



Product Teardown

Referral Program

Learn in Public Challenge II

Ronak Maru | PM C28

What is Zepto

Zepto, founded in 2021 by Aadit Palicha and Kaivalya Vohra, is an online grocery delivery app promising 10-minute deliveries

Mission: “We’re revolutionizing the way India shops”

Valuation: ~\$3.6 billion

MAU: ~16-17 M

Employees: ~1,700 to 1,800

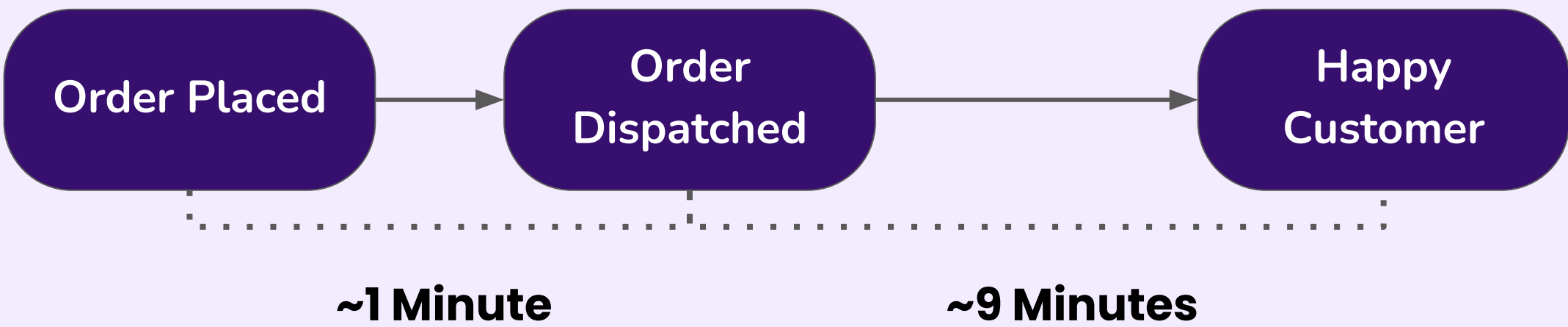
Investors: Includes Glade Brook, Nexus, StepStone, Avenir Growth, Lightspeed, Avra, and DST Global

How does Zepto Earn Money

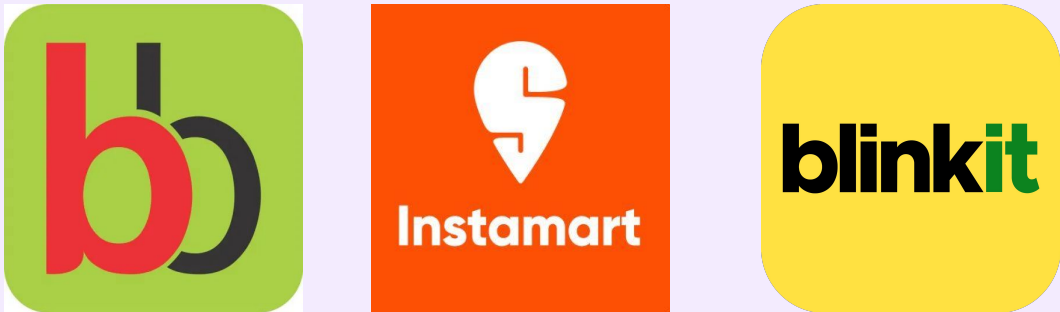
- Margins on each product
- Handling Charges
- Delivery Charges
- Product Customisations
- Products Ads
- Zepto Pass Membership
- Zeptro Cafe



Super Quick Dispatch By Zepto



Competition and Market Landscape



Feature	Zepto	Instamart	blinkit
GMV	\$1.2 Bn	\$1 Bn	\$1.5 Bn
Market Share	~28%	~32%	~40%
SKUs	6K	5-6K	8-9K
Average Order Value	₹450	₹500-550	₹617
Darkstores	340	~500	526
Cities	26	25+	26
Profitability	Breakeven by Q2FY25	CM +ve by Q4FY24	CM margin 3.9% (Q4FY24)

User Persona



Krunal, 26

Lives in Bengaluru with his family.
Sole earner, managing all basic needs.

Needs

- Grocery delivery service for time savings.
- Quick deliveries for convenience.
- Discounts and offers.

Goals

- Share Zepto with friends and family to help them save time.
- Earn rewards for referring new users.

Pain Points

- Delivery delays disrupt schedule.
- Inconsistent quality and out-of-stock items are frustrating.

Challenges

- Limited free time.
- Needs a fast and convenient referral process.
- Desires attractive referral incentives.

Priya, 32

Homemaker living in Bengaluru.
Manages household tasks and family care.



Needs

- Reliable grocery delivery for efficient household management.
- Budget-friendly options and discounts.

Pain Points

- Unreliable delivery times disrupt meal planning.
- Poor quality or missing items are frustrating.

