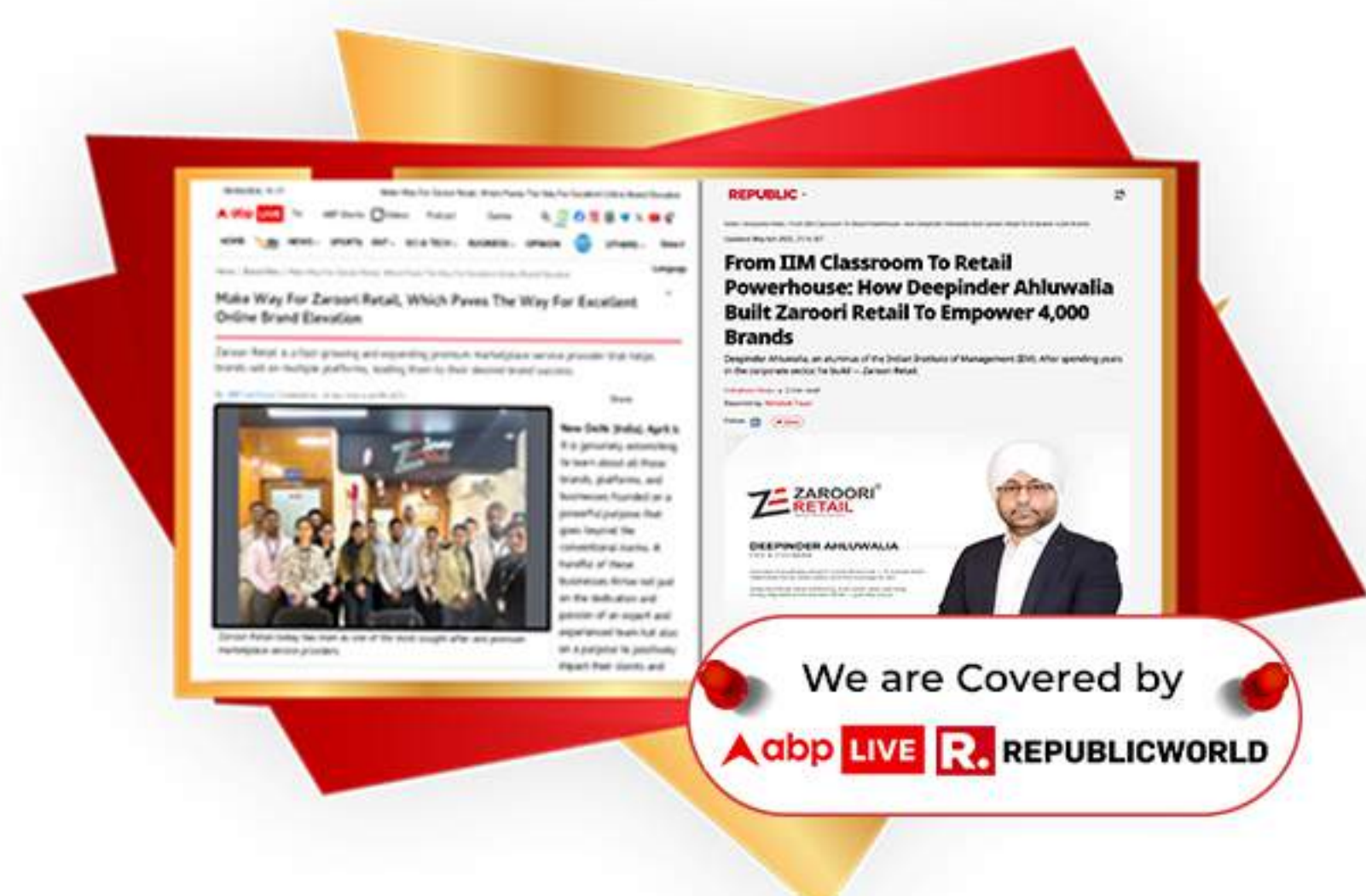




ZAROORI RETAIL

D2C SHINING STARS

THE BOOST
YOUR **BRAND NEEDS**



DEEPINDER AHLUWALIA
CEO & FOUNDER



START YOUR JOURNEY WITH US

ABOUT US

Zaroori Retail, Emphasizing its Position as a Premium Onboarding Company for Curated Marketplaces:

● COMPANY OVERVIEW

Zaroori Retail, established six years ago, has rapidly evolved into a leading company in India, specializing in onboarding and managing brands on premium marketplaces.

● HEADQUARTERS AND GLOBAL PRESENCE

The company is headquartered in Ludhiana, India, demonstrating its strong roots in the country. Additionally, Zaroori Retail has expanded its global footprint with offices in key locations like Noida, Dubai, and the USA, signifying its international reach and ambition.

● CLIENTELE AND MARKET INFLUENCE

With a formidable client base of over 4000+, Zaroori Retail has cemented its position as the largest company in India in its domain. This vast clientele is predominantly engaged in premium marketplaces, showcasing Zaroori Retail's expertise in high-end brand management and sales.

● EMPLOYEE STRENGTH AND EXPERTISE

The company prides itself on its team of over 120 dedicated employees. These professionals are not just numbers but are the backbone of Zaroori Retail, bringing diverse skills and unwavering commitment to the table.

● SPECIALIZATION IN FASHION, COSMETICS, FASHION ACCESSORY, HOME FURNISHING & DECOR

Zaroori Retail has carved a niche for itself as a specialist in managing fashion, cosmetic, accessory, food and beverage brands. This focus allows the company to offer tailored services and in-depth expertise in these dynamic and competitive sectors.

● COMPREHENSIVE SERVICES

The range of services provided by Zaroori Retail is comprehensive, covering everything from obtaining approvals for listing on marketplaces to detailed account management. This end-to-end service model ensures that client brands receive consistent and effective representation in the market.

● DIVERSE MARKETPLACE PARTNERSHIPS

Zaroori Retail collaborates with an array of premium marketplaces, including renowned names like Myntra, Nykaa, Tata Cliq, Pernia Pop-Up, Aza Fashions, Purple, Tira, Ajio, Mirraw, FirstCry, Blinkit, Zepto, Swiggy Instamart and others, including those in the UAE, USA, and Canada. This wide-ranging partnership network speaks to the company's versatility and ability to cater to varied market demands.

● CLIENT-CENTRIC APPROACH

At the heart of Zaroori Retail's success is its client-centric approach. The company is dedicated to understanding the unique needs of each brand, ensuring that their presence on marketplaces is not just visible but also impactful.

● INNOVATION AND ADAPTABILITY

In an ever-evolving retail landscape, Zaroori Retail stays ahead of the curve by embracing innovation and adaptability. This forward-thinking mindset enables the company to navigate the complexities of online retail and marketplace dynamics effectively.

● COMMITMENT TO EXCELLENCE

Zaroori Retail's commitment to excellence is evident in every aspect of its Operations. From meticulous account management to strategic brand positioning, the company strives to deliver superior results that not only meet but exceed client expectations.



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Our Service & Support

● ACCOUNT SETUP AND ONBOARDING

Zaroori Retail assists sellers right from the initial stage of account setup, ensuring a smooth onboarding process on various marketplaces. This includes guidance on completing necessary formalities and setting up profiles that resonate with target audiences.

● PRODUCT LISTING AND OPTIMIZATION

Daily support includes helping sellers list their products effectively. Zaroori Retail offers expertise in optimizing product titles, descriptions, and images to enhance visibility and appeal to potential customers.

● PRICING STRATEGY AND COMPETITOR ANALYSIS :

Sellers receive assistance in developing competitive pricing strategies. Zaroori Retail conducts regular competitor analyses to ensure that sellers' pricing remains competitive and appealing to the market.

● INVENTORY MANAGEMENT:

Zaroori Retail provides daily monitoring and advice on inventory management, helping sellers maintain optimal stock levels to meet customer demand without overstocking.

● ORDER PROCESSING & FULFILLMENT :

The company offers support in managing order processing and fulfillment operations. This includes assistance with packaging, shipping, and handling returns, ensuring a smooth transaction process for both sellers and buyers.

● MARKETING AND PROMOTIONAL STRATEGIES:

Zaroori Retail aids sellers in planning and executing effective marketing and promotional strategies. This includes campaign management, advertisement placement, and leveraging marketplace-specific promotional tools.

● CUSTOMER SERVICE AND QUERY RESOLUTION

Providing daily support in customer service, Zaroori Retail helps sellers manage customer queries, feedback, and post-sale support, which is crucial for maintaining high customer satisfaction and loyalty.

● PERFORMANCE ANALYTICS & REPORTING:

Sellers receive regular analytics and performance reports. This data-driven approach allows sellers to understand their marketplace performance and make informed decisions.

● COMPLIANCE AND POLICY GUIDANCE:

With constantly changing marketplace policies, Zaroori Retail keeps sellers updated and compliant with the latest rules and regulations, minimizing the risk of account suspension or penalties.

● FEEDBACK AND REVIEW MANAGEMENT:

Zaroori Retail assists in managing customer feedback and reviews, addressing negative reviews constructively and leveraging positive feedback to build the brand's reputation.

● CONTINUOUS EDUCATION AND UPDATES :

Sellers are kept informed about the latest trends, marketplace updates, and best practices in e-commerce through regular training and updates provided by Zaroori Retail.

● TAILORED STRATEGIES FOR BRAND GROWTH :

Understanding that each seller is unique, Zaroori Retail offers tailored strategies and personal consultations to address specific challenges and goals, fostering long-term growth and success.



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Zaroori Retail D2C Program

Program Aimed at **Building
The Top 5000 D2C Brands** from India
With Unique Selection for Fashion,
Cosmetics, Fashion Accessory,
Home Furnishing & Decor.



