



**LOCAL DUKAN**  
the service never expires...

**2020**

# COMPANY PROFILE



**localdukan.in**



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[www.localdukan.in](http://www.localdukan.in)

Local Dukan is a one-stop digital platform connecting communities with trusted local services and shops for everyday needs.

# ABOUT US



Local Dukan

Local Dukan is a professional eCommerce platform launched in 2020, dedicated to revolutionizing the way local services are accessed and delivered. With a strong vision and commitment, we offer a wide range of multilevel services including:

- Food Delivery
- Grocery Delivery
- Local Taxi Services
- Home & Appliance Repairs
- Car Rentals
- And many more on-demand solutions...

We are passionate about bringing convenience to your fingertips and strive to make daily life easier through our reliable and user-friendly online application. At Local Dukan, we are working tirelessly to transform our passion for eCommerce into a trusted and thriving digital ecosystem that supports both consumers and local businesses.

Join us on our journey as we continue to build a seamless platform connecting local needs with smart solutions.

## KEY FACTORS

Explain your the most powerful factor to define how the company daily operations can be done.

01

### Comprehensive Multi-Service Platform

A single app for Food Delivery, Grocery Delivery, Local Taxi, Home & Appliance Repairs, Car Rentals, and more.

02

### Local Business Empowerment

Supporting local vendors, restaurants, and service providers by giving them an online marketplace.

03

### User-Friendly Application

Simple and intuitive interface for a seamless ordering and booking experience.

04

#### **Fast & Reliable Delivery**

Timely delivery services with real-time tracking options.

05

#### **Affordable Pricing**

Competitive rates for both products and services.

06

#### **Secure Payments**

Multiple payment options with safe and secure transactions.

07

#### **24/7 Service Availability**

Round-the-clock availability of essential services.

08

#### **Strong Customer Support**

Quick response and assistance to ensure customer satisfaction.

09

#### **Customizable Service Options**

Flexible booking and ordering options tailored to local needs.

10

#### **Focus on Local Communities**

Enhancing convenience and accessibility for residents by bringing local shops and services online.

11

#### **Digital Transformation for Traditional Businesses**

Helping small and traditional businesses go digital, expanding their customer reach and improving operational efficiency.

12

#### **Integrated Order & Booking System**

Streamlined backend system for managing orders, service bookings, vendor updates, and customer interactions all in one platform.



# PROBLEMS

## The Problem That Sparked Local Dukan

In many towns and semi-urban areas, people often face difficulty accessing essential daily services. Whether it's ordering food, booking a local taxi, finding a reliable electrician, or getting groceries delivered, the options are either limited, unorganized, or completely offline.

Small local businesses struggled to compete with big eCommerce players, as they lacked the tools and digital presence to serve their customers efficiently. Residents had to juggle between multiple apps or make countless calls just to get basic things done. There was no single, reliable platform that connected local service providers with the community smoothly and transparently.

This gap between local needs and digital convenience is what inspired the creation of Local Dukan — a one-stop solution designed to empower local businesses and make everyday services easily accessible to everyone, right from their mobile phone.



## The Society

The society often struggles with accessing reliable local services and supporting small businesses in the digital age. Local Dukan bridges this gap by connecting communities with trusted, nearby providers through one unified platform.

## The Environment

The environment suffers from the inefficiencies of unorganized service delivery and excess resource usage. Local Dukan promotes eco-friendly practices by enabling optimized routes, local sourcing, and reduced carbon footprint through digital operations.

## The Pandemic

The pandemic exposed the urgent need for safe, contactless, and reliable access to essential services. Local Dukan emerged as a vital solution, connecting people to local providers while supporting small businesses during uncertain times.



