

WBT

WORLD BUSINESS TALKS

IDEAS | LEADERS | IMPACT

SEPTEMBER EDITION

2026

POWERED BY



**Digital
Startup
India**

Connect Today, Grow Tomorrow

COVER STORIES



ZEPTO

The 10-Minute
Gamble

Business
Success Story



JUST BOB IT

The App Trying to
End India's
Ride-Hailing Juggle

Startup Launched
This Month



PHONEPE

How PhonePe is
using AI to run
Customer Support

Technology &
Innovation



TWITTER.NOW

Twitter is back as
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Startup
Spotlight

THE FUTURE IS OURS TO BUILD

Ideas ignite. Leaders drive.
Impact lasts forever.

INSIDE

5+

**POWERFUL
INSIGHTS**

TO SCALE YOUR
BUSINESS



SCAN TO JOIN
THE MOVEMENT

INSPIRING **STARTUPS**. EMPOWERING **ENTREPRENEURS**.
BUILDING A STRONGER INDIA.



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That Work



LEADERSHIP

Voices Driving
Change



STARTUP

Ideas Today,
Impact Tomorrow



GLOBAL

Trends Shaping
The Future

A PLATFORM . A COMMUNITY . A MOVEMENT

Editor's Notes

WELCOME TO WORLD BUSINESS TALKS MAGAZINE

This issue is packed with inspiring articles, exclusive interviews, and style tips to keep you ahead of the fashion curve. Enjoy!



Welcome to The WorldBusinessTalks, a magazine created to inform, inspire, and connect readers through meaningful stories, fresh perspectives, and valuable insights. Every edition is thoughtfully curated to bring together content that reflects innovation, creativity, business, lifestyle, culture, technology, health, and the people making a positive impact in their communities.

At The WorldBusinessTalks, we believe that every story has the power to educate, motivate, and spark new ideas. Our mission is to provide a platform where entrepreneurs, professionals, artists, changemakers, and emerging voices can share their journeys and inspire others to dream bigger and achieve more.

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Kiaza V.



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Digital Startup India



Digital Startup India is a founder network built on one idea: growth compounds faster in the open. Its community connects entrepreneurs across sectors and geographies — the same connective logic this issue tries to put on paper. The network's own line for it: Connect Today, Grow Tomorrow.

Startup Community India is rapidly transforming how founders and entrepreneurs connect, collaborate, and grow. Digital Startup India is building one of the fastest-growing startup communities where innovators, professionals, and founders come together to share knowledge, network, and scale their businesses.



CONNECT

A membership network for founders to find each other, across sectors that rarely overlap on their own.



LEARN

Peer knowledge from operators already through the problem a member is currently facing.



GROW

Introductions that turn into customers, suppliers and hires — the unglamorous mechanics of scale.

Join Free DSI

Digital Startup India is a free community for entrepreneurs and startups to connect, showcase, and grow — at zero cost.



Share Consistent Growth Updates

Post about product launches, achievements, special offers, and milestones to maintain steady visibility and continuously strengthen your brand presence in front of others. Stay visible, stay relevant, and keep your audience actively engaged at all times.

About Us →



80% Engagement

DSI members grow 5X faster than traditional networking groups. Connect with business owners, start conversations, and showcase your offerings to the right audience.

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Your Sales



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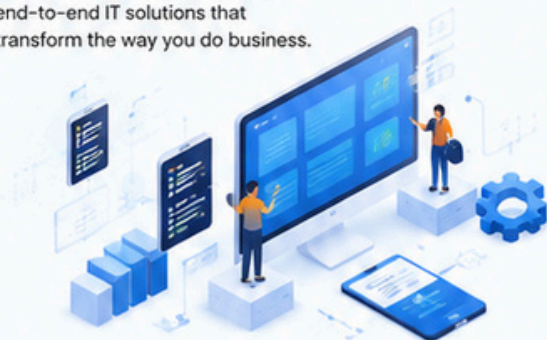
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SCAN TO CONNECT



*Let's Grow
Together!*

ZEPTO - THE 10-MINUTE GAMBLE

How Zepto turned a lockdown-era impatience into India's fastest-growing unicorn

By a staff correspondent

When Stanford dropouts Aadit Palicha and Kaivalya Vohra launched KiranaKart in 2021, they were betting on a very specific kind of restlessness. Post-lockdown India didn't want to wait for anything — not even groceries. Rebranded Zepto, after the zeptosecond, the company made a promise no rival dared: your order, delivered in ten minutes.

“
**ZEPTO DIDN'T JUST
DELIVER
GROCERIES; IT
DELIVERED A NEW
IDEA OF SPEED.**”

The Machine Behind the Minutes

The trick isn't the app — it's the dark store. These public-free micro-warehouses, packed densely into urban neighbourhoods, exist purely to get an order picked and out the door in under sixty seconds. From three stores to over four hundred in under two years, Zepto scaled the promise without breaking it. Money comes the old-fashioned way underneath the futuristic branding: retail margins, surge fees, in-app advertising, and a Zepto Pass subscription for repeat habit.

Winning the Street First

Paid app-install ads proved a bad fit for the category — 60–70% of paid users never ordered twice. So Zepto, with agency CupShup, went offline: pin-code-mapped activations, branded milk packets with QR codes (21% redemption in Pune), dialect-specific campaigns for Tier-2 cities, and CRM nudges within the hour of every sample. The result: 46+ lakh downloads, 28+ lakh new users, and 28% retention against a 15–18% category norm.

