

We're
bigbasketeers
Are you?

BigBasket- Establishing Leadership

India's Leading Online Grocery Store

 <p>Dec 2011 Launch Month</p>	 <p>30 Cities</p>	<p>13,000 employees</p>
 <p>20k+ Products 1,000+ Brands</p>	<p>1.25 Mn+ Monthly Orders⁽¹⁾</p>	 <p>~85% Repeat Orders⁽²⁾</p>
 <p>8.0 Million Monthly Unique Visitors⁽³⁾</p>	 <p>3x FY15 Revenue Growth⁽⁴⁾ 1,500Cr FY 16-17</p>	 <p>5 Million Registered Customers</p>



India's largest online supermarket



Note: (1) July 2016 (2) FY15 (Fiscal year ending March 31, 2016) (3) July 2016 (4) FY16 over FY15

BigBasket Model

Full Service Model (T1*8)

- Planned Monthly Buy
- 18k Skus. Inventory Led Model
- 4 Wheeler Delivery. Slotted
- ABV 1400/- . Avg 24 Items / Order

1Hr Express Delivery (T1*8)

- Top Up / Emergency / Perishables
- 2k Skus. Dark Stores
- 2 Wheeler Delivery
- ABV 600/-

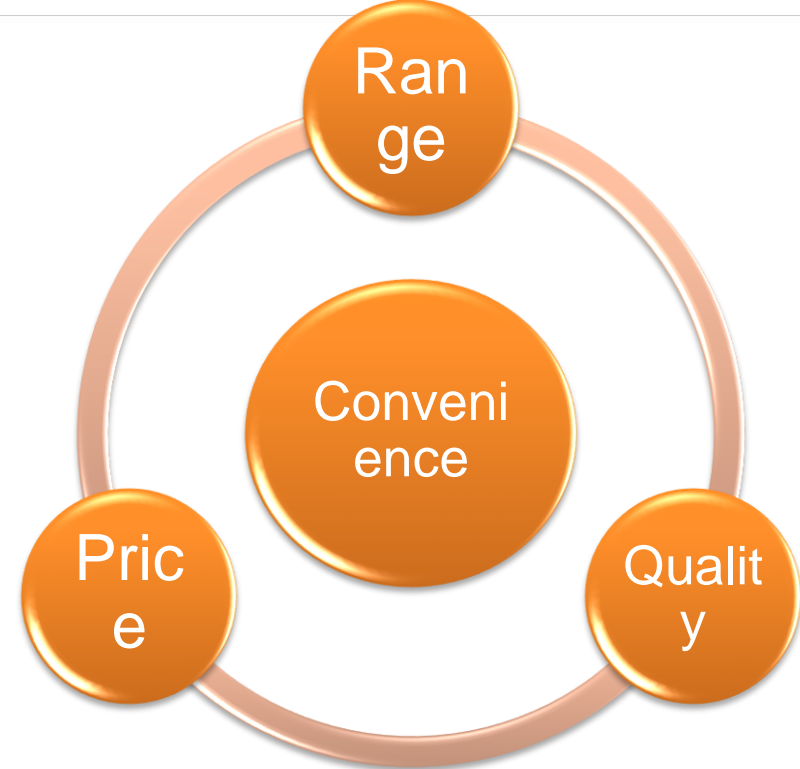
Specialty Stores (T1*8)

- Local Specialities
- 3500 Stores. Market Place
- 2 Wheeler Delivery
- Eg – Gasitaram Sweets, Karachi Bakery

Full Service (T2 * 20 Cities)

- Hub & Spoke Model (Buying DCs & Non Buying DCs)

