On-demand printing service

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10 Minute Grocery Delivery

Traditional options like local Xerox shops or online print services are either time-consuming, geographically limited, or lack immediacy.

Why Now:

    a. Rise of remote work & online classes.

    b. Need for instant access to printing for deadlines, interviews, visa documents.

    c. Zepto's existing delivery infrastructure enables potential 10-min delivery.
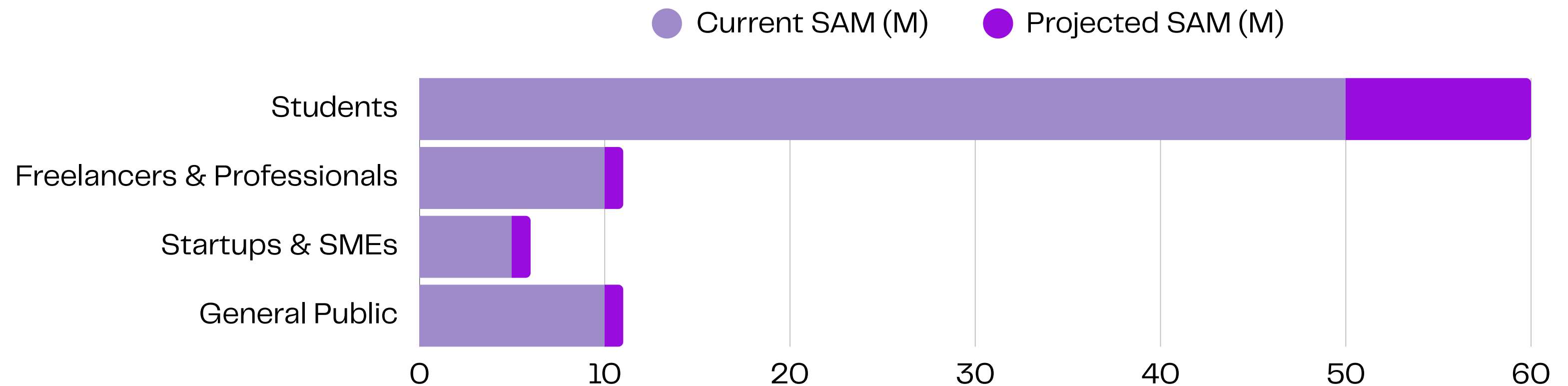
Market Demand & Key Segments

Segment	Printing Needs	Pain Points	Opportunity	TAM / SAM / SOM	Source
Students	Assignments, notes, ID cards	Limited printers, time-consuming trips	10-min doorstep printing	**TAM: 248M** **SAM: 50M** **SOM: 5M**	PIB
Freelancers & Professionals	Resumes, proposals, legal docs	Urgent needs, lack of speed	Fast & reliable doorstep printing	**TAM: 50M** **SAM: 10M** **SOM: 1M**	DemandSage
Startups & SMEs	Flyers, presentations, proposals	Slow printing, inconsistent service	Quick marketing & business prints	**TAM: 15M** **SAM: 5M** **SOM: 0.5M**	DemandSage
General Public	Personal docs, photos	Inconvenience, quality concerns	On-demand doorstep prints	**TAM: 30M** **SAM: 10M** **SOM: 1M**	IBEF

Key Market Trends

Trend	Impact on Printing Demand
Digitization & Remote Work	Professionals need printed proposals, contracts, legal docs despite digital–first work.
Online Classes & Education Shift	Students need assignments, notes, projects printed due to remote learning.
Visa / Administrative Work	Individuals require fast printing for documents, forms, and official submissions.
On–Demand Services Adoption	Growing preference for fast, doorstep delivery (grocery, medicines → printing next).

Trend Line

Printing Demand Across Key Segments (Current vs Future(3Years))

Legend: ● Current SAM (M)   ● Projected SAM (M)

Segments (y-axis): Students, Freelancers & Professionals, Startups & SMEs, General Public

x-axis: 0, 10, 20, 30, 40, 50, 60

Insight

- The on-demand printing market is growing across all segments.
- Zepto can leverage existing delivery infrastructure to capture early mover advantage in hyper-local, 10-min printing.
- Targeting top cities initially ensures high adoption and scalable growth.

