pidge

Logistics Technology for All

India's Delivery Ecosystem has No Winners

Self Delivery

Inelastic and Inefficient

> 18% Unfulfilled Demand

> 35% Idle Time Cost

Third Party Logistics

Restrictive & Unreliable

> 87% Unorganized

< 72% SLA's Achieved

Marketplaces

Inequitable & Prohibitive

> 25% Commission

No Customer Data & Loyalty

All Choices are Compromised, Inefficient, and Uneconomical

Captive & Unorganized
lack Access to Technology

Organized sector has
created silos and layers

Domino's stock tumbles 11% as delivery problems persist

By Danielle Wiener-Bronner, CNN
Published 11:59 AM EST, Thu February 23, 2023

Dunzo's business in free fall amid severe cash flow issues

By Soumyajit Saha & Digbijay Mishra, ETtech • Last Updated: Jul 28, 2023, 08:58 AM IST

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Zepto Incurs INR 390 Cr Loss In First Year Of Operations; FY22 Sales At INR 141 Cr

18 Nov'22 | By Debarghya Sil

Quick-commerce: Long on funding, short on unit economics?

Quick commerce start-ups such as Swiggy, Zepto and Blinkit are already topping consumer internet funding charts.

48% people unhappy with online food delivery platforms' grievance redressal, survey finds

According to a survey by LocalCircles, 88% people want govt to implement 'stringent food packaging standards', while 70% say high fees and surcharges remain key concerns.

TARAN DEOL 23 September, 2021 11:46 am IST

74% of Indian businesses struggle with last-mile logistics, says Locus Maturity Assessment 2023

ET Online • Last Updated: May 09, 2023, 04:50 PM IST

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NEWS
Cash-Strapped Dunzo Receives Legal Notices From 7 Companies Over Pending Dues

25 Jul'23 | By Gargi Sarkar

Why no one makes money in food delivery

A breakdown of the industry's dynamics

FINSHOTS

10 MAY 2021 / BUSINESS

Zomato and the Unit Economics Problem

The Last Mile Is The Overlooked Supply Chain Bottleneck

Zomato, Swiggy taking longer to dish out orders amid scramble for delivery riders

Forbes
Technology
Council

Simon Seeger Forbes Councils Member
Forbes Technology Council
COUNCIL POST | Membership (Fee-Based)

CATEGORY, GENERAL, NEWS & INFO

The Last-Mile Delivery Problem can Make or Break Indian E-Commerce

Shraddha Jain / January 22, 2020

Shadowfax's revenue crosses Rs 460 Cr in FY21, losses climb 53% to Rs 133 Cr

Harsh Upadhyay & Kunal Manchanda February 2, 2022 Fintrackr

Disruption continues at KFC amid delivery problems

21 February 2018

The Bubble has Burst. Now What?

Unleash. Deliver. Grow.

Unrestricted Integrations

Build your own network of demand channels and fulfilment options

Zero Unfulfilled Demand = Increased Revenue

Accessible Technology

Digitize the unorganized sector

More Supply = Lower Costs

End to End Solutions

Seamlessly manage demand aggregation to post-delivery journey

Better Delivery = Increased Customer Experience & Loyalty

Pillar 1: Excellence

Pidge's products have their roots in rigorous QA and R&D, ensuring that the in-house technology stays the most sophisticated and up-to-date in the industry.

Consistent improvement and passion for delivering excellence - we hold ourselves to the highest standards, to stay ahead of the curve in logistics innovation

A passionate customer support team empowers our customers to fully leverage Pidge's features, maximizing the delivered value, and ensuring customer satisfaction is a critical metric of success and fruitful implementation.

Pillar 2: Growth

Pidge leverages data analytics to offer actionable insights for strategic and informed business decision-making for operational optimization and unlocking new revenue opportunities.

The Pidge suite of services is constantly evolving in response to the industry's demands for growth.

Pidge promises revenue growth for various business models - 1PL, 2PL, 3PL.

Pillar 3: Simplicity

Pidge is low-code and can be accessed by anyone, anywhere with an emphasis on an easy-to-use interface.