Program Objectives



Accelerate Revenue
Growth through
consultative account
management



Expand Marketplace
base with better
visibility & Growth



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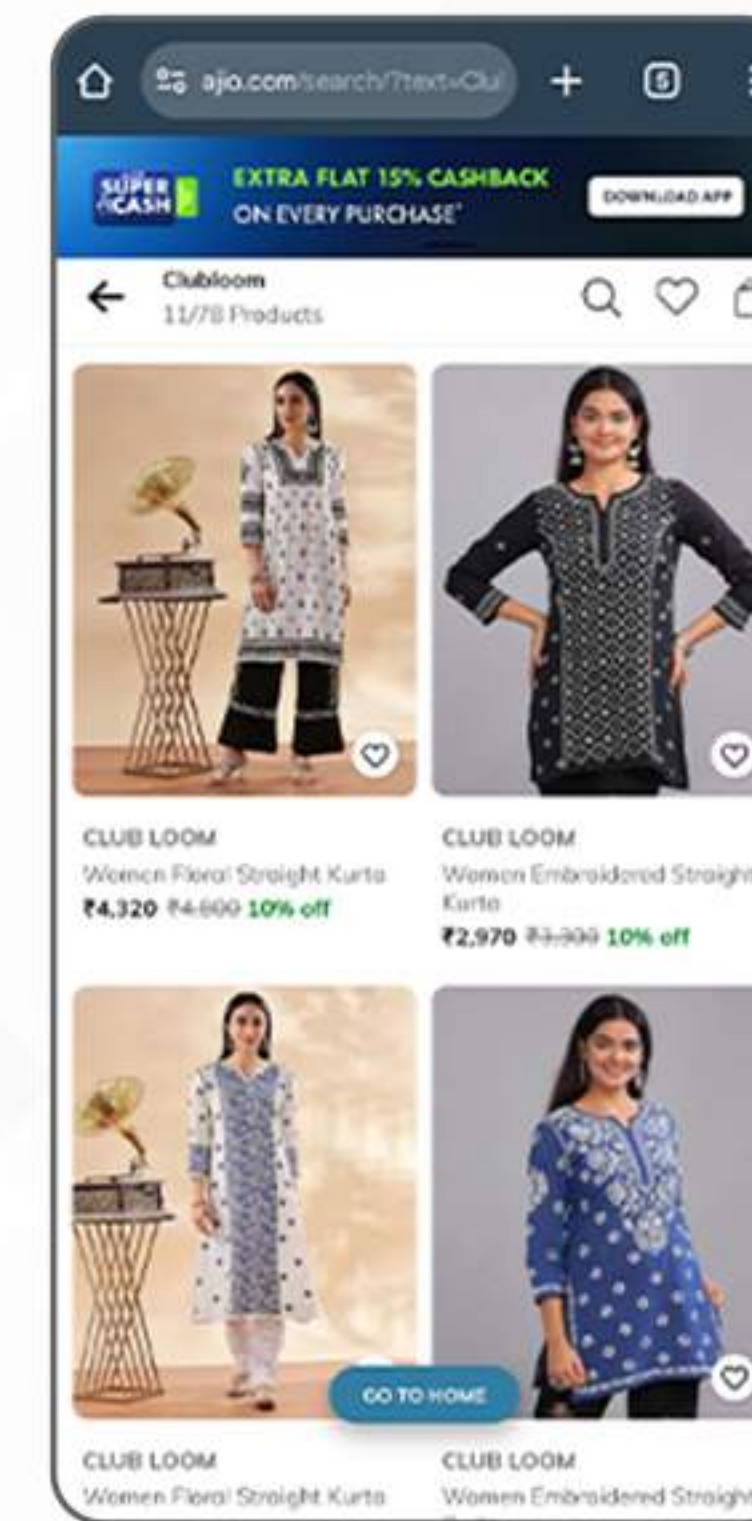
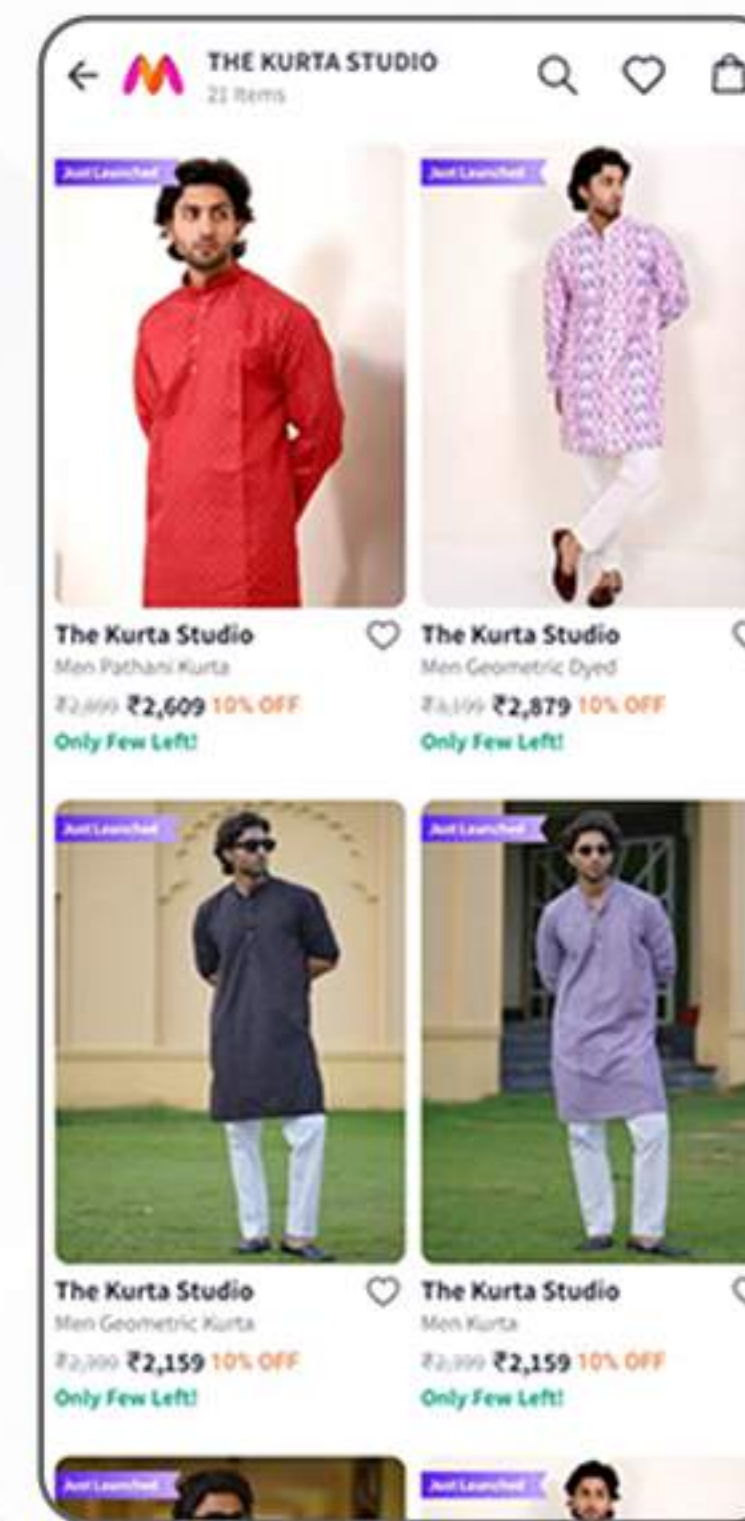
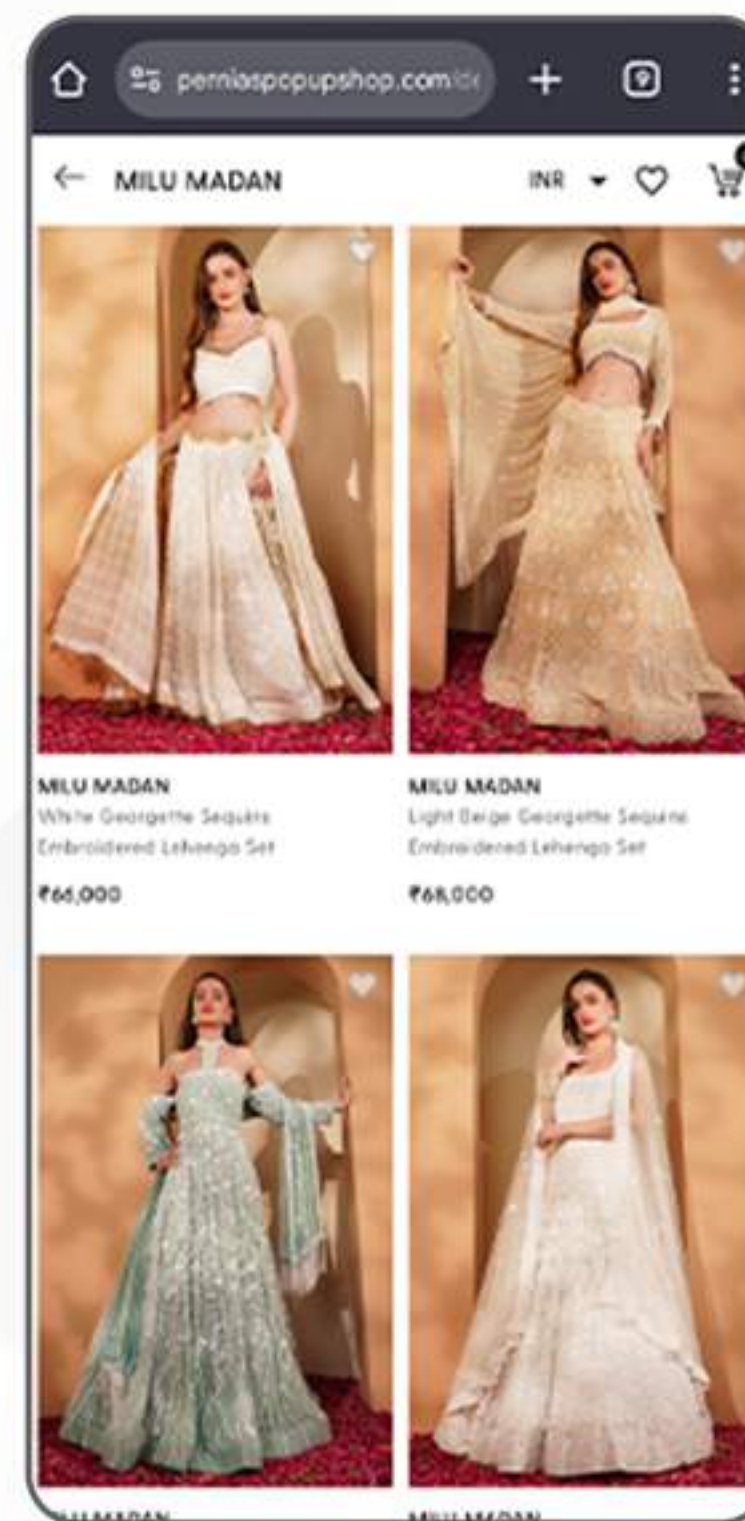