# SOLUTIONS

## The Solution That Local Dukan Brings

In response to the everyday challenges faced by people and small businesses, Local Dukan was built as a unified digital platform tailored for local needs. Instead of juggling multiple apps or relying on offline methods, users can now order food, book taxis, schedule home repairs, or get groceries — all from one trusted app. It empowers local vendors by giving them an online presence and helps customers save time, money, and effort. With a focus on simplicity, accessibility, and community growth, Local Dukan is transforming the way local services work — making life easier, smarter, and more connected.

## Market Driven Basic Implementation

Local Dukhan's initial implementation is rooted in real market demand and local behavior. The platform begins by targeting high-need, high-frequency services such as food delivery, grocery delivery, and local taxi booking, which have consistent daily demand in Tier 2 and Tier 3 cities. By onboarding existing local vendors, auto/taxi drivers, and grocery shops, the platform creates quick value for both users and partners.

## SEM Implementation

SEM implementation for Local Dukhan focuses on targeted Google Ads campaigns to capture high-intent local searches for services like food, taxi, and grocery delivery. It drives visibility, app installs, and customer engagement through keyword targeting, geo-ads, and retargeting strategies.

## Decrease Industry GAP

Local Dukhan helps decrease the industry gap by bridging offline local services with online demand through a unified digital platform. It empowers small businesses to compete in the digital economy, reducing dependency on large marketplaces.





**S**

## Strength

- Hyperlocal Focus
- Multi-Service Integration
- Local Business Empowerment
- User-Friendly Interface

**W**

## Weakness

- Limited Brand Recognition
- Vendor Reliability Variance
- Logistics Dependency
- High Initial Training Need

**O**

## Opportunity

- Untapped Tier 2 & 3 Markets
- Growing Demand for Hyperlocal Services
- Digital Adoption by Small Businesses
- Partnership with Local Governments & NGOs

**T**

## Treat

- Strong Competition
- User Retention Challenge
- Operational Scalability Issues
- Technology Dependency

# OVERVIEW

Local Dukhan is a hyperlocal eCommerce platform that connects users with nearby services like food delivery, taxis, groceries, and home repairs. Launched in 2020, it empowers local businesses and simplifies daily life through a single, easy-to-use app.



## Internet of Things Tools

Local Dukhan can leverage Internet of Things (IoT) tools to enhance real-time tracking, smart inventory, and efficient delivery logistics. IoT integration enables better service accuracy, automation, and customer satisfaction through connected devices and data insights.



## Artificial Intelligence

Local Dukhan can utilize Artificial Intelligence to personalize user experiences, recommend services, and optimize delivery routes. AI also enables smart customer support, demand forecasting, and efficient vendor management.

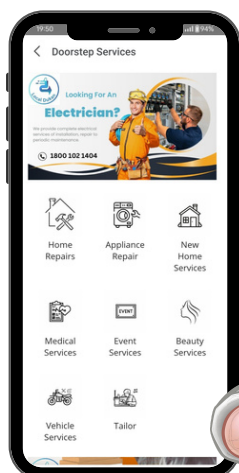
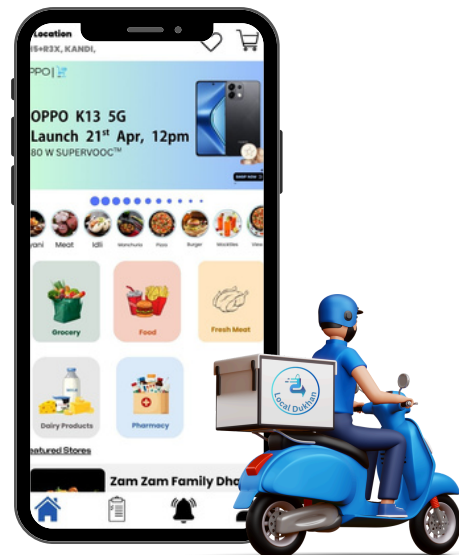


# SERVICE INFORMATION



## Food and Essential Delivery

**Food and Essential Delivery** through Local Dukan ensures quick, reliable access to meals, groceries, and daily necessities from trusted local vendors. The platform bridges convenience and community support by delivering essentials straight to customers' doorsteps.