Goals

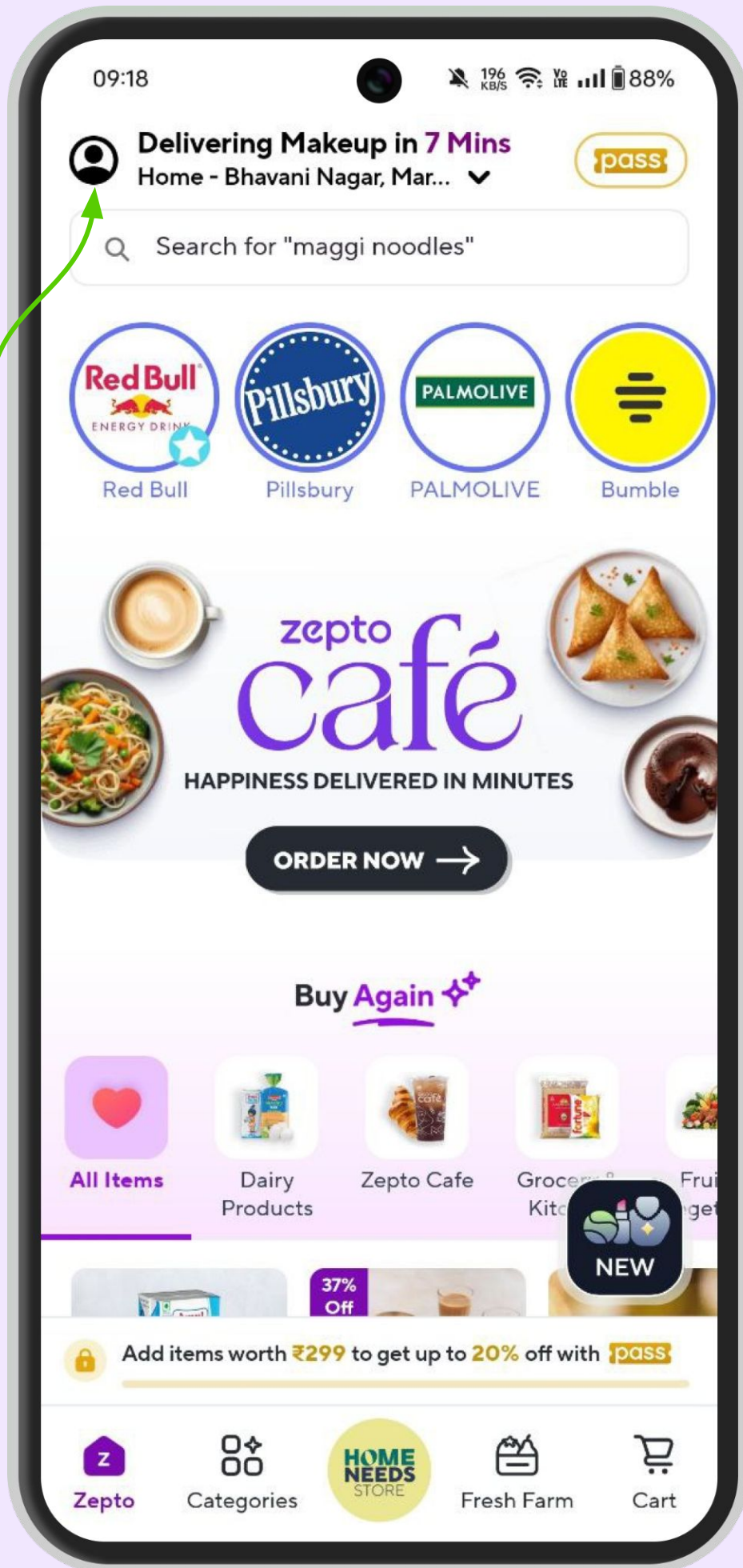
- Aims to introduce Zepto to neighbors and friends for community benefits.
- Interested in saving more through referral rewards.

Challenges

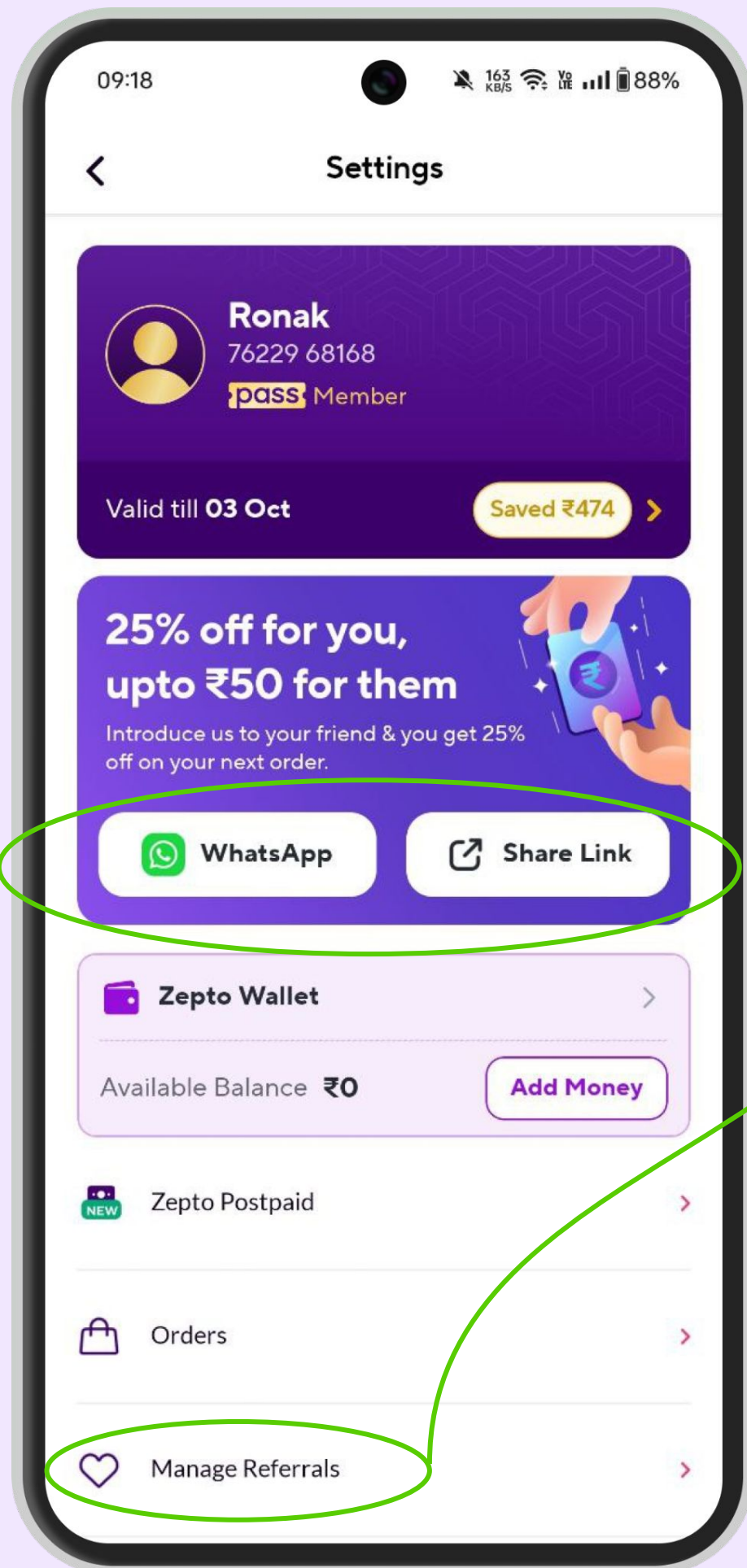
- Balancing household duties with managing referrals.
- Requires a simple and straightforward referral system.