Pidge's suite of features adapts and evolves alongside the industry. We constantly introduce new features and functionalities to meet the ever-changing needs.
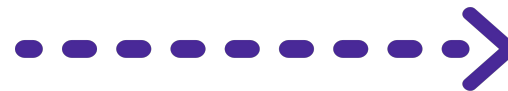
Right from 1PL to a 2PL, or 3PL, Pidge empowers businesses of all types, sizes, and scales, to achieve significant and sustainable revenue growth.

Pidge Gives Freedom to Choose at Every Step

Smart Allocation of Orders
to Supply Options

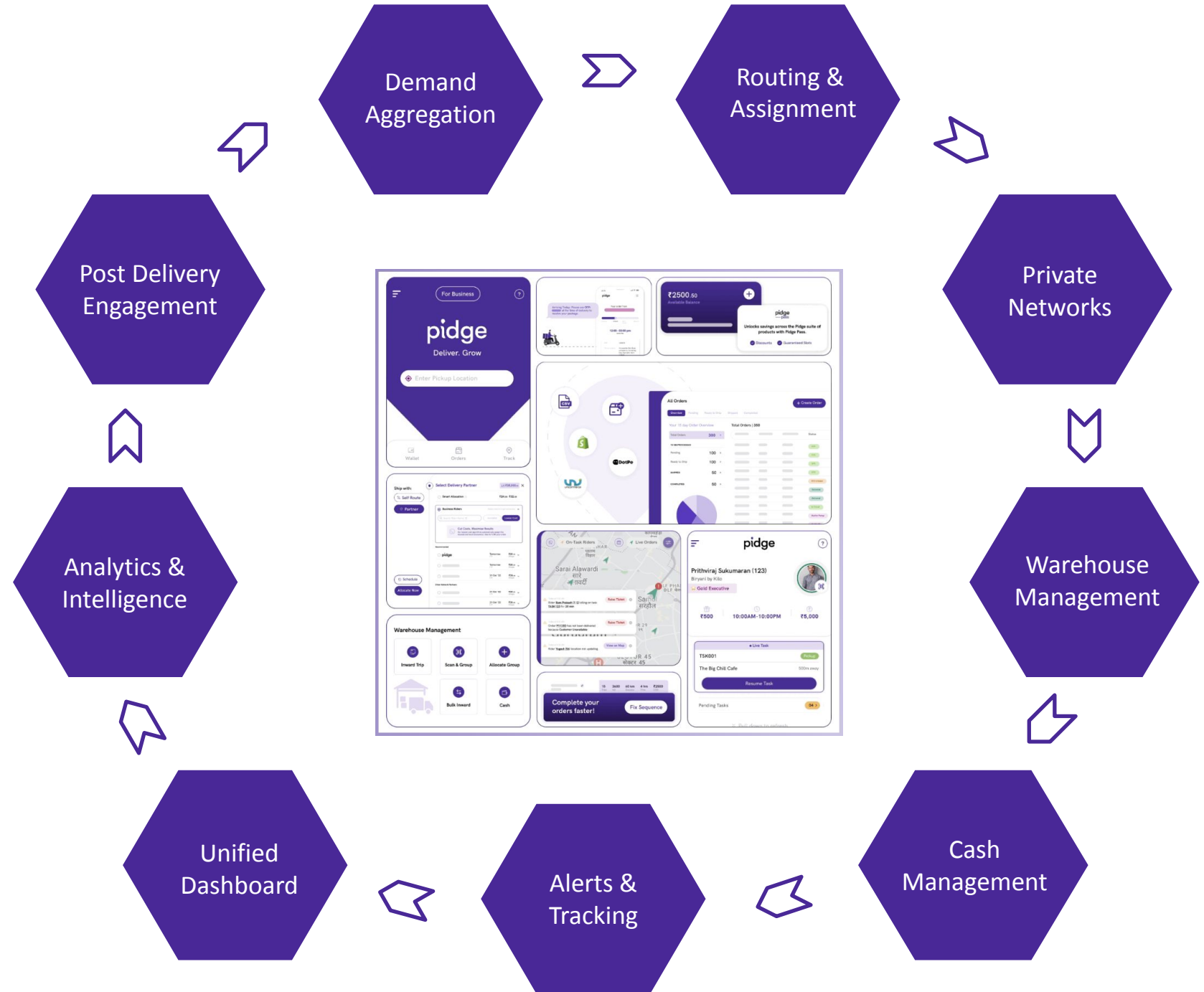Seamlessly aggregate demand across all channels

