver value to startup founders & investors with commitment to our core values - innovation, collaboration & trust.



Quick Commerce



QUICK COMMERCE IN INDIA: A RAPIDLY EXPANDING OPPORTUNITY FOR INVESTORS

As India's digital economy surges ahead, a new trend is taking the retail market by storm: quick commerce, or Q-commerce. This sector, defined by ultra-fast delivery times of 10 to 30 minutes, is reshaping consumer expectations and creating a unique investment landscape. For investors, particularly those with an eye on the Indian market, the rapid rise of Q-commerce presents both a lucrative opportunity and a strategic challenge.

INDIA'S UNIQUE MARKET DYNAMICS

India's consumer market is vast and diverse, characterized by a young, tech-savvy population increasingly inclined towards online shopping. The adoption of digital payment systems, widespread smartphone usage, and the growth of urbanization have all contributed to the perfect environment for Q-commerce to flourish. In cities like Mumbai, Delhi, and Bangalore, the demand for instant delivery of essentials—groceries, pharmaceuticals, and daily necessities—has skyrocketed.

However, India's market dynamics present unique challenges. The country's infrastructure varies significantly between urban and rural areas, making it crucial for Q-commerce companies to have a deep understanding of regional logistics. Additionally, the Indian consumer is



CA MAYANK DESAI

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price-sensitive, which means that Q-commerce platforms must balance the demand for speed with competitive pricing to attract and retain customers.

FUNDING SURGE: BETTING BIG ON Q-COMMERCE

The rapid rise of Q-commerce in India has not gone unnoticed by investors. In the past two years, the sector has seen an influx of capital from venture capitalists, private equity firms, and even traditional retail giants.

Companies like Zepto, Blinkit (formerly Grofers), and Dunzo have raised substantial funding, with several startups securing significant investments to expand their operations.

This funding surge is a testament to the belief in the long-term potential of Q-commerce in India. Investors are betting on the sector's ability to transform the retail landscape, capitalizing on the growing demand for convenience and immediacy. However, this competitive influx of capital also means that companies are under immense pressure to scale quickly, innovate constantly, and establish a loyal customer base.

NAVIGATING INDIA'S CHALLENGES: A ROADMAP FOR INVESTORS

While the potential for growth in India's Q-commerce sector is immense, it's not without its challenges. The logistical complexities of ensuring ultra-fast delivery across India's varied terrain and infrastructure are significant. Investors must consider whether the companies they back have the capacity to manage these challenges effectively.

Moreover, the sustainability of Q-commerce models in India is a critical consideration. The push for rapid delivery often comes at the cost of higher operational expenses and increased carbon emissions, especially in a market as geographically diverse as India. Investors should prioritize companies that are leveraging technology to optimize their delivery networks, reduce their environmental footprint, and maintain cost efficiency.

Furthermore, as Q-commerce begins to penetrate smaller cities and semi-urban areas, understanding local consumer behavior will be crucial. Investors should look for companies with a clear strategy for regional expansion, one that takes into account the varying demands and preferences across different parts of India.

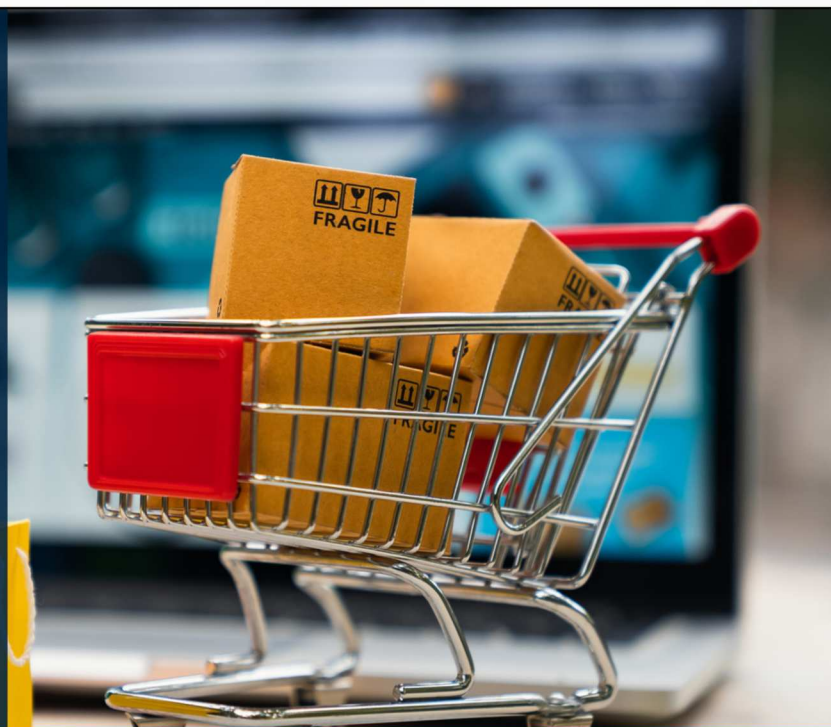
STRATEGIC INVESTMENT IN INDIA'S Q-COMMERCE FUTURE

For investors, the Indian Q-commerce sector offers an enticing opportunity, but one that requires careful navigation. The key to success lies in due diligence – investors must evaluate a company's ability to scale, innovate, and adapt to India's unique market conditions. This means looking beyond short-term growth metrics and focusing on long-term sustainability, operational efficiency, and regional adaptability.

As Q-commerce continues to evolve in India, the most successful players will be those that can balance speed with sustainability, innovation with cost management, and growth with regional expertise. For investors who can identify and support these companies, the rewards could be significant.

