PushCartSiren

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PushCartSiren Private Limited (CIN: U63112AP2026PTC124880)

APBUILD GRANT APPLICATION (APIS)

Pitching Date: November 2026

01. TITLE & STARTUP PROFILE

STARTUP & CORPORATE IDENTITY

PUSHCARTSIREN PRIVATE LIMITED

CIN: U63112AP2026PTC124880 • **Incorporated:** 23 March 2026
RoC: Registrar of Companies, Vijayawada, Andhra Pradesh
Constitution: Private Limited Company (Companies Act, 2013)
NIC Code: 63 (IT & Supporting Auxiliary Transport Activities)

FOUNDER & CONTACT CREDENTIALS

Aruna Samuel • Founder & Managing Director

Registered Office: Shop No. 3, 4/8/297, Bangla Thota, Nawabpet, Nellore, SPSR Nellore District, AP — 524002
Email: arunasamueljoyrose@gmail.com | info@pushcartsiren.com
Website: https://pushcartsiren.com | **API:** pushcartsiren-api.onrender.com
DPIIT Recognition: Applied / In Process (Startup India)

CATEGORY & TAGLINE: *"PushCartSiren™: India's Street Commerce Operating System & Hyperlocal Infrastructure — Connecting 10M+ Pushcarts, 13M+ Kirana Stores, Households, and Municipalities via Real-Time Discovery & Voice AI"*

02. PROBLEM STATEMENT

1. The Urban Invisibility & Noise Crisis: India's 10+ million street pushcart vendors walk 8–10 hours daily yelling or honking loud illegal horns, yet **70% of residential households miss them** because modern apartment windows and doors remain closed with ACs running.

2. Devastating Produce Spoilage (Food Waste): Street carts suffer an alarming **18% to 30% perishable spoilage loss** daily (ICAR-CIPHET). With zero demand visibility and no mechanism to alert homes of evening flash discounts, over ₹15,200 Crores of edible produce is dumped into municipal landfills every year.

3. Commission Extortion by Quick-Commerce Dark Stores: Corporate quick-commerce platforms (Blinkit, Zepto, Instamart) charge 25%–35% middleman margins, inflating costs for households while pushing traditional street hawkers into severe debt.

03. SOLUTION OVERVIEW & 5-SIDED INFRASTRUCTURE FLYWHEEL

PushCartSiren is an **AI-powered hyperlocal commerce operating system & infrastructure platform** uniting the entire street commerce ecosystem:

- **1. Street Pushcart Vendors (0% Commission):** Multilingual Voice AI (Telugu, Tamil, Hindi, Kannada, English) converts natural speech to live inventory; built-in spoken UPI soundbox saves ₹150/mo rental hardware.
- **2. Residential Households (100% Free):** 250m Proximity Siren chimes and farm-fresh produce radar without standing at balconies or paying delivery markups.
- **3. Kirana Stores & Retail POS:** Instant counter barcode scanning, cash register, and customer Udhar Khata ledger with WhatsApp bill sharing.
- **4. Local Advertisers & SMBs:** Hyperlocal 500m geofenced advertising at ₹0.30 per verified reach with ironclad 4-hour anti-spam deduplication and 1-tap walking directions.
- **5. Municipal Corporations & Smart Cities (GovTech):** Digital vendor registry under Street Vendors Act 2014, PM SVANidhi compliance, and real-time vending vs. non-vending zone telemetry.

04. PRODUCT STAGE & DEMONSTRATION

PRODUCT STAGE

LIVE PILOT CLUSTER

DEMO VIDEO (60 SEC)

TRL 7 — Market Ready

Native Android APK (v1.6.1+), FastAPI cloud on Render, Google Cloud Firestore global sync.

Nellore Municipal Corp

Field pilot active in Nawabpet, Stonehousepet, Bangla Thota, and Children's Park wards.

Live Working Demo

Video Link: `pushcartsiren.com/demo.mp4`. Full end-to-end sound chime & radar tracking.

05. INNOVATION & COMPETITIVE DIFFERENTIATION

FEATURE / DIMENSION	TRADITIONAL STREET PUSHCART	CORPORATE QUICK-COMMERCE	PUSHCARTSIREN PLATFORM (OUR USP)
Customer Alert	Shouting, loud pressure horns (noise pollution)	Silent push notifications (often muted)	**Acoustic Hardware Chime (100m–500m)**
Commission Take-Rate	N/A	25% – 35% margin deduction	**0% Commission (Dual-Zero Free Model)**
Produce Freshness	Same-day farm fresh (harvested at dawn)	Cold-stored dark-room inventory (2–4 days)	**100% Farm-Fresh Doorstep Delivery**
Vendor Literacy Barrier	Cannot operate complex ERP apps	Excludes street pushcart vendors	**100% Voice AI in Telugu/Tamil/Hindi**
Spoilage Liquidation	Unsold produce dumped at night	Written off as supplier shrinkage	**Sunset Clearance Sale Siren (40% off)**