Unrestricted delivery through 1PL, 2PL and 3PL

AI Powered End-to-End Solutions

Last mile Logistics is more than a delivery

Lower last mile operations by over **60%**

Demand Aggregation

Routing & Assignment

Private Networks

Warehouse Management

Cash Management

Alerts & Tracking

Unified Dashboard

Analytics & Intelligence

Post Delivery Engagement

Transaction Based Pricing Builds Parity

Supply Vendors who Deliver using Pidge technology

Platform Fee per Rider

Businesses that Deliver

Platform Fee per Processed Order
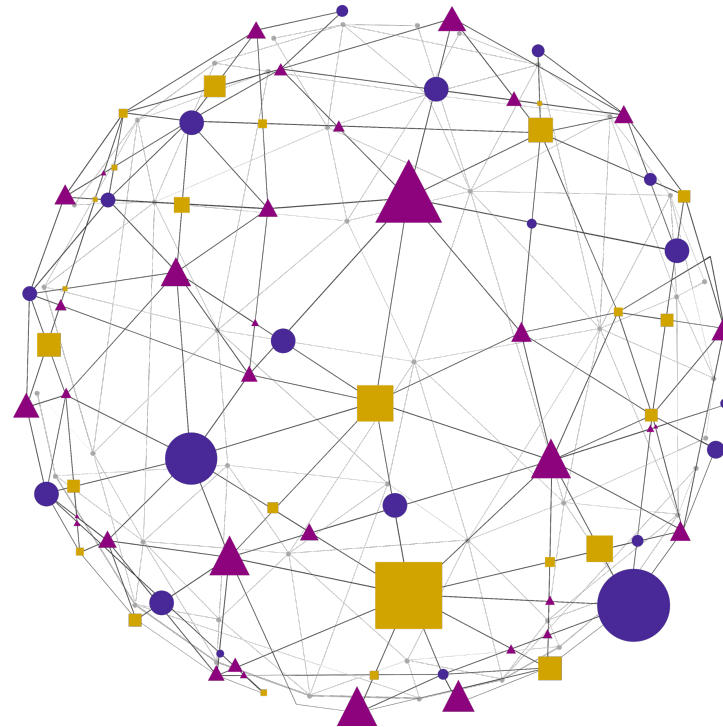
% Commission on Delivery Charge