Speed as Identity

While Blinkit sells reliability and Instamart sells ecosystem, Zepto sells velocity itself — memes, stretch ads, sports tie-ins. The real test now isn't winning attention; it's whether four hundred-plus dark stores can keep the ten-minute promise as the network keeps growing.



THE APP TRYING TO END INDIA'S RIDE-HAILING JUGGLE

Just Bob It

"A 22-year-old founder's 25-km commute to Christ University sparked an "aggregator of aggregators" that puts Ola, Uber, Rapido and Namma Yatri on one screen — and it's already clocking 5,000 daily riders."

Bengaluru | Launched September 1



Every urban commuter in India knows the drill. Open Ola, check the fare. Switch to Uber, compare. Try Rapido for a bike, or Namma Yatri for an auto. By the time the apps have been juggled, the fare has changed — or the ride is simply gone.

For Jai Adithya Poorana, that daily scramble was more than an annoyance. Commuting nearly 25 kilometres one way to Christ University, often in peak-hour traffic, he found himself bouncing between apps and web pages his phone could barely hold. "It was painful and hard on the wallet," he says.

We want to ensure the app makes your everyday life more efficient, accessible, and frictionless.

Jai Adithya Poorana, Founder

Not a Competitor — a Middleman

Bob Rides isn't chasing Ola or Uber's turf. It's built as an aggregator of aggregators, pulling Ola, Uber, Rapido, Namma Yatri and more into a single interface. Think Skyscanner, but for your ride home. Enter a drop point, compare autos, bikes and cabs side by side, and tap "Just Bob It" to confirm — no app-switching required.

Under the hood, Bob runs on React Native with Express and Node.js, wired for real-time integrations and built to plug into the government-backed Open Network for Digital Commerce (ONDC). Only pickup and drop details are shared with partner operators; payment data stays encrypted within Bob.

There isn't a feasible solution like Bob in the market right now. We can't be compared to Ola or Uber — we complement them."

Jai Adithya Poorana, Founder



THE INVISIBLE HELPDESK

“One support agent for every 20 million transactions — among the best ratios in the industry.”

HOW PHONEPE IS USING AI TO RUN CUSTOMER SUPPORT AT A SCALE MOST COMPANIES CAN'T IMAGINE

What happens when 400 million transactions move every single day, but the customer support team doesn't grow at anywhere near that pace? At PhonePe, the answer isn't more people. It's better machines.

PhonePe recently became India's first payments app to cross 10 billion transactions in a single month — a scale few payment platforms on Earth can match. For most companies, that milestone would trigger a hiring spree. PhonePe went the other way, building an automation-first model that quietly decouples growth from headcount.



PhonePe's numbers, at a glance: 10B+ transactions crossed · 1 agent per 20M transactions · 92% DIY resolution · 30–50 sec saved per AI-assisted call · 30 days to 5 days for new product support setup.



SUPPORT THAT BEGINS BEFORE THE COMPLAINT

Most support systems wait for a problem. PhonePe's doesn't. The company has pushed support directly into the transaction journey itself — spotting friction in real time, from login errors to Autopay hiccups, and fixing it inside the app before a user ever picks up the phone.

92% of customer queries are now resolved through this DIY framework, with a CSAT score of 70%. The goal isn't just faster answers. It's fewer questions in the first place.

VOICEBOTS THAT DO MORE THAN ANSWER CALLS

For the queries that do need a human touch, PhonePe has largely replaced call queues with AI Voicebots and Smart IVR — promising near-zero wait times, in Hindi, Tamil, and beyond.

The technology is also tackling harder problems. On Share.Market, a digital voice assistant now guides users through KYC hurdles, contributing to a 5% rise in demat account openings. Similar AI chatbots handle detailed queries across Mutual Funds, Insurance, and Credit Cards — in real time.

SPEED AS THE NEW METRIC

Perhaps the clearest sign of the shift: setting up support infrastructure for a new product once took 30 days. Using AI to generate support flows from natural-language operating procedures, PhonePe has cut that to five.

As the company expands deeper into financial services — where support complexity multiplies fast — that speed isn't a side benefit. It's the strategy. Support, once a cost center reacting to problems, is becoming part of how PhonePe builds products in the first place.

www.digitalstartupindia.com



THE BIRD FLIES AGAIN

A former Twitter lawyer relaunched the blue bird — and he's charging \$20 to join the fight against Elon Musk.

Three years after Musk rebranded Twitter as X, the old name is back online. Twitter.now, launched August 27 by startup Operation Bluebird, is led by ex-Twitter counsel Stephen Coates, who argues X abandoned the "Twitter" trademark when it tore down the branding. X disagrees and is suing; a Delaware judge has signaled doubt about X's claim but hasn't ruled.

There's no free tier: access runs \$20–\$40. In return, users get familiar replies and retweets, plus VERA, a Gemini-powered AI that scores posts for trust. Early testers have praised the concept but flagged rough edges — including no way yet to block or mute anyone.



"THE RICHEST MAN ALIVE BOUGHT IT, AND BROKE IT. WE'RE TAKING TWITTER BACK — REBUILT ON TRUST."
— TWITTER.NOW

AT A GLANCE — Launched Aug 27, 2026 · Founder: Stephen Coates · Pricing: \$20/\$40, no free tier · AI: VERA · Legal status: Ruling pending The name still has a pulse. Whether it can out-trust the platform it's fighting is another matter.

JOIN THE moment

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