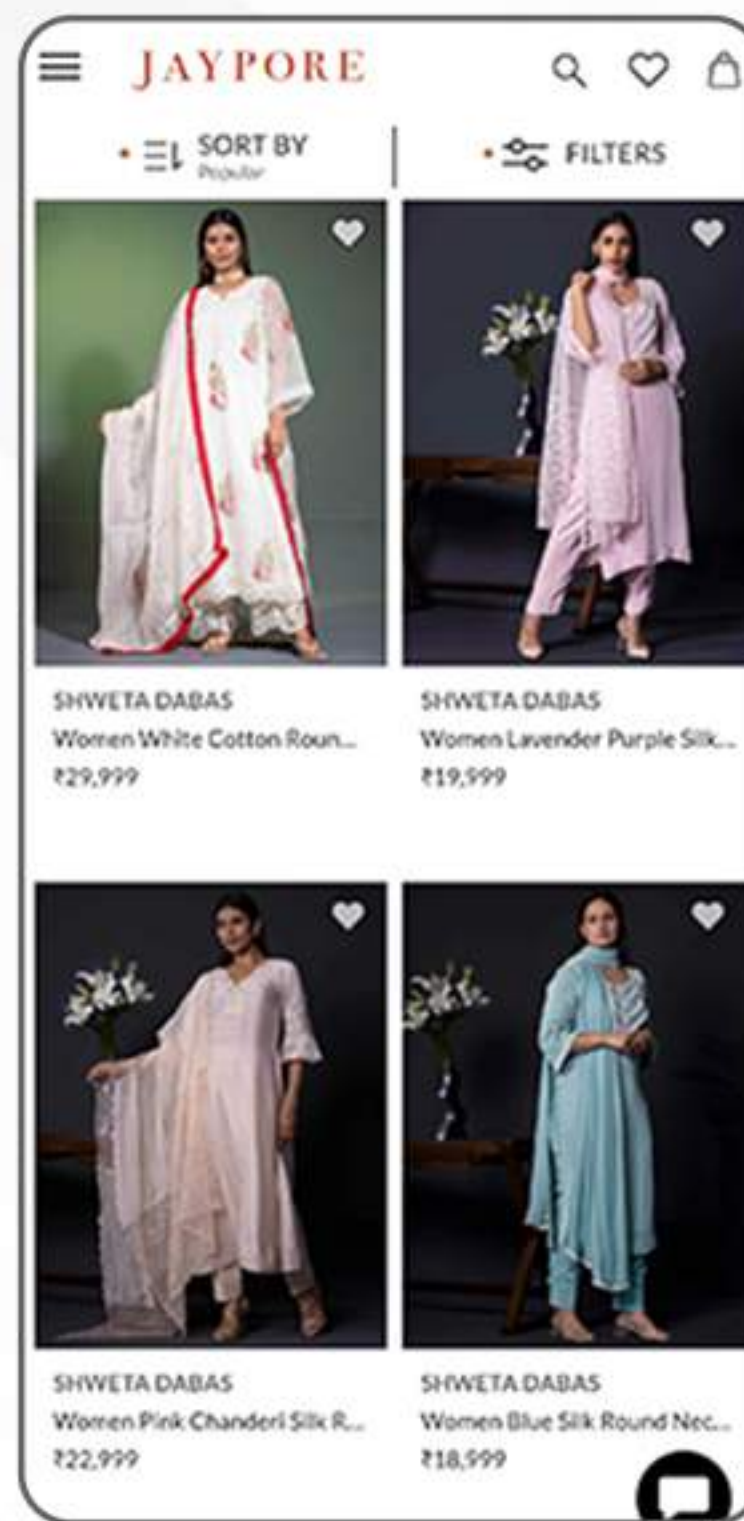
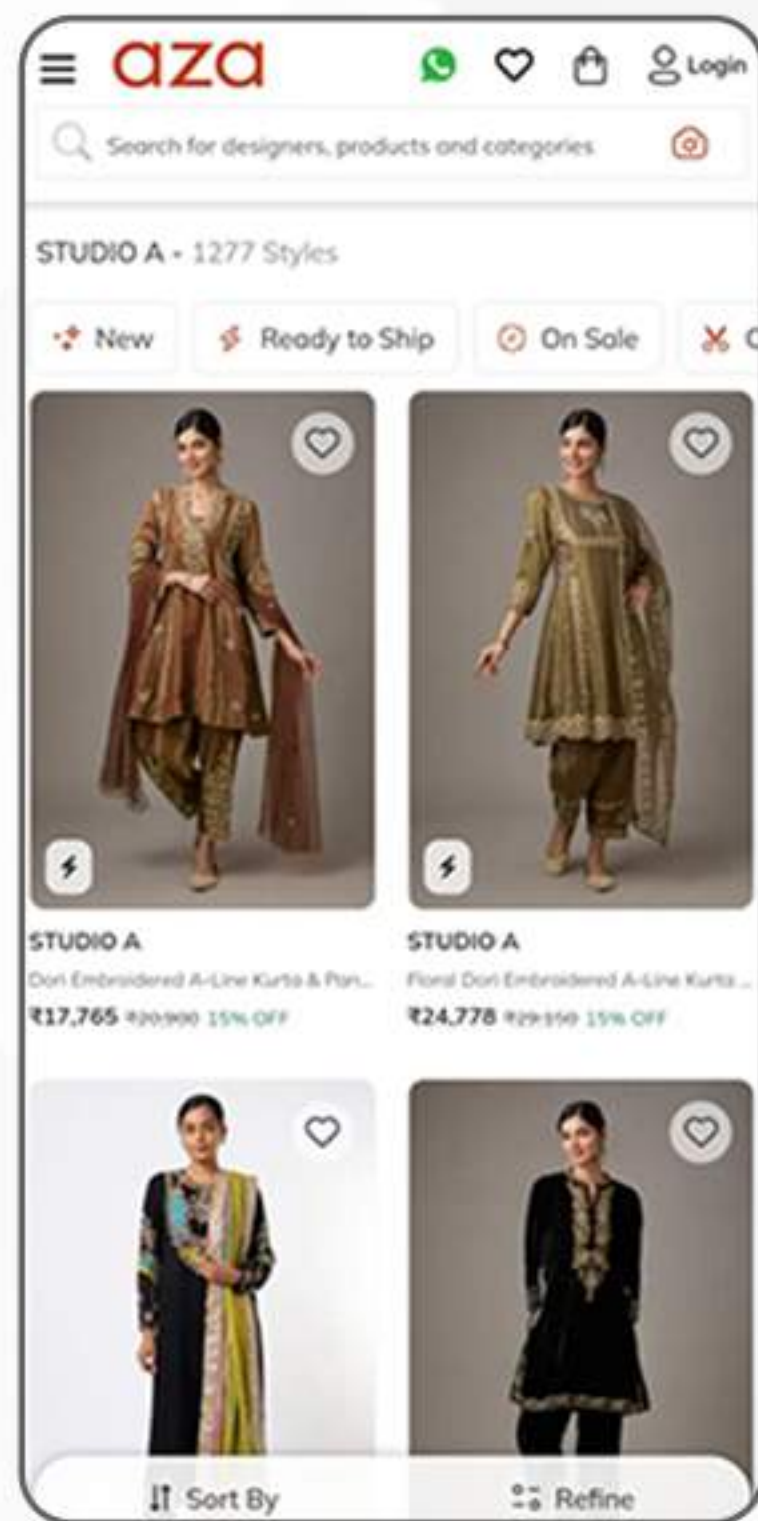
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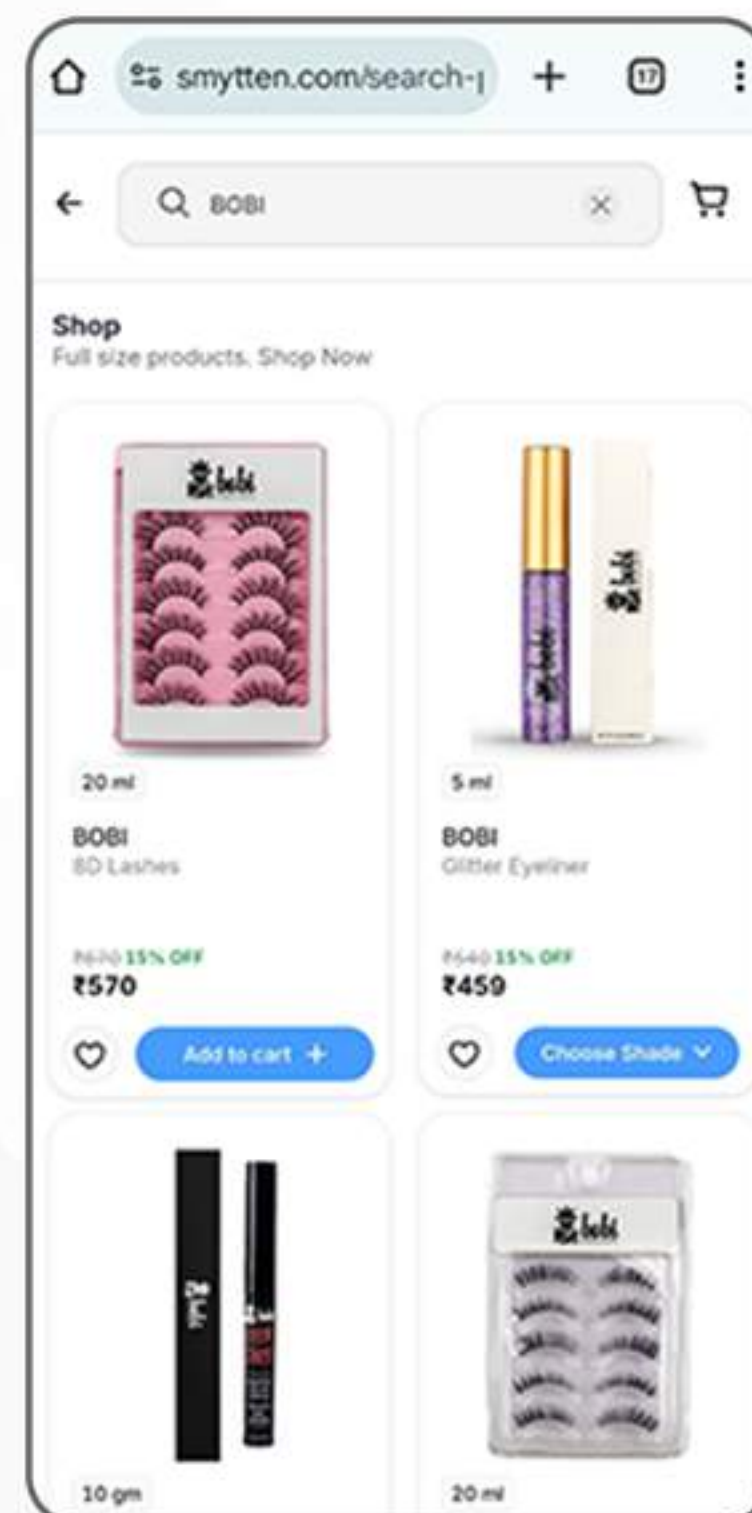
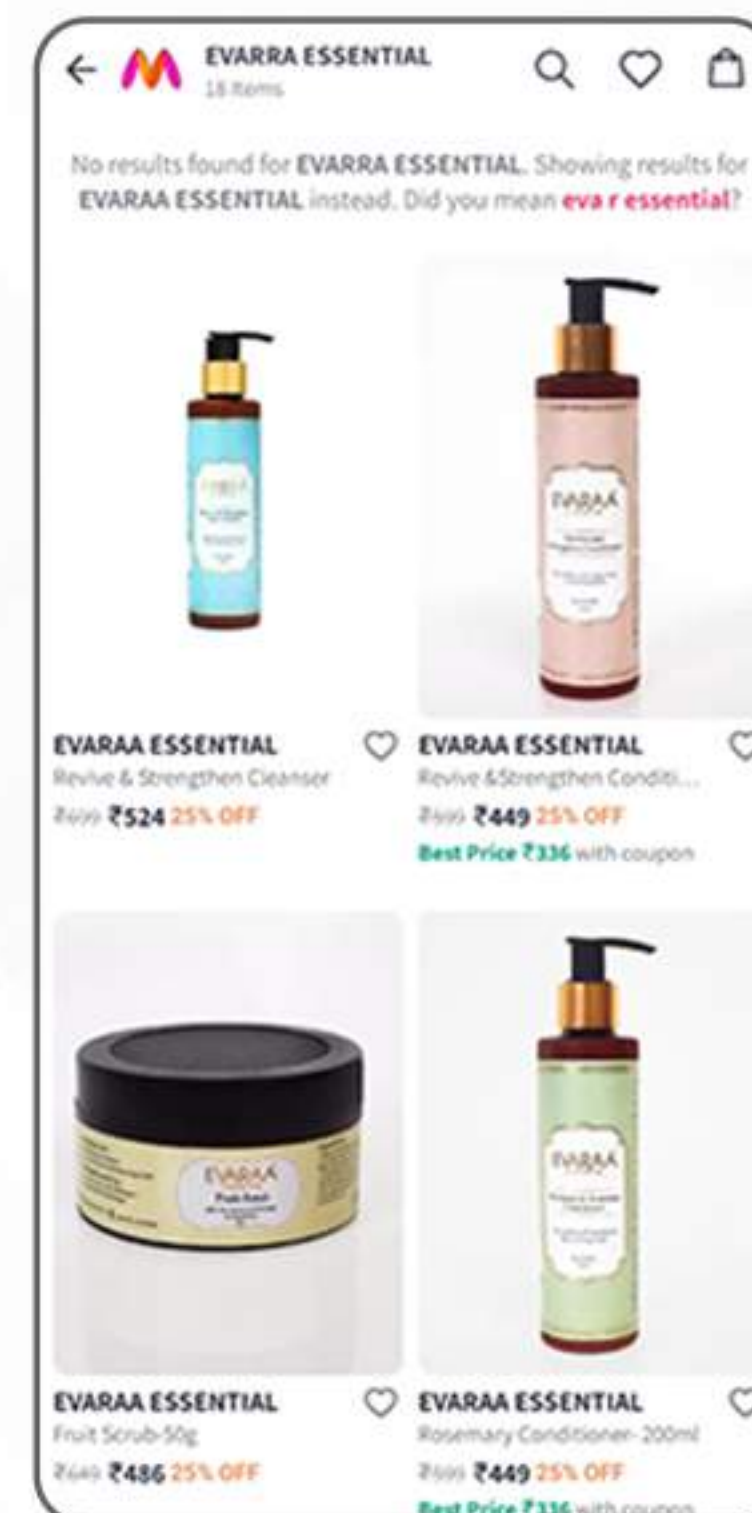
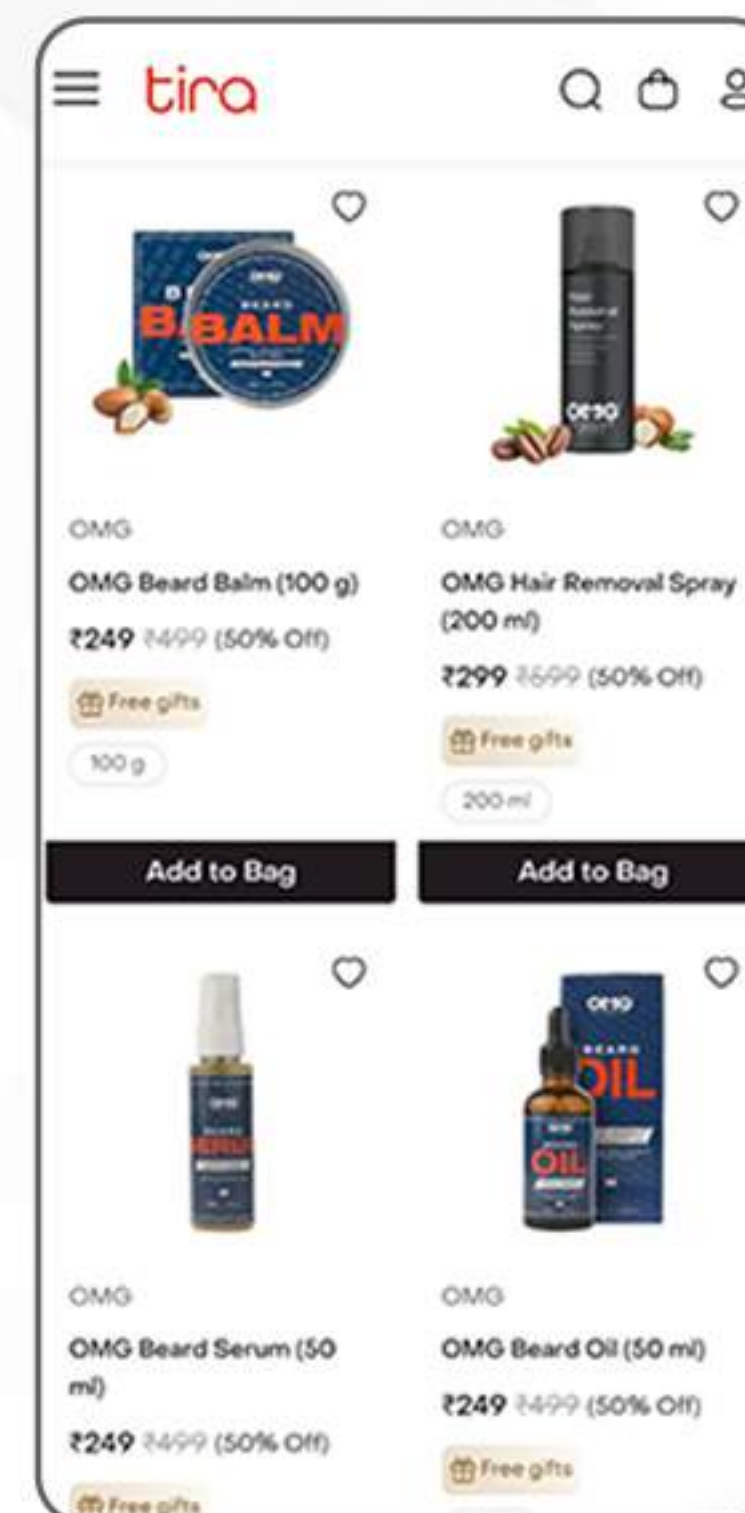
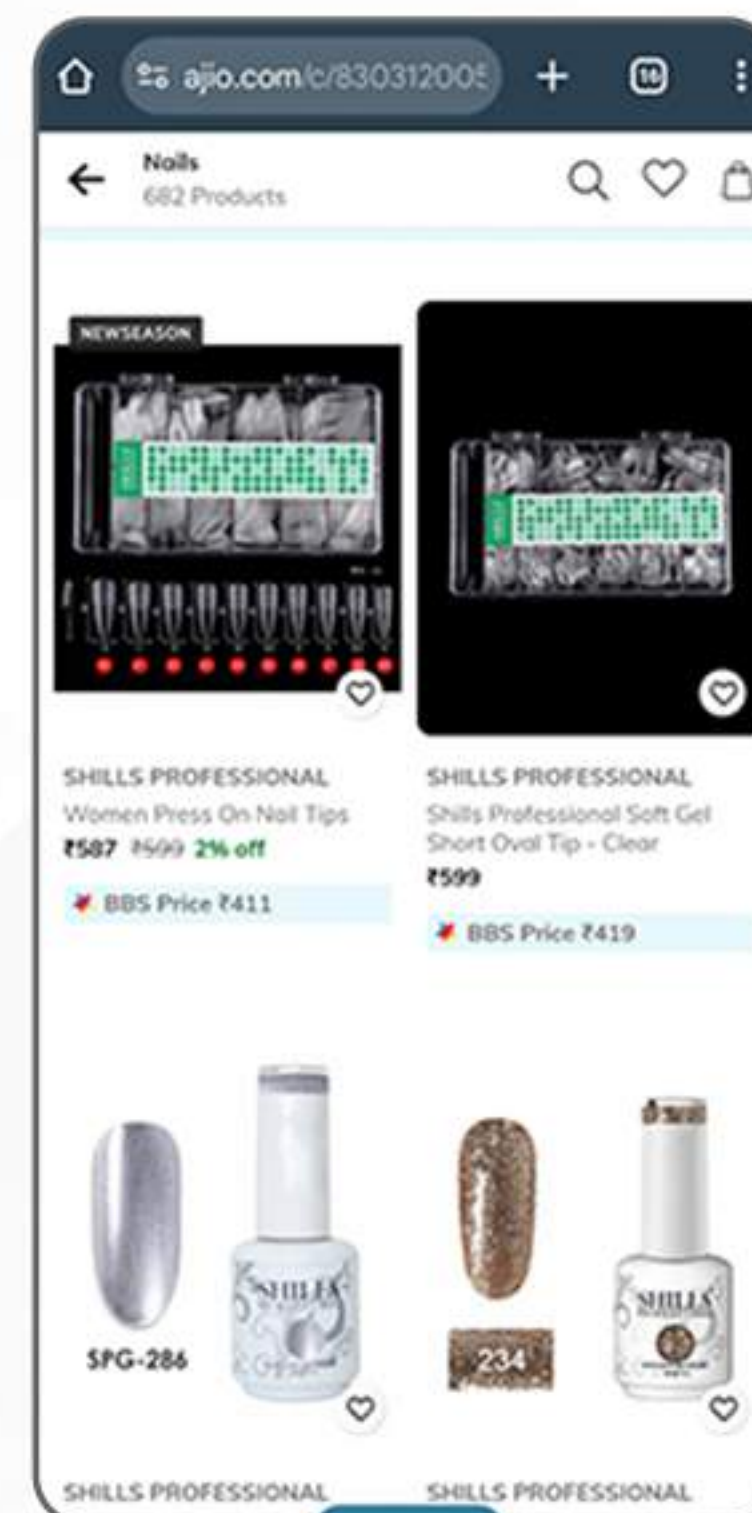
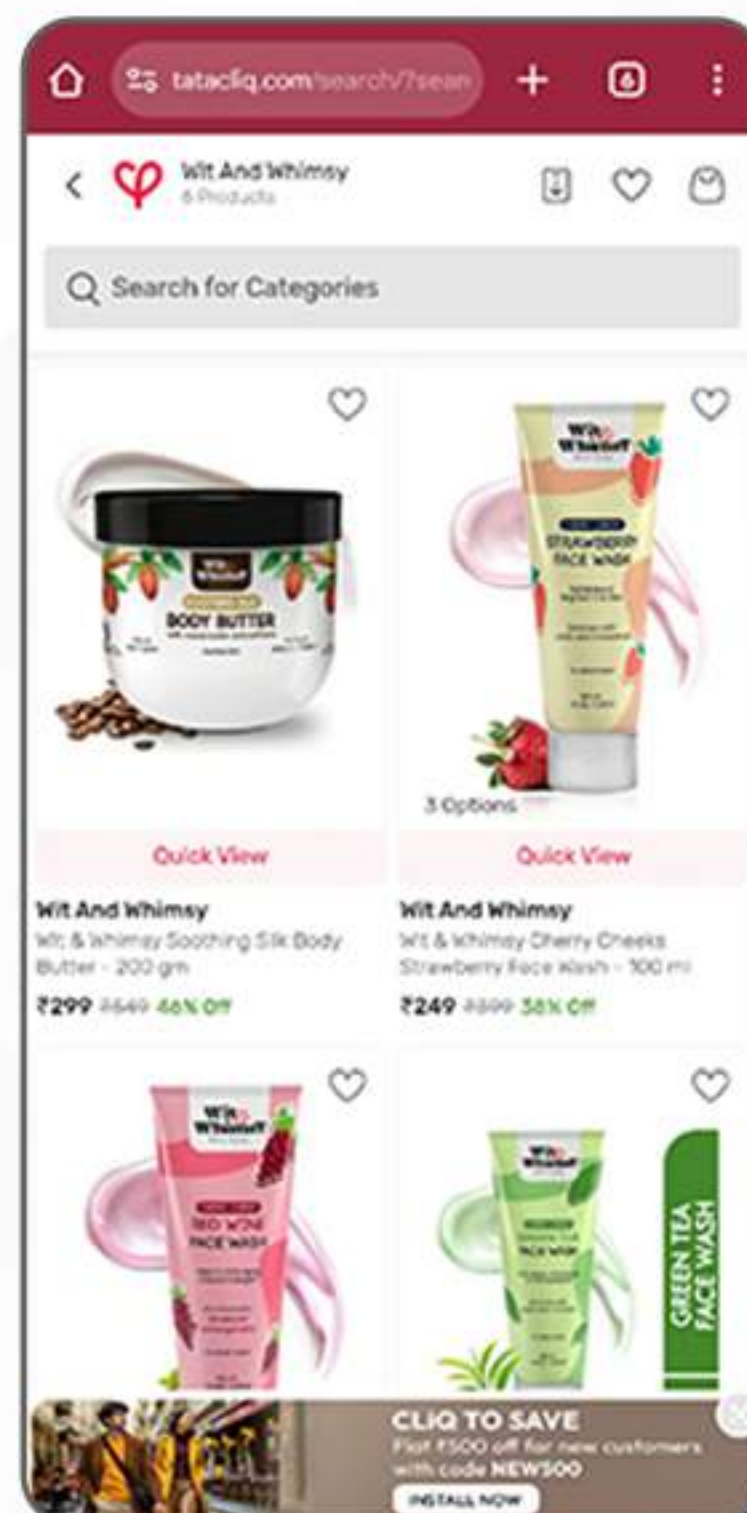
Brand & Intent Building