Current Options & Pain Points

Option	What They Do	What's Frustrating
Local Print Shops	Print documents, assignments, resumes, photos	You have to go there in person- Limited opening hours- No home delivery- Slow service
Amazon Print Services	Online printing with delivery	Delivery takes time- Not available nearby- Not great for urgent needs
Blinkit / Startup	Some quick printing trials	Only in certain areas- Service is still new & unreliable- Hard to trust for urgent work

Key Pain Points for Users

01 Printing takes too long

02 Hard to get prints delivered quickly

03 Not convenient or flexible

04 People want fast, on–demand printing

Closest Competitor in On-Demand Printing

Blinkit, a Zomato-owned quick-commerce platform, initiated an on-demand printing service in August 2022, leveraging its existing distribution network to deliver high-quality printouts to customers' doorsteps within minutes.

Key Features:

Service Areas: Initially launched in select areas of Delhi NCR.
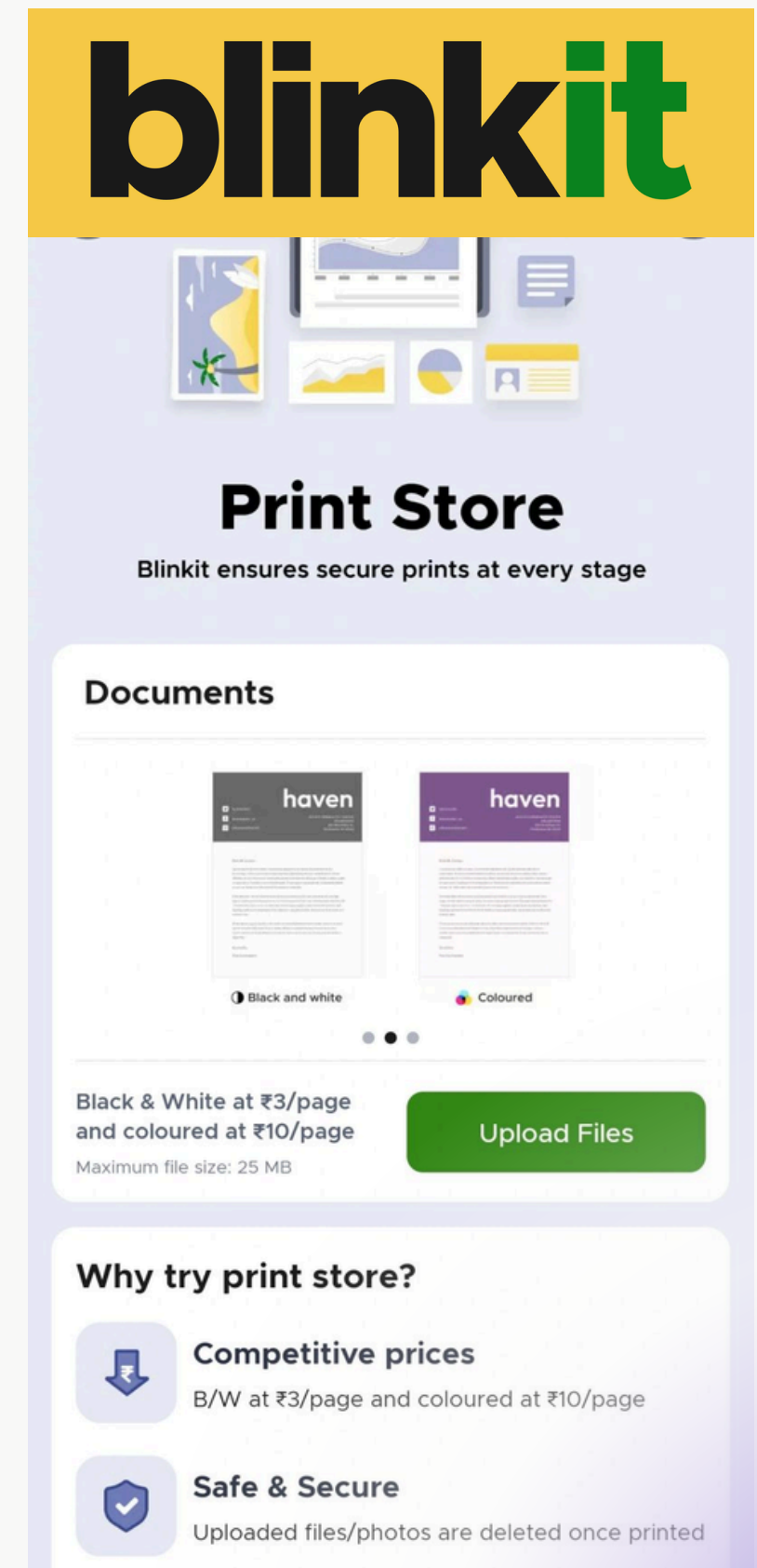**Operating Hours**: Available from 6 AM to 12 Midnight.
Pricing: ₹9 per page for black and white printouts; ₹19 per page for colored.
File Formats Supported: PDF, JPG, PNG, JPEG, etc
Delivery Method: Printouts are delivered in sealed envelopes to ensure privacy.