In conclusion, India's Q-commerce sector is at a pivotal moment, offering substantial opportunities for strategic investment. As the market continues to expand, staying informed and choosing the right investments will be crucial for those looking to capitalize on this transformative trend in Indian retail.

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Quick commerce is not just about speed; it's about redefining convenience in a world where instant gratification is the new norm.



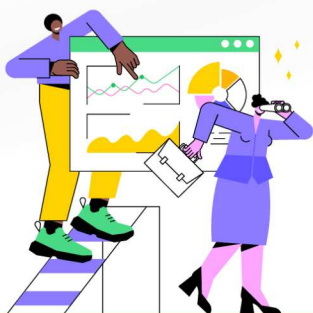


THE FUTURE OF RETAIL: HOW Q-COMMERCE IS CHANGING THE GAME

In the bustling streets of Mumbai, where time is a precious commodity, a typical resident like Mona navigates her daily life with the efficiency of a well-oiled machine. She works long hours at a corporate job, juggles family responsibilities, and tries to carve out time for herself. When it comes to shopping, convenience is key. Gone are the days when Mona would patiently wait for her weekly grocery delivery from e-commerce giants like Amazon or Flipkart. Instead, she taps open a Q-commerce app on her smartphone and places an order for fresh fruits, vegetables, and some household essentials. Within 30 minutes, her doorbell rings, and a delivery executive hands her the bag of goods. This is the power of Quick Commerce (Q-commerce), a game-changer in the world of retail.

THE ORIGINS OF Q-COMMERCE IN THE US AND INDIA

Quick Commerce, or Q-commerce, emerged as a natural evolution of traditional e-commerce, driven by the increasing need for speed and convenience in urban lifestyles. The concept first gained traction in the United States, where companies like Instacart and DoorDash began offering ultra-fast delivery services. As Jeff Bezos famously remarked, "We want to be Earth's most customer-centric company," Q-commerce is a natural extension of this vision, emphasizing the importance of immediacy in meeting customer needs.



Written by,

MR. KASHYAP PANDYA

Co-Founder, Unisync Angels
Director, Syncoro Ventures

The COVID-19 pandemic further accelerated the adoption of Q-commerce, as lockdowns and social distancing measures made quick delivery services not just a convenience but a necessity.

In India, the Q-commerce wave hit with similar force. With densely populated cities like Mumbai, Delhi, and Bangalore, where traffic congestion and long working hours leave little time for traditional shopping, the demand for rapid delivery services skyrocketed. Companies like Dunzo, Swiggy Instamart, and Zepto tapped into this need, offering delivery times as short as 10 to 20 minutes. The convenience of having products delivered almost instantly became a major selling point, especially for urban dwellers who sought to maximize their time efficiency.

WHY Q-COMMERCE IS A GAME-CHANGER

Q-commerce represents a significant opportunity for businesses and investors alike. The primary appeal lies in its ability to cater to the modern consumer's desire for instant gratification. As the philosopher Aldous Huxley once remarked, "Technological progress has merely provided us with more efficient means for going backwards." In the context of Q-commerce, this quote underscores how our desire for speed and efficiency drives the need for innovation in retail.

The ability to receive products quickly is a major value proposition in a world where time is increasingly precious.

For businesses, Q-commerce offers the chance to build a loyal customer base by providing exceptional service and convenience. It also opens up new revenue streams through partnerships with local retailers, who can leverage Q-commerce platforms to reach a wider audience. Investors, on the other hand, see Q-commerce as a promising sector with high growth potential, especially in emerging markets like India, where the adoption of digital services is rapidly increasing.

TRENDS SHAPING THE FUTURE OF Q-COMMERCE

Several key trends are shaping the future of Q-commerce. Firstly, the rise of hyper-localization is allowing Q-commerce platforms to offer more tailored services to specific areas. By partnering with local vendors and optimizing delivery routes, these platforms can ensure faster delivery times and fresher products.

Secondly, advancements in technology, particularly in artificial intelligence and machine learning, are enabling Q-commerce companies to predict consumer demand more accurately. This allows them to manage inventory more effectively and reduce wastage, leading to a more sustainable business model. As Steve Jobs once noted, "Innovation distinguishes between a leader and a follower." In Q-commerce, technology is the key differentiator that will determine which companies lead the market.

THE IMPACT OF EMERGING TECHNOLOGIES: DRONES AND BEYOND

Looking to the future, one of the most exciting technological advancements in Q-commerce is the emergence of drones for delivery. Drones have the potential to revolutionize the sector by further reducing delivery times and reaching areas that are difficult to access by road. Imagine a scenario where Mona orders a fresh batch of groceries, and within minutes, a drone swoops down to deliver the package to her balcony. This not only enhances convenience but also reduces traffic congestion and lowers carbon emissions.

In fact, companies like Amazon have already been experimenting with drone deliveries through their Prime Air service. As technology matures and regulatory frameworks evolve, drone delivery could become a standard feature of Q-commerce, taking the concept of instant gratification to new heights. Elon Musk, known for his visionary ideas, once said, "The first step is to establish that something is possible; then probability will occur." The adoption of drones in Q-commerce might seem futuristic now, but it is a tangible reality that is just around the corner.

THE FUTURE OF Q-COMMERCE: A SEAMLESS USER EXPERIENCE

As Q-commerce continues to evolve, the future holds exciting possibilities for both consumers and businesses. For users like Mona in Mumbai, the Q-commerce experience is set to become even more seamless and integrated into their daily lives. Imagine a world where her Q-commerce app not only predicts her shopping needs based on her past behaviour but also suggests healthy meal plans, automatically orders the ingredients, and delivers them just in time for dinner.

