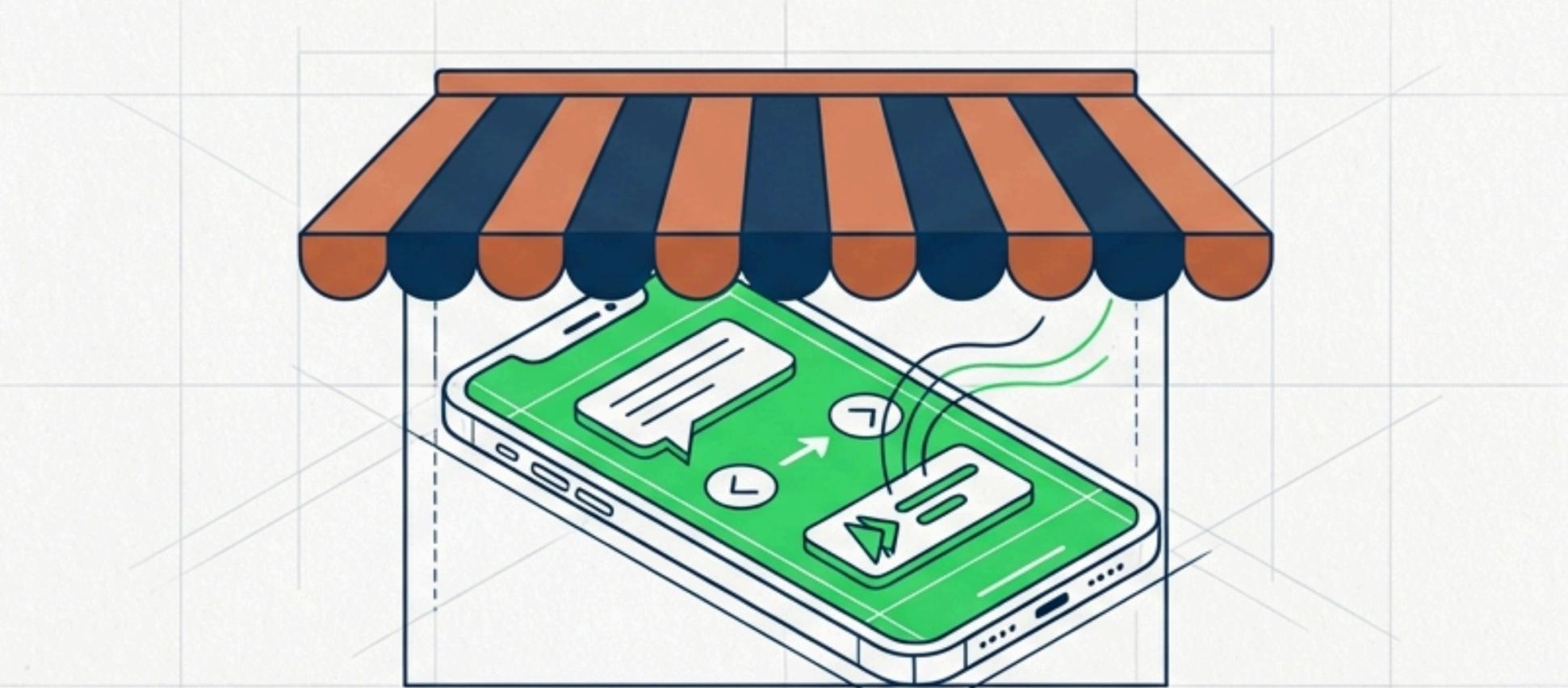


The ApnaBazar Merchant Guide

A field-ready playbook for empowering local Kirana stores and restaurants.



WhatsApp Ordering



Direct UPI Payments



Data-Driven Growth

Bringing digital order flows to your shop without a custom app



Customers order groceries or meals directly via a structured WhatsApp flow.



Payments bypass platforms and land instantly in your account.



You get a fully digital storefront, starting with simple pickup.

ApnaBazar organises the chaotic 'WhatsApp text' behaviour—availability, pricing, and ETA queries—into a streamlined system.

Structuring local demand to protect your customer relationships

Locality Visibility

Makes your shop easier to find for nearby households.



Repeat Orders

Simplifies the process for your existing customers to buy from you again.



Direct Control

Maintains your direct relationship with the customer without a middleman interfering.



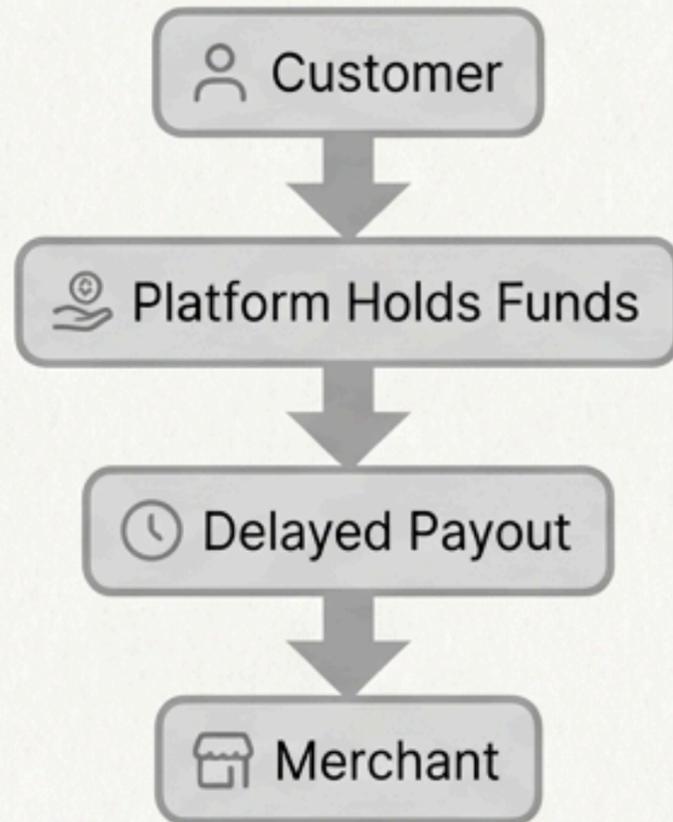
Demand Signals

Captures precise data on where delivery requests are originating from.