User Journey: Referrer

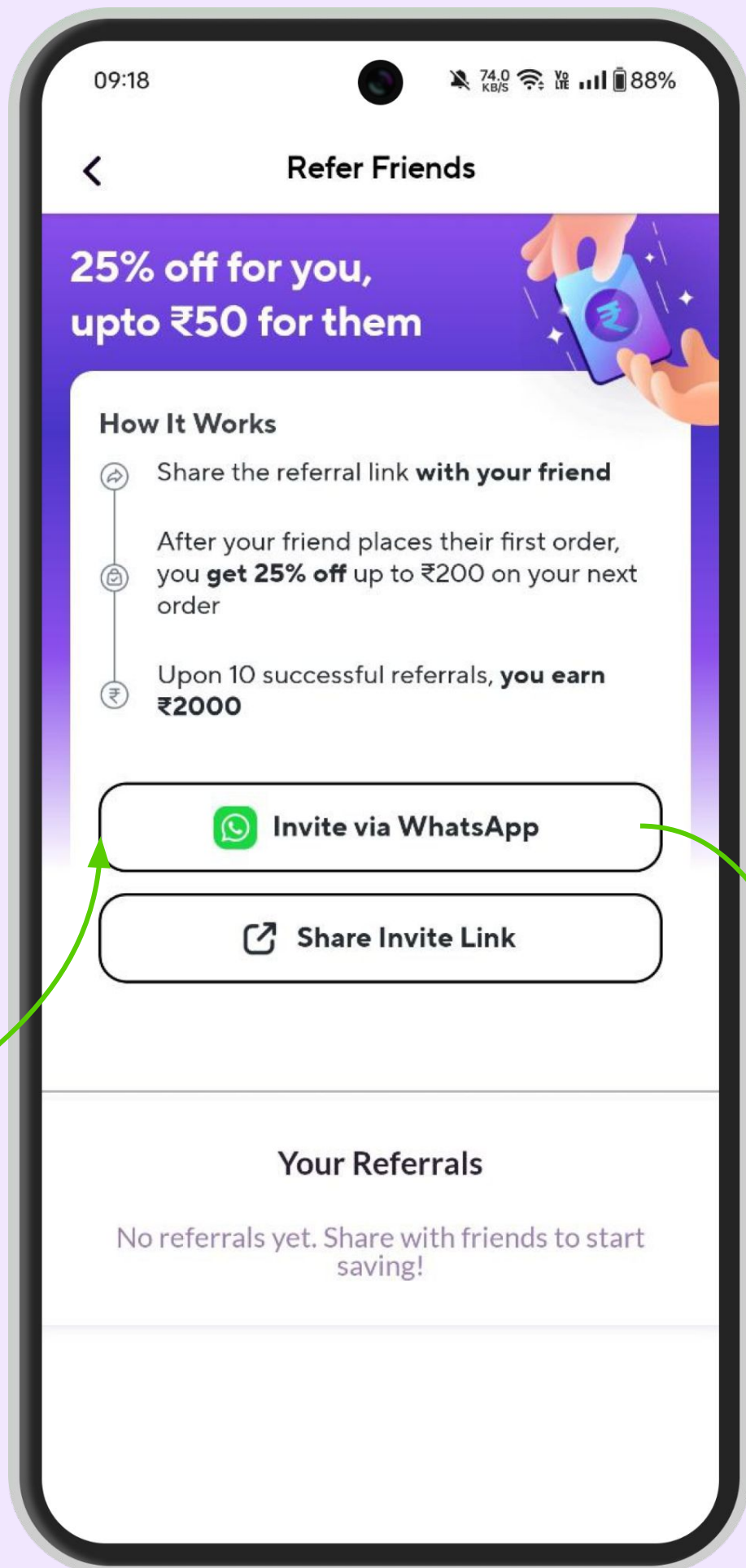
Opens the Zepto App



Navigates to the Referral Page



Shares the Referral Link

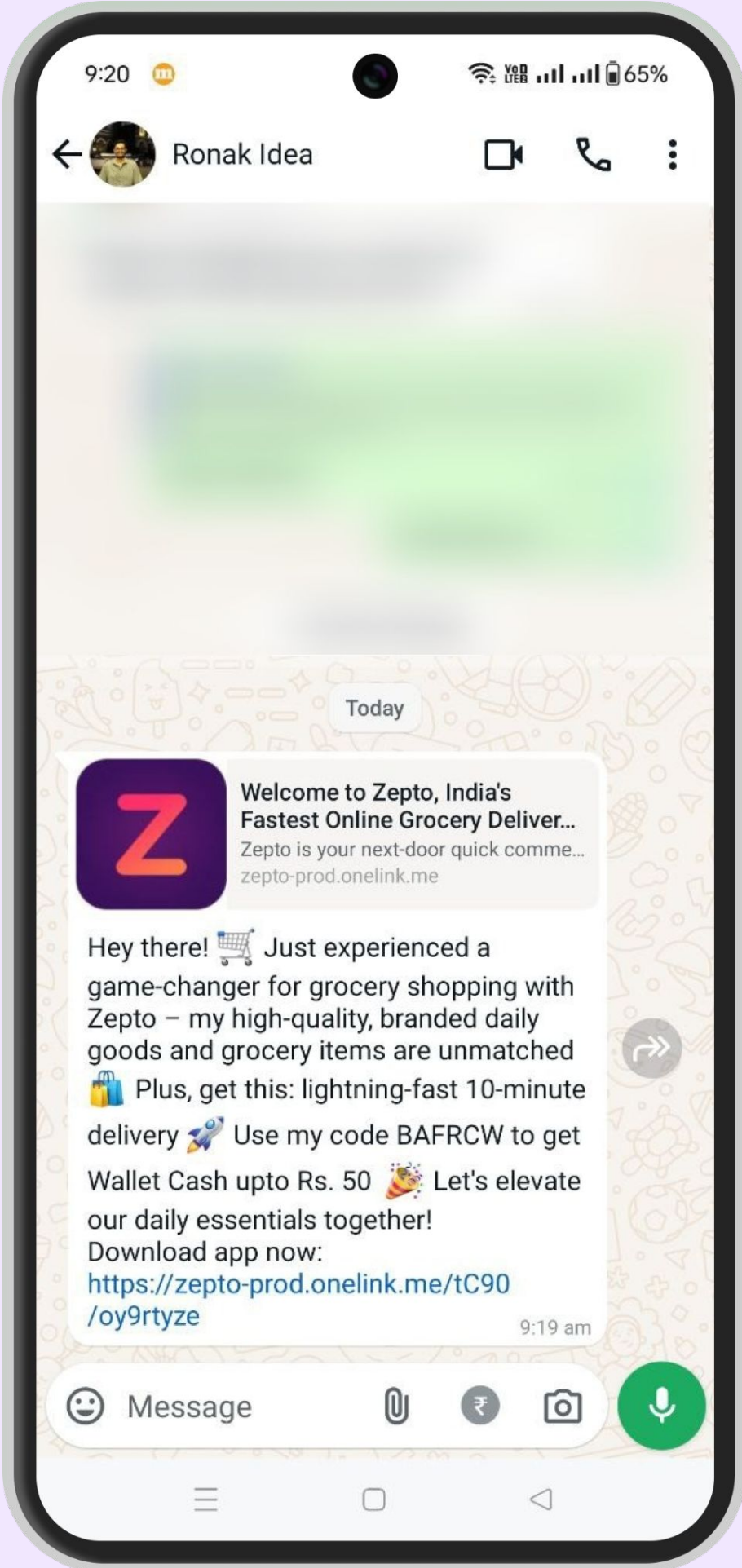


