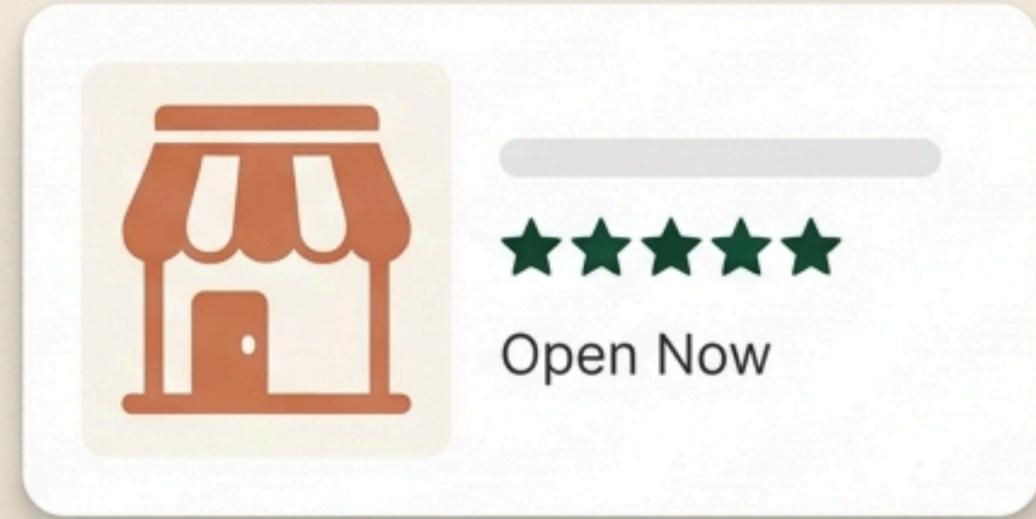




Local ordering made simple

Find nearby trusted kirana stores and restaurants, place your order on