Our Live Brands

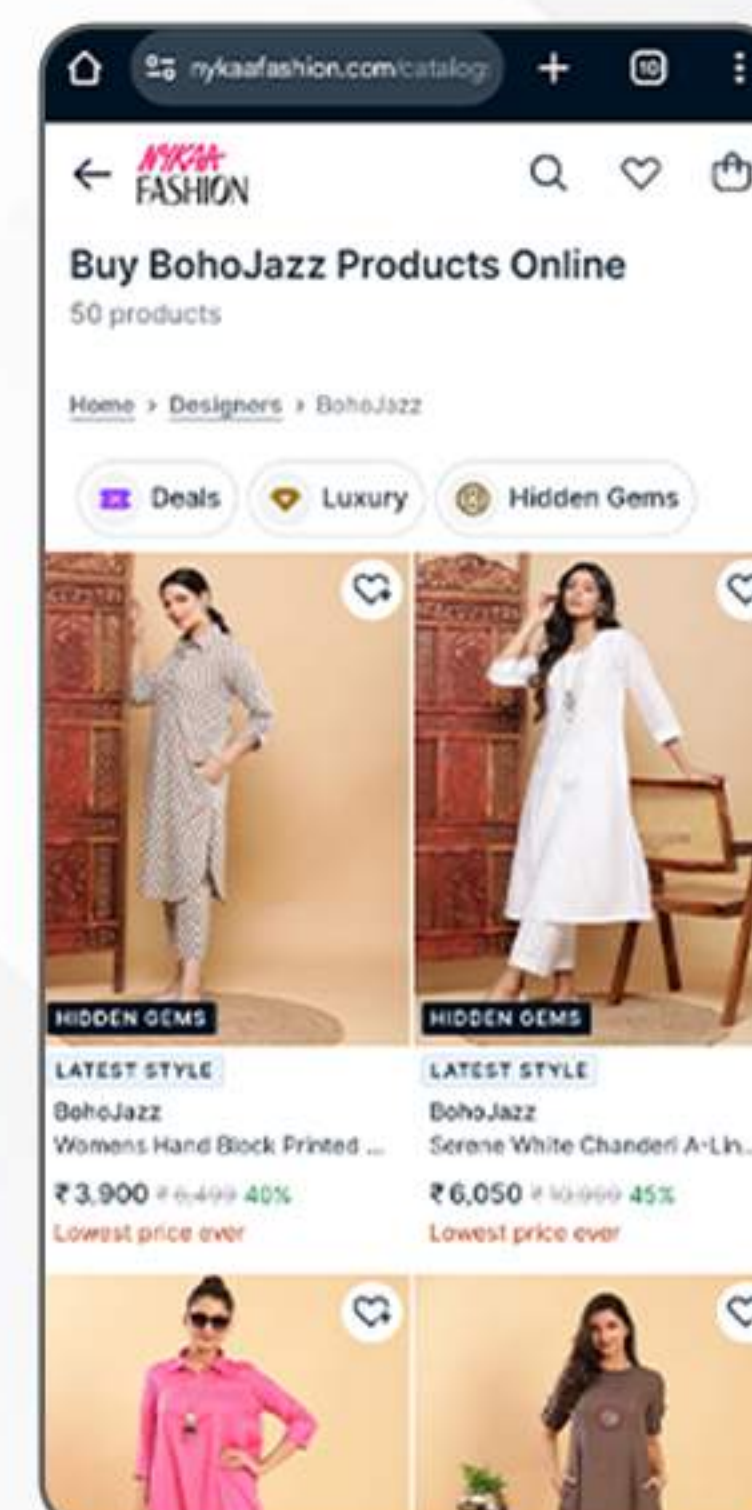
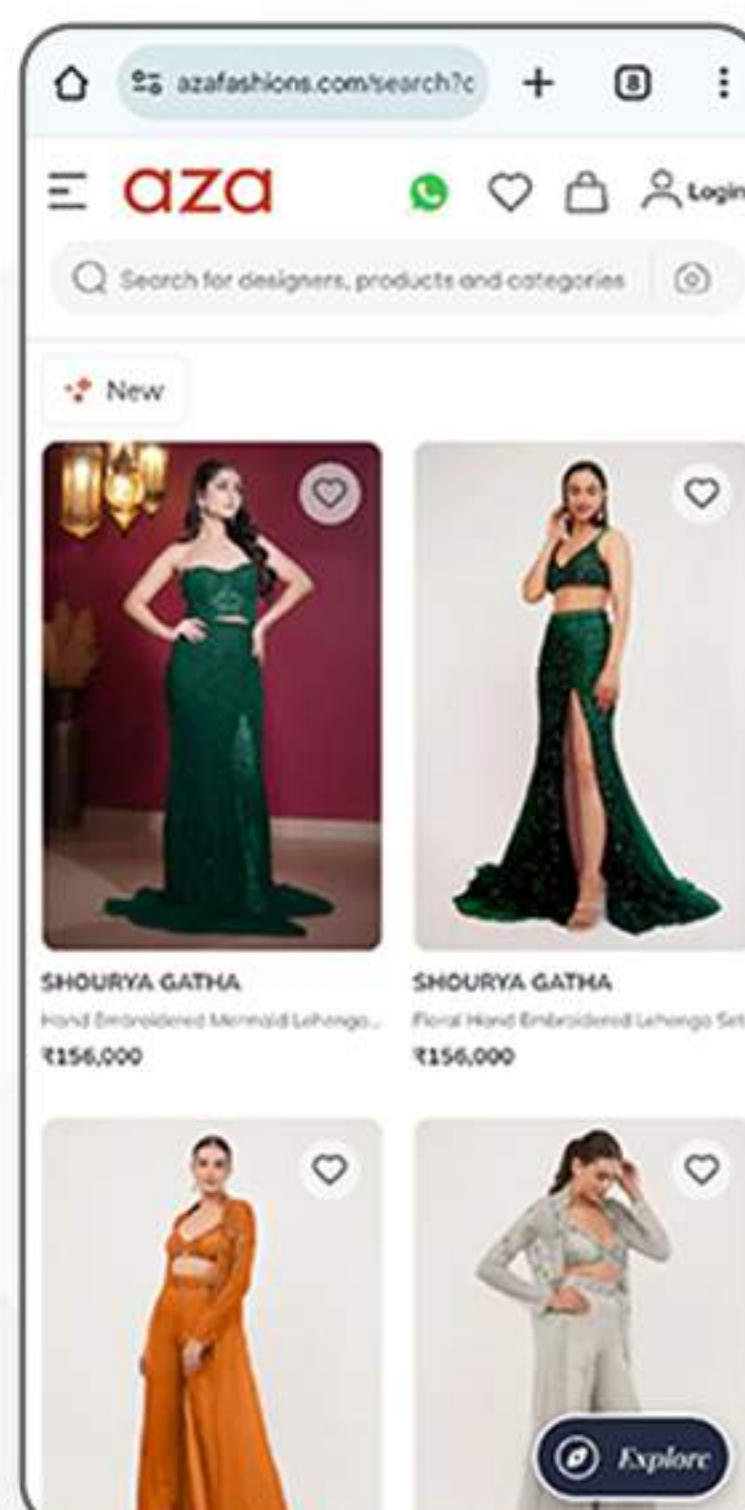
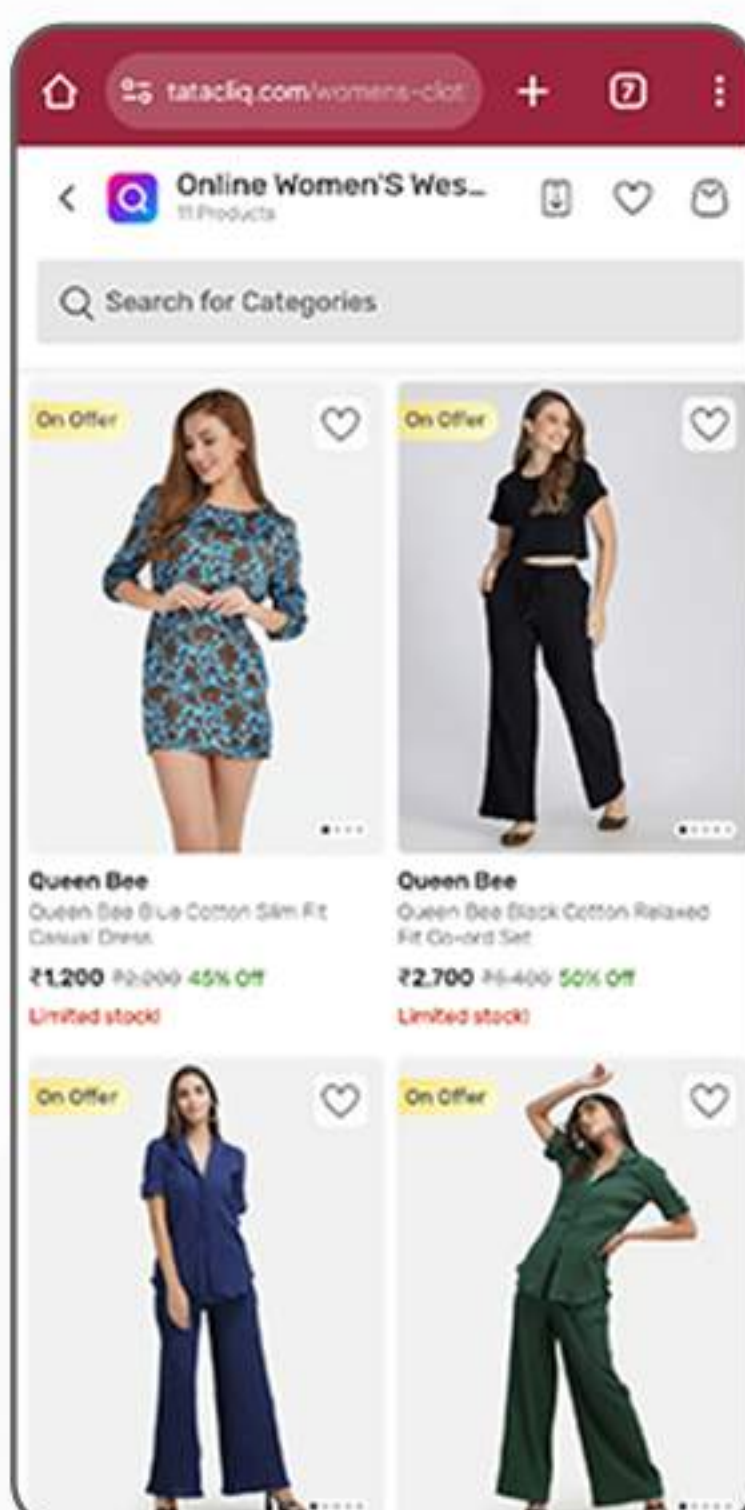
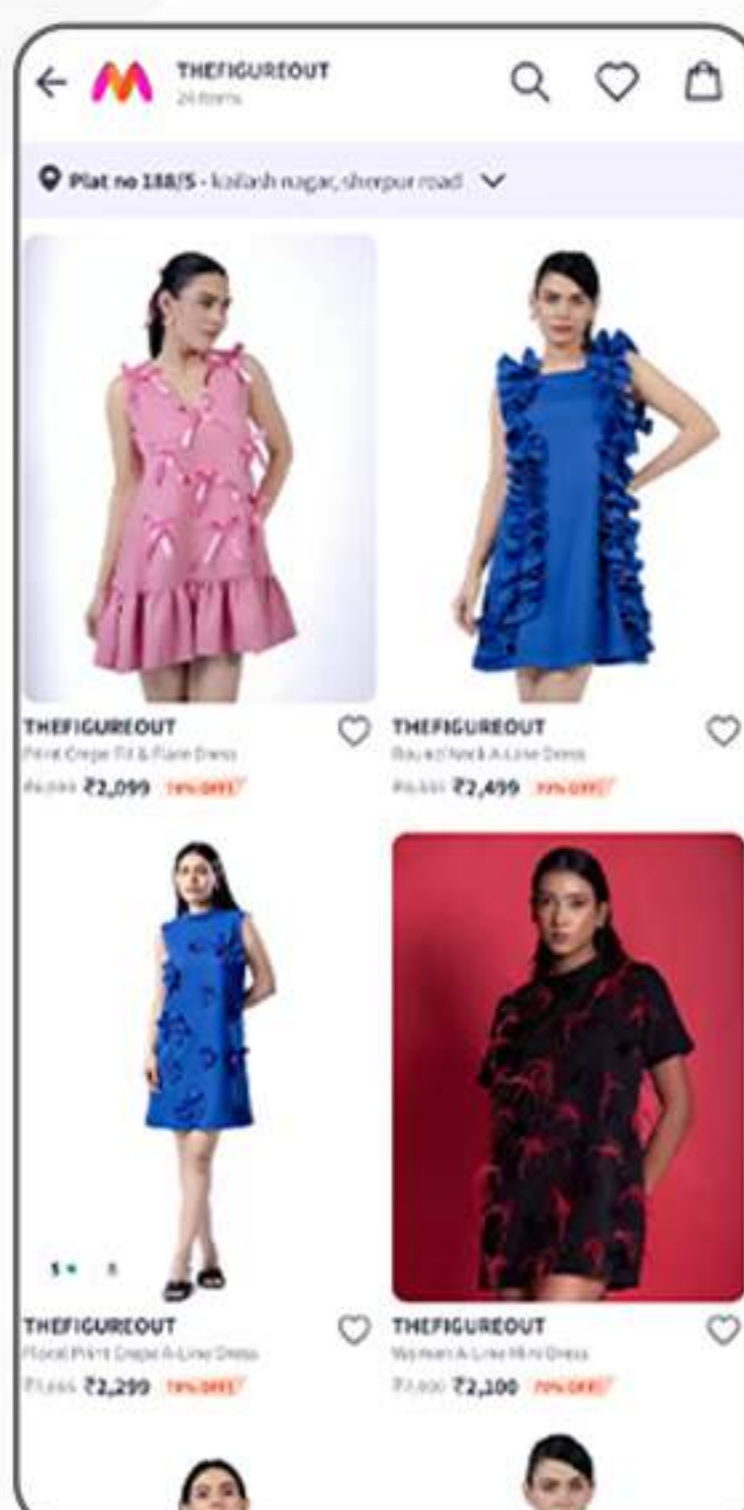
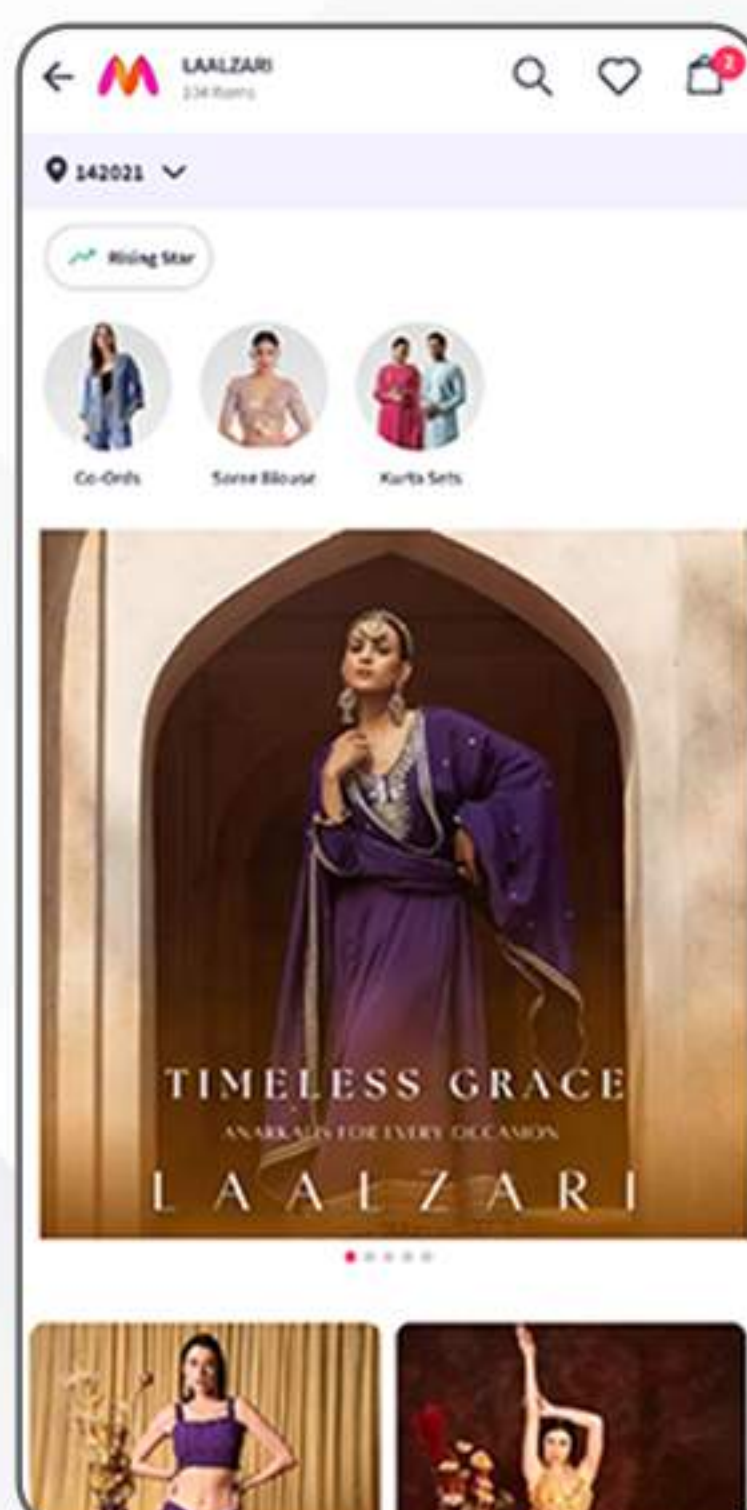