User Pain Points

- **Limited Availability**: Currently operational only in select regions, restricting access for a broader customer base.
- **Service Reliability**: Being a relatively new service, there may be concerns regarding consistency and quality.
- **User Trust**: As an emerging service, establishing trust for sensitive documents may take time.

User Interviews

Research Goal

Understand pain points, urgency, and unmet needs around printing services among metro users.

Identify opportunities for fast, reliable, and privacy-conscious on-demand printing.

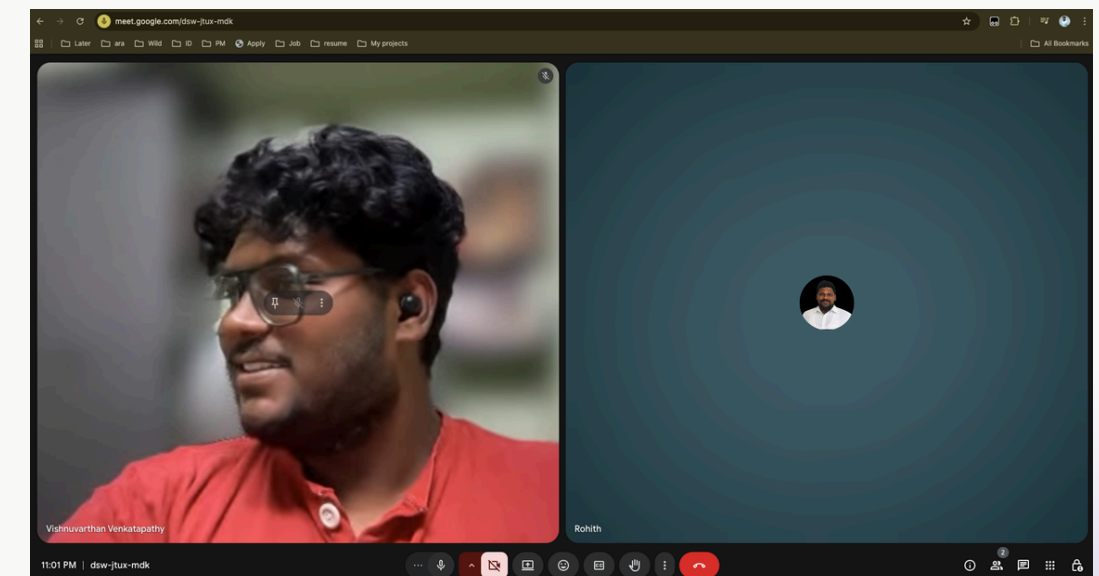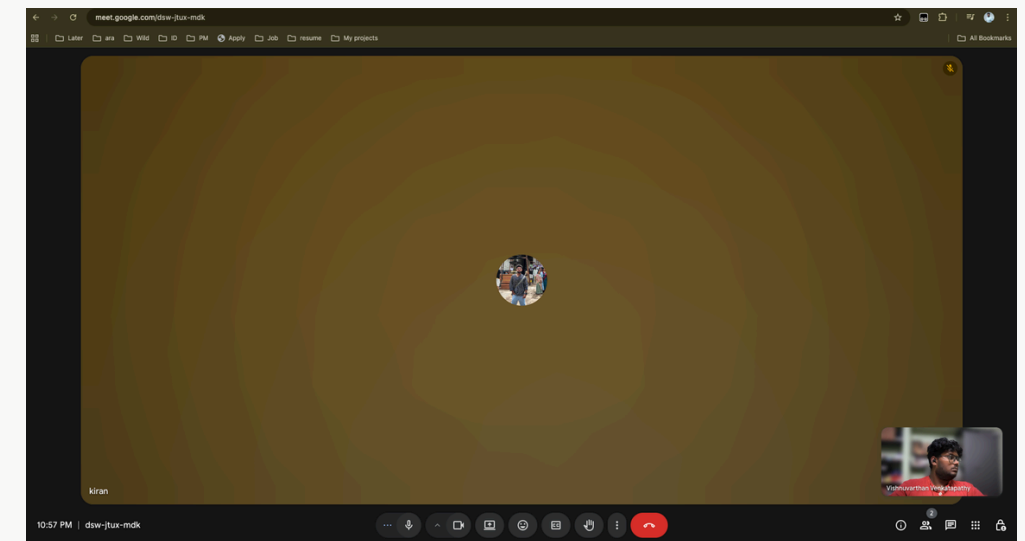**Method**: 8 Google Form responses + 2 Video Interviews

