

CASE STUDY

From Kitchen to Cart Through Mom's Kart

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ABSTRACT

This case study explores the entrepreneurial journey of Aman Porwal CEO, a 27-year-old innovator from Indore, India who founded MomsKart, an e-commerce platform dedicated to empowering homemakers by enabling them to monetize their culinary and craft skills. Inspired by his own mother's cooking and a research-backed understanding of the challenges faced by over 10 crore women engaged in local-scale businesses in India, Aman launched MomsKart in 2021 with a vision to bridge the gap between home-based women entrepreneurs and the growing demand for authentic, hygienic homemade products. It is a mission-driven venture aimed at empowering homemakers by transforming their culinary and artisanal talents into viable business opportunities. From humble beginnings inspired by his mother's home-cooked meals to winning a prestigious competition at IIM Ahmedabad, Aman's journey reflects the spirit of grassroots innovation. MomsKart operates in PAN India except North East states on a differentiated aggregator model, focusing exclusively on homemade food and artisanal goods. The platform manages the full logistics chain, provides seller training, and leverages digital marketing and influencer partnerships to drive customer engagement. Having completed four years since its inception, the organization now aims to scale up by increasing its network of sellers and buyers. This strategic shift, however, brings with it a significant challenge—broadening the platform while maintaining quality, engagement, and trust among stakeholders.

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Background

Aman Porwal, a 27-year-old entrepreneur, envisioned a unique business idea while pursuing his Bachelor of Engineering. Fueled by a passion for innovation and societal impact, Aman participated in several national and international competitions during his college years. His perseverance bore fruit when he won a prestigious competition hosted by IIM Ahmedabad, which proved to be the turning point in his entrepreneurial journey.

Inspiration Behind the Idea

Aman Porwal's entrepreneurial journey was deeply influenced by his active participation in various national-level competitions and innovation challenges during his college years. Platforms like Dare2Compete (now Unstop) exposed him to real-world problem-solving scenarios and pushed him to think beyond conventional business models. While participating in these events, Aman realized the gap between unique ideas and actual funding or implementation support. Many of his initial concepts, though innovative and well-received, struggled to gain momentum due to a lack of early-stage investor confidence and institutional backing.

Undeterred by initial rejections, Aman continued to refine his ideas and pitch in more competitive arenas. His persistence paid off when he won a prestigious entrepreneurship competition at IIM Ahmedabad, one of India's leading business institutes. This achievement marked a significant breakthrough — not only did it validate his concept on a national platform, but it also opened up new networks, funding opportunities, and mentorship avenues.

This turning point became the launchpad for his startup journey, reinforcing his belief that resilience and clarity of purpose can overcome systemic hurdles faced by early-stage entrepreneurs.

Challenges in Implementing Idea

Throughout his academic tenure, Aman noticed a recurring pattern – his mother's food was often praised not just at home but also among peers. This sparked the idea of bridging the gap between skilled home chefs, especially mothers, and the growing demand for hygienic, homemade food. A deep-dive research revealed a startling insight: India is home to over 10 crore women engaged in local-scale businesses. However, a majority of them struggle to achieve meaningful success due to:

- Lack of digital and business literacy
- Limited market access
- Absence of scalable platforms
- Minimal financial support and awareness

Birth of MomsKart

Combining his personal inspiration and research findings, Aman launched MomsKart – a platform aimed at connecting home-based women cooks, especially mothers, with a wider consumer base who value nutritious, authentic, and home-cooked meals. The startup model is simple yet powerful: empower women to turn their culinary skills into a sustainable business while ensuring customers get access to clean and tasty homemade food.

MomsKart: A Unique Business Model with a Distinct Niche

MomsKart operates on a differentiated business model focused exclusively on homemade food and products, primarily crafted by homemakers. While large e-commerce platforms like Amazon, Myntra, Meesho, Swiggy, and Zomato have ventured into similar spaces, their focus remains on commercial or restaurant-based offerings. In contrast, MomsKart uniquely caters to the homegrown segment, emphasizing authenticity, quality, and community empowerment. What sets MomsKart apart is its commitment to managing the entire logistics and supply chain for homemade goods — ranging from pickles, papads, cashew snacks, and wellness products to durable items like home décor, vases, and handicrafts.

By 2025, MomsKart has successfully empaneled 1,000 women sellers, with an ambitious goal of scaling to 5,000 by 2030. However, the journey is not without its challenges. The primary hurdles in seller onboarding include:

- Building trust among potential homemaker sellers
- Reaching rural and semi-urban areas
- Managing sustainable margins for both sellers and the platform

Despite these obstacles, MomsKart continues to lead in a relatively untapped niche with minimal direct competition, leveraging technology and social impact to redefine e-commerce.

Driving Buyer Engagement and Empowering Sellers through Digital Outreach

After successfully empaneling 1,000 sellers, one of the key challenges for MomsKart has been to attract and retain buyers who visit the website regularly and place orders as per their needs. To address this, the company has implemented a consistent digital marketing strategy across various social media platforms, resulting in an average of 1,000 daily website visits with a conversion rate of 10–15% & the sales of the company for past three years 22 Lakhs 45 Lakhs & 1.5Cr with a profit margin of 12%.

To further expand reach, MomsKart collaborates with social media influencers, leveraging their credibility and audience to promote the platform effectively. The founder remains highly committed to innovation and continues to introduce new strategies to boost customer engagement and seller productivity. In parallel, seller education and empowerment remain a core pillar of MomsKart's operations. The company has developed a dedicated Seller Learning Platform, which includes easy-to-understand training videos on topics such as:

- How to package products
- How to take and manage orders
- Product measurement and quality checks
- Labelling, registration, and licensing requirements

Sellers receive end-to-end training — right from onboarding to the final dispatch — ensuring quality control, consistency, and a seamless experience for both sellers and buyers.

Revenue Model and Operational Challenges

According to the founder, MomsKart is currently valued at approximately ₹6 crore, based on its projected sales, consistent customer growth, and anticipated future expansion. This valuation reflects both the platform's current performance and its potential to scale in the evolving homemade and artisanal goods market. MomsKart Pvt. Ltd., established in 2021, has shown remarkable growth in just five years. The company has secured funding of ₹15 lakhs from various venture capitalists, along with cloud credits from Amazon Web Services (AWS) to support its platform infrastructure and hosting needs.

The primary revenue streams for MomsKart include:

- Platform subscription fees from registered sellers
- A 5% Platform fee on each successful order
- Commission earnings from courier agencies on a per-order basis

While the model is financially sustainable, the company has faced certain operational challenges, especially related to logistics. One of the key issues has been incorrect or inadequate packaging by sellers, leading to increased courier costs and occasional damage to products. The durability of some goods, particularly fragile home decor items or perishables, also remains a concern. To address this, MomsKart has developed an automated logistics software that calculates optimal shipping costs by mapping pin code to pin code and selecting the most cost-effective option from partnered logistic providers. This system helps ensure reliable deliveries at reasonable rates while minimizing cost overruns.

Questions:

1. Is the current valuation of MomsKart (₹6 crore) justified? Calculate the approximate valuation using standard startup valuation techniques.
2. Should the founder consider equity dilution at this stage?
3. What are the available funding options for a private limited company like MomsKart?
4. How does MomsKart perform when analyzed through Porter's Five Forces model?