Shares the Link on WhatsApp

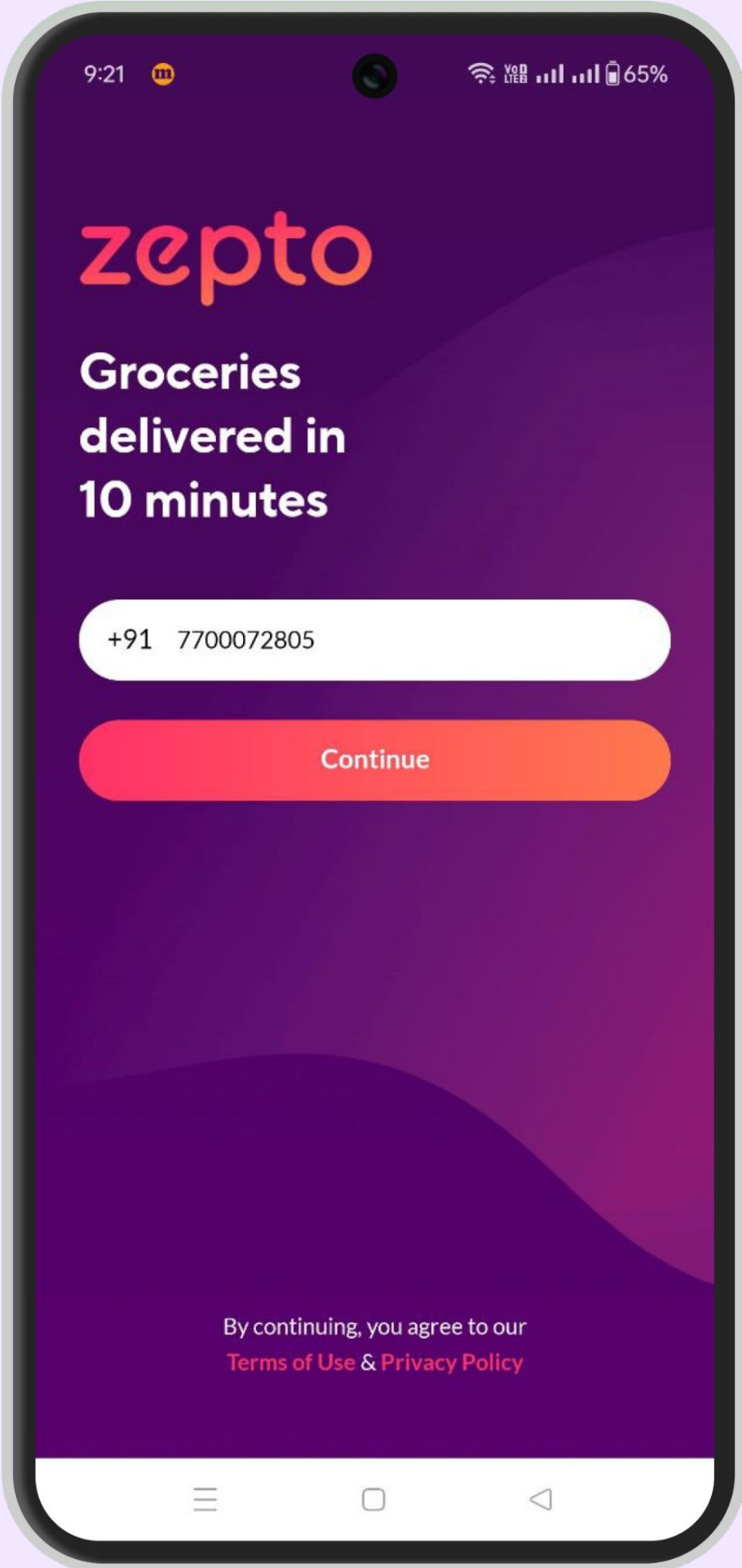


User Journey: Referee

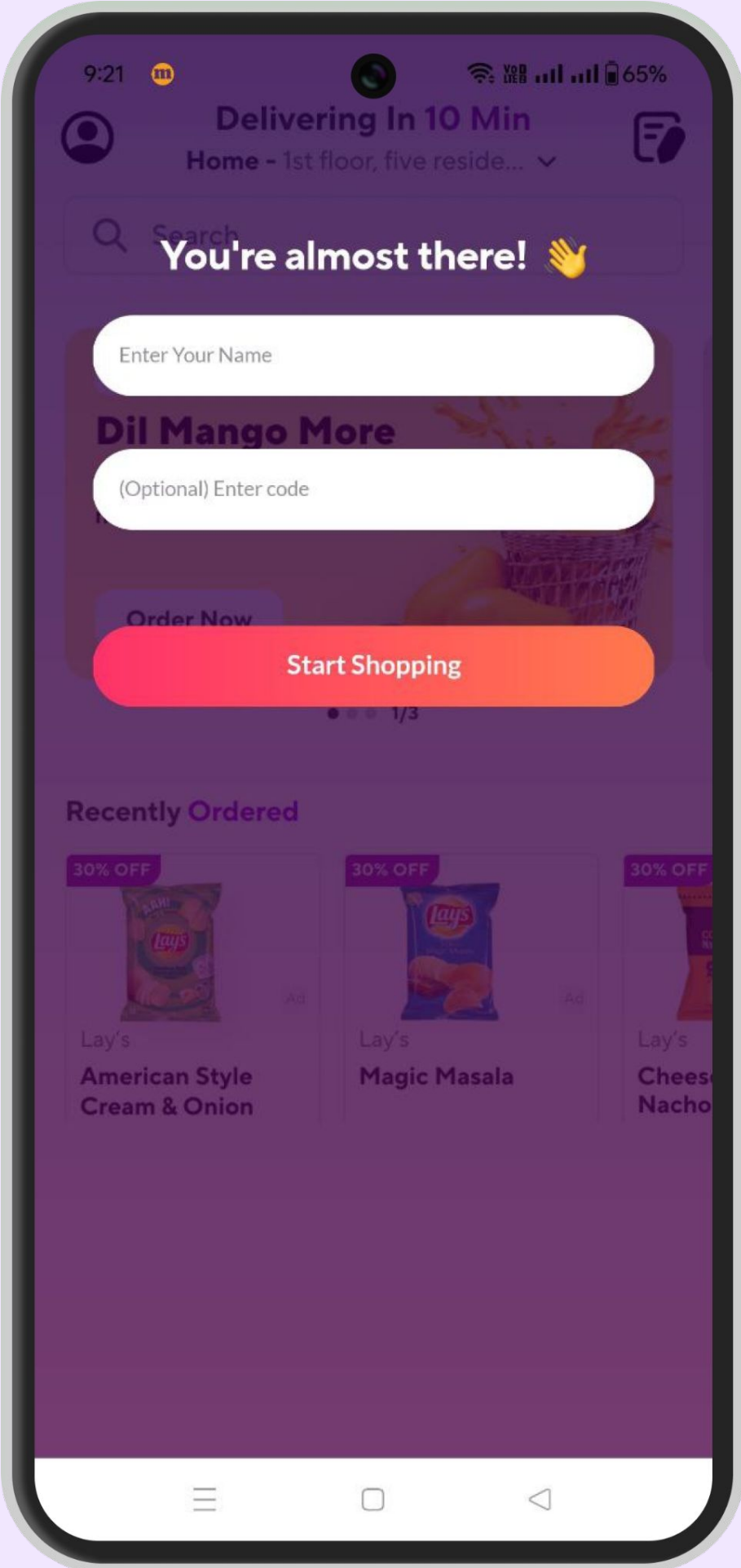
Opens WhatsApp and downloads Zepto from the link