In this future, Q-commerce platforms could become more than just delivery services; they could evolve into personal shopping assistants, lifestyle managers, and sustainability partners. The integration of smart home devices, voice assistants, and AI-driven recommendations will further enhance the user experience, making Q-commerce an indispensable part of daily life.

In conclusion, Q-commerce is not just a fleeting trend but a significant shift in the way we shop. As technology advances and consumer expectations continue to rise, the Q-commerce sector is poised for explosive growth. The future of retail is fast, personalized, and sustainable—and Q-commerce is leading the way. For Mona, and millions like her, this means more time to focus on what truly matters while enjoying the convenience of having everything she needs delivered in the blink of an eye.





GLOBAL OVERVIEW

Quick commerce, or Q-commerce, is revolutionizing the retail landscape worldwide. This business model emphasizes ultra-fast delivery, often within minutes, to meet the demands of modern consumers. Globally, the quick commerce market has experienced exponential growth, increasing from \$83.31 billion in 2023 to an anticipated \$104.10 billion in 2024. This remarkable 25.0% CAGR reflects the changing consumer preferences towards convenience and speed in their shopping experiences. Urbanization, evolving lifestyles, and advancements in transportation infrastructure are significant drivers of this growth. Additionally, the rise of e-commerce and demographic shifts towards a younger, tech-savvy population fuel the quick commerce boom.

North America was the largest region in the quick commerce market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period.

Several key trends are shaping the global quick commerce market. Hyper-personalization is at the forefront, as companies leverage data analytics to tailor services to individual consumer preferences and behaviors. The rise of social commerce, where social media platforms become channels for direct sales and customer engagement, is also notable. Augmented reality (AR) shopping enhances the online shopping experience, allowing consumers to visualize products in their own space. Sustainable practices are becoming increasingly important, focusing on environmentally-friendly operations and products. Voice commerce, which integrates voice-activated technology into shopping experiences, is another emerging trend that is set to revolutionize the way consumers interact with quick commerce platforms.

Hyper-Personalization

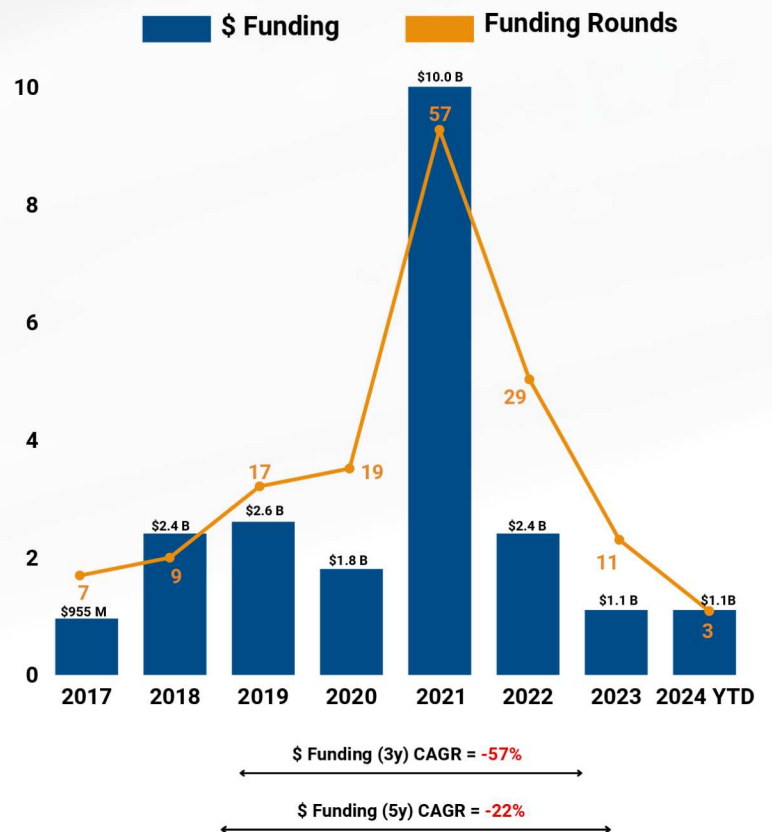
Rise of Social Commerce

Augmented Reality (AR) Shopping

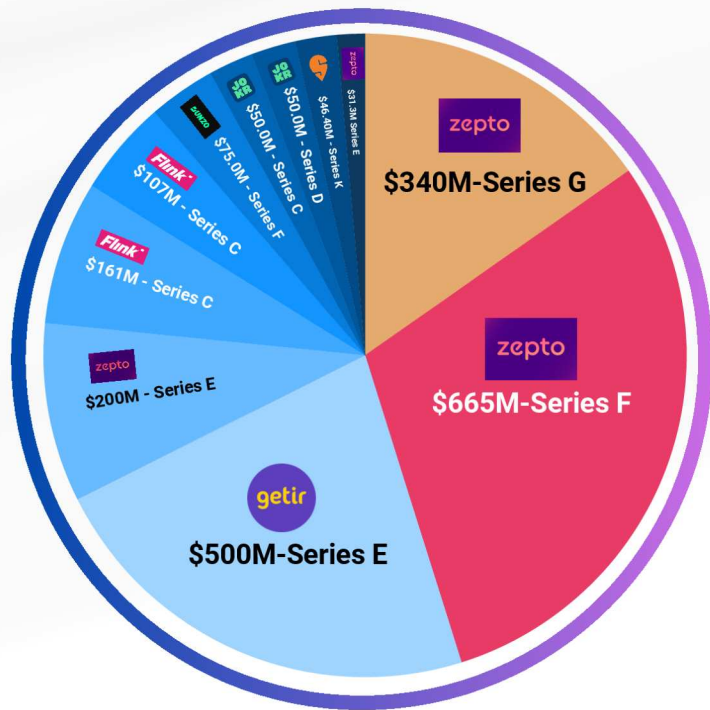
Sustainable Practices

Voice Commerce

Y-O-Y GLOBAL FUNDING TREND:

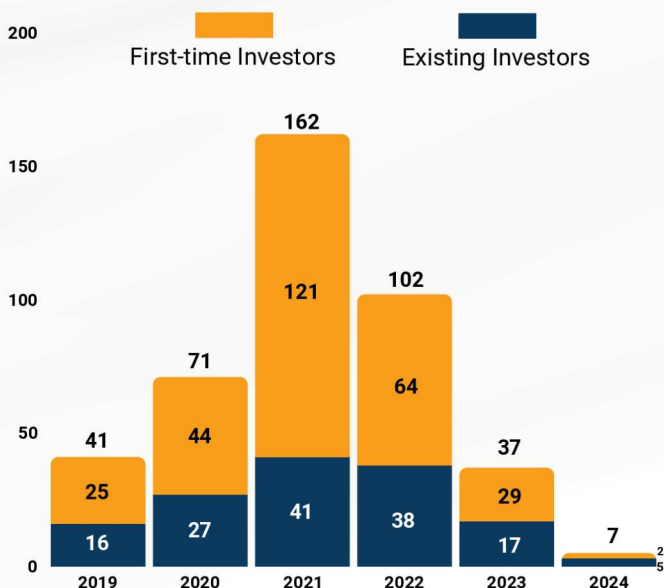


TOP FUNDING ROUNDS IN LAST 2 YEARS



The startup funding trends from 2017 to 2024. Funding peaked at \$10.0B in 2021 across 57 rounds, driven by strong investor interest. However, there was a significant decline to \$2.4B in 2022 and \$1.1B in 2023, reflecting market corrections and economic uncertainties. As of 2024 YTD, funding is at \$1.1B, showing signs of stabilization. Top funding rounds in the last two years include Zepto (\$1B) and Getir (\$500M). The 3-year and 5-year CAGRs are -57% and -22%, respectively, indicating an overall decline. The data suggests cautious optimism and potential recovery if market conditions improve.

ACTIVE INVESTORS:



Top Institutional Investors in the last 2 Years:

Stage	Investor Name	Round in Last 2Y
Seed Stage	Bunat Ventures	1
	Chiba Dojo	1
	D4V	1
Early Stage	AddVenture	1
	12BF Global Ventures	1
	JG Digital Equity	1
Late Stage	Goodwater	3
	G Squared	3
	Nexus Venture	3

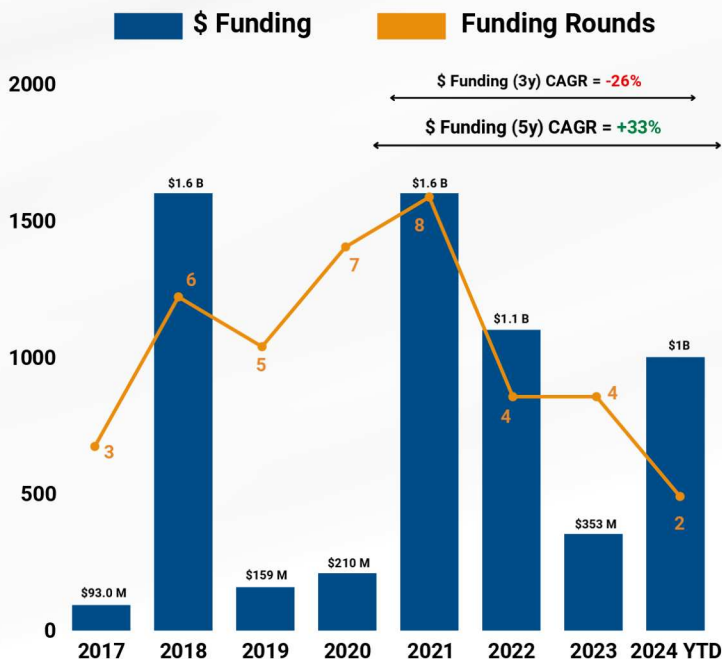
KEY OBSERVATIONS AND CONCLUSION

From 2019 to 2021, the quick commerce sector experienced significant growth in investor interest, reaching a peak in 2021 with 162 unique institutional investors. This surge was driven by the sector's rapid expansion and the increasing demand for fast delivery services. However, the number of investors declined sharply in 2022 and continued to fall in 2023, indicating market corrections and potentially shifting investor priorities. Despite the overall decline, late-stage investments have remained consistent, suggesting that investors still have confidence in more established ventures with proven business models. In 2024, there has been minimal investor activity, reflecting ongoing caution, likely due to market maturity or external economic factors. Overall, the quick commerce sector has transitioned from a period of rapid growth to a more cautious phase, with investor focus potentially shifting towards ventures with solid track records or emerging sectors that offer new growth opportunities.

