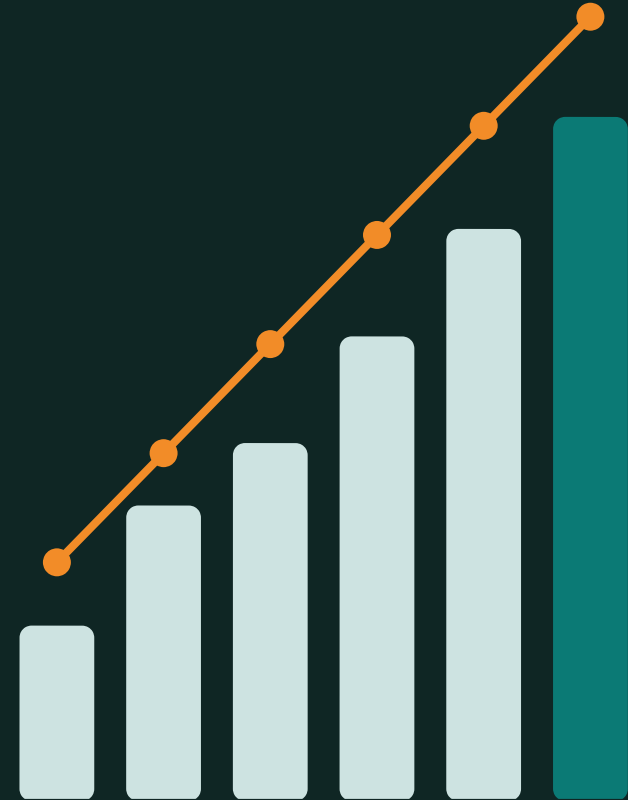


SEED ROUND · 2026

KiranaOS

A simple digital store for every neighbourhood shop

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



CONTENTS

Agenda

01 Problem

02 Solution

03 Market

04 Business

05 Traction

06 Ask



Image

SECTION 01

PROBLEM



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

The problem

WHY NOW

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.