Ethnic Wear

Beauty and Cosmetic



Women Clothing



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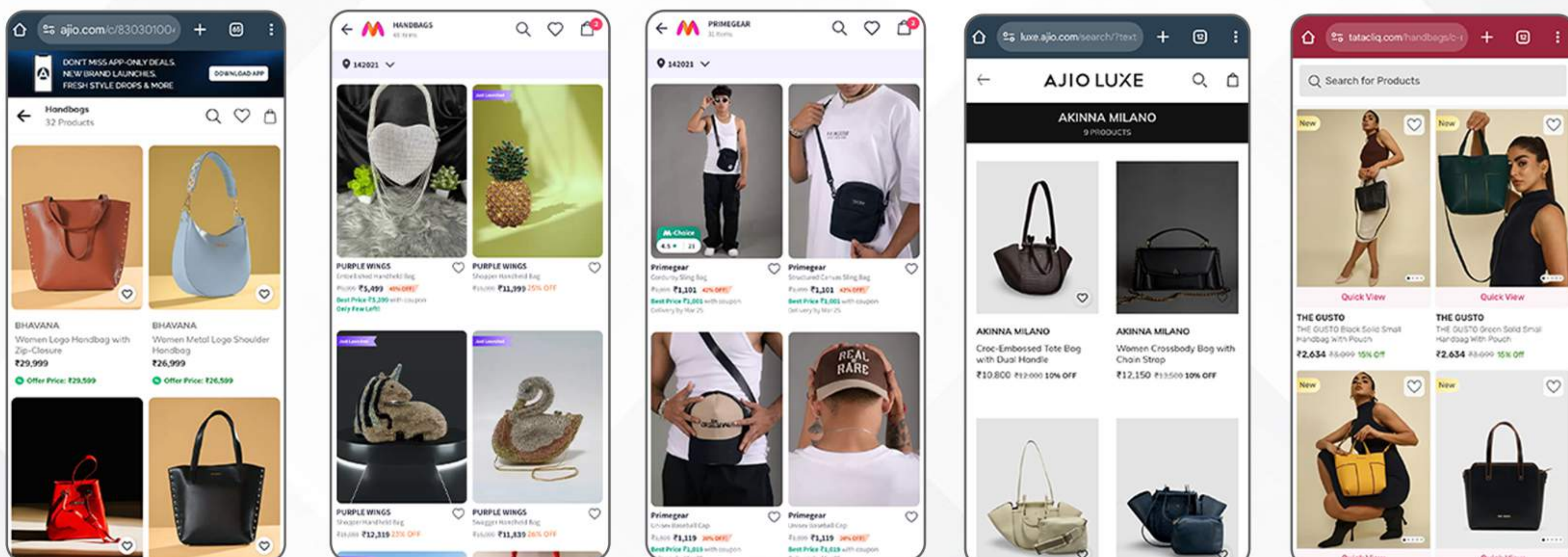
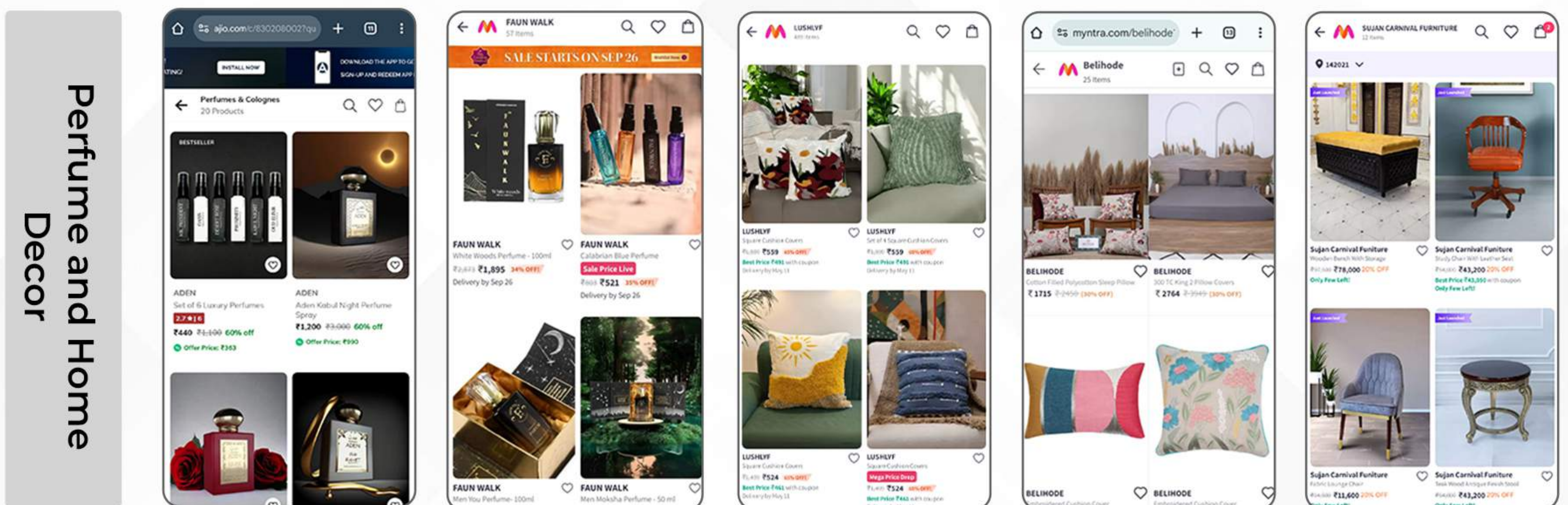
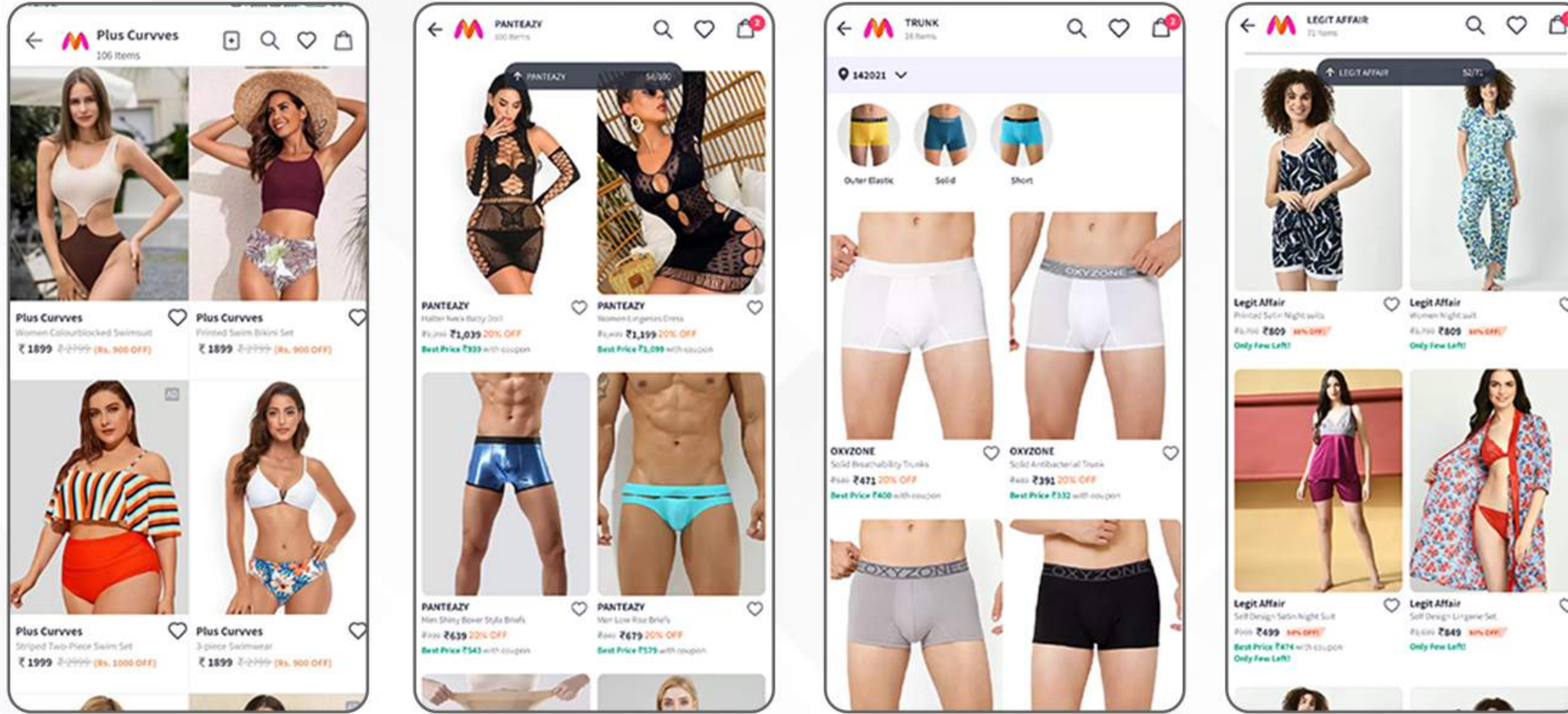
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Brand & Intent Building

Our Live Brands

UNDERWEAR & LOUNGERWEAR



Bags

We are Covered by
abp LIVE R. REPUBLICWORLD

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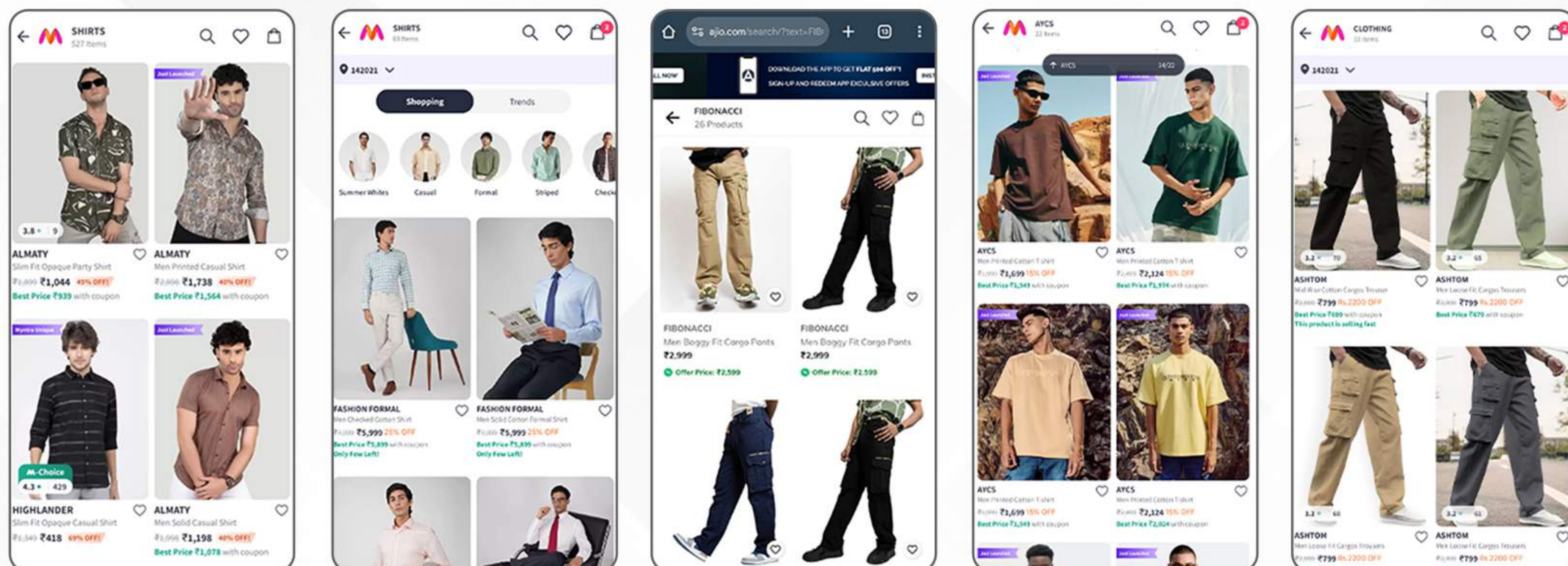


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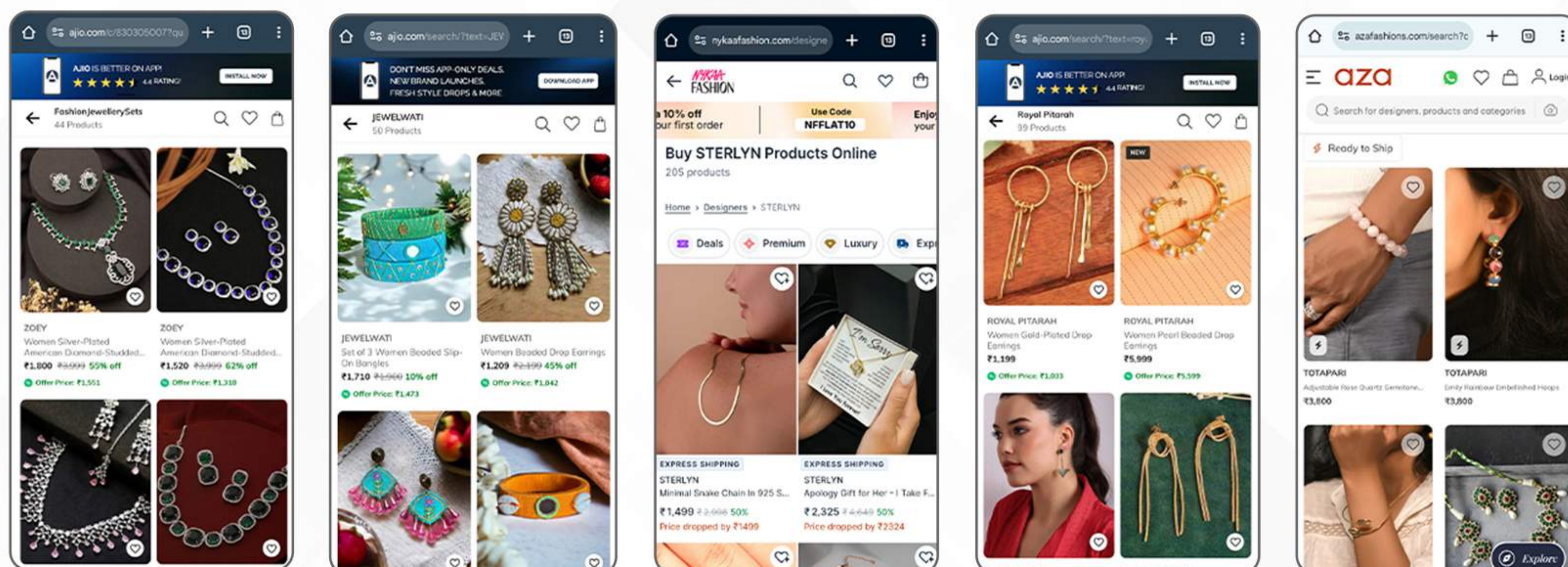
Brand & Intent Building