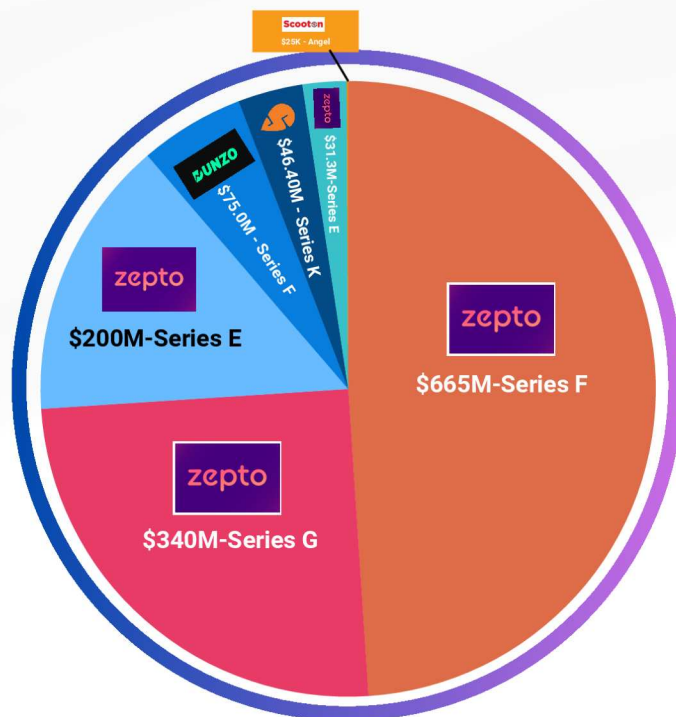
MARKET LANDSCAPE IN INDIA

India's quick commerce sector is rapidly evolving, currently valued at \$700 million and expected to grow to \$5.5 billion by 2025. This eightfold increase highlights the immense potential of the Indian market, which has an addressable market projected to be around \$60 billion. Despite the challenges posed by the ongoing startup winter, Q-commerce companies in India are demonstrating resilience and making a strong comeback. The competitive landscape is shaped by factors such as fast delivery times (typically between 10-45 minutes), attractive pricing discounts and offers, a wide product assortment, and ease of ordering and payment.

FUNDING TRENDS:



TOP FUNDING ROUNDS IN LAST 2 YEARS:



The quick commerce sector experienced rapid growth, peaking in 2018 and 2021 with \$1.6 billion in funding, followed by a decline over the next few years, resulting in a 3-year negative CAGR of 26%. Despite this downturn, the sector has a 5-year positive CAGR of 33%, indicating long-term growth. The 2024 YTD funding of \$1B, dominated by Zepto \$665m series F round, Zepto \$340m series G round, suggests a potential recovery with a focus on fewer, larger deals. Other key players like Dunzo and Swiggy also saw significant investments, highlighting ongoing interest in established companies.

THE FUTURE OF QUICK COMMERCE IN INDIA

The future of quick commerce in India looks exceedingly bright. As consumer demand for quick, convenient services continues to grow, companies are leveraging advanced technologies like artificial intelligence (AI) and machine learning to enhance their delivery capabilities and improve customer experiences. These technologies enable faster deliveries, more accurate demand forecasting, and personalized shopping experiences, helping companies stay ahead in the competitive market.

Investments in the quick commerce sector are expected to increase, fueling further innovation and expansion. Companies will likely explore new business models, strategic partnerships, and innovative solutions to meet the evolving needs of consumers. The focus on sustainability will also become more pronounced, with companies adopting eco-friendly practices and products to attract environmentally-conscious consumers.

As the market expands, consumers can expect more rapid deliveries, cutting-edge technology, and unparalleled convenience in their daily shopping experiences. The quick commerce sector in India is just getting started, and the race to dominate this space is intensifying. With substantial investments and a relentless focus on customer satisfaction, quick commerce companies are set to redefine the retail landscape in India and beyond. Stay tuned for more developments as this dynamic sector continues to evolve and innovate.

Dark Stores: Retail outlets or warehouses not open to the public but dedicated to online order fulfillment.

MOST ACTIVE INVESTORS:

Notable investments in startups during various stages:



Source: Tracxn

Order Density: The number of orders in a specific area, which influences the efficiency and cost-effectiveness of deliveries.



blinkit

India's Last Minute App

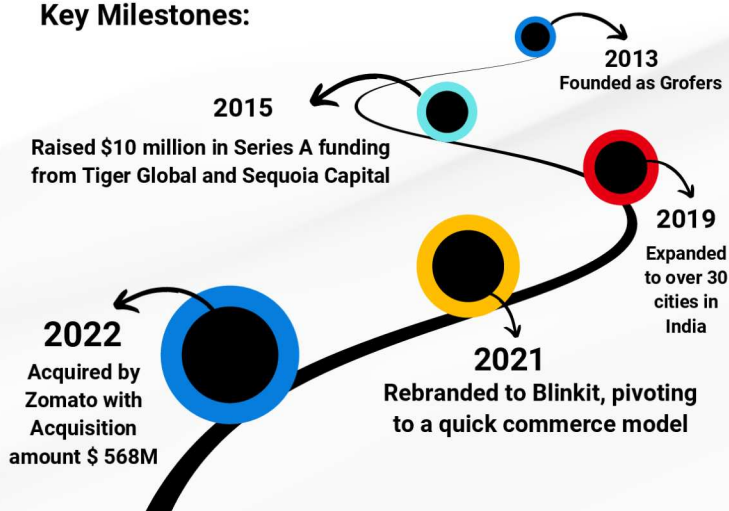
OVERVIEW

Blinkit, formerly known as Grofers, is an Indian instant delivery service founded in 2013 by Albinder Dhindsa and Saurabh Kumar. The company has revolutionized the grocery and essentials delivery market in India by promising to deliver orders within minutes.

