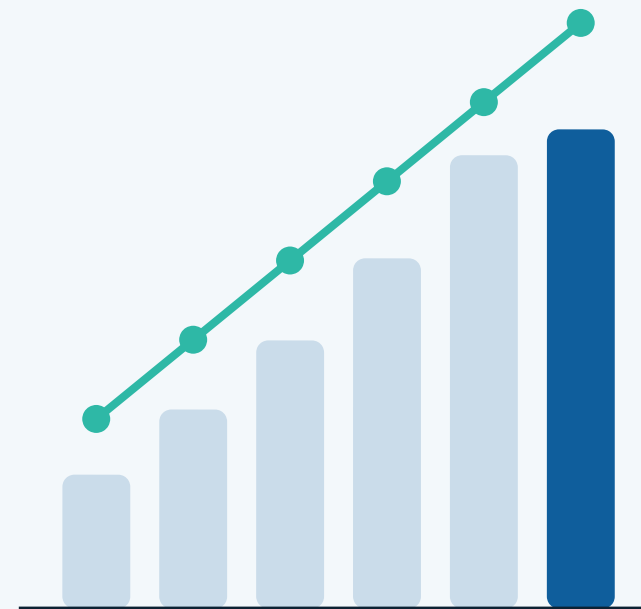


SEED ROUND · 2026

o1 KiranaOS

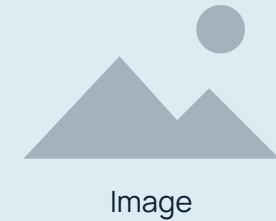
A simple digital store for every neighbourhood shop

Kabir Rao · Meera Iyer · ₹4 Cr seed · hello@yourstartup.in



Agenda

- 01** Problem
- 02** Solution
- 03** Market
- 04** Business
- 05** Traction
- 06** Ask



Image



**Kirana stores serve
most households but
run on notebooks
and memory.**

The problem

The problem

01

Manual billing

Slow at peak hours.

02

Credit tracking

Udhaar is noted on paper and forgotten.

03

Lost customers

Online apps take repeat orders away.

Our solution

A phone-first billing, inventory and WhatsApp ordering app built for small shops.

Shopkeepers bill in seconds, track credit automatically and take orders from regular customers over WhatsApp, without new hardware.



Product screenshot

How it works

1	Bill	Scan or tap to bill
2	Track	Stock and credit in one view
3	Order	Customers order on WhatsApp
4	Grow	Offers and repeat reminders

Market opportunity

₹24,000 Cr

Total addressable market
(TAM)

₹6,500 Cr

Serviceable market (SAM)

₹420 Cr

Obtainable in 5 years
(SOM)

Illustrative market sizing – replace with your own research.