Our Live Brands

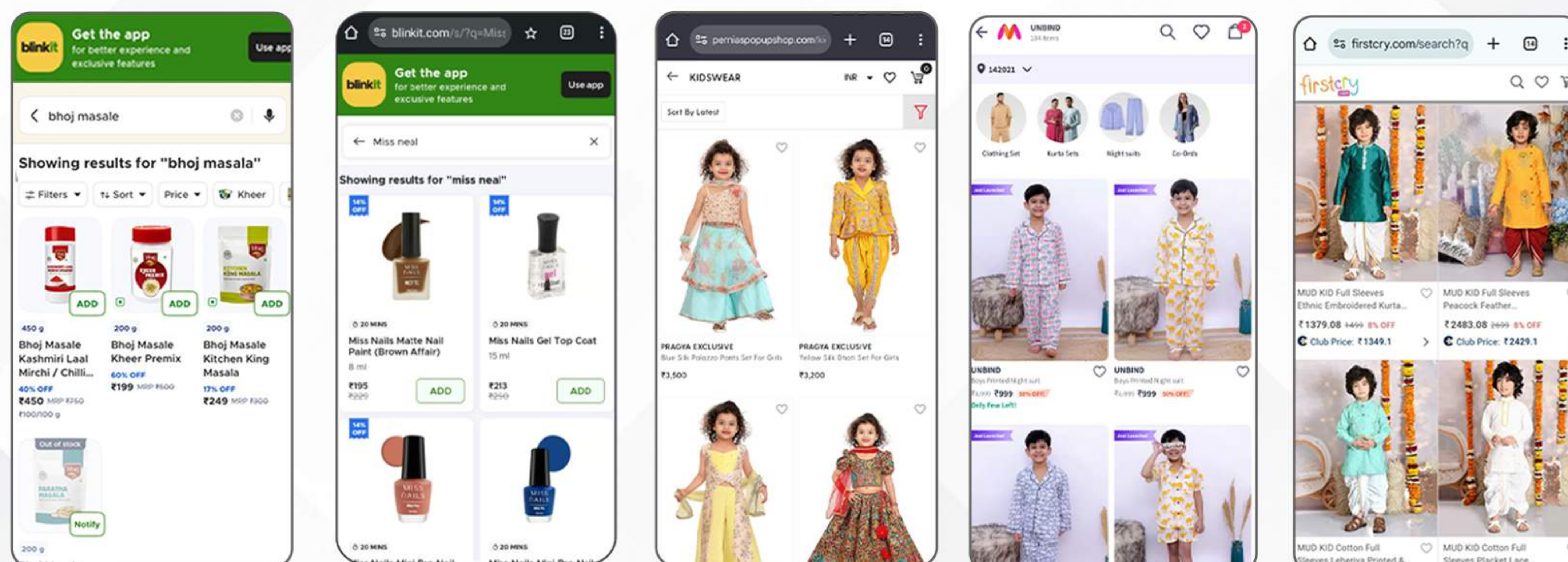
Men's Clothing



Jewellery



Q-commerce & Kids Wear



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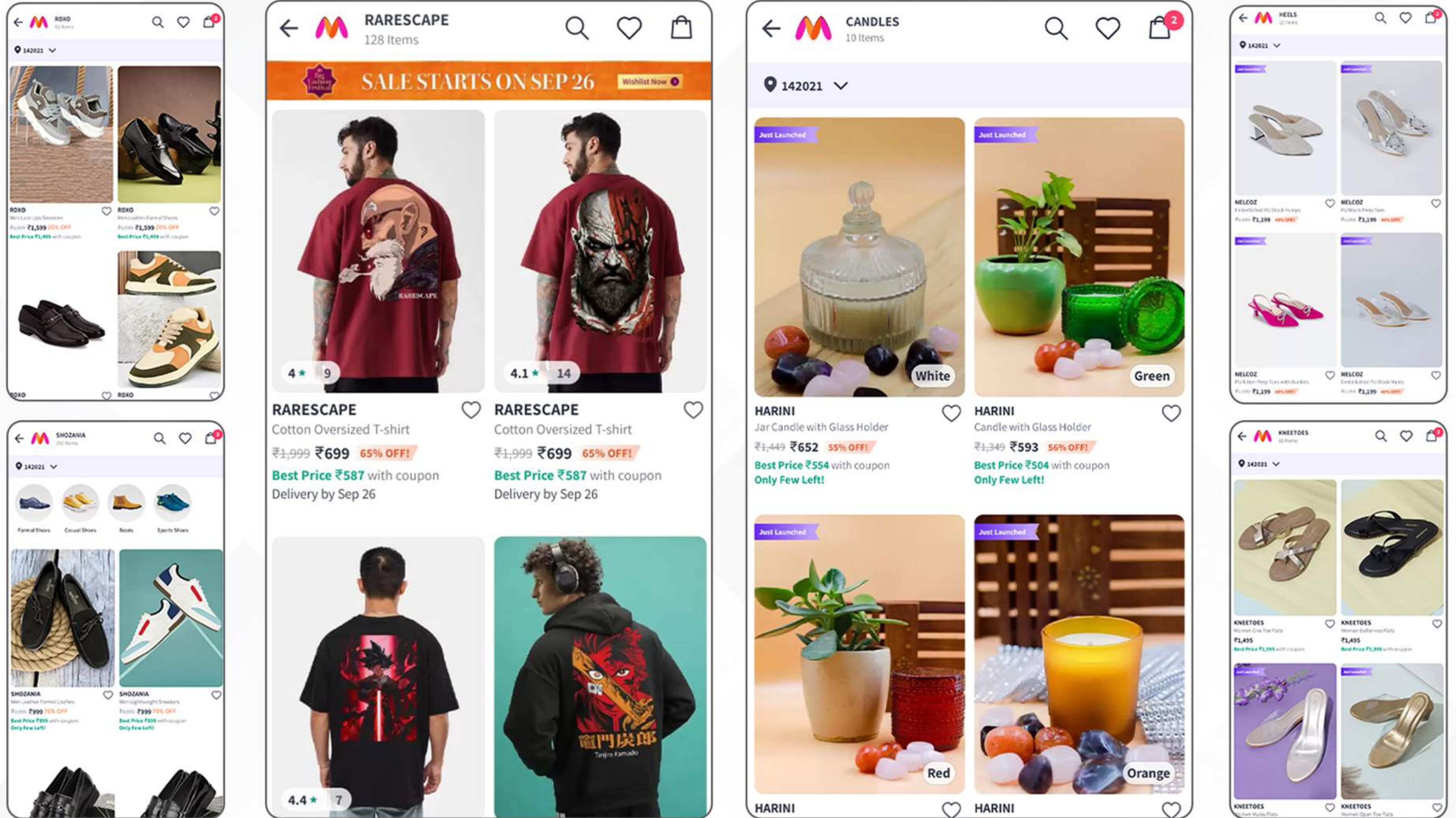
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Revenue Growth Commitment-Key Tenets Of Our New Approach

Our Live Brand



Zaroori Retail

Deliverables	Shining Stars	Remark
Display ads pricing support	✓	Better Sales
Revenue Commitment	✓	Spends to increase only with committed GMV growth
Consultant A/C Management	✓	Zaroori team to help regularly review & optimize campaigns
Data Insights	✓	Access to competition and platform insights
Premium Approval	✓	Solving the Problems For Premium marketplace Approvals



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Zaroori Retail

Account Management Support



Support on Hgiene Priority Issue Resolution

Timely and accurate issue resolutions through regular connects



Data Driven Pricing Inputs

Brand vs Category pricing trends, white space analysis, style aging and revenue per style inputs



Marketing & Visibility Insights

Advocate for FOC Visibility, Monetization Optimization, Analysis of the Selling Article types and styles for better marketing input.



Return Analysis & Ops Performance Inputs

PnL Strengthening with Deep dive & analysis on returns root cause and working on actionable insights.



Monetization Planning and Review

Periodic connects with relevant stakeholders for a growth focused planning



Dedicated Brand Building with Customer & Product Insights

Insights on new acquisitions, repeat buyers and strategy to expand new article types.

5 Problems we solve for you

Solves	Action Items	
Premium Approvals	Solving the Problems For Premium Marketplace Approvals	✓
Demand Shaping	Demand Shaping through personalized/affinity based push Regular Consultative Reviews and growth focused interventions Assortment Range Planning, White Space Analysis	✓
Brand Building	On Platform - OBS store with Joint Marketing Campaign, Mlives/Mstudio suggestions, Dedicated Brand Visibility through D2C Constructs across the platform Off Platform - MAaS with Social commerce engagement suggestions Brand Discoverability through OBS Store	✓
Data Insights	Data Analysis reports shared on weekly basis DAAS as a complimentary service (PI + Vorta) Pricing/Selection/-Freshness/Brokenness/Competition Benchmarking	✓
Account Hygiene	Coordination with internal teams to enable SJIT/MCF - for faster delivery Priority Complaint Resolution and single point of contact with Faster TAT	✓



We are Covered by

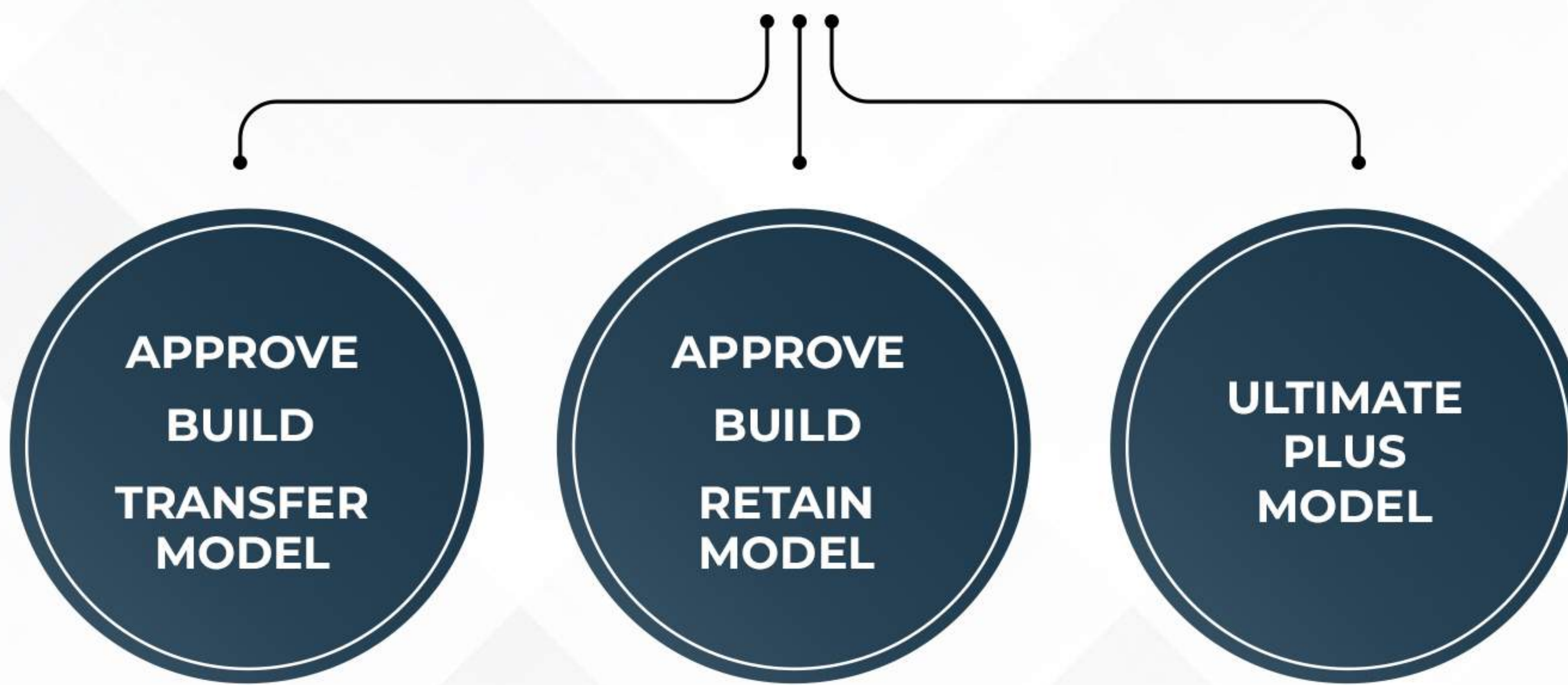
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Our Products



Zaroori Retail Product Offerings:

ABT

APPROVAL PLAN Approve Build Transfer

For Sellers Seeking Approvals and Cataloging : ABT is designed for sellers looking to secure approvals on popular online marketplaces and receive initial cataloging assistance After approvals, sellers manage their products independently. ABT is a one-year product.

ABR

APPROVAL + SERVICE PLAN Approve Build Retain

For Comprehensive Seller Support: ABR offers sellers a complete package, including approvals, cataloging, sales management, & account management services. It provides end-to-end support for sellers to optimize their marketplace presence. ABR is a one-year product.

Ult+

APPROVAL + SERVICE PLAN Ultimate Plus

Full-Service Solution for Sellers: Ultimate Plus is an all-inclusive package that covers six major marketplaces and offers a comprehensive suite of services, including approvals, cataloging, sales management, account management, and more. It provides sellers with maximum support and market exposure. Ultimate Plus is a one-year product.

**BEST
SELLER**

Approve - Build - Retain

**TRENDING IN
INDIA**



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APPROVAL PLAN

ABT

APPROVE BUILD TRANSFER

Visibility Boost:

Partner with us and watch your brand climb the visibility ladder on the marketplace. Our close coordination with marketplace teams guarantees enhanced brand visibility.



Dedicated Team



Expert Advice



One Month Sales Management :

Let us drive your initial sales numbers, setting a robust foundation for your brand's success and ensuring you get the spotlight right from the start.



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APPROVAL PLAN



APPROVE BUILD TRANSFER

Approve :

Getting Your Brand Onboard!



Dedicated
Team



Expert
Advice

Personalized Curation Process :

We understand every brand is unique. Our experts review your brand, ensuring it aligns perfectly with marketplace demands.



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60 Days Package

Zaroori Retail Presents

APPROVAL PLAN



Approve Build Transfer

Approve

Getting Your Brand Onboard!

Personalized Curation Process:

We understand every brand is unique. Our experts review your brand, ensuring it aligns perfectly with marketplace demands.

Approval:

With Zaroori Retail's strong relations and proven strategies, we assure marketplace approval for your brand's on-boarding.

Build:

Amplifying Your Brand Presence!

Efficient Cataloging:

Say goodbye to the hassles of listing! Our team ensures your products are showcased the way they deserve.



Dedicated Team



Expert Advice



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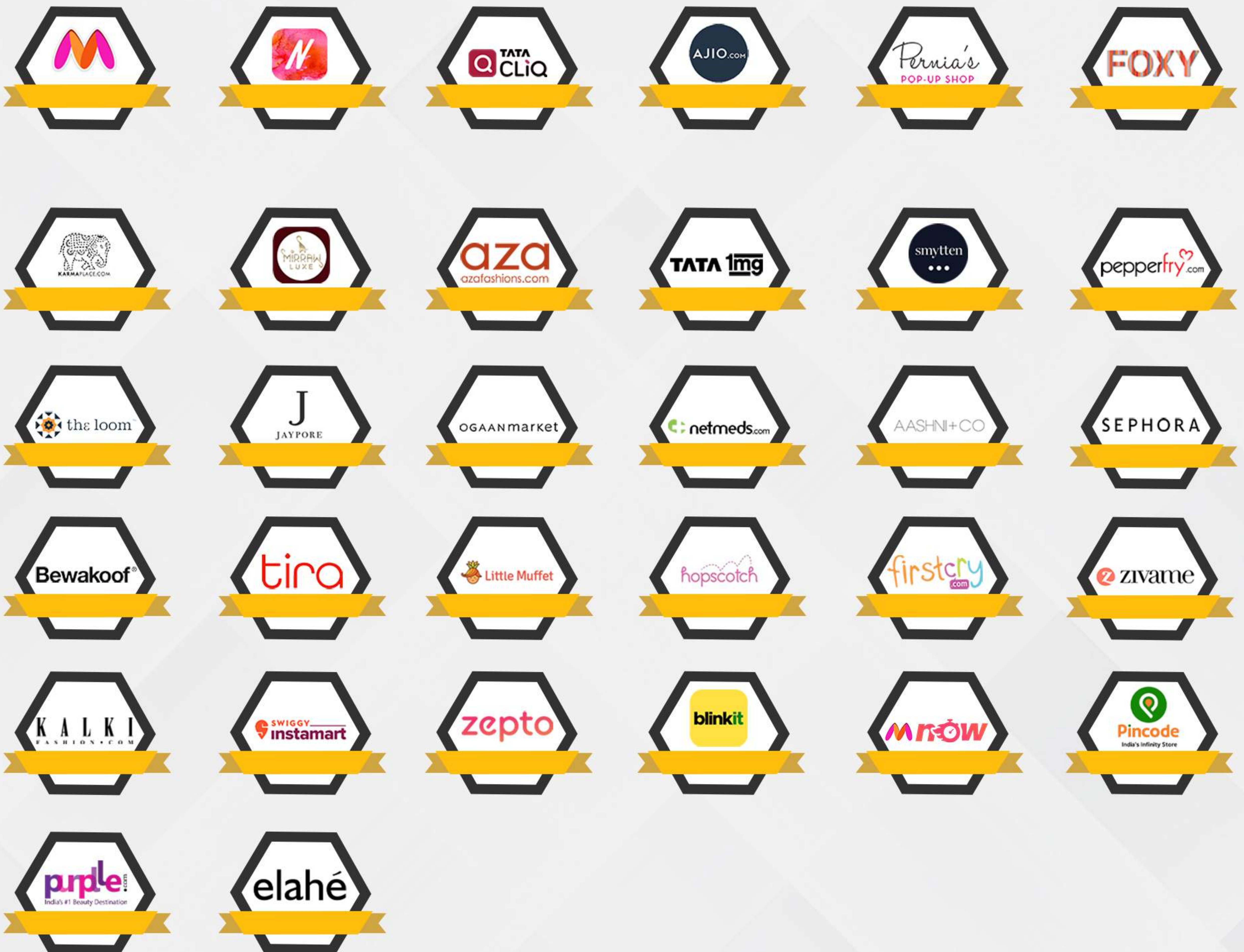
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Zaroori Retail Pricing Policy

We offer our esteemed clients two unique service models tailored to cater to a diverse range of requirements. Please review the details of our pricing models below:

With effective Forum from 1 January 2025

1. ABT (Approval Build Transfer) Model



Note: All mentioned prices are exclusive of GST.