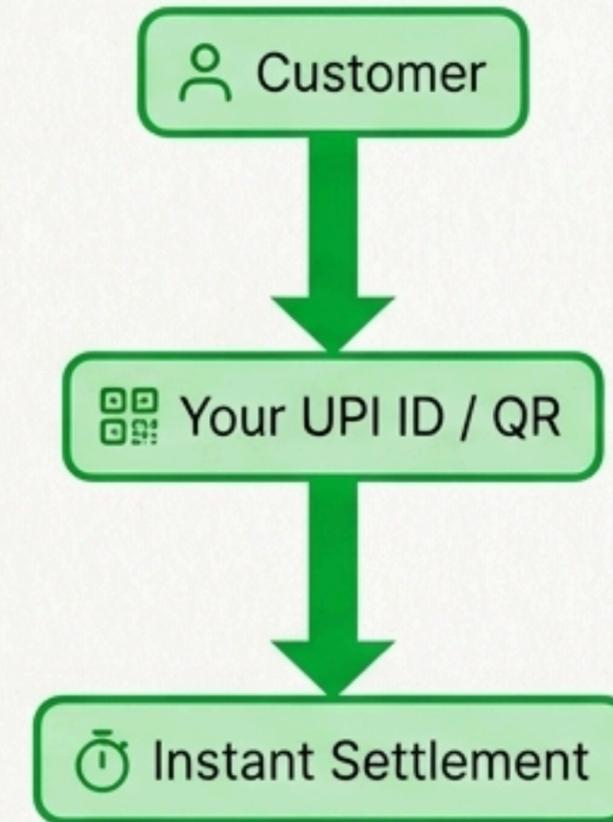
Total financial control with direct-to-merchant UPI

Path A (Other Apps)



Your money is held up, and you rely on the platform's settlement timeline.

Path B (ApnaBazar)



ApnaBazar never touches the money. You retain ultimate settlement control.

Verification Callout Box

What about fake screenshots? The system assists in checking receipts, but the final confirmation always rests with you.

Start with pickup, add delivery only when the data proves demand



Data-Triggered Delivery (Future)

ApnaBazar tracks request volumes, demand hotspots, and willingness to pay extra. Add delivery logistics only when the demand signal justifies it.

Step 4



Customer Pickup

The customer collects the order directly from your shop. Zero delivery overhead.

Step 3



Merchant Preps

You prepare and pack the order at your own pace.

Step 2



WhatsApp Order

Customer selects items and places the order via WhatsApp.

Step 1

How ApnaBazar breaks the aggregator dependency cycle

	Aggregator Apps 	ApnaBazar 
Commission Fees	High margin cuts.	Zero commission on your direct UPI payments.
Payout Speed	Delayed, platform-dependent.	Instant , directly to your bank.
Customer Ownership	Platform owns the relationship.	Merchant owns the customer.
Operational Flexibility	High promotional pressure.	Total control (pause orders instantly if the shop is busy, closed, or out of stock).

Tailored blueprints for your specific business model



Kirana Stores

- ✓ Capture daily repeat grocery orders easily.
- ✓ Leverage neighbourhood trust into an easy pickup routine.
- ✓ Create opportunities to push and shift slow-moving stock.
- ✓ Gauge real local delivery demand before hiring staff.



Local Restaurants

- ✓ Secure direct repeat orders without losing margins to aggregator commissions.
- ✓ Easily push daily specials and combo deals.
- ✓ Promote fixed-menu offers, meal batches, and daily tiffin services directly to loyal diners.

The eight data points required to launch your digital storefront



- ✓ 1. Shop Name
- ✓ 2. Owner Name
- ✓ 3. WhatsApp Number
- ✓ 4. UPI ID or QR Code
- ✓ 5. Shop Address
- ✓ 6. Business Type
- ✓ 7. Opening Hours
- ✓ 8. Basic item list, menu, or current offers

Providing these simple details prepares your shop for immediate rollout in the pilot locality. No complex paperwork required.

Your 30-day trajectory from setup to data-driven insights

Week 1: Setup & Flow

Basic listing goes live. WhatsApp order flow is established, and your direct UPI details are linked.



Week 3: Repeat Patterns

Repeat customer behaviours emerge. Clear data shows which grocery items or meals are in highest demand.



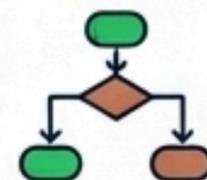
Week 2: Visibility & First Orders

Nearby households discover the digital storefront. Structured WhatsApp orders begin replacing chaotic text queries.



Week 4: Delivery Signals

Real demand for delivery materialises. You now have the data to decide if staying pickup-only or adding a small delivery setup makes financial sense.



Evolution, not overnight disruption

ApnaBazar is not designed to change your business model overnight. If you run a good shop, we simply provide the digital infrastructure to make it stronger.



Empowering the locality, one structured order at a time.