Competitive landscape

Today's options

- ✓ Paper notebooks
- ✓ Expensive POS systems
- ✓ Quick-commerce apps

KiranaOS

- Works on any phone
- Credit reminders built in
- Keeps customers local

Business model

01

Subscription

₹ 299 per month per store

02

Payments

Small margin on digital payments

03

Supplier network

Commission on restocking

Go-to-market

Awareness

Content, creators and campus ambassadors

Trial

Free first month for new users

Paid

Monthly plans and partner bundles

Advocacy

Referral credits for every invite

GROWTH

Traction

18,400

monthly active users

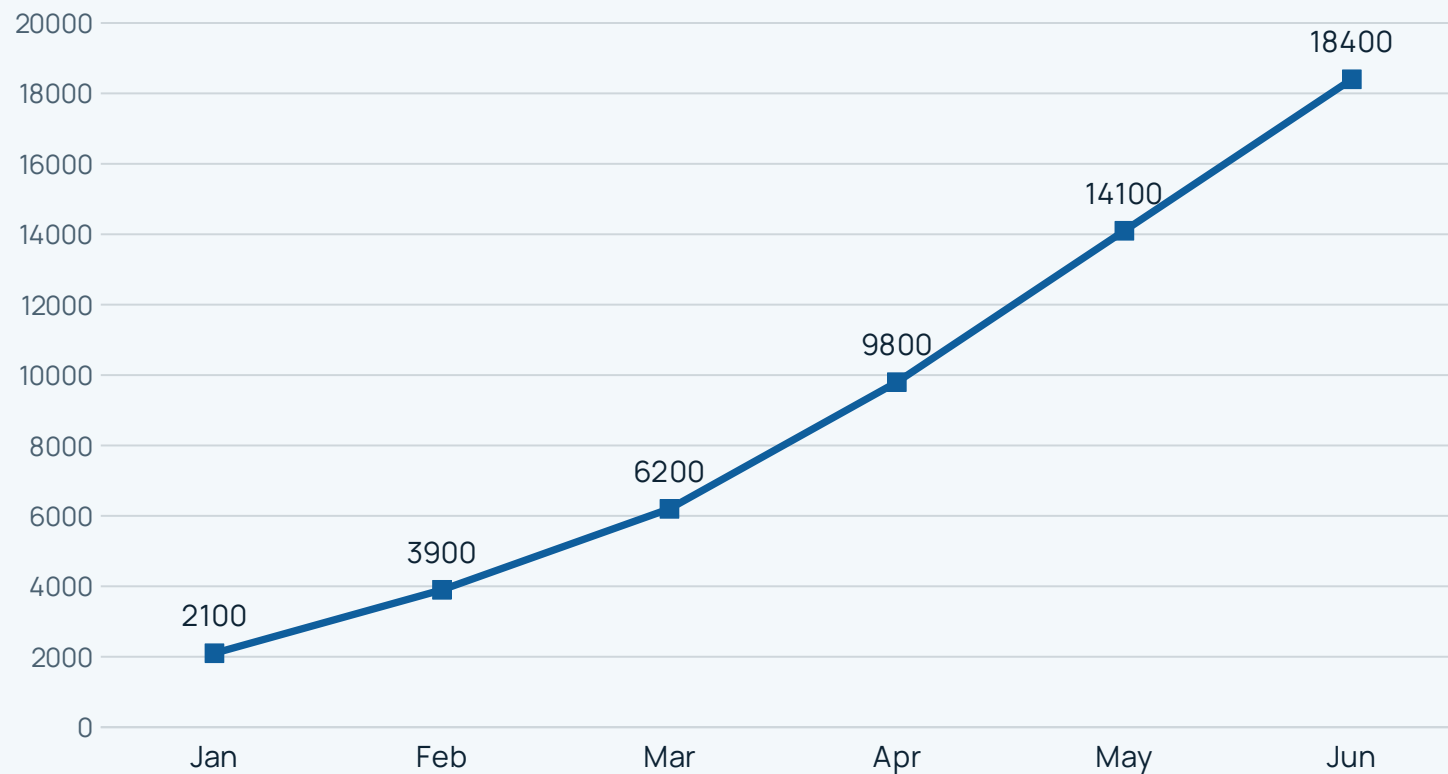
42%

month-3 retention

₹9.6 L

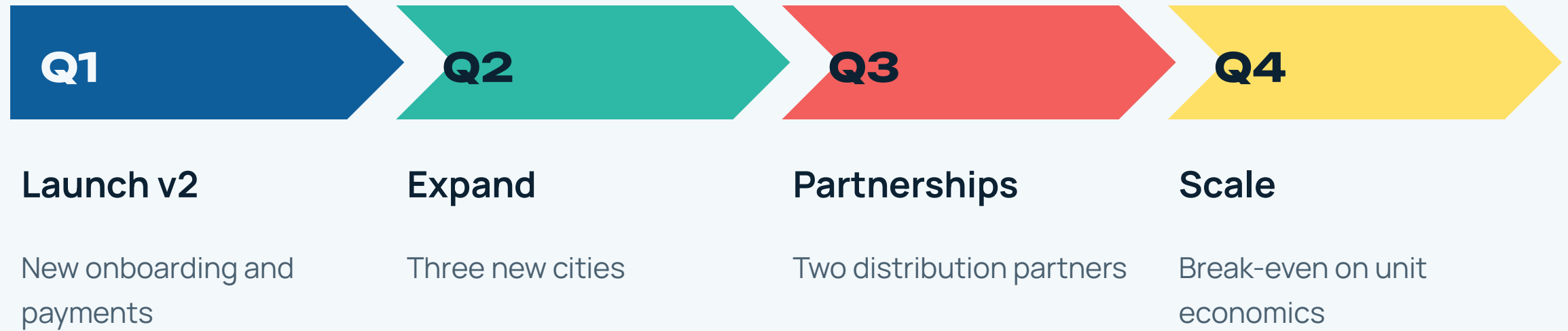
monthly recurring revenue

Sample data for illustration.