GROWTH AND DEVELOPMENT

Blinkit started as Grofers, focusing on delivering groceries from local stores. In 2021, the company rebranded to Blinkit to emphasize its commitment to ultra-fast deliveries, responding to the growing demand for quick commerce in India.

Key Milestones:



BUSINESS MODEL

Blinkit operates on a hyperlocal delivery model, partnering with local stores and using dark stores (warehouses not open to the public) to fulfill orders quickly. The company leverages technology to optimize delivery routes and inventory management, ensuring that customers receive their orders within 10-20 minutes.

IMPACT AND INNOVATIONS

Blinkit has significantly impacted the e-commerce landscape in India by setting new standards for delivery times. Their focus on quick commerce has prompted other players in the market to speed up their delivery services, benefiting consumers with faster and more convenient shopping experiences.

Innovations include:

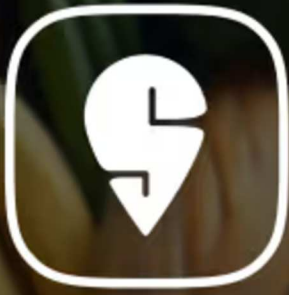
- **AI and Machine Learning:** To predict demand, manage inventory, and optimize delivery routes.
- **Dark Stores:** Strategically located warehouses that ensure quick order fulfillment.
- **Customer-Centric App:** An easy-to-use interface that simplifies the ordering process and enhances user experience.

CHALLENGES AND FUTURE PROSPECTS

While Blinkit's quick commerce model has been successful, it also faces challenges such as maintaining profitability, managing logistics efficiently, and competing with other players like Swiggy Instamart and Zepto.

Looking ahead, Blinkit aims to expand its footprint across more cities in India, introduce more product categories, and continuously improve its technology to offer even faster and more reliable services.

Blinkit's journey from Grofers to a leading quick commerce platform highlights its ability to adapt and innovate in a competitive market. As it continues to grow and evolve, Blinkit is set to play a crucial role in shaping the future of instant delivery services in India.



Swiggy Instamart



OVERVIEW

Swiggy Instamart is an express delivery service launched by Swiggy, one of India's leading food delivery platforms. It focuses on quick commerce (q-commerce), delivering groceries, daily essentials, and household items within 15-30 minutes. This service caters to the growing demand for instant access to essentials, a trend accelerated by the COVID-19 pandemic.

KEY HIGHLIGHTS:

- **Launch:** Swiggy Instamart was launched in August 2020.
- **Service Area:** Initially launched in select cities, Instamart quickly expanded to cover over 25 cities across India.
- **Product Range:** The platform offers a wide variety of products, including fresh fruits and vegetables, dairy products, snacks, beverages, personal care items, and more. They have also introduced their own private label products.
- **Delivery Model:** Instamart operates on a dark store model, meaning products are sourced from a network of fulfillment centers strategically located within cities for quicker delivery.



FOUNDERS:

Swiggy Instamart was introduced as part of Swiggy's expansion strategy, which was co-founded by:

- **Sriharsha Majety:** CEO and Co-Founder of Swiggy.
- **Nandan Reddy:** Co-Founder of Swiggy.
- **Rahul Jaimini:** Co-Founder of Swiggy (though he stepped down from his active role in Swiggy in 2020).

These founders originally started Swiggy in 2014, focusing on food delivery, and have since expanded the platform to include services like Instamart to diversify and strengthen Swiggy's presence in the hyperlocal delivery space.

CURRENT STATUS:

Swiggy Instamart has grown significantly since its launch, becoming a crucial part of Swiggy's overall business strategy. It competes directly with other q-commerce platforms such as Blinkit (formerly Grofers) and Zepto. With a focus on speed, convenience, and a broad product range, Instamart continues to innovate within the rapidly evolving q-commerce market.



Inventory Management: The process of overseeing and controlling the ordering, storage, and use of products within micro-fulfillment centers to ensure quick delivery.

zepto

10 Minute Grocery Delivery

OVERVIEW

Zepto is a prominent player in the quick commerce sector, specializing in ultra-fast grocery delivery. Founded in 2021 by Aadit Palicha and Kaivalya Vohra, Zepto has quickly established itself as a leader in the industry by promising deliveries in under 10 minutes.

FOUNDERS

- **Aadit Palicha:** Before Zepto, Aadit had entrepreneurial experience with a social media startup called KiranaKart. He dropped out of Stanford University to pursue his passion for quick commerce.
- **Kaivalya Vohra:** A former computer science student at Stanford, Kaivalya co-founded Zepto with Aadit, bringing in his technical expertise and innovative vision.

BUSINESS MODEL

Zepto's business model revolves around micro-warehouses or dark stores, strategically located to ensure rapid delivery. These dark stores are stocked with a curated range of high-demand products, allowing for efficient operations and quick turnaround times.

Total Equity Funding: \$ 1.68 B

Latest Funding Round: \$ 340 M- Series G, Jun 21, 2024



RECENT INVESTORS:



COMPETITIVE EDGE

1. **Speed:** Zepto's primary selling point is its ultra-fast delivery service, often achieving delivery times of under 10 minutes.
2. **Technology:** The use of advanced logistics and inventory management systems ensures efficiency and accuracy.
3. **Customer Experience:** Zepto focuses on providing a seamless customer experience with a user-friendly app and reliable service.