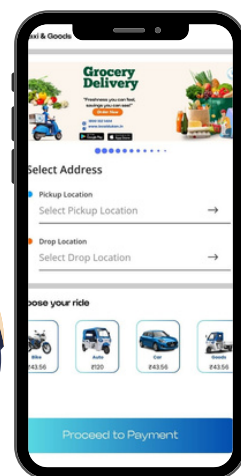
## Door Step Service

**Door Step Service** Repairs on Local Dukan connects users with verified local technicians for fast, reliable repair services. From electrical and plumbing to AC and appliance fixes, the platform ensures quality service at your convenience.



## Taxi and Goods

**Taxi and Goods Services** through Local Dukan offer on-demand local transportation for passengers and item deliveries. Whether it's a quick ride across town or sending goods from one place to another, the platform ensures safe, timely, and affordable service.

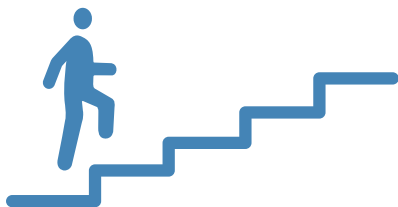
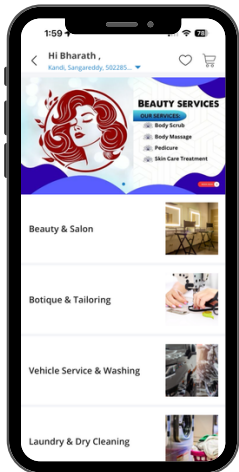
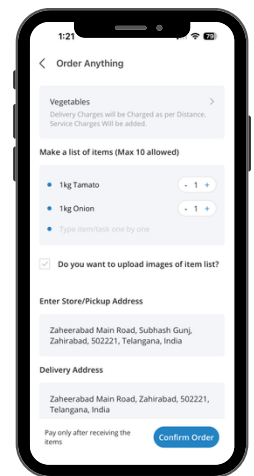






## Order Anything

**Order Anything** with Local Dukan allows users to request and receive any item from nearby shops or markets, even if it's not listed on the app. Just tell us what you need, and our team will pick it up and deliver it to your doorstep.



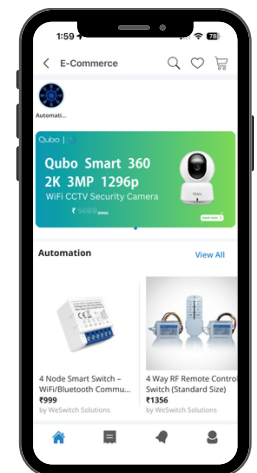
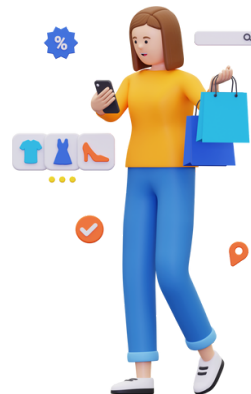
## Step-In Service

**Step-In Service** by Local Dukan enables users to book appointments or reserve slots at local businesses like salons, service centers, clinics, or restaurants. It helps avoid waiting times and ensures hassle-free, scheduled visits with real-time booking confirmation.



## Online Shopping

**Online Shopping** with Local Dukan offers a wide range of products including fashion, electronics, household items, and more from local and regional sellers. Users can browse, order, and receive items at their doorstep while supporting nearby businesses.



### Coming Soon Services of Local Dukan

**Local Dukan** is expanding its platform with exciting new services coming soon. Users will soon be able to book skilled professionals like electricians, tutors, and painters on demand. Hyperlocal courier delivery and online pharmacy services are also on the way for added convenience. Event ticket booking and a local job marketplace will connect people with opportunities and entertainment. These upcoming features aim to make Local Dukan a true one-stop solution for every local need.



