

## Page 1: Internal Report on Competitor Pricing Strategies

Zomato has adjusted delivery charges based on region-wise demand.

Swiggy is introducing premium packaging at a fee.

Uber Eats is testing a no-minimum order model in select cities.

## Page 2: Internal Survey Results

70% of users prefer faster delivery over discounts.

45% are willing to pay extra for eco-friendly packaging.

Zomato Gold and Swiggy One subscriptions are preferred in metro areas.

## Page 3: Regional Market Performance

South India shows higher repeat orders.

Tier-2 cities have 25% lower AOV but higher frequency.

Zomato sees stronger brand loyalty in Hyderabad and Chennai.

Users expect more accurate delivery time estimates.

Complaints about delivery partner behavior decreased by 15%.

Positive sentiment increases when local cuisine is promoted.

Zomato plans to partner with cloud kitchens for faster service.

Introduction of a new loyalty program in Q3.

Targeting healthier food options in urban clusters.