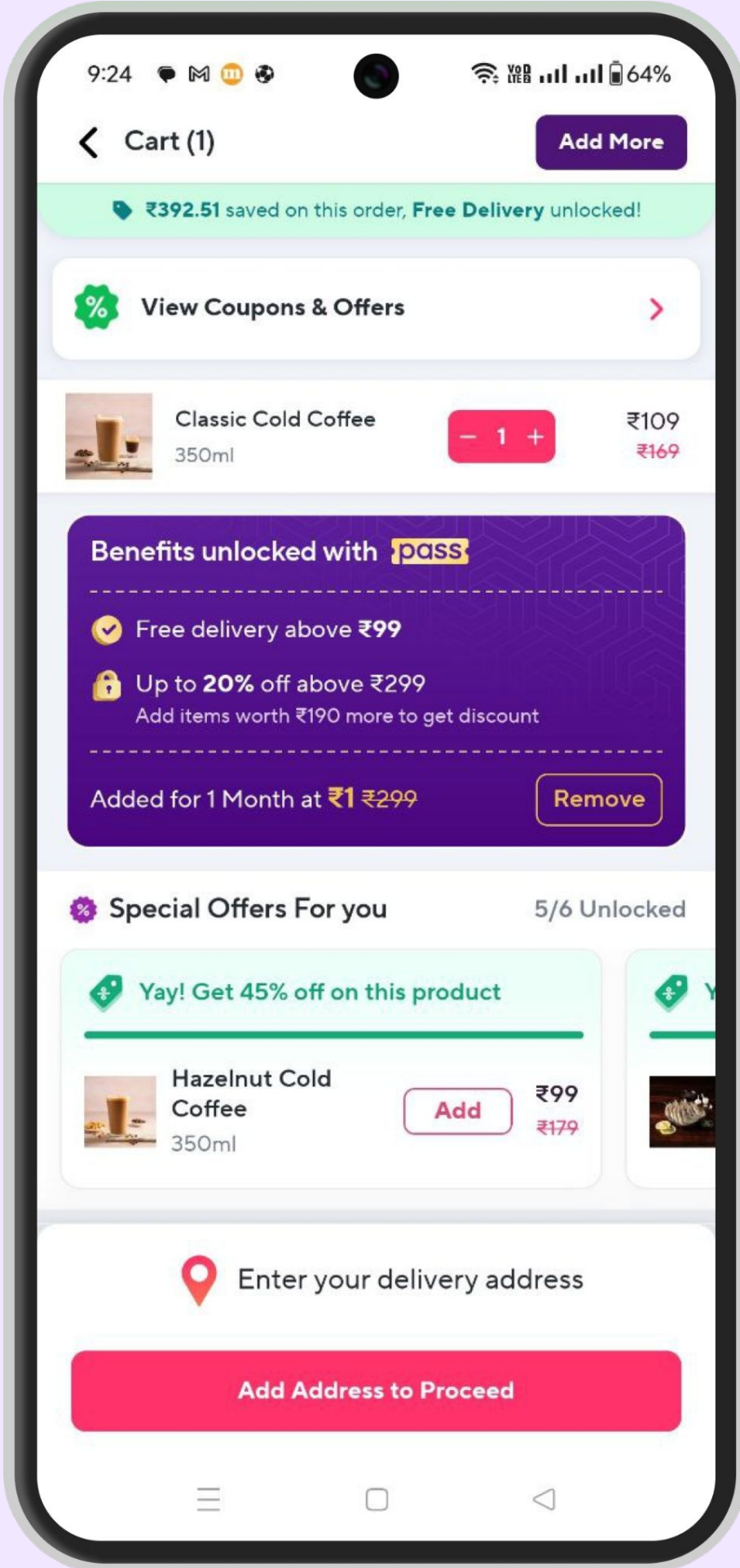
Sign Up



Enter Details

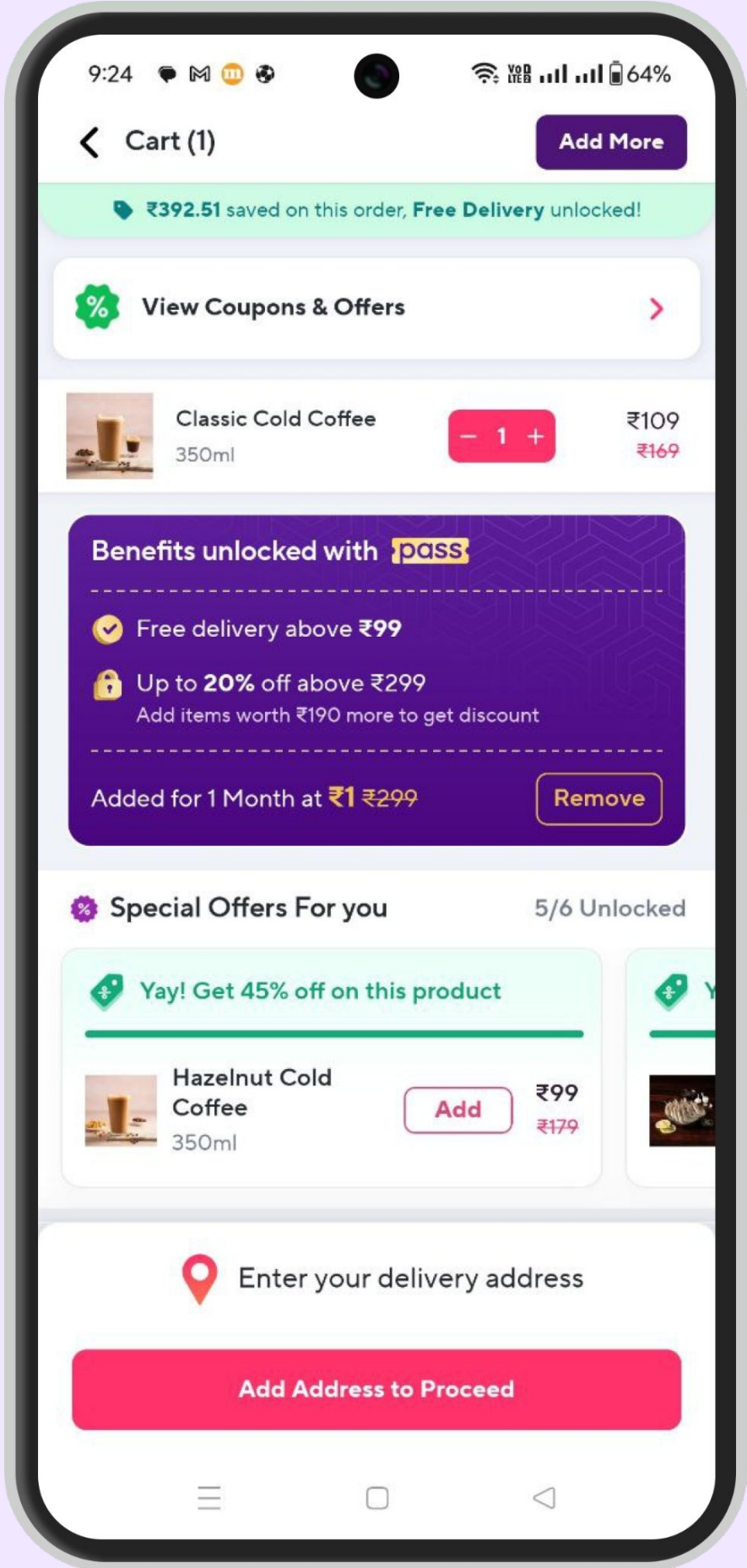


Adds Item to Cart

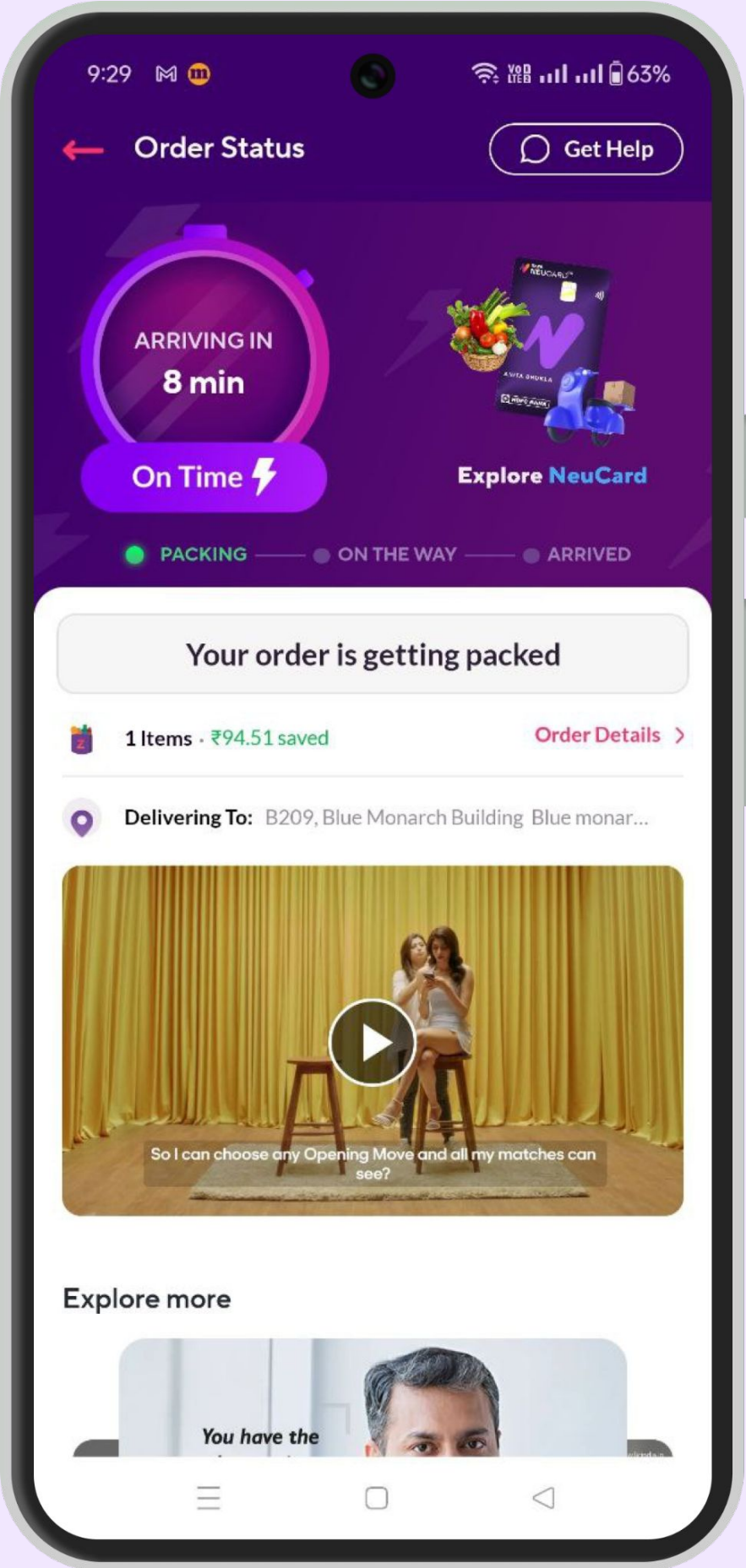


User Journey: Referee

Applies offer and completes payment

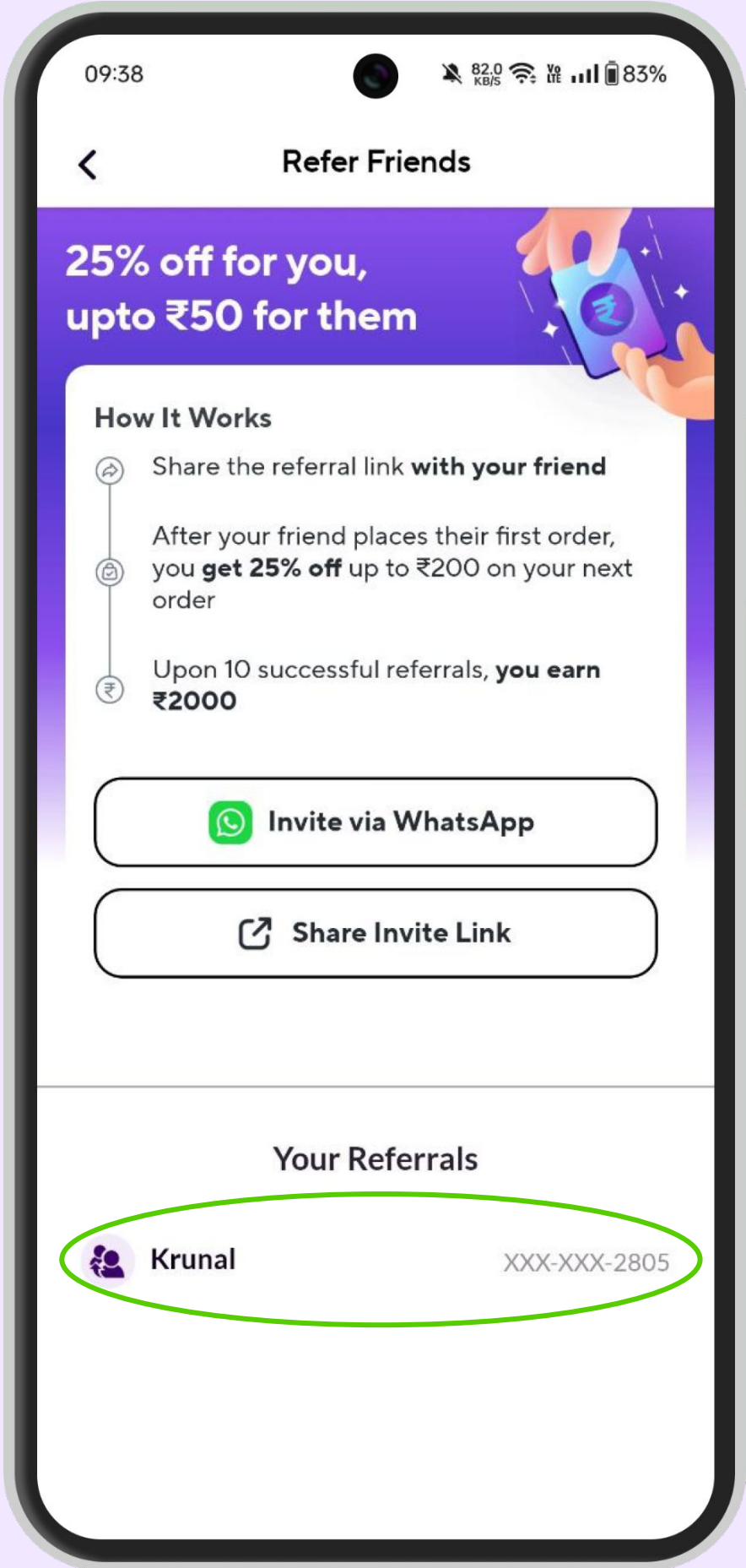


First order placed successfully

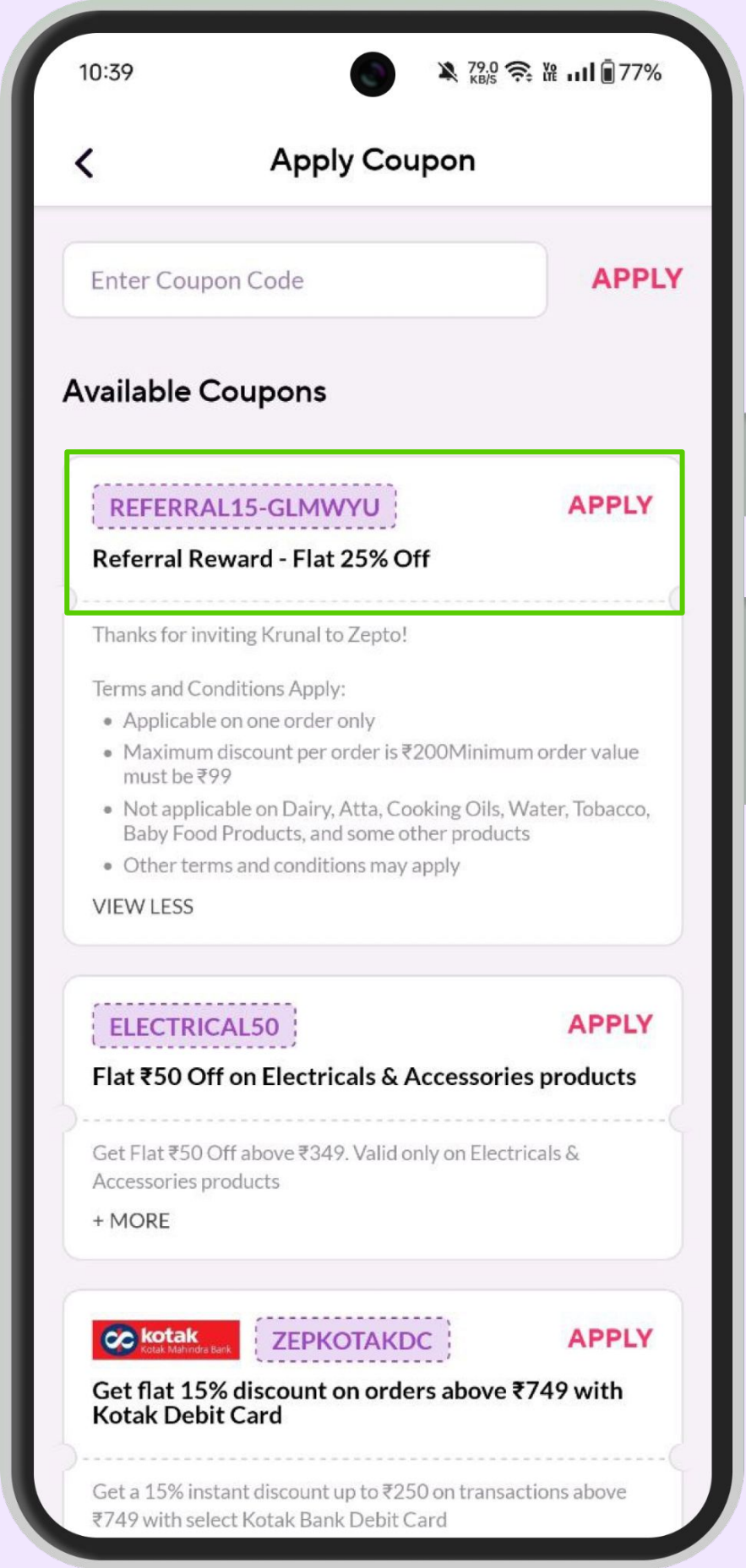


User Journey: Referrer

Successful referral shown on the Referral Page







Offer received for the successful referral



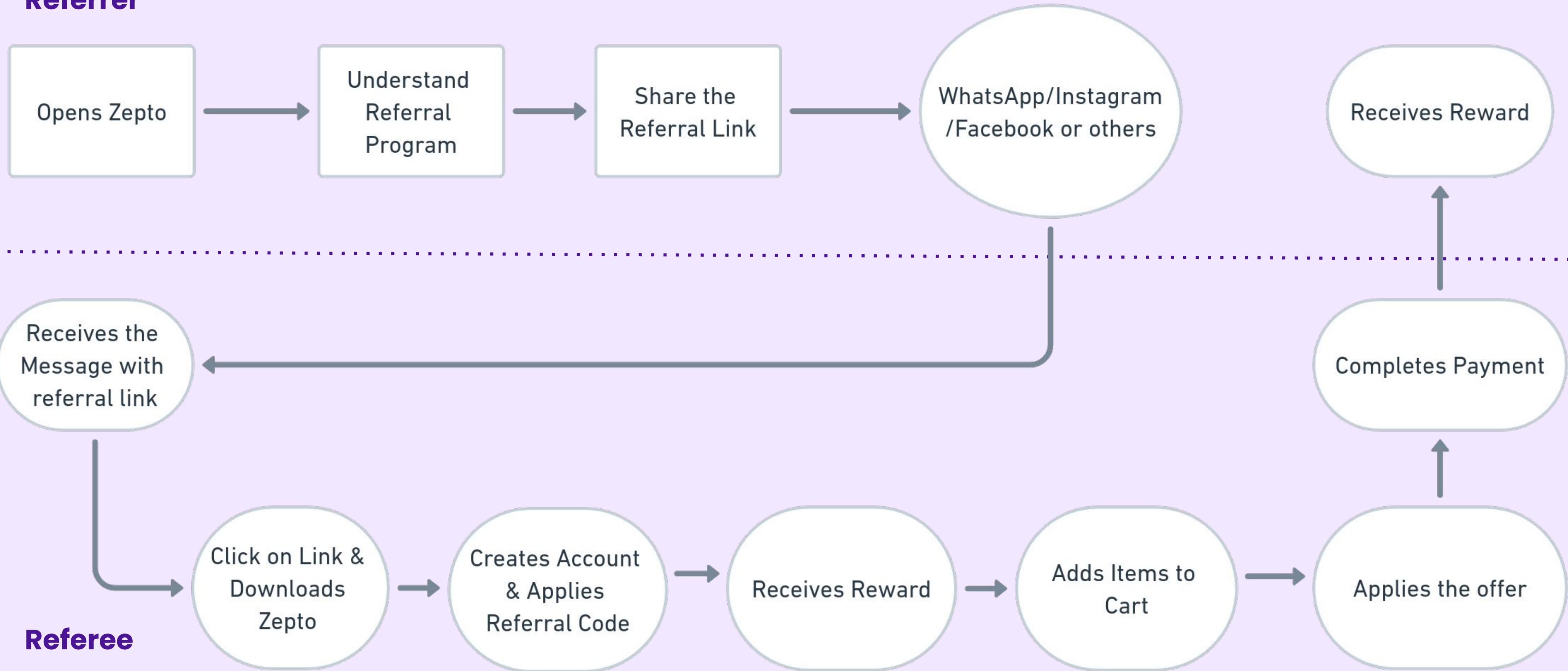
Zepto's Referral Program lets customers **earn a 25% discount (up to ₹200) on their next order** by referring friends using a unique referral code. You can refer unlimited friends and get a discount for each successful referral. **Earn up to ₹2000 with 10 successful referrals.**