# EXPANSION

**Local Dukan** is expanding its business through **Franchise Ownership**, empowering individuals to grow with the brand.

## Franchise Ownership

The **Franchise Ownership** model empowers individuals to actively run and grow a Local Dukan unit in their selected region. As a franchise owner, you are granted the rights to operate under the Local Dukhan brand, offering its full range of services like food delivery, grocery, taxi, home repairs, and more. This model is ideal for entrepreneurs who want to take charge, build a local business, and be part of a recognized, fast-growing digital platform.

## What We Do

At **Local Dukan**, we ensure our franchise partners are set up for success with strong initial support and resources:

### 1. Complete Ground-Level Setup by the Company

Our team will handle the initial groundwork, including onboarding of local stores, service professionals, vehicles, and collecting all essential operational data.

### 2. Basic Training & Operational Guidance

Our marketing and support team will provide hands-on training to help you understand how to monitor orders, manage vendor coordination, and use the platform effectively.

### 3. 30 Days of Free Digital Marketing

To give your business a strong launch, we'll run targeted digital promotions in your selected area through Meta platforms (Facebook, Instagram) and Google Ads (including YouTube).

## Franchisee Commission on Services:

The COMPANY agrees to provide **70%** of the net profit generated through **franchise** operations to the Franchisee. The remaining **30%** of the net profit shall be retained by the COMPANY as its share.



**Net profit** is defined as the total revenue earned from franchise operations **after deducting applicable taxes, payment gateway** charges.

Profit distribution will be conducted **every month**, and a **detailed statement of accounts** will be shared with the Franchisee at the time of each disbursement.

**Note:** The above percentages are standard and may be adjusted based on mutual agreement. Final terms will be clearly stated in the executed Franchise Agreement.

## **Nominee:**

In the Local Dukhan Franchise model, a Nominee is a person officially designated by the Franchisee to represent or act on their behalf in case of absence, emergency, or unforeseen circumstances. The nominee does not hold ownership but is authorized to handle routine operations, receive communications, and coordinate with the company as needed.

## **Key Highlights:**

### 1. Exclusive Business Rights

Get franchise rights to operate Local Dukhan services in your selected region or area.

### 2. Company-Handled Initial Setup

Groundwork such as onboarding vendors, service providers, and vehicles is managed by the company.

### 3. Full Branding & Platform Access

Use the official Local Dukhan app, website, logo, and backend tools for business operations.

### 4. 70% Profit Share

Enjoy a high-profit share with 70% of the net profit going to the franchisee.

### 5. Free 30-Day Digital Marketing

Kickstart your business with company-funded ads on Facebook, Instagram, Google, and YouTube.

### 6. Training & Ongoing Support

Receive basic training and continuous operational guidance from the company's marketing and support team.



## 7. Monthly Profit Distribution

Transparent monthly settlement with detailed account statements.

## 8. Lifetime Agreement Option

Long-term partnership with clear terms and minimal risk.

## Conclusion – Franchise Ownership

Becoming a Local Dukan Franchisee is a powerful opportunity to run a tech-enabled, multi-service local business with the backing of an established brand. With strong company support, high-profit sharing, exclusive territory rights, and access to a growing digital marketplace, franchisees are positioned for long-term success. Whether you're an aspiring entrepreneur or a local business leader, Local Dukhan offers a future-ready model built for sustainable growth and community impact.







## Join With Us – Be a Part of the Local Dukan Revolution

Are you ready to be part of a digital movement that empowers local businesses and transforms daily life in your community?

**Join Local Dukan** as a Franchisee or Investor and become a key player in India's growing hyperlocal service economy.

Whether you're an entrepreneur looking to run your franchise or an investor seeking a hands-free income model, we have the perfect opportunity for you. With strong brand support, complete operational guidance, and a proven business model — your journey to success starts here.

### Grow with Us. Build Local. Go Digital.

Contact us today to explore how you can join the Local Dukan family!

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