shadowfax
We Deliver

FOUNDERS

Abhishek Bansal

- He is the CEO and co-founder of the company.
- Graduated from IIT Delhi with a BTech in Production and Industrial Engineering

Vaibhav Khandelwal

- He is the CTO and co-founder of the company.
- Also a student of IIT Delhi, from where he completed his Btech in Electrical, and Electronics & Communication Engineering.
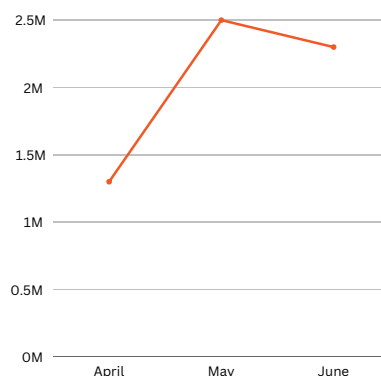
WEBSITE

🌐 www.shadowfax.in

ABOUT

- It is a provider of an **on-demand hyperlocal delivery platform** that intends to help merchants to focus on their core business by **outsourcing last-mile delivery services**.

- It also delivers **e-commerce** and **quick commerce** orders fast and with optimum security.

- It was founded in **2015**.

- The company is headquartered in **Bangalore, India**.

- They have big companies as their clients, which include Domino's, Big Basket, Amazon, Paytm, Flipkart, Myntra, McDonald's, 1MG, and many small restaurants and retailers.

ANALYTICS

WEBSITE TRAFFIC

WEBSITE RANKING

-Global Rank: 34103
-Country Rank (US): 2421
-Category Rank (E-commerce & Shopping): 6

TheCodeWork

Services of Shadowfax

Hyperlocal Deliveries

- Low-cost hyperlocal deliveries
- Delivery under 30 mins
- API Integration and live tracking

Instant delivery:

- Low-cost & convenient deliveries, done under 45 minutes, apt for food, pharma, & groceries orders.

Retail Deliveries:

- Reliable express logistics for Quick Service Restaurants/Retail chains that demand a dedicated on-time delivery fleet to boost customer experience.

Shadowfax | Next:

- Cross-utilised, dedicated & skilled logistics fleet for handling high-priority & critical documents, handled with utmost safety, at budget-friendly rates.

Fragile and High-Value Deliveries:

- They have a specialized logistics fleet for high-value category products such as meat, alcohol, & luxury goods that require highly skilled delivery partners.

Services of Shadowfax

Ecommerce Deliveries
- Marketplace & warehouse pick-ups
- Doorstep payments
- Tech-enabled security

➡️ E-Commerce Forward

- On-time, end-to-end forward logistics with a high delivery percentage that caters to rapidly increasing e-commerce demands, at lower costs.

➡️ E-Commerce Reverse

- Integrated express forward deliveries for same-day e-commerce deliveries, opening avenues for omnichannel distribution pan-India.

➡️ Who is it for?

- **Online sellers-** Shadowfax helps these marketplaces ensure smooth and efficient product deliveries, thereby enhancing the overall customer experience and satisfaction.

- **E-commerce-** Shadowfax helps them streamline their e-commerce logistics, manage inventory effectively, and provide fast and reliable delivery services to their customers.

- **Groceries-** They enable efficient and fast deliveries within cities, meeting the demands of customers for quick turnaround times.

Services of Shadowfax

Quick Commerce
- Fixed store pick-ups
- Express and slotted deliveries
- End to end fulfillment options

Store Pick-up

- Integrated express forward deliveries for same-day e-commerce deliveries, opening avenues for omnichannel distribution pan-India.

- Optimized for outsourced manpower models, such as pharma & postman services, where speed & accuracy are paramount.

- They manage both slotted and express deliveries, doorstep returns as well as fluctuations in consumer demands.

Who is it for?

- **FMCG-** Their expertise in navigating complex urban environments and handling high-volume deliveries benefits FMCG companies in ensuring smooth and efficient product distribution.

- **Pharma-** Shadowfax offers temperature-controlled delivery services, ensuring that sensitive pharmaceutical products are transported under the appropriate conditions to maintain their efficacy and safety.

- **Grocery-** Shadowfax provides efficient and reliable delivery services for groceries, ensuring that orders are delivered to customers on time.

BUSINESS MODEL

- It operates on a **logistics-as-a-service** business model.

- Currently, **e-commerce** contributes the most to Shadow Fax's business with a 30% share.

- Food and groceries are next with 25% shares, while reverse logistics account for 20% of them.

- It acts as a marketplace connecting businesses with delivery partners.

- The platform enables **real-time order tracking**, **route optimization**, **automated dispatch,** and **seamless communication** between all stakeholders involved in the delivery process.

- They have a wide network of delivery partners, including individual bike riders, two-wheeler, and four-wheeler vehicle owners, and even small logistics companies.

- By focusing on the **last leg of the delivery** journey, It aims to provide quick and efficient service to businesses and end customers.

- It offers a range of delivery services, including **food delivery, grocery delivery, e-commerce delivery, pharmaceutical delivery,** and more.

- Through **APIs** and **software integrations**, businesses can seamlessly connect their systems with Shadowfax's platform, enabling a **smooth flow of order information, inventory updates,** and **tracking data**.

- It generates revenue through a combination of delivery fees charged to businesses for each order and commission-based earnings from partner merchants.

MARKETING STRATEGY

📌 **Targeted Digital Advertising:**

- It utilizes targeted digital advertising campaigns to reach its target audience, including businesses in various industries and potential delivery partners.

- This includes running online ads on platforms such as search engines, social media, and relevant industry websites.

📌 **Content Marketing:**

- They create and share informative and engaging content related to logistics, e-commerce, and last-mile delivery.

📌 **Social Media Engagement:**

- It maintains an active presence on social media platforms, such as LinkedIn, Twitter, and Facebook.

- It shares updates about its services, industry trends, and success stories, and engages with its audience through comments, shares, and direct messaging.

GROWTH

- It boasts of being the largest hyperlocal delivery platform

- It has over a million registered users

- It has a daily users count equivalent to 100K

- The company completes 20M+ monthly deliveries

- Currently, it is operational in over 700 cities.

- It serves 7000+ pin codes across the country.