WhatsApp, and pay the shop directly.

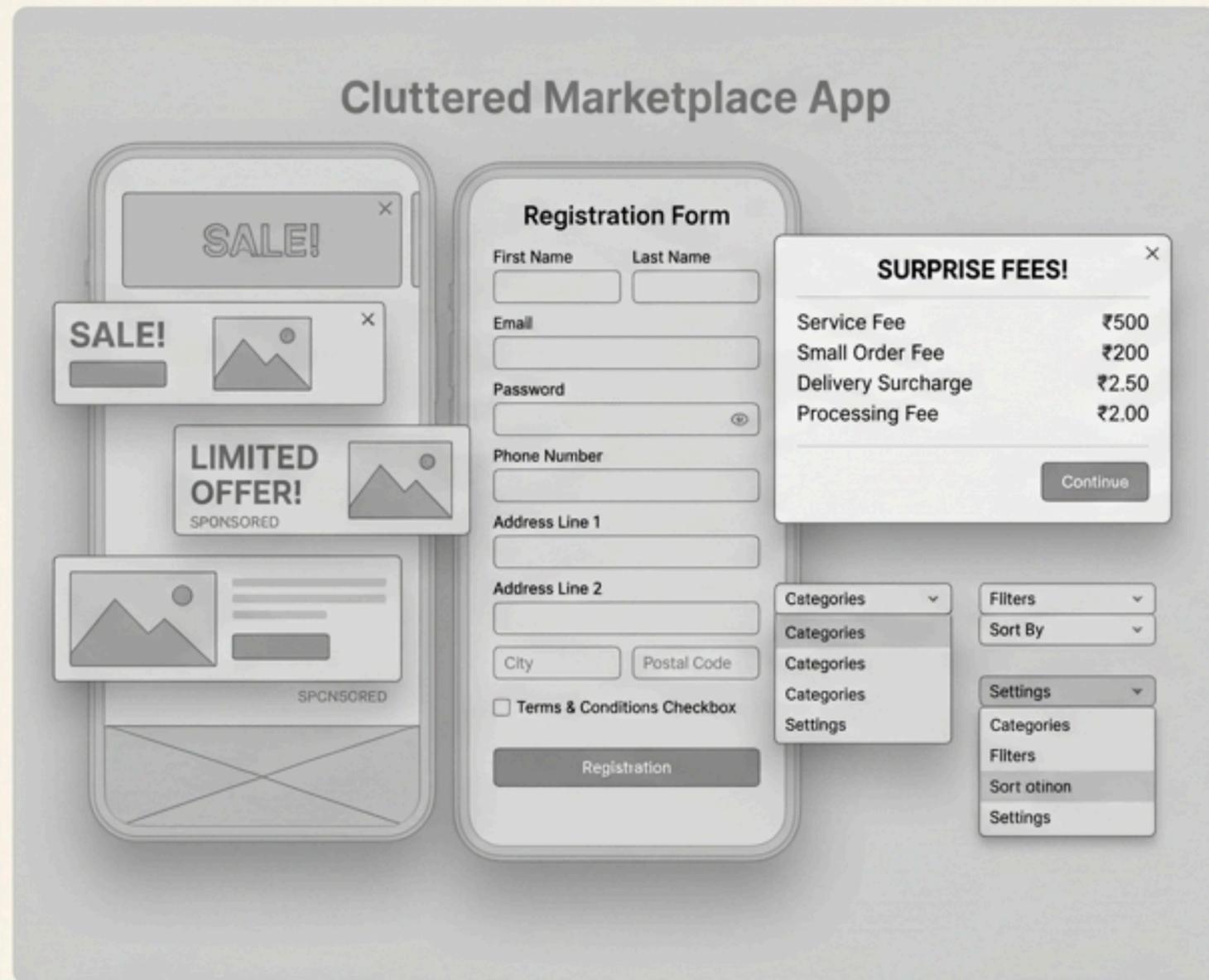
A practical guide for first-time customers in [[Pilot Locality]]



