

#HINDUSTANHAMARA



# UNDERSTANDING INDIA'S LOGISTICS OPPORTUNITY

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1.

## **DNA of the brand**

Always evolve with the customer. One way to do this is by making data-driven decisions. Always be honest to the customer, walk them through what is happening and why it's happening.

# 2.

## **Focus On Convenience**

Convenience is misunderstood. India's market is also shallow in terms of disposable income. Replacing offline transactions is not convenience. Build predictable, reliable, high-quality services - to be able to have high retention.

# 3.

## **Raise Funds With A Goal In Mind**

Raising VC money is hard because attaining VC returns is hard. Know why you are raising and what exactly you plan to achieve.



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