CHALLENGES

- **Sustainability:** Maintaining profitability while ensuring quick delivery remains a challenge.
- **Competition:** Competing with established players like Blinkit and Swiggy Instamart requires constant innovation and efficiency.
- **Expansion:** Scaling the business model to new cities and countries involves logistical and regulatory hurdles.

FUTURE PROSPECTS

Zepto aims to expand its reach and continue innovating in the quick commerce space. With plans to broaden its product range and enhance delivery efficiency, the startup is poised for significant growth in the coming years.

STARTUP UPDATES:



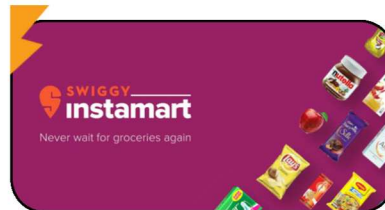
Zomato crosses \$25 Bn market cap with Rs 253 Cr profits in Q1 FY25: Foodtech and quick commerce platform Zomato released its financial results for the first quarter of the current fiscal year (Q1 FY25) on Thursday. The Gurugram-based company reported an 18.1% increase in revenue and a 44.6% growth in profits. Zomato's revenue from operations grew to Rs 4,206 crore in Q1 FY25, up from Rs 3,562 crore in Q4 FY24, according to its consolidated financial results from the National Stock Exchange (NSE).



Delhivery turns profitable with Rs 52 Cr PAT in Q1 FY25: Delhivery, a logistics company, has achieved significant profits during the quarter ending in June 2025, with revenues exceeding Rs 2,100 crore. The company's operating revenue increased by 4.6% to Rs 2,172 crore in Q1 FY25 from Rs 2,076 crore in Q4 FY24, as per the company's unaudited consolidated quarterly report filed with the National Stock Exchange.



Blinkit saw an exceptional 2.4X year-on-year growth in revenue to Rs 942 crore in June 2024: Blinkit has shown remarkable growth since being acquired by Zomato in 2022 for \$569 million, a deal that was considered distressed by many. The quick commerce firm has not only seen growth in revenue but has also become profitable. Many experts are skeptical about the quick commerce model, as they believe the economics of ten-minute delivery won't work out. However, Blinkit seems to have proven this notion wrong through its latest numbers.



Swiggy Instamart appoints Sairam Krishnamurthy as COO: Swiggy Instamart has appointed Sairam Krishnamurthy as the senior vice president (SVP) and chief operating officer (COO). Krishnamurthy will be responsible for overseeing Instamart's operating units. He has over 18 years of experience in leadership roles across FMCG, consumer tech, and retail.



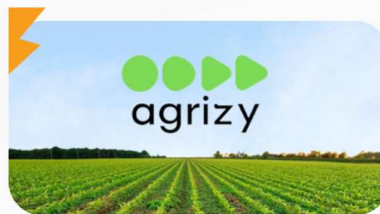
Flipkart's 10 min delivery service Minutes goes live in Bengaluru: Minutes, the quick commerce service by Flipkart, has launched in some areas of Bengaluru. The e-commerce giant has been preparing to enter the 10-minute delivery service sector for the last six months. Reports suggest that the company is delivering groceries, electronics, smartphones, and other products within about 10 minutes in specific pincodes in Bengaluru. According to sources, the company intends to fully implement the quick commerce service in four weeks from now.

SKU Rationalization: The process of optimizing the number of Stock Keeping Units (SKUs) to improve efficiency, often seen in q-commerce where the focus is on fast-moving, essential products.

STARTUP FUNDINGS:



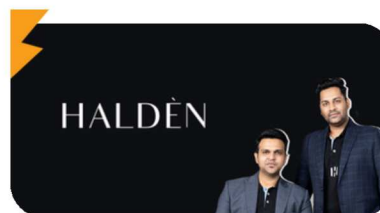
E-com marketing and analytics company NuvoRetail raises \$350k: NuvoRetail, an e-commerce marketing and analytics company, has recently raised \$350,000 in a new funding round. The funds are earmarked for the development of Enlytical.ai, an AI-ML driven platform for e-commerce bid automation, insights, and reporting. Additionally, the company plans to allocate the funds towards supporting its global expansion efforts, as stated in a press release by NuvoRetail.



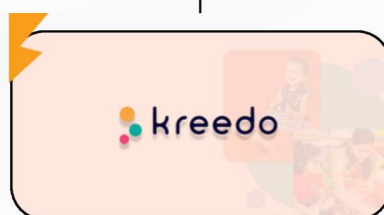
B2B agri-processing platform Agrizy raises \$9.8 Mn in Series A: Matter Agrizy, a B2B agri-processing platform, has secured \$9.8 million (Rs. 82 crore) in its Series A round of funding. The round was co-led by Accion and Omnivore, with participation from new investors Capria Ventures and Thai Wah Ventures. Additionally, existing investor Ankur Capital has increased its investment. This brings Agrizy's total funds raised to \$17.3 million, which includes a \$5 million debt round. The company's \$2.5 million seed round was led by Ankur Capital with participation from Omnivore.



ShopClues co-founder Radhika Ghai's startup kindlife.in raises \$8 Mn in Series A: Kindlife.in, a platform for beauty, wellness, and health, has secured \$8 million in its Series A funding round. The investment was led by JB-Dooeun TK Fund and MIXI Global Investments, with additional participation from Kalaari Capital and several angel investors. Prior to this, Kindlife had raised \$2.5 million in seed funding from Kalaari Capital, Titan Capital, Java Capital, and other investors in November 2021.