We are committed to delivering excellence through our services. Please let us know if you need any assistance or further clarification on any of the pricing models.

100% Advanced Payment, First Come First Bases

T&C Apply



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APPROVAL + SERVICE PLAN



Dedicated Team



Expert Advice



Service



Retainership

Approve :

Getting Your Brand Onboard!



360 Degree



Product



Platinum Care

Personalized Curation Process :

We understand every brand is unique. Our experts review your brand, ensuring it aligns perfectly with marketplace demands.



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Zaroori Retail Presents

Approve - Build - Retain

Empowering Brands to Shine Brighter
on Top Marketplaces!

APPROVAL + SERVICE PLAN

Approve

Getting Your Brand Onboard!

Personalized Curation Process:

We understand every brand is unique. Our experts review your brand, ensuring it aligns perfectly with marketplace demands.

Approval

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360
Degree



Product



Platinum
Care



Dedicated
Team



Expert
Advice



Service



Retainership



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1 YEAR PACKAGE



Approve - Build - Retain

Key Features:

● Dedicated Team:

A team of four seasoned professionals exclusively aligned with your brand, ensuring smooth operations and unparalleled focus on your brand's growth.

- Chief On-boarding Head
- Key Account Manager
- Relationship Manager
- Project Director

● Marketing-All-Inclusive:

No hidden fees, no extra charges. Our marketing package covers every spectrum of the promotional journey, ensuring your brand always stays in the limelight.

● Sales Ownership:

With the ABR, sales become our responsibility. We steer the ship, ensuring your brand doesn't just survive, but thrives in the e-commerce domain.

● Unlimited SKU Listing & Cataloguing:

There's no cap. Introduce as many products as you have in your arsenal. Our team will catalogue and list each SKU to perfection.

● Daily Sales Support:

Everyday hurdles? We got them covered. Receive dedicated support every day to ensure the seamless functioning of your sales operations.

● Competitive Insights:

Stay ahead of the curve. Get regular reports on what your competitors are up to, ensuring you always have the upper hand in the market strategy.

● Event Participation

Our team expertly assists your brand in engaging with key marketplace events, including New Year sales, End of Season Sales (EOSS), and various festive promotions, ensuring maximized visibility and sales opportunities during these high-traffic periods.

● Customized Pricing Policy:

Our experts will devise a bespoke pricing strategy for your brand, ensuring optimal profitability while maintaining market competitiveness.



360 Degree



Product



Platinum Care



Dedicated Team



Expert Advice



Service



Retainership



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Zaroori Retail Pricing Policy

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With effective Forum from 1 January 2025

1. ABR (Approval Build Retain) Model

Package Period : 1 Year



*One time Charge



Note: All mentioned prices are exclusive of GST.

We are committed to delivering excellence through our services. Please let us know if you need any assistance or further clarification on any of the pricing models.

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Zaroori Retail Pricing Policy

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*One time Charge

With effective Forum from 1 January 2025

1. ABR (Approval Build Retain) Model

Package Period : 1 Year

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Note: All mentioned prices are exclusive of GST.

We are committed to delivering excellence through our services. Please let us know if you need any assistance or further clarification on any of the pricing models.

100% Advanced Payment, First Come First Bases

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We understand that different brands have different needs. That's why we offer two powerful service models – ABR (Approve, Build, Retain) and ABT (Approve, Build, Transfer)

Example for 4 Marketplaces (Women's Ethnic Wear)

(Excludes Quick Commerce Platforms)

FEATURE Included Marketplaces (Example)	VS	
	ABR (APPROVE, BUILD, RETAIN)	ABT (APPROVE, BUILD, TRANSFER)
	   	   
SKU Listing Limit	✓ Unlimited SKUs per Marketplace	✓ Up to 400 SKUs per Marketplace + ₹25/SKU above limit
Account Approvals	✓ Complete end-to-end approvals	✓ Approvals included
Campaigns & Marketplace Promotions	✓ Full strategy and execution support	✗ Not included
Payment Reconciliation Support	✓ Weekly follow-ups & resolution included	✗ Not included
Order Management System (OMS) Integration	✓ Included – EasyEcom, Unicommerce etc.	✗ Not included
Returns & Ticket Management	✓ Handled by dedicated team	✗ Not included
Team Allocation	✓ 5-member dedicated support team	✓ Setup support only
Training & SOPs	✓ Included Brand training, SOPs, escalation processes	✗ Not included
Duration of Service	✓ 1 Year full support	✓ 1 Month setup + handover
Cost (One-Time Fee)		

Success Stories

SOME OF OUR BRAND

Zaroori Retail has transformed brands into premium marketplace leaders by optimizing product listings, enhancing visibility, and delivering 4X sales growth with impactful content strategies.



Pimu Women's Clothing brand, proudly onboarded by Zaroori Retail on Myntra, marks a milestone in blending style with accessibility, bringing contemporary fashion to a wider audience.

Platform - Myntra

Since - 8 Months

Good amount of sell in Myntra



Panash Wellness beauty brand expanded its presence to Myntra, Ajio, and Nykaa, driven by Zaroori Retail's seamless onboarding expertise and dedicated support.

Platform - Myntra, Ajio, Nykaa

Since - 1+ Year

Good amount of sell in Myntra



Shozania's shoe brand stepped into Myntra's marketplace, achieving seamless onboarding with the expertise and support of Zaroori Retail.

Platform - Myntra

Since - 1+ Year

Good amount of sell in Myntra



Totapari's women's jewelry brand achieved a remarkable presence on Myntra, Ajio, The Loom, and Mirraw, thanks to Zaroori Retail's expert onboarding and strategic support.

Platform - Myntra, Ajio, The Loom and Mirraw

Since - 1 Year

Good amount of sell in Myntra



Bubble Berry's kids' clothing brand successfully launched on Myntra and Ajio, enabled by Zaroori Retail's seamless onboarding expertise and dedicated guidance.

Platform - Myntra and Ajio

Since - 1 Year

Good amount of sell in Myntra



Faunwalk's perfume brand expanded its reach across Myntra, Ajio, Jiomart, Nykaa, Purplle, Limeroad, and Smytten, thanks to Zaroori Retail's expert multi-platform onboarding solutions.

Platform - Myntra, Ajio, Nykaa, Purplle, Limeroad and Smytten

Since - 9+ Months

Good amount of sell in Myntra, Nykaa, Purplle, Ajio, Limeroad and Smytten



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Introducing Ultimate + Package

APPROVAL + SERVICE PLAN

At the
Price
of **5** | Get **6**
Market
Places



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1 Year Package

Ultimate Plus+

Key Features:

● Dedicated Team:

A team of four seasoned professionals exclusively aligned with your brand, ensuring smooth operations and unparalleled focus on your brand's growth.

- Chief On-boarding Head
- Key Account Manager
- Relationship Manager
- Project Director

● Marketing-All-Inclusive:

No hidden fees, no extra charges. Our marketing package covers every spectrum of the promotional journey, ensuring your brand always stays in the limelight.

● Sales Ownership:

With the Ultimate plus, sales become our responsibility. We steer the ship, ensuring your brand doesn't just survive, but thrives in the e-commerce domain.

● Unlimited SKU Listing & Cataloguing:

There's no cap. Introduce as many products as you have in your arsenal. Our team will catalogue and list each SKU to perfection.

● Daily Sales Support:

Everyday hurdles? We got them covered. Receive dedicated support every day to ensure the seamless functioning of your sales operations.

● Competitive Insights:

Stay ahead of the curve. Get regular reports on what your competitors are up to, ensuring you always have the upper hand in the market strategy.

● Event Participation

Our team expertly assists your brand in engaging with key marketplace events, including New Year sales, End of Season Sales (EOSS), and various festive promotions, ensuring maximized visibility and sales opportunities during these high-traffic periods.

● Customized Pricing Policy:

Our experts will devise a bespoke pricing strategy for your brand, ensuring optimal profitability while maintaining market competitiveness.



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Ultimate Plus Package

Introducing the (Ultimate Plus) package Duration - 12 Months

An exclusive offering tailored for brands seeking a seamless e-commerce experience in both domestic and international markets.

Dive into the vast online retail world with our premium services that encompass a year-long duration.



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Note: All mentioned prices are exclusive of GST.

Take your brand to unparalleled heights with the Ultimate Plus package, Where we shoulder the journey's challenges while you enjoy the successes. Embrace the future of e-commerce with Zaroori Retail

Terms and Conditions :

- Shoots will be handled by clients.
- Some marketplaces charge extra for the Ad Campaigns as per the Commercials.
- Product Reviews will be charged as per third party.

GST excluded in all above prices and policy.



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India's Oldest Premium Marketplace

Service Provider with 800+ Domestic & International Platforms



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UAE Packages



360 Degree



Platinum Care



FC Support



Concession Support



Legal Support



International Banking Support



Retainership

1 Year Package



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US Canada

1 Year Packages



360 Degree



Platinum Care



FC Support



Concession Support



Legal Support



International Banking Support



Retainership

Annual Package
For any 4
Marketplaces

Premium
Marketplace



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UK Europe

1 Year Packages



360 Degree



Platinum Care



FC Support



Concession Support



Legal Support



International Banking Support



Retainership

Annual Package
For any 4
Marketplaces

Premium
Marketplace

 wayfair

 zalando

Vinted

OnBuy.com

fruugo

wish



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Retainership Program



Retainership Features

Comprehensive Marketplace Management for Your Brand

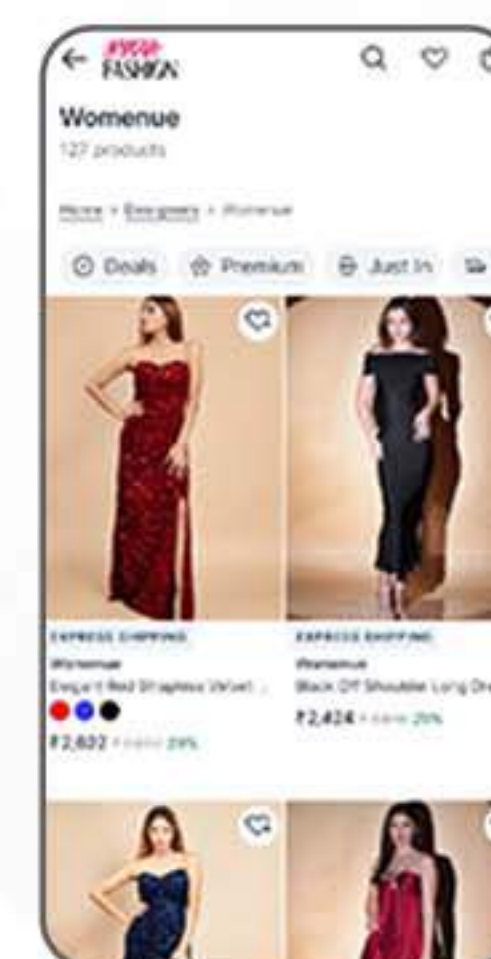
At Zaroori Retail, we offer an exclusive retainership program designed to streamline and optimize your brand's presence across leading marketplaces. Our tailored services ensure that your products reach the right audience, maximizing visibility and sales.

Retainership Plans and Pricing

● Single Marketplace Management

Features:

- Dedicated account manager
- Product listing optimization
- Inventory management
- Pricing strategy and adjustments
- Monthly performance reports
- Customer service support
- Marketing and promotional activities
- Regular updates and insights on marketplace trends

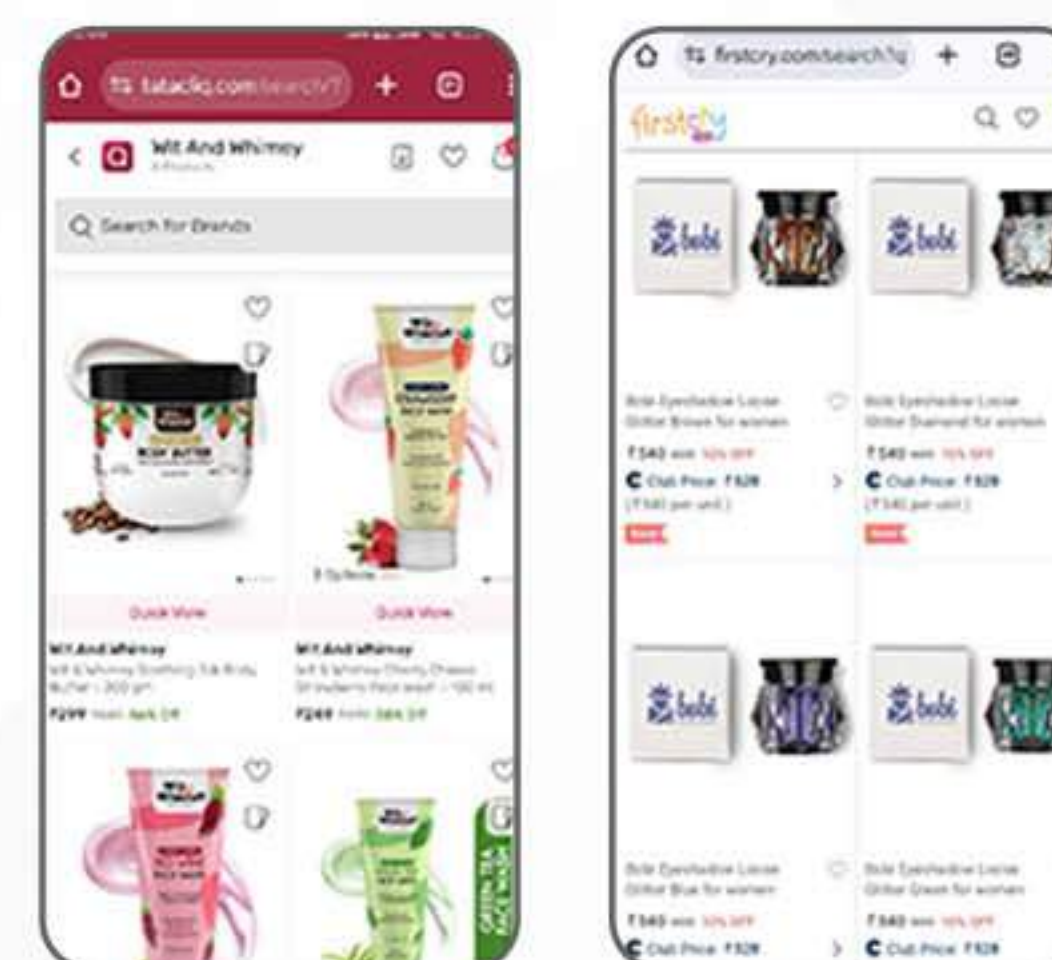


PER MONTH

● Dual Marketplace Management

Features:

- All features of Single Marketplace Management
- Enhanced visibility across two marketplaces
- Cross-promotion strategies
- Integrated reporting and analytics



