

PushCartSiren: Digital Operating System for India's Street Cart Economy

Unlocking hyperlocal commerce with a zero-commission
platform



THE UNTAPPED NETWORK

India's invisible \$80B street cart economy

Technology still cannot see the country's most immediate retail network.

10M

vendors pushing carts

18%

produce wasted when
demand sits beyond 200m



THE PROBLEM

Three sides. One broken signal.

VENDORS

Perishables are lost daily without real-time demand alerts.

HOUSEHOLDS

Want fresh, affordable produce—but never know when the cart enters their street.

LOCAL MERCHANTS

₹3K–₹8K/month burned on flyers.
95% discarded. Zero targeting, attribution or analytics.

FROM PAPER WASTE → DYNAMIC GEO-TARGETED REACH

THE BUSINESS MODEL

Two sides stay free. Hyperlocal ads fund the ecosystem.

₹0 FOREVER

No commission • subscription • delivery fee

01 AUDIO SOUNDBOX

5-second sponsor jingles embedded in produce announcements.

02 SPONSORED PINS

Featured salons, clinics and coaching centers on live cart maps.

03 NEIGHBORHOOD PUSH

Sunset clearance alerts to households within a 300m radius.

₹500–₹1,500 / merchant / locality / month OR ₹0.30–₹0.50 / verified reach

MARKET SIZE

A distribution engine meets a \$5B ad pool.

COMMERCE FOOTPRINT

10M

street carts nationwide
\$80B informal retail GMV

HYPERLOCAL SMB ADVERTISING

₹42,000 Cr

TAM • neighborhood advertising
SAM ₹6,800 Cr • top 50 cities
SOM ₹48.6 Cr • Year 3

UNIT ECONOMICS

More income for vendors. Recurring revenue for every cart.

VENDOR INCOME

₹13,500 → ₹23,400

Spoilage falls 18% → 6%

CART-LEVEL AD ENGINE

9K–12K

verified impressions / month

4–6 advertisers • ₹540 monthly ARPC

>70% monthly merchant renewal

Pure advertising scales to ₹48.6 Cr



5K → 25K → 75K carts • 1.5M → 22.5M households • 38% → 61.7% EBITDA margin

Policy-aligned. Privacy-first. Embedded in municipal workflow.

01

POLICY

Street Vendors Act 2014
PM SVANidhi alignment

02

PRIVACY

DPDPA 2023
privacy-by-design

03

INTEGRATION

Municipal SaaS + vending
committee workflows

THE ASK

₹1.5 Cr

PRE-SEED • 18-MONTH RUNWAY

30% Engineering & AI
45% Mandi onboarding & activation
25% Cloud & compliance

THE PATH TO BREAKEVEN

15K CARTS
→ **450K HOUSEHOLDS**
→ **₹65L MRR**
→ **BREAKEVEN M14**

Powered by ~7,500 active local merchant subscriptions in initial municipal clusters.

MERCHANT ADOPTION IS THE GROWTH ENGINE

THE VISION

Not just an app— a public utility for India's informal economy.

Free access unlocks density, dignity and inclusive local commerce. We turn moving carts into India's most granular geo-targeted ad network—redirecting ₹42,000 Cr now wasted on paper flyers.



PUSHCARTSIREN

Let's build India's hyperlocal commerce infrastructure.

Pushcartsiren.com
info@pushcartsiren.com

PUSHCARTSIREN PRIVATE LIMITED