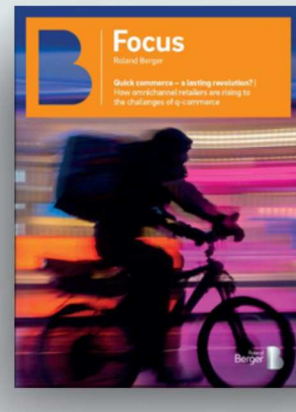


Halden secures Rs 5 Cr from Prajay Advisors: Luxury men's brand Halden, based in Mumbai, has secured 5 crore rupees in a seed funding round led by Prajay Advisors. The company plans to utilize the fresh funds to expand its market presence and product range, as per a press release from Halden. Established in 2019 by Anuj Beriwal and Mukund Singhal, Halden aims to offer high-quality luxury products at an affordable price point. The startup specializes in manufacturing belts, sunglasses, accessories, travel goods, and business essentials.



Kreedo raises \$4 Mn in Series A funding: Edtech platform Kreedo has raised \$4 million in a Series A funding round, which was co-led by Singapore-based Heritas Capital and existing investor UBS Optimus Foundation. Other existing investors such as Gray Matters Capital, 1Crowd, The Chennai Angels, The Joka Angel Network, and others also participated in the round. The proceeds will be used to enhance product offerings and expand into new geographies in India, as stated in Kreedo's press release.

Hyperlocal: A business model focusing on a very specific geographic area, enabling faster delivery times by sourcing and delivering within the same locality.



QUICK COMMERCE – A LASTING REVOLUTION? (WRITTEN BY: ROLAND BERGER)

"Quick Commerce – A Lasting Revolution?" by Roland Berger is a comprehensive study that explores the rapid evolution of quick commerce (q-commerce) and its impact on the retail sector. Q-commerce refers to the ultra-fast delivery of goods, typically within 30 minutes, which has become increasingly popular, especially in urban areas.

The book emphasizes that q-commerce is more than just a faster version of traditional e-commerce; it represents a new business model that targets spontaneous, emergency, and emotional purchases. This model primarily competes with both online and physical convenience stores, aiming to provide unparalleled convenience to consumers.

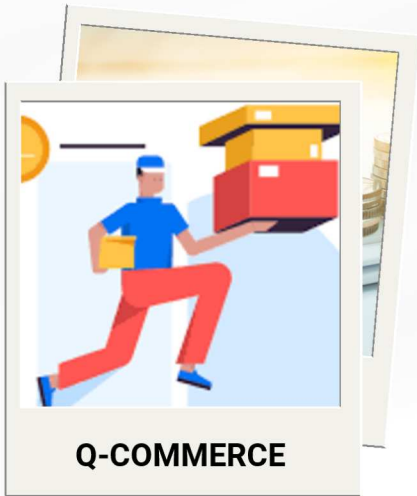
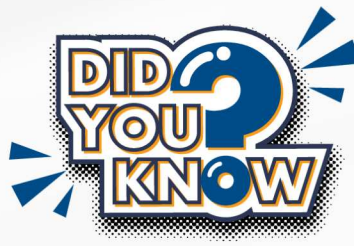
KEY FINDINGS:

- 1. Consumer Demand:** There is a high and growing consumer interest in quick delivery for everyday products. The study found that 46% of surveyed consumers are willing to switch to q-commerce for their purchases. The most popular categories are groceries, pharmaceuticals, out-of-home food, drugstore items, and electronics.

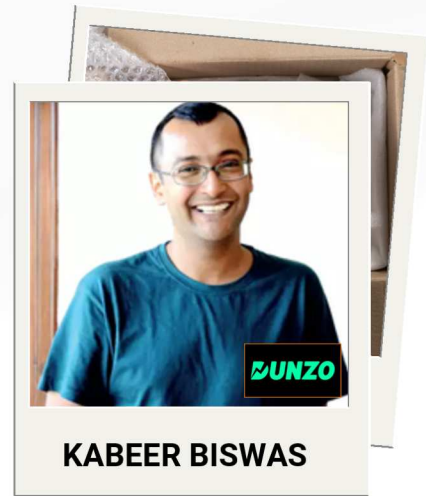
- 2. Market Potential:** The potential market size for q-commerce is significant. For instance, if 12% of the grocery market in the UK, France, and Germany moves online by 2030, and q-commerce captures 15% of online orders, the market could be worth €13 billion. This market could grow even larger if q-commerce expands into more product categories.
- 3. Challenges and Profitability:** Despite its potential, q-commerce faces significant challenges, particularly regarding profitability. The high costs associated with marketing, delivery, and maintaining a wide range of products can make it difficult for businesses to sustain profitability. Only the most efficient players, those who can keep costs low and optimize their operations, are expected to thrive in this competitive market.
- 4. Investment and Growth:** The sector has attracted substantial venture capital, especially since the COVID-19 pandemic accelerated the demand for convenience. This influx of capital has enabled rapid growth and innovation within the industry. However, achieving long-term profitability remains a key concern.

Overall, the book provides a detailed analysis of the q-commerce landscape, offering insights into consumer behavior, market dynamics, and the strategic challenges that businesses face. It highlights the transformative potential of q-commerce and the necessity for retailers to adapt to this new paradigm to stay competitive.





Q-Commerce is an evolution of e-commerce that emerged from the growing demand for faster delivery services. However, several companies and entrepreneurs have played pivotal roles in pioneering and popularizing the q-commerce model.



Dunzo, co-founded by **Kabeer Biswas** in India, was one of the early adopters of the quick commerce model, offering rapid delivery of groceries, medicines, and other essentials within cities.



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