



Zepto was launched in July 2021 by Aadit Palicha and Kaivalya Vohra with the aim to deliver groceries in less than 10 minutes to its customers. Their claim of ten minutes grocery delivery has led to a surge in demand by users in the urban areas. The founders of Zepto are Stanford University dropouts who chose to launch Zepto in 2021 after securing funding from Contrary, a San Francisco-based venture capital firm. Initially, the business was branded as KiranaKart and its business model relied on partnership with local kirana stores for grocery delivery. However, the business didn't perform as expected, which led to a complete overhaul of the business model. The business was rebranded as Zepto, which focused on building 'dark stores' across the country to fulfill orders. This shift in business model helped them deliver groceries in under 10 minutes.

Zepto Business Model

Zepto employs innovative quick commerce strategies to provide 10-minute delivery of groceries and essential items, leveraging strategically placed 'dark stores.' These dark stores, which serve as mini-warehouses, are stocked with frequently purchased items and located in proximity to high customer populations.

Zepto has emerged as a game-changer in India's quick-commerce industry, offering unmatched 10-minute grocery deliveries through its tech-enabled dark store network. With a sharp focus on speed, convenience, and customer experience, it has built strong brand recognition among urban consumers. While it faces challenges like high costs, limited reach, and stiff competition, its innovative business model, effective marketing strategies, and strong investor backing positions it well for future expansion. Zepto holds strong potential for long-term growth in the evolving commerce landscape.

(INR Cr.)

Key Financial Metrics	2022	2023	2024
Total Sales	141	2024	4455
Sales Growth (Y-O-Y)	-	1335.5%	120.1%
Gross Profit Margins (%)	-51.1%	6.4%	21.4%
EBITDA Margins (%)	-263.1%	-60.0%	-26.1%
EBIT Margins (%)	-273.8%	-63.4%	-28.8%
Net Profit Margins (%)	-276.6%	-62.9%	-29.1%
Earning Per Share	-1477.3	-1514.3	-1366.3
EPS Growth (Y-O-Y)	-	-2.5%	9.8%

Balance Sheet	2022	2023	2024
Assets			
Fixed Assets	226	297	468
CWIP	0	2	2
Investments	0	0	0
Trade Receivables	15	70	324
Inventory	0	158	127
Other Assets	398	951	1011
Total Assets	639	1478	1932

Equity & Liabilities

Share Capital	2.64	8.4	9.5
Reserves	333	638	633
Borrowings	0	121	164
Trade Payables	136	354	574
Other Liabilities	167	357	552
Total Liabilities	639	1478	1932

Company Fundamental Details

Zepto	₹ 58.00
Unlisted Share (As on 07/01/2026)	Equity Per Share
Lot Size	N/A
52 Week High	N/A
52 Week Low	N/A
Depository	N/A
PAN Number	AAICK4821A
ISIN Number	INE1SE401014
CIN	U72900MH2020PTC351339
Market Capitalization (INR Cr.)	₹ 56,921.00
P/E Ratio	N/A
P/B Ratio	86.96
Debt to Equity	0.26
Return on Equity (%)	-202.02
Book Value	0.69
Face Value	10
Total Share	9486904042

Calculation of Enterprise Value

(INR Cr.)	
Market Capitalization	56921
Add: Debt	164
Less: Cash and Cash Equivalents	399
Enterprise Value	56687

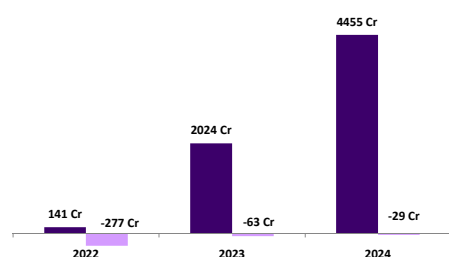
Promoters or Management

Name	Designation	Experience
Aadit Palicha	CEO	5+
Kaivalya Vohra	CTO	5+

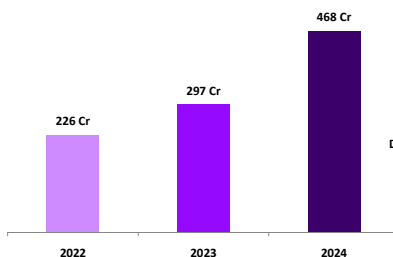
Peers Comparison

Name	Enterprise Value	Market Share
(INR Cr.)		
Zepto	56687	26%
Blinkit	78000	41-45%
Instamart	21300	27%

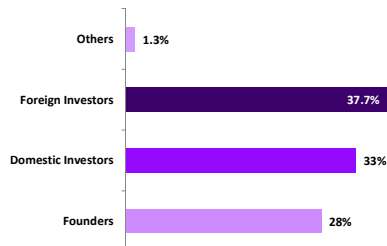
Revenue & Net Profit Comparison



Fixed Asset Growth



Shareholding pattern



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