

Document Title	Hyperlocal Merchant Advertising & Monetization Standard Operating Procedure	Effective Date	September 5, 2026
Applicable Entity	PushCartSiren Digital Services (India)	Compliance	CCPA 2022, ASCI Code, DPDPA 2023
Corporate Website	pushcartsiren.com pushcartsiren.web.app	Official Contacts	info@pushcartsiren.com support@pushcartsiren.com

Executive Purpose & Dual-Zero Economic Model: PushCartSiren operates on an ethical cross-subsidized dual-zero architecture: **(1) Street Pushcart Vendors** receive 100% free discovery tools, voice AI, and built-in UPI soundbox features with ₹0 commission and ₹0 platform fee; **(2) Residential Households** receive 100% free real-time siren alerts, pushcart tracking, and deals with ₹0 subscription and ₹0 delivery markups. The entire ecosystem is funded exclusively by local neighborhood retail businesses (supermarkets, pharmacies, clinics, service centers) paying affordable pay-per-reach advertising fees (₹0.30 per verified impression) within a 500m – 1.5km hyper-targeted perimeter.

1. The Hyperlocal Value Proposition

Local small retailers typically waste significant budget on traditional paper flyers and newspaper inserts. PushCartSiren delivers higher conversion at a fraction of the cost:

Comparison Parameter	Traditional Paper Pamphlets	PushCartSiren Hyperlocal Mobile Ads
Average Cost	₹1,200 (Print 1,000) + ₹500 (Delivery) = ₹1,700	₹299 / Week or ₹999 / Month (Unlimited Views)
Audience Engagement	85%+ discarded in trash without being read.	100% viewed on active phone screens when looking for food/groceries.
Actionability	Manual phone dialing; paper gets lost.	1-Tap "Call Store" & "Directions" (Google Maps).
Geo-Accuracy	Often thrown outside the targeted colony.	Precise geofenced proximity (500m – 1.5km around shop).
Analytics & ROI	Zero telemetry; merchant has no feedback.	Real-time impression and call telemetry on Admin Console.

2. Official Rate Card & Monetization Packages

Package Tier	Coverage Radius	Duration & Price (INR)	Features & Placements	Target Merchant Profile
 Street Starter	500m radius (Immediate street & crosses)	₹299 / 7 Days ₹999 / 30 Days SAVE 15%	• In-Feed Sponsored Card • 1-Tap "Call Store" action • Verified merchant badge	Local bakeries, tea/snack stalls, ironing/laundry, tailoring shops.
 Neighborhood Pro MOST POPULAR	1.5 km radius (3–5 wards / layouts)	₹699 / 7 Days ₹1,999 / 30 Days	• Priority ranking in radar feed • Google Maps Directions button • Custom discount badge (e.g. 15% OFF) • Weekly view report via WhatsApp	Departmental grocers, medical pharmacies, dairy centers, tuitions.
 Area Champion	3.0 km radius (Full PIN Code)	₹1,499 / 7 Days ₹4,499 / 30 Days	• Pinned Top Banner on Radar • 2 Evening Flash Siren blasts/week • Full store logo & catalog branding • Dedicated support manager	Supermarket chains, diagnostic labs, jewelry stores, restaurants.
 Flash Siren Deal	1.0 km radius	₹99 per single deal (4 Hours duration)	• Instant Siren Chime to all active homes • Timed discount tag (e.g. Evening Samosa rush)	Sweet stalls, hot bakeries, evening biryani/fast-food outlets.

3. Standard Operating Procedure (SOP): Merchant Onboarding

Step 3.1: Territory Mapping & Prospect Identification

- Field executives identify high-density pushcart residential pockets (colonies with 300+ apartments/homes).
- Map retail businesses within 500m – 1km of these clusters:
 1. Departmental grocery stores & rice marts
 2. Hot bakeries, sweet shops, and tea cafes
 3. Pharmacies and diagnostic sample collection centers
 4. Water can distributors, ironing/laundry services, and tailors

Step 3.2: In-Person Field Sales Pitch Script (3 Minutes)

"Vanakkam / Namaste Sir! I am representing **PushCartSiren**.

Sir, right now when people on your street hear a vegetable pushcart siren, hundreds of families open their mobile app to check what's outside. When you print paper pamphlets, it costs you ₹1,700 and most get thrown in the dustbin.

For just **₹299 for a full week (less than ₹45/day)**, your store's special offer (like 'Flat 15% off on Groceries' or 'Buy 2 Puffs Get 1 Free') will appear directly on their mobile radar. When they want delivery, they tap one green button to call your shop directly.

Can we set up a 7-day trial for your store starting today? You only pay via Google Pay or PhonePe."

Step 3.3: Merchant Verification & Due Diligence

Before accepting payment, the onboarding executive must verify:

- Physical existence of the shop at the declared street address.
- Valid phone number for customer orders.
- If selling prepared or packaged food, verify valid **FSSAI Registration / License**.
- Confirm the promotion contains **no prohibited items** (tobacco, alcohol, gambling, unverified cures).