3PL Delivering through Own technology

Accessible Technology for All

Micro and Small Businesses

Mobile friendly, Use Social Apps

Low / No Digital Adoption for Business

Transactional mindset

Medium and Large Enterprises

Use legacy or self-developed technology

ROI of technology compared to manual cost

Wary of complex onboarding and ongoing costs

Pidge removes friction to Technology Adoption

Self Serve

Self onboard *in < 0.5 hour*

Mobile products *require no IT hardware*

Simple design; *usable by a fifth grader*

Transaction Based Pricing

Pay-as-you-go pricing *for confidence*

Closed Wallet *for control*
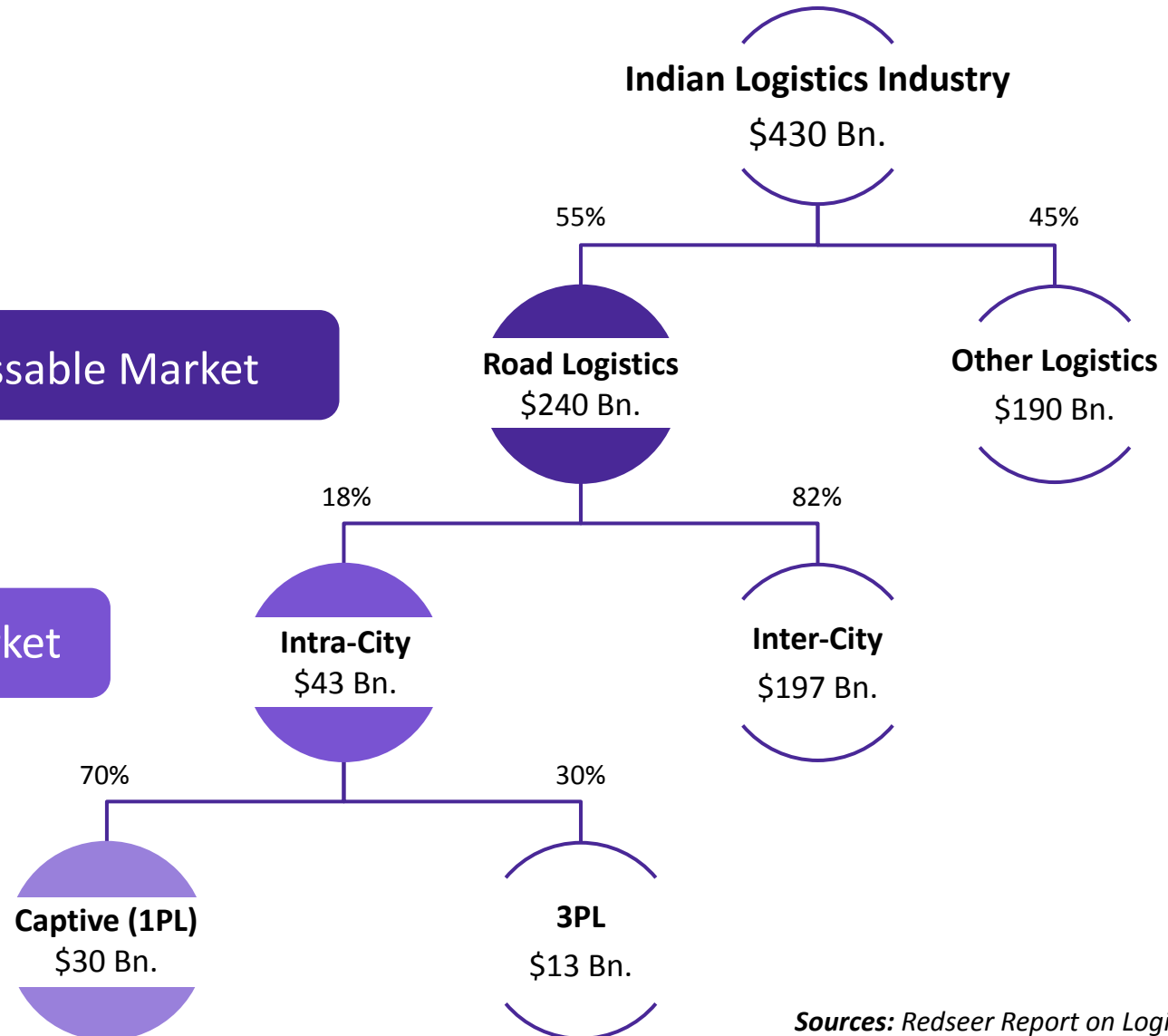
Zero setup cost *for comfort*

Breaking Barriers, One Layer at a Time

18%
CAGR

Indian Logistics Industry
$430 Bn.

55%   45%

Total Addressable Market

Road Logistics
$240 Bn.

Other Logistics
$190 Bn.

18%   82%

Serviceable Available market

Intra-City
$43 Bn.

Inter-City
$197 Bn.

70%   30%

Serviceable Obtainable market

Captive (1PL)
$30 Bn.

3PL
$13 Bn.

Sources: *Redseer Report on Logistics, 2021;*
EY Report on Indian Logistics, 2023; www.statista.com

We Solve Better because We Understand Better

We built a **Hybrid and Interoperable Network**

and lowered Cost of Fulfillment by >30% @ Positive Unit Contribution

We worked as 1PL to understand the problems of **Latency and Productivity**

and achieved < 8% Idle Time Cost

We combined **Reliability with Scalability**

and achieved >98% Fulfillment @ >25,000 orders / day

We solved one of the biggest challenges with delivery – **Cash Management**

and achieved >99.9% Collection to Remittance ratio

We introduced Revenue Management through **Omni-category fulfilment**

TAJ | BLUE TOKAI | Dr Lal PathLabs | FOREST ESSENTIALS | MIAM | THE BIG CHILL CAFÉ