

TownZa

My Town, My Bazaar



Investor Pitch Deck | Seed Round

Hyperlocal Vendor Marketplace for Tier-1&2 India

Ahmedabad, Gujarat | 2026

The Problem



Vendors Are Invisible Online

85%-90% of local shops in Tier-2 cities have zero digital presence. No website, no app, and limited ways for new customers to discover them online..



Customers Lack Local Discovery

Consumers search Google/Instagram for local products but find only big-brand results. Hyperlocal shopping is broken.



Existing Platforms Don't Fit

Amazon/Flipkart/Meesho cater to brands, not local Fashion or boutique shops. Listing fees, complex onboarding, and logistics kill small vendors.



No Affordable Digital Tools

Building a website costs ₹35-50K+. Social media alone doesn't convert. Vendors need a plug-and-play storefront.

How TownZa Solves This

TownZa gives every local vendor a free digital storefront, while helping customers discover and shop from trusted nearby businesses.



Instant Vendor Storefront

— unique URL, QR code, product catalog



Customer Marketplace

— browse, search, order from local shops



Hyperlocal Delivery

— same-city delivery via partner network



WhatsApp-First

— notifications, order updates, vendor communication



AI-Powered Tools

— product photo enhancement, smart cataloging

How TownZa Works

01



02



03



04

Vendor Onboarding



Team visits local vendors, explains TownZa, helps them register on the spot

Store Setup



Vendor gets a branded page (mytownza.com/store/name) with QR code & product catalog

Go Live



Store appears on TownZa marketplace. Poster with QR shared on social media

Orders Flow



Customers discover, browse, and order. Vendor gets notified via WhatsApp

Market Opportunity

TAM

₹12L Cr+

India's retail market across 8,000+ cities and towns

SAM

₹5k - ₹10k Cr

Gujarat hyperlocal commerce opportunity

SOM

₹50-₹100 Cr

Ahmedabad, Surat, Vadodara, Rajkot & nearby Gujarat markets within 3 years (Year 1: Ahmedabad)

6.3 Cr+

MSME Retailers in India

78%

Without Any Digital Presence

42%

YoY Hyperlocal Growth

Revenue Model

6 Revenue Streams for Sustainable Growth



Commission per Order

5-10% per transaction



Vendor Subscriptions

Premium plans: analytics, priority listing, custom store



Delivery Charges

Margin on hyperlocal delivery via partners



Ads & Featured Listings

Vendors pay for visibility boost & promotions



AI Credits

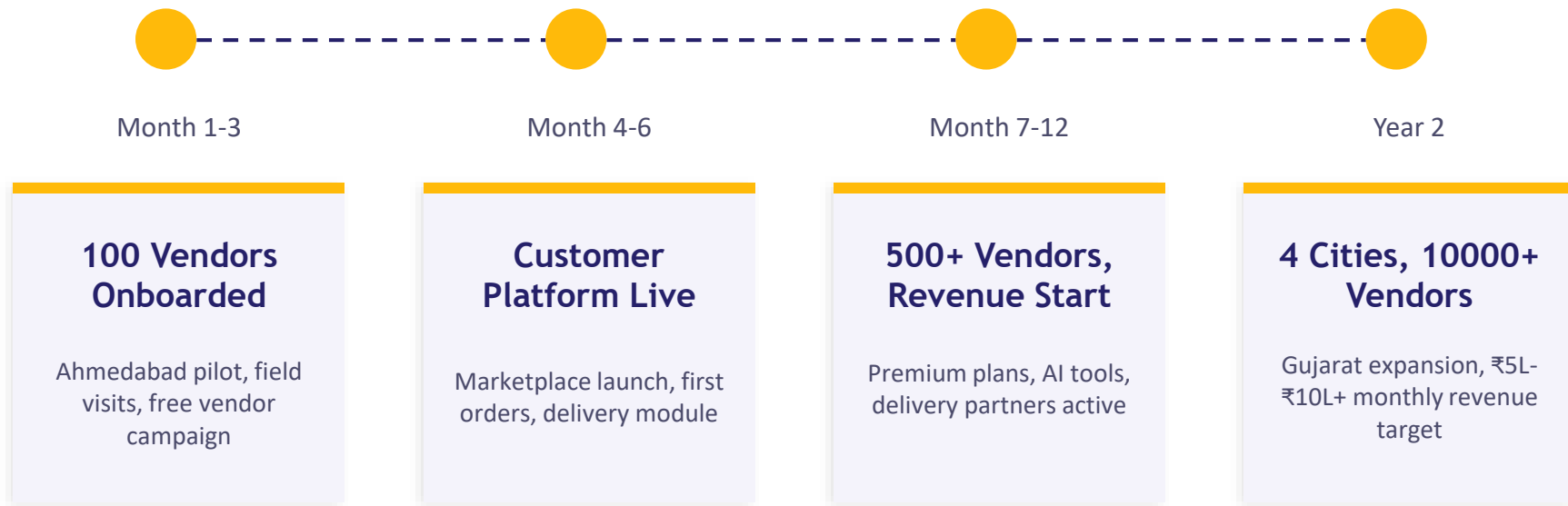
Photo enhancement, smart cataloging, auto-descriptions



