

POWERPOINT PRESENTATION FOR CA4 SUB- HSMC 701

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Case Study on Zomato

An In-Depth Analysis

Introduction to Zomato

- ▶ • Zomato is an Indian multinational restaurant aggregator and food delivery company.
- ▶ • Founded in 2008 by Deepinder Goyal and Pankaj Chaddah.
- ▶ • Operates in over 24 countries.
- ▶ • Provides information, menus, and user-reviews of restaurants along with food delivery options.

Evolution and Growth

- ▶ • Started as Foodiebay in 2008, rebranded as Zomato in 2010.
- ▶ • Expanded operations internationally in 2012.
- ▶ • Acquired several companies including Uber Eats India in 2020.
- ▶ • Listed on the Indian stock exchange in July 2021.

Business Model

- ▶ • Advertising Revenue: Restaurants pay Zomato for premium listing.
- ▶ • Food Delivery: Commissions from restaurants and delivery fees from customers.
- ▶ • Zomato Pro: Subscription service offering discounts at partner restaurants.
- ▶ • Hyperpure: B2B supply chain solution for restaurants.

Revenue Streams

- ▶ • Online food delivery contributes significantly to revenue.
- ▶ • Zomato Gold/Pro memberships.
- ▶ • Restaurant listings and advertisements.
- ▶ • B2B services through Hyperpure.

Market Position

- ▶ • Zomato is one of the top players in the Indian food delivery market.
- ▶ • Competitors include Swiggy, Uber Eats (before acquisition), and Amazon Food.
- ▶ • Holds a significant market share in food delivery in India.

SWOT Analysis

- ▶ • Strengths: Strong brand, extensive reach, diversified revenue streams.
- ▶ • Weaknesses: High competition, dependency on external delivery personnel.
- ▶ • Opportunities: Expansion in smaller cities, partnerships with cloud kitchens.
- ▶ • Threats: Regulatory challenges, market saturation.

Impact of COVID-19

- ▶ • Initial decline in orders due to lockdowns.
- ▶ • Surge in demand for contactless deliveries.
- ▶ • Shift in consumer behavior towards online food delivery.
- ▶ • Accelerated digital transformation within the company.

Strategic Initiatives

- ▶ • Expansion of Zomato Pro subscription.
- ▶ • Focus on improving delivery logistics and efficiency.
- ▶ • Strengthening partnerships with cloud kitchens.
- ▶ • Diversifying services with Hyperpure and Zomaland.

Financial Performance

- ▶ • Reported revenues of INR 1,994 crore for FY 2021.
- ▶ • Net loss of INR 816 crore for the same period.
- ▶ • Growth in food delivery volumes and average order value.

Case Study: Uber Eats Acquisition

- ▶ • Acquired Uber Eats India in January 2020.
- ▶ • Strengthened market position against Swiggy.
- ▶ • Increased customer base and delivery network.
- ▶ • Integrated Uber Eats operations into Zomato's platform.

Future Outlook

- ▶ • Continued focus on expanding Zomato Pro and Hyperpure.
- ▶ • Exploring new markets and partnerships.
- ▶ • Potential for growth in smaller cities and rural areas.
- ▶ • Emphasis on sustainable and profitable growth.

Conclusion

- ▶ • Zomato has established itself as a leading player in the food delivery market.
- ▶ • Continued innovation and strategic expansion are key to its success.
- ▶ • Faces challenges, but opportunities for growth remain significant.
- ▶ • A company with a strong brand and a promising future.