Step 3.4: Payment Collection & Digital Receipting

- The merchant scans the official **PushCartSiren UPI QR Code** (via PhonePe / Google Pay for Business).
- **Acceptable payment references:** PCS-[ShopName]-[Duration].
- Issue an instant digital receipt via WhatsApp and email confirmation from support@pushcartsiren.com.
- **Tax Note:** In India, entities with annual aggregate turnover below ₹20 Lakhs are exempt from mandatory GST registration. Once crossed, 18% GST (SAC Code 998363 - Advertising Services) must be invoiced.

Step 3.5: Campaign Activation via Admin Console

1. Executive logs into the Admin Portal at <https://pushcartsiren.com/admin>.
2. Click "**Create Neighborhood Ad Campaign**".
3. Enter: Business Name, Category, Offer Headline, Offer Description, Contact Number, and Geo-coordinates (Latitude/Longitude).
4. Select Radius (500m, 1.5km, or 3km) and package duration (7 or 30 days).

5. Click "**Approve & Activate Campaign**". The campaign goes live on the network within 60 seconds.

Step 3.6: Weekly Reporting & Renewal Retention

- **Day 4:** Field executive sends an automated WhatsApp update with total impressions and click-to-call counts to the merchant.
- **Day 6 (Renewal Call):** Contact merchant to share results and offer a discounted monthly renewal (e.g. ₹999 for 30 days instead of ₹299 weekly).

4. Content Moderation & Statutory Compliance SOP

To comply strictly with Central Consumer Protection Authority (CCPA) 2022 Guidelines, ASCI Code, and State Municipal Regulations, all promotional broadcasts must pass this checklist:

STRICTLY PROHIBITED ADVERTISEMENTS (Zero Tolerance)

- **Tobacco & Nicotine:** Cigarettes, bidis, gutkha, paan masala, electronic vapes (COTPA 2003).
- **Alcoholic Beverages:** Beer, liquor, spirits, and surrogate mineral water/soda branding.
- **Gambling & Betting:** Online casinos, sports betting, unlicensed prize contests, fantasy gaming.
- **Unregulated Finance:** Unregistered chit funds, binary trading, MLMs, cryptocurrency schemes.
- **Miracle Drugs & Remedies:** Unsubstantiated cures prohibited under Drugs & Magic Remedies Act, 1954.
- **Weapons, Explosives & Hazardous Chemicals:** Unlicensed fireworks, firearms.

4.1 Mandatory Display Standards (Anti-Dark Patterns)

- **Clear "SPONSORED" Disclosure:** Every ad card must visibly display the blue SPONSORED • LOCAL STORE DEAL chip in accordance with CCPA Guideline 4.
- **Truth in Pricing:** Hidden charges, drip pricing, or false claims (e.g. "Free delivery" when minimum order is hidden) are strictly forbidden under CCPA Dark Patterns Guidelines, 2023.

4.2 Takedown SOP for Misleading Advertisements

1. When a resident or authority flags an advertisement via the in-app Grievance sheet or email:
2. The Grievance Officer (support@pushcartsiren.com) reviews the claim within **2 hours**.
3. If misleading or unlawful, deactivate the ad from the Admin Console immediately (**Maximum 4-hour statutory SLA**).
4. A formal written response is provided to the complainant within 24 hours under Rule 3(2) of IT Rules 2021.

5. Financial Projections & Field Sales Incentive Model

5.1 Field Sales Commission Structure

Role / Milestone	New Merchant Signup (Weekly)	New Merchant Signup (Monthly)	Monthly Renewal
Field Executive	₹60 per ₹299 package (20%)	₹250 per ₹999 package (25%)	₹100 per renewal (10%)
Area Supervisor	₹15 overriding bonus	₹50 overriding bonus	₹25 overriding bonus

5.2 Unit Economics & Scaled Revenue Potential

Scale	Active Paying Shops	Average Monthly Fee	Gross Monthly Revenue	Annual Recurring Revenue (ARR)
Pilot Layout (1 Ward)	15 stores	₹999	₹14,985	₹1,79,820
Town Sub-Division (3 Wards)	50 stores	₹1,100	₹55,000	₹6,60,000

Scale	Active Paying Shops	Average Monthly Fee	Gross Monthly Revenue	Annual Recurring Revenue (ARR)
Full Town / Municipal Zone	150 stores	₹1,200	₹1,80,000	₹21,60,000
City-Wide Scale (10 Zones)	1,500 stores	₹1,200	₹18,00,000 / month	₹2.16 Crore / year

Profitability Analysis: Because PushCartSiren runs on serverless mobile-to-mobile proximity and cloud infrastructure with minimal hosting overhead, the operating gross margin exceeds **85%**. Advertising revenue fully funds platform operations while maintaining street pushcart vendor services 100% free.

PushCartSiren Operations Management
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