Target Segments: Students, Freelancers, Working Professionals.

Cities Covered: Bengaluru, Chennai, Hyderabad, Mumbai

Number of Responses: 10

Purpose: Understand pain points, urgency, delivery expectations, and privacy concerns

[Forms](#)

Key Interview Questions

1. When was the last time you needed to print something urgently? How did you solve it?

2. What frustrates you about current printing options?

3. Would you pay extra for faster doorstep delivery?

4. How important is privacy for your printed documents?

5. Any other comments or suggestions?

Summary Table of Responses

User	Segment	City	Pain Point	Workaround	Quote
Arjun R	Student	Bengaluru	Late-night printing	Friend's printer	I had to go to a local shop at 11 PM; it was closed. Really frustrating.
Priya S	Freelancer	Chennai	Slow service, travel	Local print shop	I need reliable service without delays.
Karthik M	Working Professional	Hyderabad	Privacy concerns	Office printer	I can't risk sending sensitive docs online.
Ananya P	Student	Bengaluru	Inconvenient hours	Copied to friend	Too inconvenient for urgent tasks.
Raghav V	Freelancer	Chennai	Slow service	Local print shop	Would pay extra for faster delivery.
Shreya N	Working Professional	Mumbai	No home delivery	Office printer	Need privacy + speed.
Vivek K	Startup SME	Delhi	Limited hours	Nearby print shop	Should have reliable doorstep printing.
Lakshmi R	Freelancer	Bengaluru	Slow service, far shops	Print shop	Fast home delivery would save time.
Rohith	Working Professional	Hyderabad	Last-minute urgency	Local print shop	I needed my resume printed for a last-minute interview; the nearest shop was far away.
Kiran	Freelancer	Chennai	Privacy concern	Copied to home printer	Privacy is a big concern; I don't want my documents shared online.

Key Insights

Late–night printing unavailable : students & freelancers often struggle.

Slow delivery or shop travel : all segments experience inconvenience.

Privacy concerns : professionals worry about sensitive documents.

Last–minute urgency : urgent printing needs are unmet.

Willingness to pay extra : users value speed and convenience.

Strategy Implications

Who to Target:

1. Students & young professionals in metro cities (Bengaluru, Chennai, Hyderabad, Mumbai, Delhi)

2. Freelancers and small startups needing last-minute prints

What to Prioritize:

1. Fast, on-demand printing (10–15 min delivery)

2. Privacy & secure handling of sensitive documents

3. Easy online ordering with multiple file formats supported

Where to Launch:

1. Start with top metro cities with high density of students, IT professionals, and startups

2. Focus on areas where Zepto already has strong 10-minute delivery network

Supporting Insight:

1. Market research shows existing services (print shops, Amazon Print, Blinkit) are slow or limited in coverage.

2. User interviews highlight urgency, convenience, and privacy as key unmet needs.

Top 3 Product Ideas

1. **Zepto QuickPrint**

   a. On-demand printing for documents, assignments, resumes, and photos

   b. 10–15 minute delivery to doorstep

   c. Option to pay extra for rush delivery

2. **SecurePrint**

   a. End-to-end encrypted submission for sensitive documents

   b. Sealed envelopes for delivery

   c. Targeted at working professionals and freelancers

3. **Campus/Co-Work Print Hubs**

   a. Small micro-hubs in universities and co-working spaces

   b. Pickup or delivery in <15 min

   c. Low-cost solution for high-volume users (students, startups)