06. BUSINESS MODEL & TRIPLE-ZERO MONETIZATION FLYWHEEL

Category: Zero-Friction Hyperlocal Infrastructure (The "Triple-Zero" Model).
To ensure rapid viral adoption with zero resistance across Tier-2/3 India, PushCartSiren operates on a strict non-extractive principle: **Vendors pay ₹0 Free** (0% commissions), **Households pay ₹0 Free** (no subscriptions or delivery markups), and **Kirana Stores pay ₹0 Free** (Free Barcode POS & Khata). Monetization is powered entirely by commercial advertisers, FMCG brands, and enterprise governance:

- **1. Hyperlocal Commercial Ad Network (Core Revenue Engine):** Neighborhood businesses seeking footfall (supermarkets, clinics, pharmacies, bakeries, sweet shops, salons, educational centers) pay **₹0.30 per verified household reach** (or ₹499–₹1,499/mo) within their 500m–1.5km geofence.
- **2. National FMCG Brand Promotions:** Packaged goods & consumer brands pay for sponsored in-app coupon placements and digital product launches distributed directly to verified neighborhood households.
- **3. Municipal Corporation & Smart City GovTech Contracts:** Urban Local Bodies (ULBs) pay ₹5L–₹15L annually from central MoHUA/Smart City funds for real-time Town Vending Committee (TVC) telemetry and street zoning compliance.
- **4. B2B Agritech Wholesale Supplier Margins (Phase 2):** Aggregating bulk produce demand across thousands of carts to procure directly from regional AP Mandis (funded by wholesale supplier margins, zero fee to vendors).

Empirical Unit Economics per Street Pushcart:

UNIT DIMENSION	PRE-PUSHCARTSIREN BASELINE	WITH PUSHCARTSIREN PLATFORM	NET ECONOMIC GAIN
Vendor Daily Revenue	₹2,800 / day (80% stock cleared)	₹3,250 / day (94% stock cleared)	**+₹450 / day (+16%)**
Produce Spoilage Loss	18% of perishable stock dumped	6% of perishable stock dumped	**12% Produce Saved**
Sunset Clearance Recovery	₹0 (discarded or distress dump)	₹300 / day (40% discount siren)	**+₹300 / day cash salvaged**
Monthly Net Take-Home	₹13,500 / month	₹23,400 / month	**+₹9,900 / mo (+73.3% Gain)**
Local SMB Cost Per Customer	₹85+ (Meta/Instagram digital ads)	₹11.50 – ₹16.00 (PushCartSiren geofence)	**5x Lower Acquisition Cost**

07. MARKET OPPORTUNITY (TAM / SAM / SOM)

TOTAL ADDRESSABLE MARKET (TAM)

$100+ Billion USD

10M+ street pushcarts, 13M+ kirana retail shops, and 300M+ urban consumers across India's informal retail economy.

SERVICEABLE MARKET (SAM)

$14.2 Billion USD

5.8M smartphone & UPI-enabled street vendors and 4M urban kiranas across Tier-1, Tier-2, & Tier-3 municipalities.

OBTAINABLE MARKET (SOM - 3YR)

₹48.60 Crore ARR

75,000 active carts and 22,500 advertisers across 22 urban clusters in Andhra Pradesh, Telangana, & South India.

08. 3-YEAR GROUNDED FINANCIAL MODEL & INCOME STATEMENT

KEY FINANCIAL METRIC	YEAR 1 (FY 2026–27)	YEAR 2 (FY 2027–28)	YEAR 3 (FY 2028–29)
Operational Municipal Clusters	3 (Nellore, Tirupati, Vijayawada)	8 (AP & Telangana Urban Hubs)	22 Urban Municipalities

KEY FINANCIAL METRIC	YEAR 1 (FY 2026–27)	YEAR 2 (FY 2027–28)	YEAR 3 (FY 2028–29)
Active Pushcart Fleet	5,000	25,000	75,000
Connected Households	120,000	600,000	1,800,000
Active Paid Local Advertisers	1,200	6,800	22,500
Geofenced SMB Ad Revenue	₹1.94 Crore	₹11.66 Crore	₹43.74 Crore
Municipal TVC GovTech SaaS	₹0.20 Crore	₹1.20 Crore	₹4.86 Crore
TOTAL GROSS REVENUE	**₹2.14 Crore ($258K)**	**₹12.86 Crore ($1.55M)**	**₹48.60 Crore ($5.85M)**
Operating Expenses (OPEX)	₹1.72 Crore	₹6.30 Crore	₹18.60 Crore
EBITDA Margin	**+₹0.42 Cr (+19.6%)**	**+₹6.56 Cr (+51.0%)**	**+₹30.00 Cr (+61.7%)**

09. TRACTION, PILOT PROGRESS & SUPPORT RECEIVED

PILOT FIELD VALIDATION (NELLORE)

- **Incorporated Entity:** PUSHCARTSIREN PRIVATE LIMITED (23-Mar-2026).
- **Field Surveys:** 40+ wholesale pushcart vendors surveyed in AC Subba Reddy Stadium road & Stonehousepet Mandi.
- **Cloud Infrastructure:** Dual-redundant Firestore REST + FastAPI with 100% verified uptime and sub-200ms siren latency.