SECTION 02

SOLUTION

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

SECTION 03

MARKET

MARKET

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

SECTION 04

TRACTION

GROWTH

Traction

18,400

monthly active users

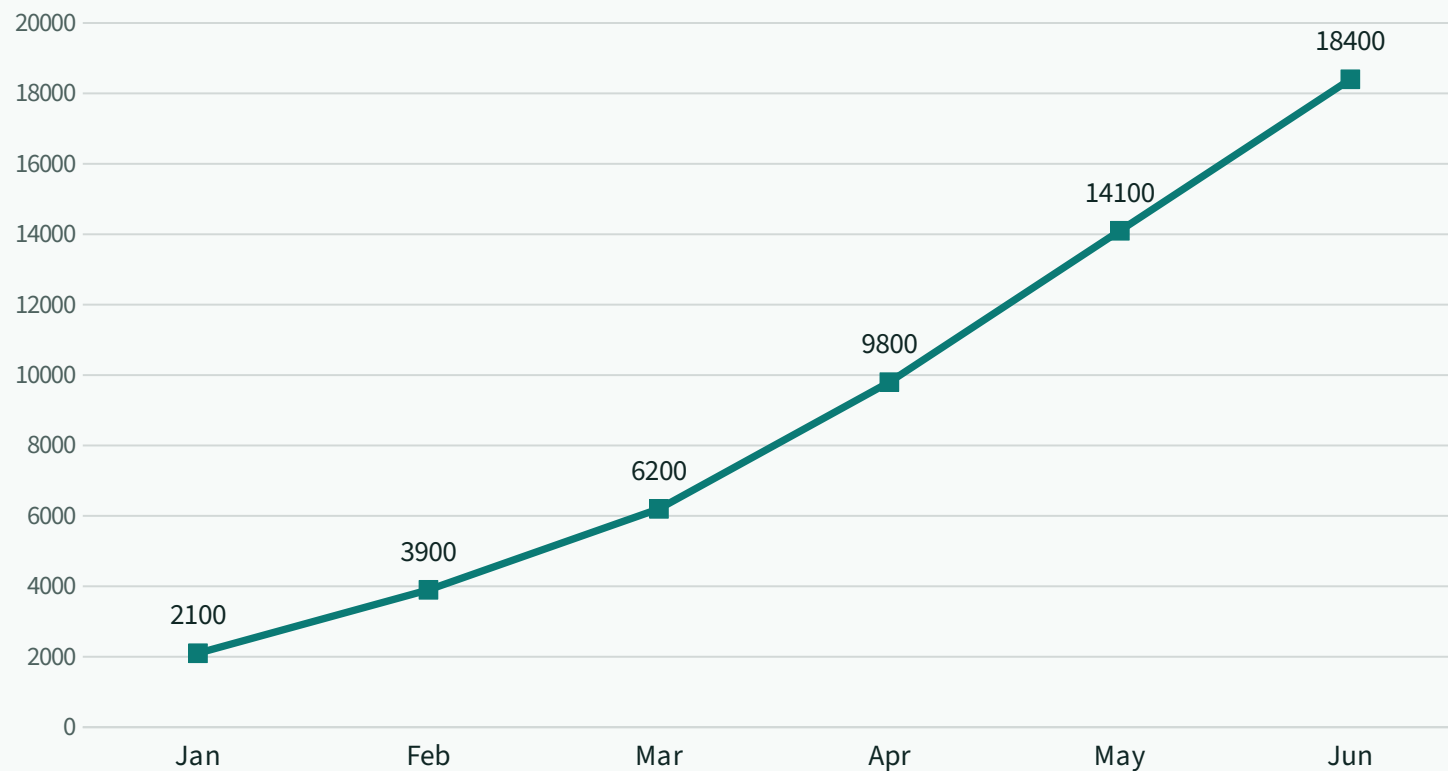
42%

month-3 retention

₹9.6 L

monthly recurring revenue

Sample data for illustration.



NEXT 18 MONTHS

Roadmap

Q1

Launch v2

New onboarding and payments

Q3

Partnerships

Two distribution partners

Q2

Expand

Three new cities

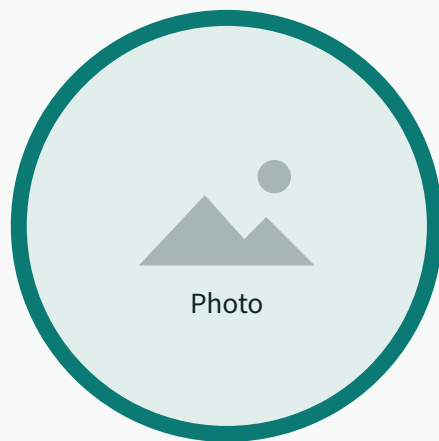
Q4

Scale

Break-even on unit economics

PEOPLE

The team



Kabir Rao

CEO

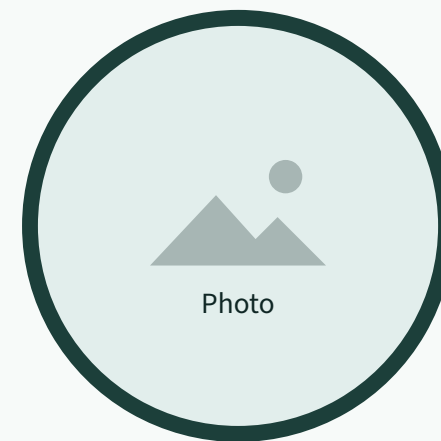
Ex-product lead at a fintech startup; 8 years building consumer apps.



Meera Iyer

CTO

Built data platforms serving millions of requests a day.

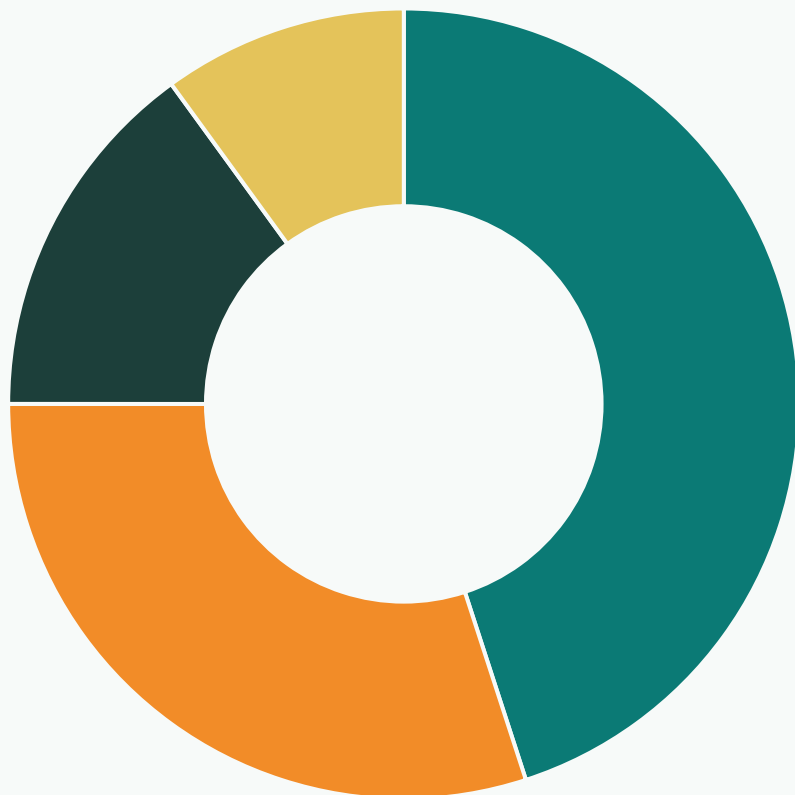


Arjun Nair

HEAD OF GROWTH

Scaled two D2C brands from zero to profitability.

Use of funds



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

Sample data for illustration.



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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