Subscription



•Process Driven
•Tech enabled
•Maniacal focus on Customers

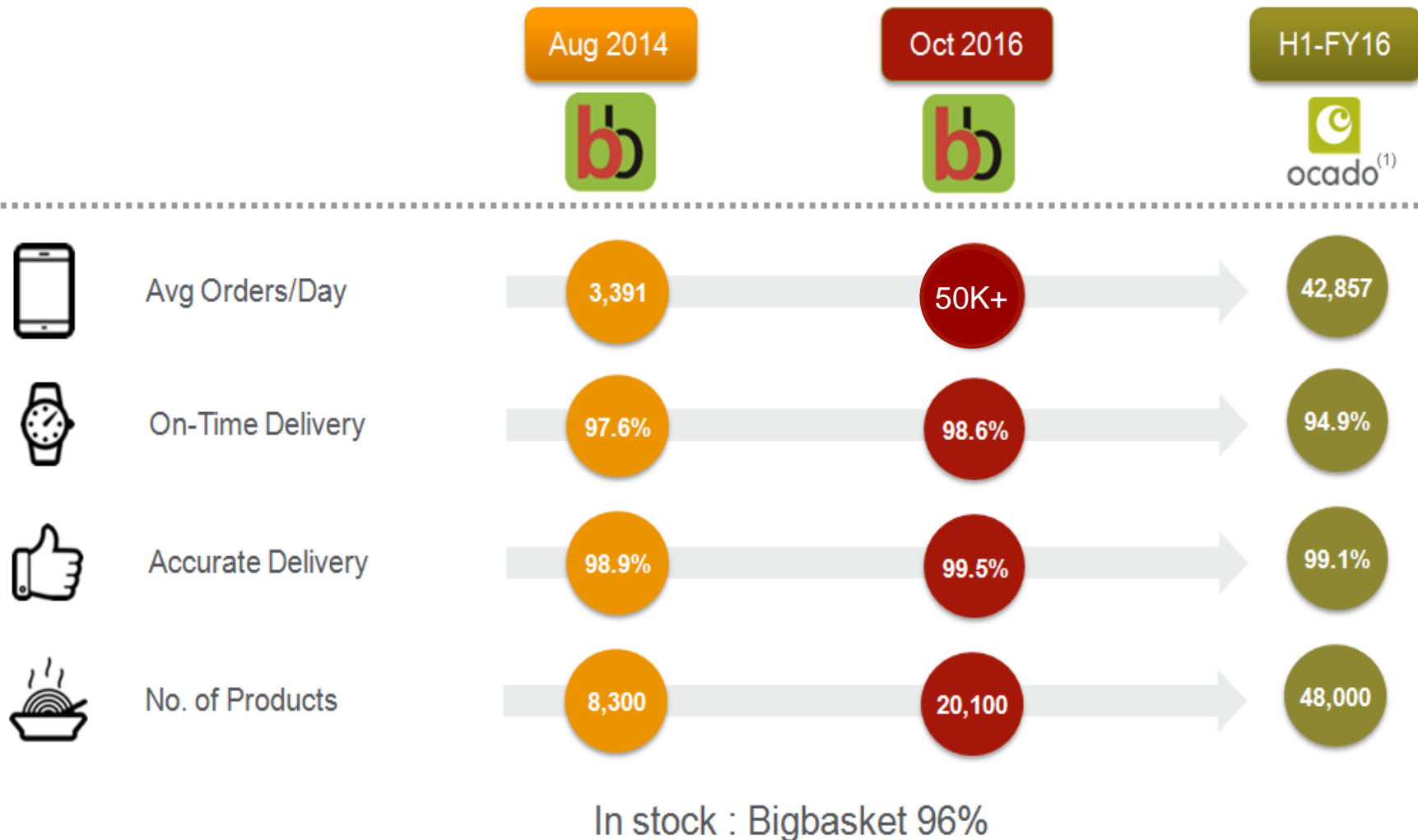
KPI's
•Fillrate to Consumers– 99.5%
•On Time– 99%
•Availability– 96%

India's largest online supermarket



With Category Leading Operational Benchmarks

Exceptional execution of our differentiated business model has led to us achieving category leading (India) operating metrics, and on the way to matching Ocado, the global category leader



Note: (1) Ocado FY16 First Half Report



Journey

Initial Years

Challenges & Lessons Learnt

Turning Point



Thank You