Hi, I'd like to place an order.

Connecting with local shops shouldn't require a complicated app

You already know your neighbourhood shops. You just need a simpler way to see what's available and send them an order without downloading another heavy application or navigating confusing menus.



The goal is clarity—finding the shop, messaging the order, paying directly, and picking it up.

The ApnaBazar philosophy



Inter Local Discovery

Browse nearby trusted shops on the web without creating a heavy account.



Inter Direct Payment

Complete the transaction using UPI. The money goes directly to the shop owner, not a middleman.

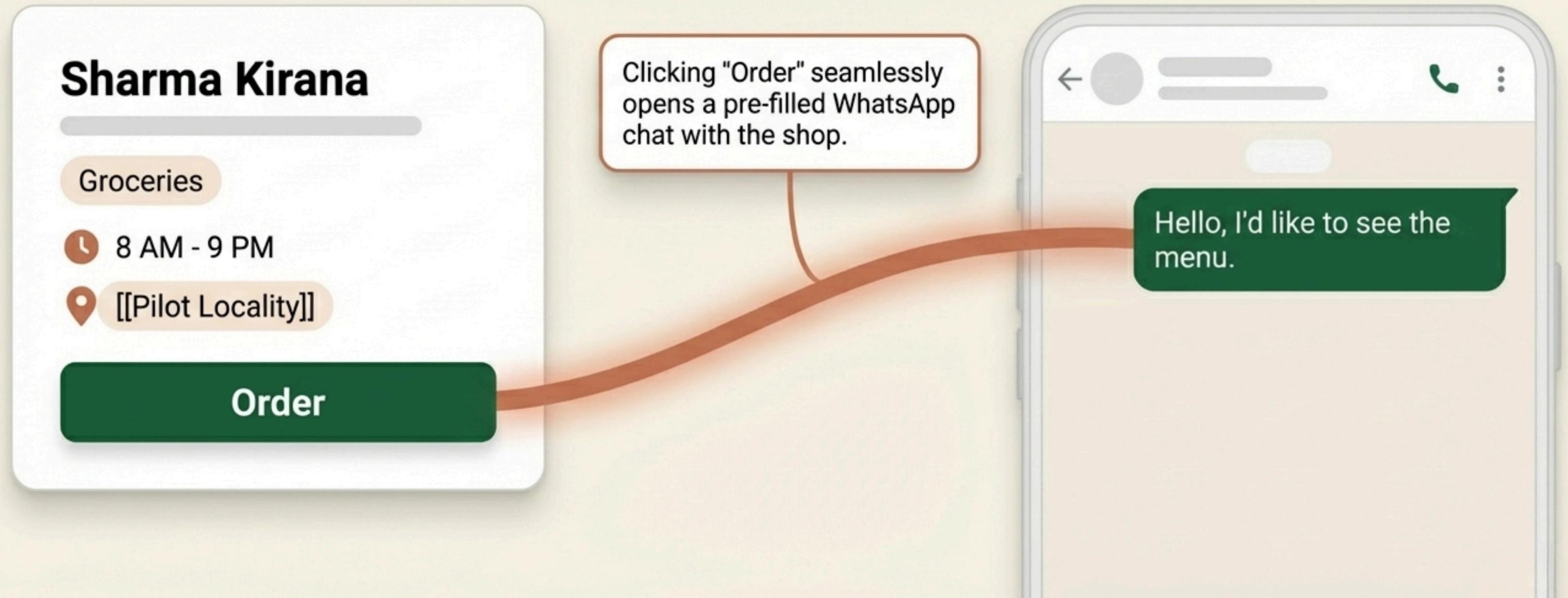


Inter Honest Fulfilment

Pickup is the default, normal way to get your items. Delivery is only promised where it is genuinely available or requested.

From discovery straight to conversation

ApnaBazar does not fight your existing behaviour. The website acts as a simple catalogue to help you find local shops. Once you make a choice, the entire action moves to where you already are: WhatsApp.



The four steps of local ordering

Discover

Choose a nearby shop, area, and language via the web link.



Chat

Place your order through a short, guided WhatsApp flow.



Pay

Use UPI to pay the shop directly (share receipt if requested).



Fulfil

Wait for shop confirmation and pick up your order.



Lora

Adapted for different local needs



Kirana Stores

Weekly household stock

By category or typing a list

Flexible pickup timing
later in the day

“Send me a photo of your list.”

Restaurants



Immediate hot meal

By specific menu items

Time-sensitive pickup or
immediate delivery request

“Select from these 4 specials.”

A short, guided conversation

Maximum 3-4 choices.
You are never overwhelmed
with long, scrolling menus.
Every response has a clear
next step.

Fallback option.
If the menus don't fit your
needs, you can simply
type your order manually in
plain language.