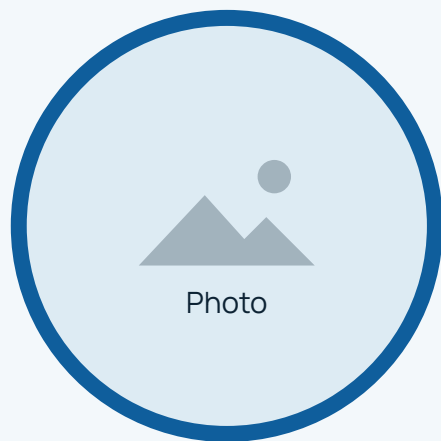


NEXT 18 MONTHS

Roadmap



The team



Kabir Rao
CEO

Ex-product lead at a fintech startup;
8 years building consumer apps.



Meera Iyer
CTO

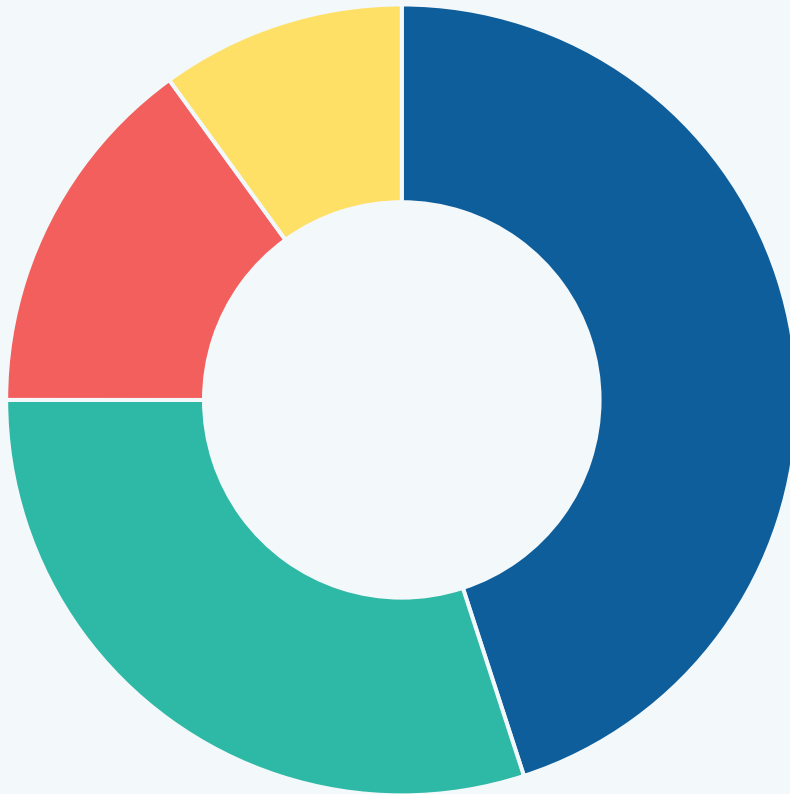
Built data platforms serving millions
of requests a day.



Arjun Nair
HEAD OF GROWTH

Scaled two D2C brands from zero to
profitability.

Use of funds



Sample data for illustration.

- **45%** Product & engineering
- **30%** Growth & marketing
- **15%** Operations
- **10%** Reserve



Portrait image

“

**Help every
neighbourhood shop
compete and grow.**

— Kabir Rao, Co-founder

Let's build this together

Raising ₹4 Cr to reach 1 lakh users in 18 months.

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