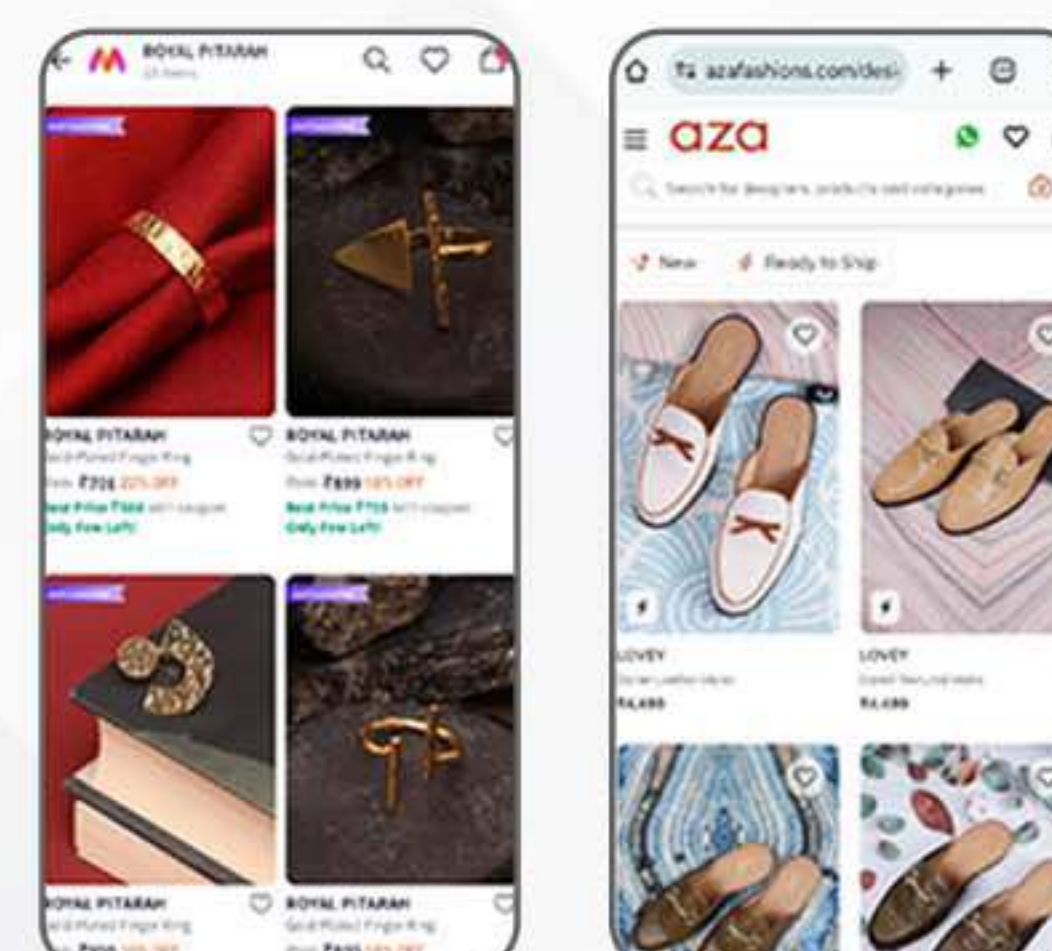
PER MONTH

15%
DISCOUNT

● Triple Marketplace Management

Features:

- All features of Dual Marketplace Management
- Comprehensive multi-marketplace strategy
- Advanced competitor analysis
- Unified inventory and pricing management



PER MONTH

20%
DISCOUNT



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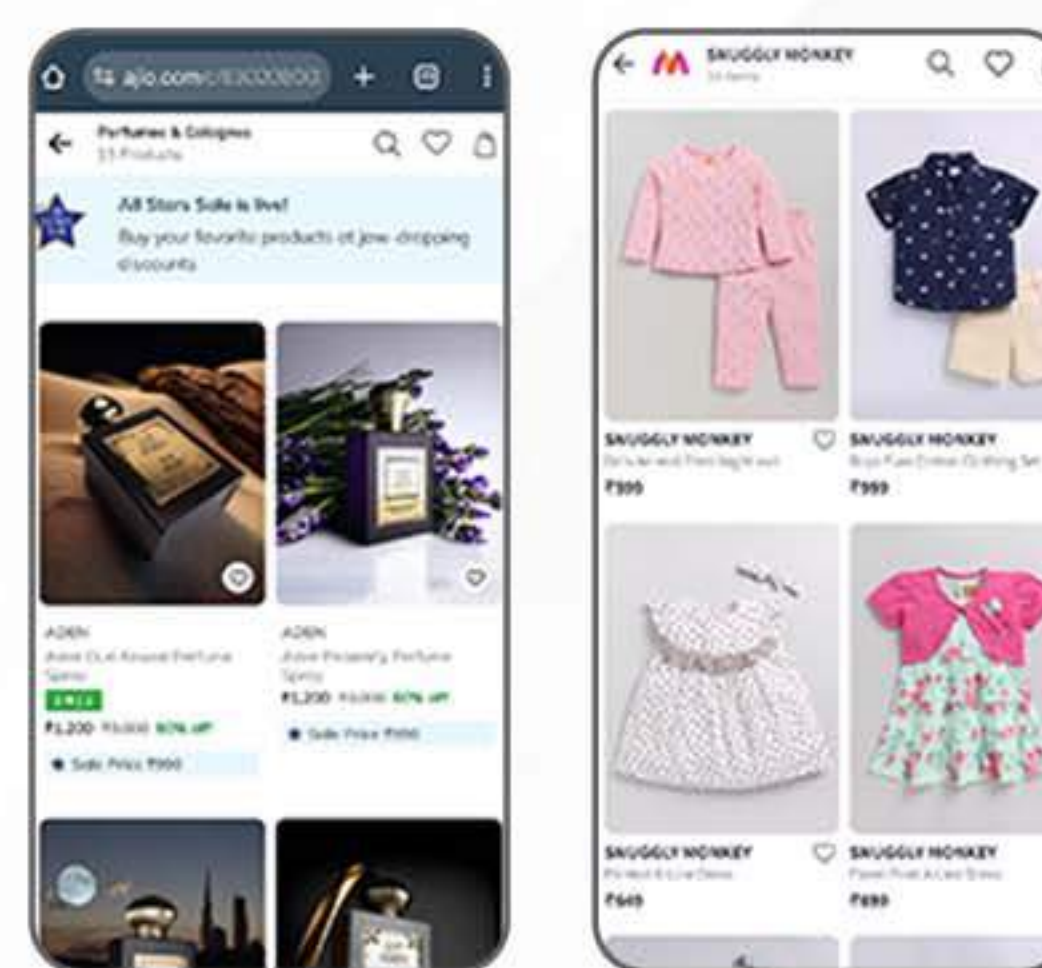


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● Quadruple Marketplace Management

Features:

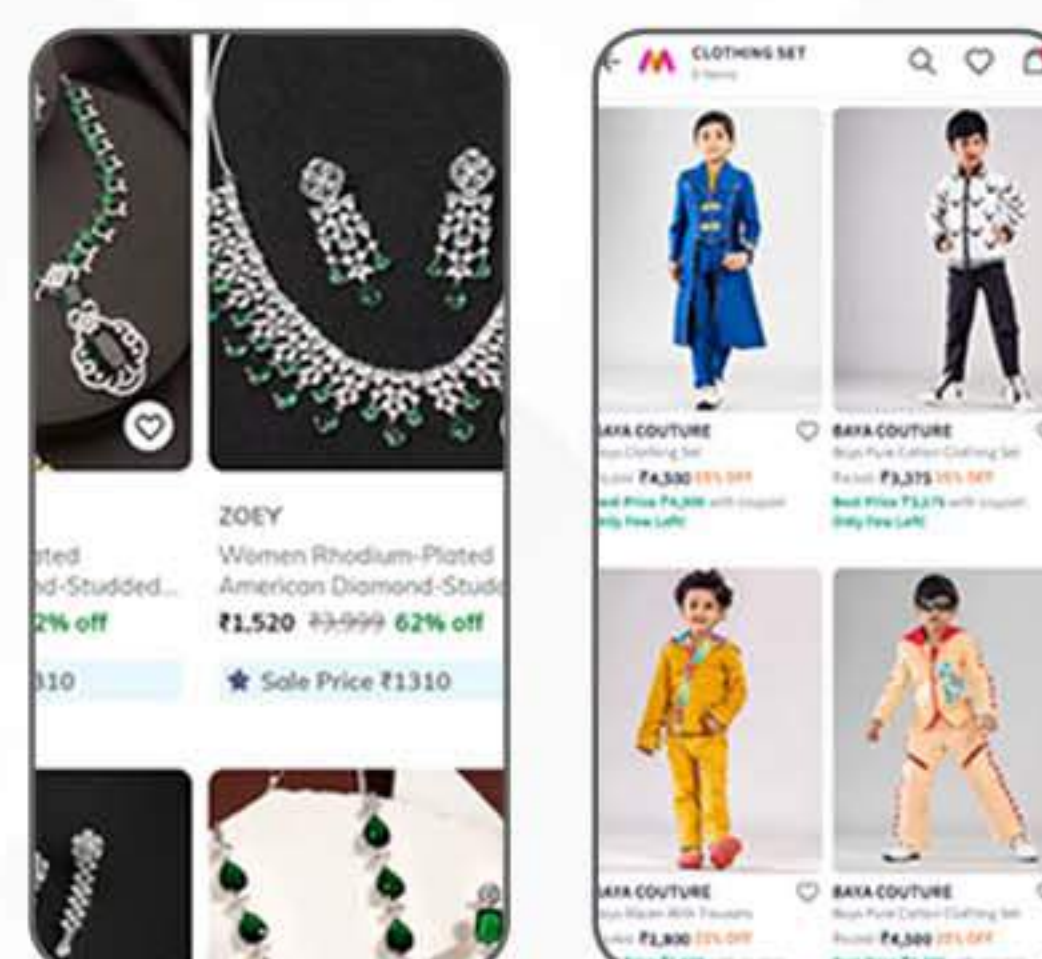
All features of Triple Marketplace Management
Extended marketplace reach
Customized marketing campaigns for each platform
Detailed performance tracking



● Ultimate Plus Plan

Features:

All features of Quadruple Marketplace Management
Maximum marketplace coverage
Priority support and consultancy
Tailored growth strategies
Exclusive access to new marketplace opportunities



Why Choose Zaroori Retail?

● Expertise and Experience:

With years of experience and a deep understanding of the marketplace dynamics, we ensure that your brand stands out.

● Customized Solutions:

We tailor our services to meet the specific needs of your brand, providing personalized strategies that drive results.

● Dedicated Support:

Our dedicated account managers are always available to support you, ensuring seamless operations and addressing any challenges promptly.

● Proven Success:

Join our network of 3000+ satisfied clients who trust us to manage their marketplace accounts effectively.

● Global Reach:

Leverage our expertise and presence in both Indian and international markets, including the UAE and USA.

● Get Started Today!

Empower your brand with Zaroori Retail's comprehensive retainership plans. Contact us to learn more and to begin your journey towards marketplace success.



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Success Stories

SOME OF OUR BRANDS



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Make Way For Zaroori Retail, Which Paves The Way For Excellent Online Brand Elevation

Zaroori Retail is a fast-growing and expanding premium marketplace service provider that helps brands sell on multiple platforms, leading them to their desired brand success.

By: **ABP Live Focus** | Updated at : 05 Apr 2024 11:28 PM (IST)

Share:



Zaroori Retail today has risen as one of the most sought-after and premium marketplace service providers

New Delhi (India), April 5: It is genuinely astonishing to learn about all those brands, platforms, and businesses founded on a powerful purpose that goes beyond the conventional norms. A handful of these businesses thrive not just on the dedication and passion of an expert and experienced team but also on a purpose to positively impact their clients and

customers, much like what **Zaroori Retail** by CEO & Founder Mr. Deepinder Ahluwalia has been doing, paving the way for greater growth and success for brands on top online marketplaces.

Zaroori Retail today has risen as one of the most sought-after and premium marketplace service providers that helps brands sell on multiple platforms, leading them to their desired brand success. The team highlights their passion for helping brands list their products on premium marketplaces like Myntra, Ajio, Nykaa, Tatacliq, and more. They are a team of professionals who are driven and committed to helping each of their clients by meticulously managing their e-commerce from account creation to supporting their products go live so they can focus on more crucial aspects of running their business.

Their top-notch online brand elevation services have helped several brands increase their customers and revenue considerably. Established only a few years ago, Zaroori Retail has become a prominent name in the market, expanding not just in India in cities like Ludhiana, Noida, and Mumbai but internationally, like Dubai and the US.

Each of its services, from account setup and onboarding, product listing and optimization, pricing strategy and competitor analysis, inventory management, order processing and fulfillment, marketing and promotional strategies, customer service and query resolution to performance analytics and reporting, compliance and policy guidance, feedback and review management, continuous education and updates, and tailored strategies for brand growth, the Indian marketplace service provider has come a long way, earning a continuously expanding clientele, which has already exceeded a client base of 3600.



It has carved a niche by specializing in managing fashion and cosmetic brands, allowing the company to offer tailored services in these ever-evolving and dynamic sectors. Its focus on adaptability and innovation has allowed the company to stay ahead of the curve. This has helped them navigate the complexities of online retail and marketplace dynamics through a forward-thinking mindset and their passion for leading brands to outstanding success.

Zaroori Retail's (@zarooriretail) product offerings like the Approve – Build – Transfer model, Approve – Build – Retain model, and Ultimate Plus + model and their objectives to accelerate revenue growth through consultative account management and expand marketplace base with better visibility and growth reflects their commitment to achieving excellence as a leading company in India, specializing in onboarding and managing brands on top-notch marketplaces.

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News / Initiatives News / From IIM Classroom To Retail Powerhouse: How Deepinder Ahluwalia Built Zaroori Retail To Empower 4,000 Brands

Updated May 6th 2025, 21:16 IST

From IIM Classroom To Retail Powerhouse: How Deepinder Ahluwalia Built Zaroori Retail To Empower 4,000 Brands

Deepinder Ahluwalia, an alumnus of the Indian Institute of Management (IIM). After spending years in the corporate sector, he build — Zaroori Retail.

Initiatives News • 2 min read

Reported by: **Abhishek Tiwari**

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From IIM Classroom To Retail Powerhouse: How Deepinder Ahluwalia Built Zaroori Retail To Empower 4,000 Brands | Image: Zaroori Retail

Gurgaon: – In 2019, **Deepinder Ahluwalia**, an alumnus of the **Indian Institute of Management (IIM)**, made a bold move. After spending years in the corporate sector, he left the comfort of boardrooms and executive roles to build something from the ground up — **Zaroori Retail**.

What started as a vision to bridge the gap between emerging brands and India's complex retail networks has grown into a **platform that supports over 4,000 brands across the country**.

"I saw brilliant products being created across India, but most of them lacked access to structured retail channels," Ahluwalia shares. "Zaroori Retail was born to change that."

With an ecosystem-driven model, the company offers everything from distribution to marketing support, giving rising brands the infrastructure they need to scale. In just a few years, Zaroori has emerged as a growth engine for startups across sectors like fashion, beauty, wellness, and lifestyle — especially in Tier 2 and Tier 3 markets.

Ahluwalia's corporate grounding and strategic mindset, honed through years in leadership roles, have been key to building a scalable and sustainable business. But more than experience, it's his belief in **India's entrepreneurial potential** that drives Zaroori forward.

"We're not just building a business — we're enabling thousands of others to build theirs."

Published May 6th 2025, 21:16 IST

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As the leading force in India's premium marketplace sector, Zaroori Retail stands at the forefront of innovation and excellence. With our extensive network that includes celebrated names like Myntra, Nykaa, TataCliqu, and many more, we have revolutionized the way brands showcase their products in apparel, cosmetics, personal care, fashion accessories, and footwear.

Expertise

Unparalleled Experience in Navigating Premium Marketplaces Across India, the UAE, USA, and Canada.

Personalized Support

Dedicated Account Management for Over 3000 Clients, Ensuring your Brand's Unique Voice is Heard.

Global Reach, Local Insight

Offices in Ludhiana, Delhi Mumbai, Dubai, and the USA Blending International reach with Local Expertise.

Your Success is Our Mission

Our commitment goes beyond just listing and account management. We are your partners in growth, helping you navigate the ever-evolving digital marketplace landscape. Let us guide you through the complexities of online retail, ensuring your brand not only grows but thrives.

Join us at Zaroori Retail, where your brand's potential meets our expertise. Together, let's set new benchmarks in the digital marketplace.

Reach out today and take the first step towards transforming your brand's future.

Contact Us:

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International Offices : Dubai | USA

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GT Road, Sherpur, Ludhiana, Punjab

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