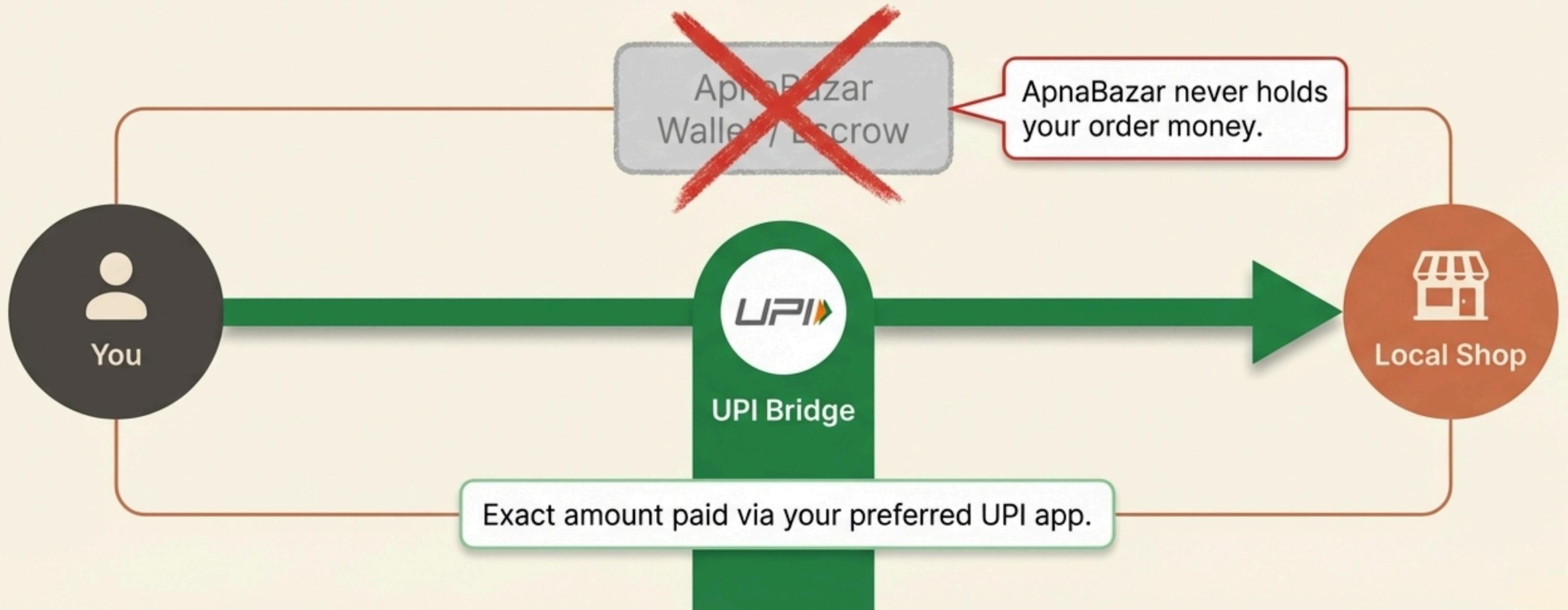


Trust copy.
"You are ordering from a local
shop in [[Pilot Locality]]."

Trust copy.
"You are ordering from a local
shop in [[Pilot Locality]]."

Your payment goes directly to the shop owner

ApnaBazar is not a middleman holding your money. There are no platform wallets or delayed escrows.



Honest fulfilment: Pickup first

Order Placed



Pickup

Pickup is the default. It is the most reliable way to get exactly what you ordered from your local shop as soon as it is ready.



Delivery

Delivery is an option—not a guarantee. It is available only when a specific shop has enabled it, or strictly upon your request. We do not over-promise instant delivery.

Clear status updates after you pay



Pending

Once you share your payment receipt, the order is passed to the merchant.



Confirmed

Your order is officially confirmed only after the shop owner manually accepts it.



Ready for Pickup / Out for Delivery

You receive a final notification when your items are packed and ready.

The Local Trust Triangle

ApnaBazar works because it aligns the interests of the customer and the shopkeeper. By combining familiar messaging, transparent payments, and realistic fulfilment, we remove the friction and risk from local commerce.



Frequently asked questions

Is this a real shop?

Yes. You are ordering from verified, physical kirana stores and restaurants right here in your neighbourhood.

How do I pay?