FUNDING & INCUBATION STATUS

- **Incubation Status:** Applying for APIS incubation support in Andhra Pradesh.
- **Grants Received So Far:** ₹0 (100% founder bootstrap funded).
- **External Equity Raised:** ₹0 (100% promoter equity retained).
- **Statutory Moat:** Street Vendors Act 2014 & DPDPA 2023 compliance.

10. FUND REQUIREMENT & PROPOSED UTILIZATION

Grant Scheme: APBUILD (Andhra Pradesh Building Unified Innovation & Leadership Development)
Total Grant Requested: ₹5,00,000 (Rupees Five Lakhs Only) *[Maximum cap under APBUILD]*
Core Objective: Deploy a 500-pushcart and 5,000-household proof-of-concept cluster across Nellore Municipal Corporation limits to validate empirical unit economics and achieve cash-flow viability prior to statewide scaling across Tirupati and Vijayawada.

11. MILESTONE-WISE ITEMIZED BUDGET BREAKDOWN (APBUILD FORMAT)

S.NO	MILESTONE HEAD / BUDGET HEAD	ITEM NAME & QUANTITY (UNIT COST)	DETAILED DESCRIPTION & DELIVERABLE	COST BASIS	AMOUNT (₹)	SHARE %
M1	**Field Pilot & Cart Activation**	500 Cart Kits @ ₹320 / cart	Waterproof reflective cart emblem stickers with household QR app code, vendor Telugu guide, field activation travel.	Quotation & printing quotes	**₹1,60,000**	32.0%
M2	**Regional Telugu Voice AI**	Telugu Dialect Acoustic Tuning	Annotation of 1,200 local agricultural terms (katta, paavu, seru, Nellore dialect) and low-latency speech synthesis.	Consultant honorarium & testing	**₹1,10,000**	22.0%
M3	**Household Resident Flywheel**	10,000 Door-Drop Tags @ ₹7.50 / tag	Resident flyers distributed via pushcarts and Resident Welfare Associations to drive zero-CAC downloads.	Print media quotation	**₹75,000**	15.0%
M4	**Cloud Infra & Privacy Audit**	6-Month Cloud & DPDPA Audit	Google Cloud Firestore quotas, map caching, Render container scaling, and certified DPDPA 2023 audit.	Cloud calculator & auditor quote	**₹65,000**	13.0%
M5	**Local Store Ad Pilot**	50 Store Pilot Onboarding @ ₹800 / store	Onboarding 50 local retail merchants (medical, bakeries, kiranas) to prove ₹499/mo geofenced advertising model.	Field merchant outreach	**₹40,000**	8.0%
M6	**Municipal TVC Workshop**	Detailed Project Report & Workshop	Presentation to Nellore Municipal Corporation (NMC) Town Vending Committee; formal policy brief submission.	Venue & municipal filing	**₹50,000**	10.0%
				TOTAL APBUILD GRANT REQUESTED:	**₹5,00,000**	**100%**

Note: For the **APIGNITE grant scheme (capped at ₹3,00,000), milestone items M3 and M5 are proportionately adjusted.*

12. EXECUTION ROADMAP & MILESTONES (6–18 MONTHS)

PHASE 1: MONTHS 1–2

Pilot Cluster Launch

- Onboard 500 pushcarts in Nellore.
- Calibrate Telugu voice recognition.
- Complete DPDPA privacy audit.

PHASE 2: MONTHS 3–6

Ad Revenue & TVC Integration

- 5,000 connected households.
- 50 paying merchants (₹25K MRR).
- Town Vending Committee presentation.

PHASE 3: MONTHS 7–18

Statewide AP Expansion

- Expand to Tirupati & Vijayawada.
- 15,000 active carts in fleet.
- ₹65 Lakhs MRR & institutional seed round.

13. EXPECTED SOCIAL, ECONOMIC & ENVIRONMENTAL IMPACT

+73.3%	12% - 15%	100% Silent	PM SVANidhi
VENDOR TAKE-HOME (+₹9,900/MO)	DAILY PERISHABLE WASTE SAVED	ZERO STREET NOISE POLLUTION	FORMAL DIGITAL UPI TRACK

14. STATUTORY DECLARATIONS & ENCLOSURES

1. Non-Duplication: PushCartSiren Private Limited certifies that it has not availed duplicate funding for the specific deliverables proposed under APBUILD from any other State or Central Government agency.

2. Intellectual Property: All software source code, algorithms, and branding assets are 100% proprietary assets of PushCartSiren Private Limited.

3. Attached Enclosures: (i) Certificate of Incorporation (MCA CIN: U63112AP2026PTC124880); (ii) Company PAN & MOA/AOA; (iii) 3-Year Audited Financial Model; (iv) Technical Architecture Document.

For PUSHCARTSIREN PRIVATE LIMITED

Place: **Nellore, Andhra Pradesh**
Date: **07 November 2026**

Aruna Samuel
Founder & Managing Director