

FRANCHISEE PARTNER OPPORTUNITY

Become a Zepto Franchisee Partner

Run the store. Own the upside.

An introduction to the Cost Per Unit (CPU) payout model — how efficient, high-performing partners grow their monthly earnings.

India's Quick-Commerce Growth, Built for Partners

Zepto is one of India's largest quick-commerce networks — and every dark store is powered by a Franchisee Partner on the ground.

1,100+

Dark stores operated
across India

70+

Cities served under
the Zepto network

10 min

Delivery promise that
drives daily order volume

2200+ OPD

Highest OPD Per store in Quick
Com

As a Franchisee Partner, you run the First-mile fulfilment for your site — hiring and managing manpower, hitting service targets, and earning through a transparent, formula-driven payout: the CPU Model.

How You Earn: The CPU Payout Model

One transparent formula drives every monthly payout — the same formula for every partner, every site.



Important: the Performance Multiplier applies once — to the combined Manpower CPU + Earning CPU — not separately to each component.

1

Paid on units, not headcount

Manpower CPU is paid on units processed — right-size your team and keep the savings.

2

Earn more as you scale

Earning CPU is slab-based: higher sustained OPD & Units unlocks greater total monthly earnings.

3

Performance pays

Hit your SLA targets and your multiplier can lift the entire payout by up to 20%.

Two Revenue Streams, One Payout

Every outbound (OB) unit processed at your site earns on two components.

EFFICIENCY REWARD

Manpower CPU

- Covers the Associates cost to process 1 unit Delivered from your store.
- Paid on actual units processed — not on how many people you deploy.
- Deploy your team efficiently while holding SLAs, and the savings stay with you.
- SI, HK, SG & CC paid Separately with Fixed Budget for City.

VOLUME REWARD

Earning CPU

- A slab-based rate tied to your site's Monthly OPD (Orders Per Day).
- Per-unit rate steps down as OPD rises — but total monthly units, and total earnings, step up.
- Rewards partners who sustain higher, consistent order volume.

Earning & Manpower CPU: Slab-Based Rates

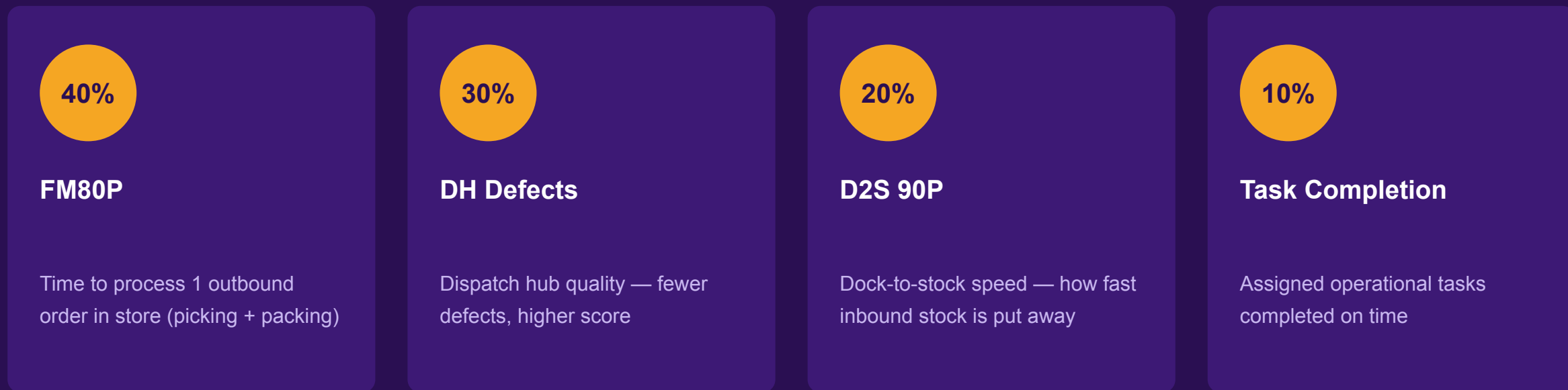
Per Unit Rates Changes Based on OPD Slab

Monthly OPD	Partner Earning CPU
Up to 999	₹1.00 / Unit
1,000 – 1,999	₹0.75 / Unit
2,000 – 2,499	₹0.70 / Unit
2,500 – 3,499	₹0.60 / Unit
3,500 – 4,999	₹0.55 / Unit
Above 5,000	₹0.50 / Unit

City	Below 1500	1500-2500	Above 2500
Mumbai	1.54	1.59	1.64
Ahmedabad	1.28	1.32	1.37
Chatrapati Sambhaji Nagar			
Indore	1.02	1.04	1.08
Nagpur	1.23	1.27	1.31
Nashik	1.23	1.27	1.31
Pune	1.31	1.35	1.4
Rajkot	0.96	0.98	1.01
Surat	1.06	1.09	1.12
Vadodra	0.98	1.01	1.05
Valsad			

Build Your Multiplier — Up to 1.20×

The Weighted Performance Multiplier applies once to your combined CPU earnings — strong SLA performance can lift your entire payout by 20%.