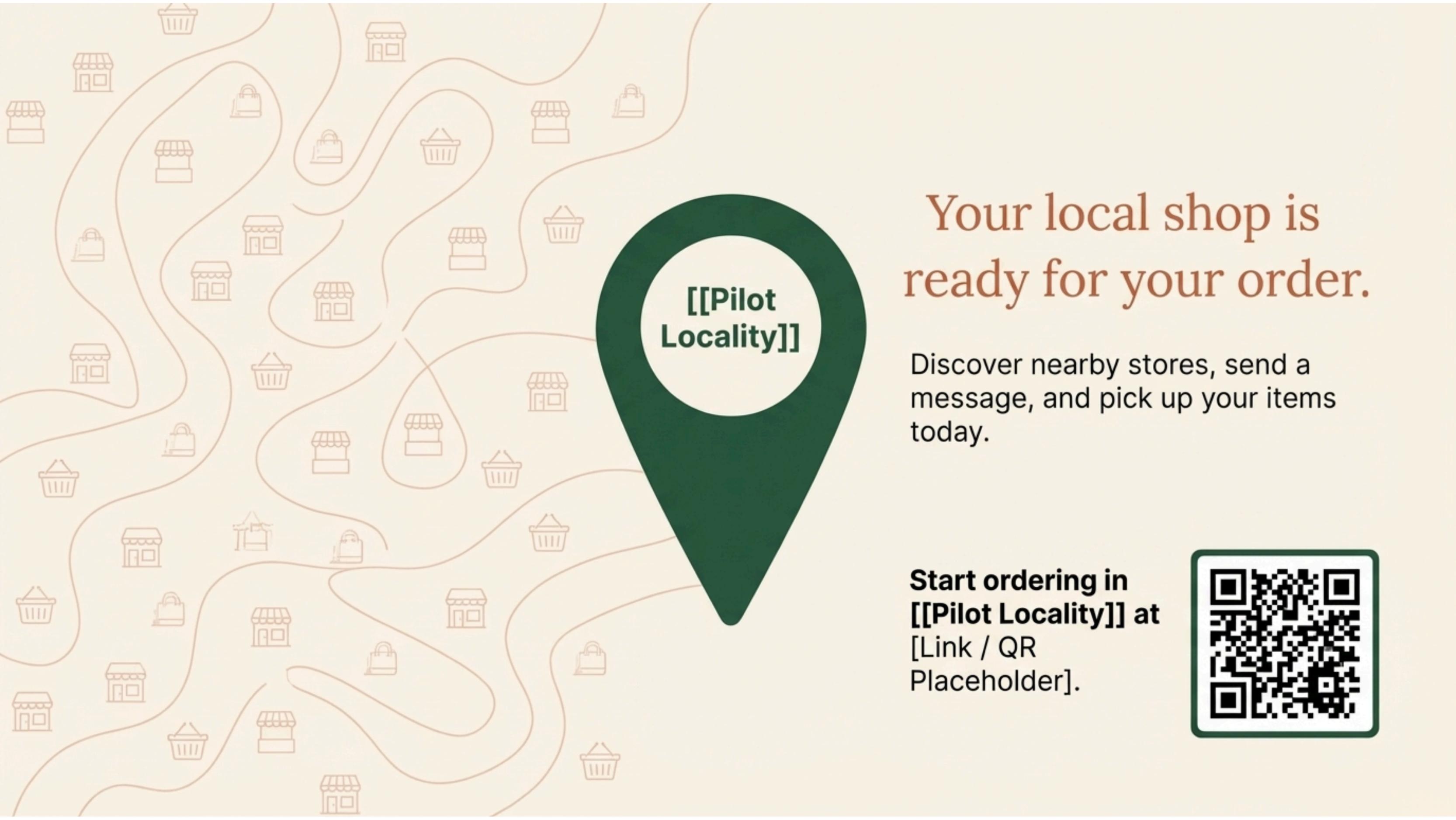
You pay the exact amount directly to the shop owner using your preferred UPI app.

Will the shop actually respond?

Yes. The order is sent directly to the shopkeeper's active WhatsApp number.

What if I need delivery?

You can request delivery in the chat. If the shop has delivery enabled and available, they will confirm it with you.

The background features a repeating pattern of wavy, light-brown lines that resemble a stylized map or terrain. Scattered throughout this pattern are small, light-brown icons of various shops, including storefronts with awnings, shopping baskets, and handbags. A large, dark green location pin is centered on the page, pointing downwards. Inside the white circular top of the pin, the text "[[Pilot Locality]]" is written in a dark green, sans-serif font.

[[Pilot Locality]]

**Your local shop is
ready for your order.**

Discover nearby stores, send a message, and pick up your items today.

**Start ordering in
[[Pilot Locality]] at
[Link / QR
Placeholder].**