Persona: Priya, 32, Homemaker, Prefers a dependable grocery delivery service to run her household smoothly.

Stage	Landing Page	Referral Page	Selecting Contacts and Sending Referral Code	Receiving Cashback on Successful Referral
Steps	Opens the Zepto app on their phone	Clicks the 'Profile' button, then selects 'Manage Referral' or the referral link displayed on the page	Selects contacts to share the referral code with	Receives cashback upon successful referral
Thoughts	"Zepto has made my grocery shopping so convenient; I want to share this with others."	"The 'Invite via WhatsApp' or 'Share Invite Link' button on the page makes sharing incredibly simple."	"The automated message for platforms like WhatsApp/Mail makes it easy to refer, but not finding the referral code separately is inconvenient."	"Knowing the referral status helps ensure it's successful."
Emotions				
	Excited to share the experience and onboard others to the app	Feels good to find the referral button easily	Slightly uncomfortable due to difficulty finding the referral code, but relieved it's in the message	Happy to track the referral status and receive benefits

Referral Program Workflow

Referrer



Metrics

North Star Metric

Conversion Rate

The percentage of referred users who place their first order, indicating the effectiveness of the referral program.

L1 Metric

Share Rate

The rate at which users are sharing the referral link, indicating user satisfaction and motivation to recommend Zepto.

L2 Metric

Clicks per Share

Measures the number of clicks generated per referral share, showing interest and engagement from referred users.

Recommendations

Improve Discoverability:

- Place referral options prominently on the home page.
- Reposition the "Refer & Earn" button to increase visibility, boosting referrals and sign-ups.

Expand Rewards:

- Include *Zepto Pass subscriptions* as part of the rewards to drive growth through multiple channels.

Facilitate Sharing:

- Provide direct links to *major social media* platforms for quick sharing of referral messages.
- Offer *referral codes for direct sharing*.

Thank You!

Ronak Maru | PM C28