**GROUP NAME-**Tech spark **INNOVATION –**Food Delivery Platform

**SWIGGY- An Online Food ordering & Delivery Application**

* **Title Of Innovation**

**SWIGGY**

* **FOUNDERS AND VISIONARIES BEHIND THIS PLATFORM**

**Sriharsha Majety Nandan Reddy Rahul Jaimini**



**INTRODUCTION—**

Swiggy is one of India’s leading online food delivery platforms, founded in 2014. It connects customers with a wide range of local restaurants through its user-friendly app and website. With a strong logistics network and innovative technology, Swiggy has revolutionized the food delivery industry by offering quick, reliable, and convenient services. Its success lies in its customer-centric approach, real-time tracking, and commitment to delivering food safely and efficiently.

**The Real Problem Swiggy Solved**

* Food delivery was largely unorganized and unreliable before Swiggy.
* Customers had limited options and had to call restaurants directly.
* Delivery delays and service issues were common.
* Swiggy introduced a centralized platform with real-time tracking and a dedicated delivery fleet.
* Made food ordering convenient, fast, and trustworthy.

**The Founder’s Thought Process**

* Founded by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini.
* Initially explored a logistics startup before shifting to food delivery.
* Noticed a gap in the market for dependable food delivery services.
* Aimed to build a full-stack logistics platform for restaurants.

Focused on customer satisfaction, operational efficiency, and scalability

**How Swiggy Started: Planning, Tools, and Research**

**Early Idea**: The founders first started a company called *Bundl* in 2013, which focused on package delivery for online stores.

* **Change in Direction**: They soon realized there was a bigger need for food delivery and decided to switch to that in 2014.
* **Understanding the Market**: They noticed people were struggling to get food delivered quickly and easily, and restaurants didn’t have good delivery systems.
* **Smart Business Model**: Instead of depending on restaurants to deliver food, they built their own delivery team, which made the service more reliable.
* **Technology Used**:
  + Built a mobile app and website where people could place orders.
  + Added GPS tracking so customers could see where their food was.
  + Created systems to manage orders and assign delivery partners smartly.
* **Test Launch**: They started in the Koramangala area of Bengaluru—a place with lots of restaurants and tech-savvy customers—to test their idea.

**Inspiring and Surprising Moments from Swiggy’s Journey**

 **Rapid Growth**: Swiggy started in just one area but quickly expanded .

 **Big Impact from a Simple Idea**: They solved a small, everyday problem — getting food delivered — and turned it into a huge business.

 **Owning the Delivery Fleet**: While others relied on restaurants for delivery, Swiggy built its own delivery team — a smart and different move.

 **Use of Technology**: It was surprising how much tech they used to make things work smoothly, like live tracking and automatic delivery assignment.

 **Always Evolving**: They didn’t just stop at food — they kept growing by adding groceries, courier services, and dine-out option.

**Lessons About Innovation from Swiggy**

* **Listen to customers** – Find out what people need and solve their problems.
* **Use technology smartly** – Apps, tracking, and maps help make things faster and smoother.
* **Think local** – What works in one place might not work in another. Adjust to local needs.
* **Try fast, fail fast** – Test new ideas quickly and improve based on feedback.
* **Use data to improve** – Look at customer data to understand habits and make better decisions.
* **Offer more than just food** – Add services like grocery delivery or discounts to keep users coming back.
* **Support delivery partners** – Helping delivery people do their job better improves the whole service.
* **Make the app easy to use** – A simple and clear app makes customers happy.
* **Improve delivery every step of the way** – Plan better routes and use maps to deliver faster.
* **Work with others** – Partnering with restaurants and stores brings more value to users.

**Simple Ideas Leading to Big technology success**

**Easy App → More People Use It**

* + The app is simple to use, so more people feel comfortable ordering food.

**Quick Order Button → Faster Orders**

* + People can order food in just a few taps. No confusion, no delays.

**Live Tracking → Less Worry**

* + Customers can see where their food is. This makes them feel relaxed and happy.

**Simple Joining for Delivery Boys → More People Join**

* + It’s easy for delivery people to sign up and start working, so Swiggy can deliver faster.

**Clear Messages → Better Service**

* + Simple messages like “Your food is on the way” help customers know what’s happening.

**Impact on people lives And the Economy**

** Saved Time**

* People don’t need to cook or go out—food comes to their door.

** Created Jobs**

* Thousands of people got jobs as delivery partners and support staff.

** More Choices**

* Customers can order from many restaurants, even small local ones.

** Helped in Emergencies**

* During lockdowns, people got food and groceries safely.

** Convenient Lifestyle**

* Busy people, students, and families find it easier to manage their day.

**CONCLUSION**

Swiggy has transformed the way people order food by making the process simple, fast, and convenient. Through - life for millions and created thousands of job opportunities. Swiggy's success shows how using technology with simplicity and innovation can make a big impact on both society and the economy. It is agreat example of how digital solutions can solve real-world problems.