Multiplier Range



Worked Example — One Full Payout Cycle

A Mumbai Store at OPD 1550 in a 31-day month, with U2O of 4.6 and strong SLA scores.

MONTHLY UNITS

221030

OPD 2,300 × 31 days × U2O 4.6

MANPOWER PAYOUT

₹351438

@ ₹1.56 / unit

EARNING PAYOUT

₹165773

@ ₹0.70 / unit

TOTAL CPU EARNINGS

₹517210

Manpower + Earning

× MULTIPLIER 1.08

₹41377

Strong SLA performance

+ REIMBURSEMENTS

₹558587

Fixed Opex + city support

[CPU Calculator](#)

Your Earning Potential Scales With You

Estimated monthly payout by site OPD and performance band (illustrative, 31-day month, U2O 4.6).

Performance Band	OPD 2,300	OPD 2,700	OPD 3,200
Needs Improvement (0.89×)	₹6,59,699	₹7,40,162	₹8,77,229
Good (1.00×)	₹7,41,235	₹8,31,643	₹9,85,651
Strong (1.10×)	₹8,15,359	₹9,14,807	₹10,84,216
Excellent (1.18×)	₹8,74,657	₹9,81,339	₹11,63,068
Outstanding (1.20×)	₹8,89,482	₹9,97,972	₹11,82,781

Savings from efficient manpower deployment stay entirely with you — on top of these figures.

Built-In Safety Net

Two layers of protection sit underneath every partner's monthly payout.

MINIMUM GUARANTEE (MIN G)

A floor under your Base Payout, so your earnings don't fall below a guaranteed threshold.

- **Manpower — Demand Attainment $\geq 95\%$**

Paid on actual planned units honoured

- **Manpower — Demand Attainment $< 95\%$**

Paid on 95% of planned units

- **Earning — U2O ≥ 4.5**

Paid on actual U2O for the month

- **Earning — U2O < 4.5**

Paid on a floor of 4.5 U2O

ADDITIONAL REIMBURSEMENTS

Paid on top of CPU earnings, as per your site's agreed commercial terms.

- Shift Incharge (SI)
- Housekeeping (HK)
- Security Guard (SG)
- Cycle Count (CC)
- Loaders

+ Fixed Opex: ₹54,000 / month

Three Levers to Grow Your Earnings

The CPU model rewards the fundamentals every good site operator already focuses on.

01

Zero Order Loss

Protecting every order keeps units processed — and earning potential — at its maximum.

02

Better SLA Performance

Improve FM80P, reduce DH Defects, hit D2S90P, and complete tasks on time to lift your multiplier toward 1.20×

03

Efficient Manpower Management

Manpower CPU is paid on units processed, not headcount — right-size your team and keep the savings.

Why Franchisee Partners Choose Zepto



Savings stay with you

Efficient manpower planning directly increases your take-home — the company doesn't claw back savings.



No manpower reimbursement ceiling risk

Since payout is tied to units processed, your earnings aren't capped by a fixed headcount budget.



Transparent, formula-driven payouts

The same published formula, rates, and multiplier tables apply to every partner, every month.



Rates shared in advance

OPD plans and CPU rates are communicated fortnightly, so you can plan manpower ahead of time.



Dedicated support

A Key Account Manager is your single point of contact for payouts, data access, and commercial queries.



Steady reimbursement support

SI, HK, SG, CC, Loaders, and a fixed monthly Opex continue on top of your CPU earnings.

zepto

Ready to Build Your Zepto Franchise?

The CPU model rewards efficiency, SLA discipline, and volume — with a transparent formula and reimbursement support behind you.

Thank You.

Contact your Zepto Business Development representative to discuss CPU rates and OPD slabs available in your city.

Figures in this presentation are illustrative examples only. Actual CPU rates, OPD slabs, and reimbursements are governed by the official Franchisee Partner CPU SOP and vary by city, site, and month.

zepto

Let's build your Zepto franchise



WhatsApp to start.

WhatsApp

+91 92666 14449

The QR opens a WhatsApp chat pre-tagged #Zepto so we can route your enquiry to the partnerships team.