Module Features

Customer chat, Quick Ads, push notifications

Growth Roadmap



Current Status (June 2026)

- MVP completed
- Vendor dashboard live
- Initial vendors onboarded
- Customer launch in progress

Who We Serve

Business Categories Powering the TownZa Marketplace

1

Retail & Local Shops

Neighborhood general & specialty stores

2

Fashion & Lifestyle

Clothing, footwear & accessory boutiques

3

Food Businesses

Bakeries, cafes & home-based food brands

4

Restaurants & Hotels

Dine-in, takeaway & hospitality outlets

5

Grocery Stores

Daily essentials & kirana stores

6

Service Providers

Salons, repairs & local service experts

How Customers Discover

Four Simple Ways to Find Trusted Nearby Vendors

1

Current Location

GPS-based discovery of vendors
closest to the customer

2

Area

Browse businesses within a
chosen locality or neighborhood

3

Category

Filter by Fashion, Food, Grocery,
Services & more

4

City

Explore the full vendor
marketplace across a city

“Our goal: help local businesses grow digitally, while making it easier for customers to find trusted nearby vendors.”

FY27 Expansion Plan

Quarter-by-Quarter Rollout Across Gujarat

Q1 FY27

Existing City

Ahmedabad

New City

Surat

Old Categories

Fashion

New Categories

Food, Restaurants & Hotels,
Grocery

Q2 FY27

Existing Cities

Ahmedabad, Surat

New City

Rajkot

Old Categories

Fashion, Food, Restaurants &
Hotels, Grocery

New Categories

Handicrafts, Electronics,
Gifts

Q3 FY27

Existing Cities

Ahmedabad, Surat, Rajkot

New City

Vadodara

Old Categories

Fashion, Food, Restaurants &
Hotels, Grocery, Handicrafts,
Electronics, Gifts

New Categories

Education, Home Decor,
Health and Beauty Care

Q4 FY27

New City Launch

None

Focus Areas

Business Analysis, Vendor
Retention, Revenue
Optimization, Category
Performance Review, FY28
Planning

Traction & Progress

- ✓ Vendor intro site live: vendors.mytownza.com
- ✓ Vendor & Admin dashboards under active development
- ✓ Brand identity finalized — logo, colors, tagline
- ✓ "First 100 Vendors FREE for 3 month" campaign designed
- ✓ Field visit workflow & branded merchandise ready
- ✓ WhatsApp-first outreach strategy operational
- ✓ Social media strategy: 2 pages, 4-5 posts/week across 3 pillars
- ✓ Vendor poster workflow with unique QR codes developed

Go-to-Market Strategy

Phase 1 (Now)

Vendor Acquisition

- Field visits in Ahmedabad
- First 100 Vendors FREE for 3 month
- WhatsApp-first onboarding
- Branded team merchandise

Phase 2 (Q3-Q4)

Customer Launch

- Launch Customer marketplace
- Hyperlocal delivery module
- Social media marketing
- Vendor referral program

Phase 3 (2027)

Scale & Expand

- Expand to 5+ Gujarat cities
- Introduce more categories
- Premium vendor plans
- Partner delivery network

Why TownZa Wins

Feature	TownZa	Amazon/ Meesho Local	Dunzo/Swiggy	Google Business
Free Vendor Storefront	Yes	Partial	No	Limited
Unique Store URL + QR	Yes	Partial	No	No
Hyperlocal Focus	Dedicated	Marketplace Focus	Delivery Focus	Discovery Only
Zero Onboarding Cost	Yes	Partial	Commission	Free
Vendor Dashboard	Advanced	Basic	Basic	Limited
AI Catalog Tools	Yes	Limited	No	No
Same-City Discovery	Core Feature	Limited Partial	Strong	Limited
Local Language Support	Gujarati + Hindi+	Hindi	Limited	Yes



TownZa

My Town, My Bazaar

Let's build India's hyperlocal marketplace together.



mytownza.com



hello@mytownza.com



Ahmedabad, Gujarat, India

Thank You