



Criteo and Zepto Partner to Drive the Next Wave of Quick Commerce in India

~ The partnership enables Zepto to deliver personalized, offsite media campaigns that drive visibility and performance for leading brands ~

INDIA, Aug 21, 2025 – Criteo (NASDAQ: CRTO), the global platform connecting the commerce ecosystem, today announced its deepened strategic partnership with Zepto, India's fastest-growing quick commerce platform. The collaboration, which began last year, aims to scale retail media campaigns, enabling brands to enhance their media offerings across the open internet and deliver a full-funnel, connected commerce advertising experience.

The partnership leverages Criteo's advanced Retail Media Offsite platform to enhance Zepto's advertising capabilities beyond its own app and website, thereby delivering a full-funnel advertising strategy to partnered brands. By mapping the user journey across the open internet, Criteo enables brands to re-engage shoppers across platforms with relevant and personalized ads, encouraging return visits and conversions. Through this AI-powered, full-funnel strategy, Zepto is tapping into its rapidly growing shopper base and delivering measurable results through personalized targeting—ultimately enhancing the user experience for brands associated with the quick commerce giant.

According to a recent industry report, the quick commerce sector is projected to grow at an impressive 75–100% year-on-year, outpacing traditional retail. As a result, it is rapidly emerging as the preferred channel for brands looking to engage a large, convenience-driven user base. This shift is prompting platforms like Zepto to evolve their strategies and position themselves as key hubs for brands to reach users with diverse offerings. In this dynamic landscape, Criteo plays a pivotal role in bridging the gap between brands and their audiences, highlighting the transformative impact of AI-driven technology in modern digital marketing.

Commenting on the partnership, Devendra Meel, Chief Business Officer, Zepto said, *“As quick commerce continues to revolutionize how Indian consumers shop online. Our partnership with Criteo represents a pivotal step in maximising value for both our users and sellers. The success driven by leveraging Criteo's retail media solutions only cements the powerful ecosystem that we are creating that connects brands with users at the right moment in their shopping journey to drive higher engagement with a seamless experience”.*

Medhavi Singh, Country Head, Criteo India added, *“Our partnership with Zepto marks an exciting step in unlocking the true potential of quick commerce advertising. Zepto's disruptive model, combined with Criteo's offsite retail media capabilities, enables brands to reach high-intent consumers across the entire shopper journey — from discovery to conversion. This collaboration reflects our shared commitment to shaping the future of retail media in India's fast-evolving commerce ecosystem”.*

Criteo is expanding its footprint in India's rapidly growing quick commerce space. By collaborating with leading quick commerce players, like Zepto, Criteo is accelerating digital transformation in the sector and positioning itself as the technology partner for brands and retailers. As quick commerce reshapes user behaviours and retail media emerges as a key revenue driver, Criteo remains committed to helping retailers and marketplaces unlock the full potential of commerce media.



About Criteo

Criteo (NASDAQ: CRTO) is the global platform connecting the commerce ecosystem for brands, agencies, retailers, and media owners. Its AI-powered advertising platform has unique access to more than \$1 trillion in annual commerce sales—powering connections with shoppers, inspiring discovery, and enabling highly personalized experiences. With thousands of clients and partnerships spanning global retail to digital commerce, Criteo delivers the technology, tools, and insights businesses need to drive performance and growth.

For more information, please visit criteo.com.

About Zepto

Founded in 2021 by Aadit Palicha and Kaivalya Vohra, Zepto is on a mission to save you time — making every second count towards life's real joys. Our platform has revolutionised rapid commerce in India with cutting-edge technology and strategically optimised delivery hubs. Zepto offers an extensive range of 45,000+ products, from fresh groceries to electronics, beauty essentials, apparels, toys and more, delivering across 80+ cities in 10 minutes*. Zepto Café extends our commitment to convenience, featuring a curated menu of over 200 fresh items.

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