

How Zocal is Helping Local Businesses

Helping small businesses grow by increasing footfall, visibility, and customer engagement, Zocal has already reached over 100,000 users and supported 400+ businesses since its launch.



Gurgaon, Haryana Jul 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - Zocal is rapidly transforming how local businesses connect with customers by offering a modern, hyperlocal discovery platform that brings real-time visibility to shops, services, and events in every Indian city.

Built with the goal of digitizing the offline economy, Zocal allows local vendors to list their businesses and showcase active offers or services - giving them a digital storefront without requiring any technical expertise.

Since its pilot launch in Bengaluru, Zocal has helped over **400+ local businesses** attract new customers, gain digital visibility, and increase walk-ins. The platform has already reached **over 100,000 users** across various online channels, with business listings generating a growing number of **offer clicks and in-store visits** each week.

“Within days of listing on Zocal, we started seeing more people walk into our store asking for deals they found online,” said a local beauty salon owner in Model Town.

Unlike traditional listing platforms, Zocal focuses on **real-time offer discovery**, allowing users to instantly view promotions nearby - whether it's a coaching center offering admissions, a gym with a festive discount, or a boutique with a limited-time sale.

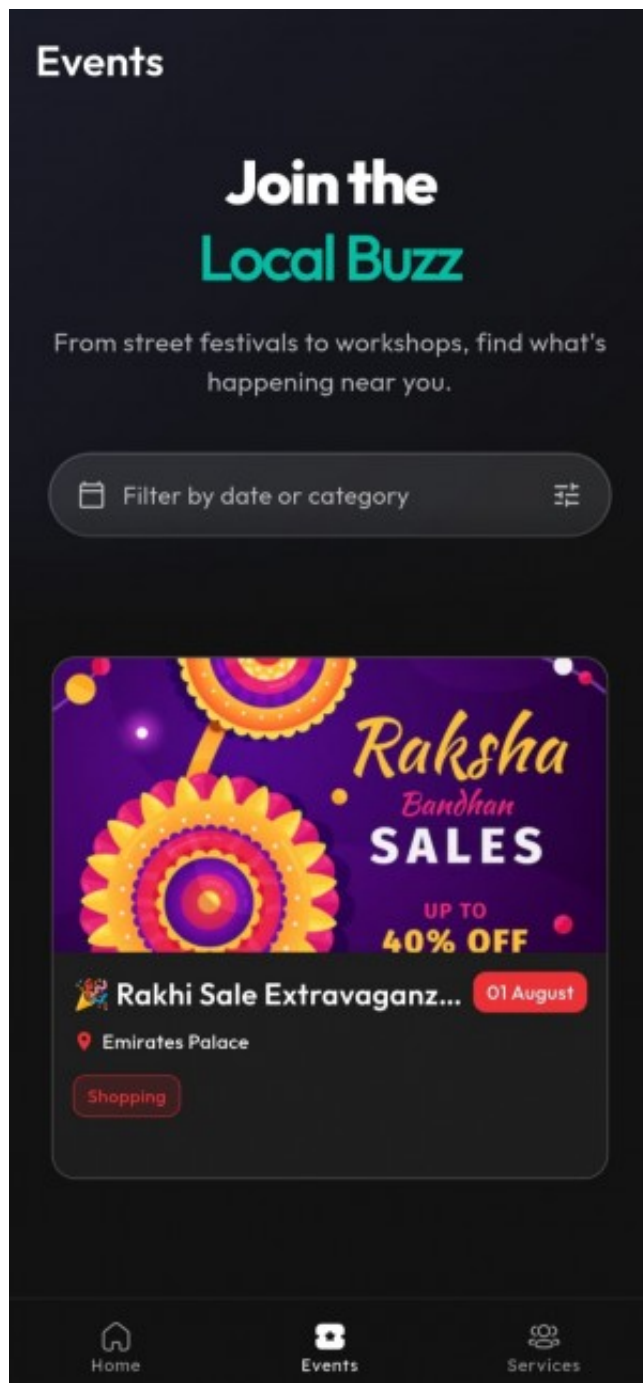
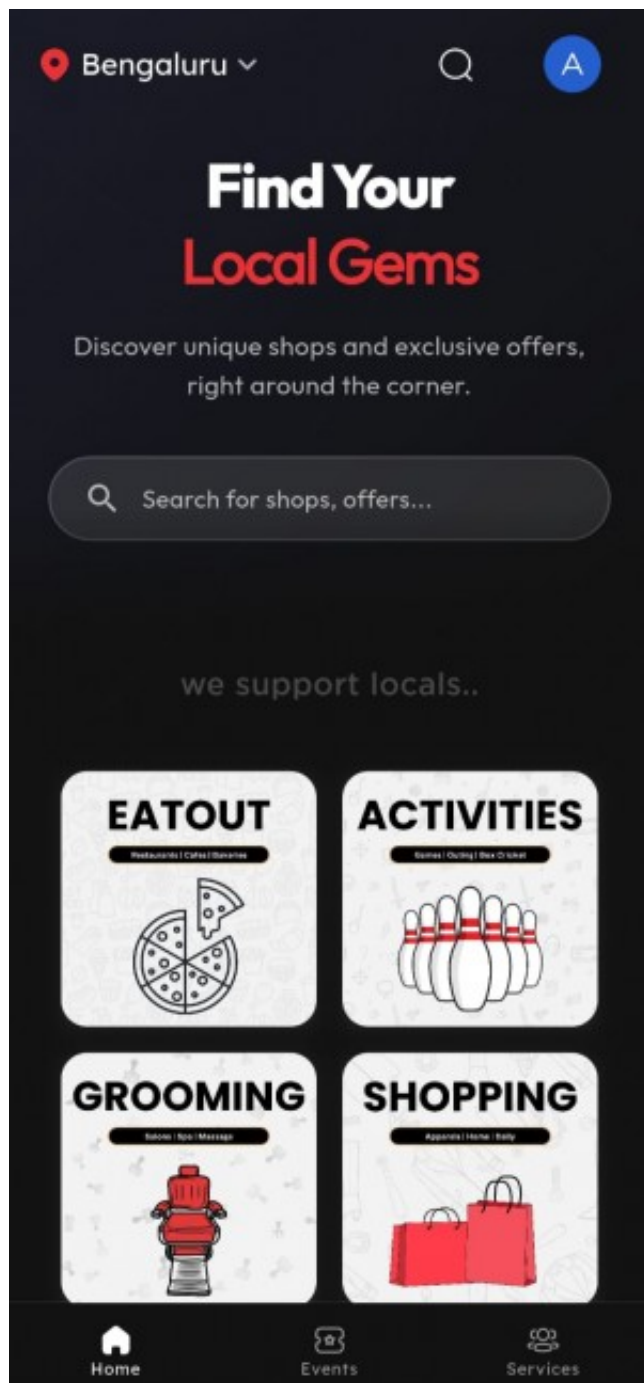
The platform empowers small businesses by:

- Providing a **free and fast onboarding experience**
- Giving them access to **local digital exposure**
- Helping them reach **younger, mobile-first customers**
- Enabling **dynamic offers** that can be changed anytime

Zocal not only benefits businesses, but also helps residents and students find services, offers, and hidden gems in their area - all in a clean, app-like interface that doesn't require downloading anything.

With upcoming features like AI-generated offer posters, customer engagement insights, and city-specific rankings, Zocal aims to become the go-to tool for every business looking to succeed in the digital age.

Zocal is currently active in Tier-1 cities and plans to expand to more Tier-2 and Tier-3 cities in the coming months. Businesses interested in listing their services can visit <https://www.zocal.in/new> to get started.



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Source : Zocal

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