



India's AI-Powered Retail Intelligence Platform

Empowering 63 million kirana store owners with data, AI & intelligence

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THE PROBLEM

India's 63 million kirana store owners are running blind.

No Inventory Tracking

Stock is managed mentally or on paper. Items run out without warning, causing lost sales daily.

No Sales Intelligence

Retailers have no idea which products sell best, when demand peaks, or what seasonal patterns look like.

No Forecasting

Restocking is guesswork. Overstocking spoils perishables. Understocking loses customers to competitors.

No Legal Awareness

Most retailers are unaware of GST obligations, FSSAI requirements, and their consumer rights.

MARKET OPPORTUNITY

₹50L Cr

Indian Unorganized Retail Market

Largest retail segment in the country

63M+

Kirana & Small Retail Stores

Serving 1.4 billion Indians daily

~0%

AI Penetration in Kirana Stores

Massive whitespace, zero incumbent

\$8B+

Indian Retail Tech Market by 2030

Growing 22% CAGR

Shopsync is targeting the most underserved, most numerous, and most data-rich segment of Indian commerce.

The data collected from these stores — what sells, when, where, at what price — is worth more than the app itself.

THE SOLUTION

Meet Sunny — India's first AI assistant built exclusively for kirana store owners.

Shopsync App

- Barcode scanning checkout
- Real-time inventory management
- Voice-powered transactions
- Offline-first with cloud sync
- MRP vs selling price tracking

Sunny AI

- Natural language queries
- Voice input & output
- Seasonal forecasting
- Legal rights guidance
- Hindi & regional language support

Intelligence Layer

- BigQuery sales analytics
- Firebase Firestore real-time DB
- MCP Toolbox data pipeline
- Multi-agent AI architecture
- Proprietary Indian product DB

HOW IT WORKS

1

Retailer Scans

Barcode scanner identifies product from local MasterList instantly — no internet needed

2

Sale Recorded

Transaction saved to Room DB (offline) and synced to Firestore when connected

3

Stock Updated

Inventory decremented automatically. Low stock alerts appear on dashboard

4

Sunny Analyses

Sunny reads real sales data from BigQuery to generate forecasts and insights

5

Owner Decides

Retailer asks Sunny by voice what to restock — gets specific, data-backed answers

HOW IT'S BUILT

Android App

Jetpack Compose · Room DB · CameraX · ML Kit · Firebase SDK

AI Agent Layer

Google ADK · Sunny (root agent) · 4 Sub-Agents · Gemini 2.5 Flash

Data Pipeline

MCP Toolbox · BigQuery · Firebase Firestore · Cloud Run

Intelligence

18,000+ sample sales records · Seasonal pattern analysis · Real-time inventory reads

Deployed on Google Cloud Run · Scales to zero · Production-ready architecture

BUSINESS MODEL

Phase 1 · Now

Free — Build the Network

- App is free for all retailers
- Build data density across cities
- Intern-led on-ground adoption
- Focus: 10,000 stores in Year 1

Phase 2 · Year 2

Freemium — Monetise Power Users

- Free: Basic inventory + transactions
- ₹299/mo: Advanced AI forecasting
- ₹499/mo: Multi-store + analytics
- Target: 5% conversion = ₹1.5 Cr ARR

Phase 3 · Year 3+

B2B Data Intelligence

- Anonymised regional demand data to FMCG
- HUL, ITC, Nestle pay for pin-code insights
- Distributor partnerships & supply chain tie-ins
- Target: ₹10-50 Cr B2B revenue stream

2-YEAR ROADMAP

Q2 2026

Launch

- Beta: 10 stores
- Voice transactions
- Barcode scanner
- Intern rollout begins

Q3 2026

Scale

- 300 stores
- Regional language support
- Distributor partnerships
- FMCG Data Pilots

Q4 2026

Monetise

- 15,000+ stores
- Premium plan launch ₹299/mo
- Expanding team
- Multi-city presence

2027

Dominate

- 50,000+ stores
- B2B data revenue
- Supply chain integration
- Series A fundraise

UNIQUE FEATURES

Why Shopsync will win the hearts of retailers

01 Offline-First is Non-Negotiable

Tier 2-4 cities have patchy internet. We work offline and sync when connected. No competitor has cracked this for kirana.

03 Voice Changes Everything

A retailer serving 50 customers/hour can't type. Voice transactions mean adoption is frictionless — Sunny works while they work.

05 FMCG Will Pay for Our Data

HUL, ITC, Nestle spend crores on retail audits. We'll have live demand data for every pin code. That's a ₹500 Cr B2B opportunity.

02 The Data is the Real Moat

Every transaction recorded = a data point. 1M stores × 100 sales/day = the most granular retail dataset in India. Unavailable to Zepto or Blinkit.

04 Network Effects Compound

More stores → richer regional data → better forecasts → more value per store → more stores join. Classic data network effect flywheel.

06 Proprietary Indian Product DB

OpenFoodFacts fails for Indian products. We're building India's most complete kirana product database — a defensible infrastructure asset.

TRACTION & VALIDATION



Working Android App

Barcode scan, voice transactions, AI chat — all live



AI Agent Deployed

Sunny live on Google Cloud Run with 4 sub-agents



Real Data Pipeline

BigQuery + Firestore + MCP Toolbox connected end-to-end



Forecasting Works

Sunny gives data-backed seasonal restocking recommendations



Expanding Team

Onboard trusted and dedicated team members. Hire a fleet of student interns on a KPI/stipend model to drive localized, city-wide store acquisition.



Beta Launch

30 stores in 2 cities, Q3 2026



*The kirana store of 2027 doesn't guess.
It knows.*

We're building the intelligence layer for India's unorganised retail.
Join us.

Live Demo for Sunny - The AI Agent → <https://root-agent-473778097159.us-central1.run.app>

Built with Google ADK · Gemini 2.5 Flash · Firebase · BigQuery · Cloud Run