



**GROUP-2**

AMAN SHARMA  
RUCHIKA MISHRA  
RANI GODHASARA  
DEVYANI KOTAK  
KUMAR SHAOUNAK

# Topic Outline

- 
- 1 INTRODUCTION
  - 2 COMPANY OVERVIEW
  - 3 BUSINESS MODEL ANALYSIS
  - 4 FINANCIAL PERFORMANCE
  - 5 COMPETITIVE LANDSCAPE
  - 6 SWOT ANALYSIS
  - 7 FUTURE OUTLOOK
  - 8 CONCLUSION
- 

# Introduction

Zomato is an Indian multinational restaurant aggregator and food delivery company. It was founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in more than 1,000 Indian cities and towns, as of 2022–23. Zomato rivals Swiggy in food delivery and hyperlocal space.



# COMPANY OVERVIEW

## Mission

### MISSION STATEMENT OF **Zomato**



Better food for more people.



Zomato's mission is to be the go-to platform for food-related information and services globally. They strive to provide users with comprehensive restaurant listings, personalized recommendations, convenient food delivery options, and innovative dining experiences. Additionally, Zomato is committed to supporting local communities and fostering a sustainable food ecosystem.

## Vision



### **Zomato for Work**

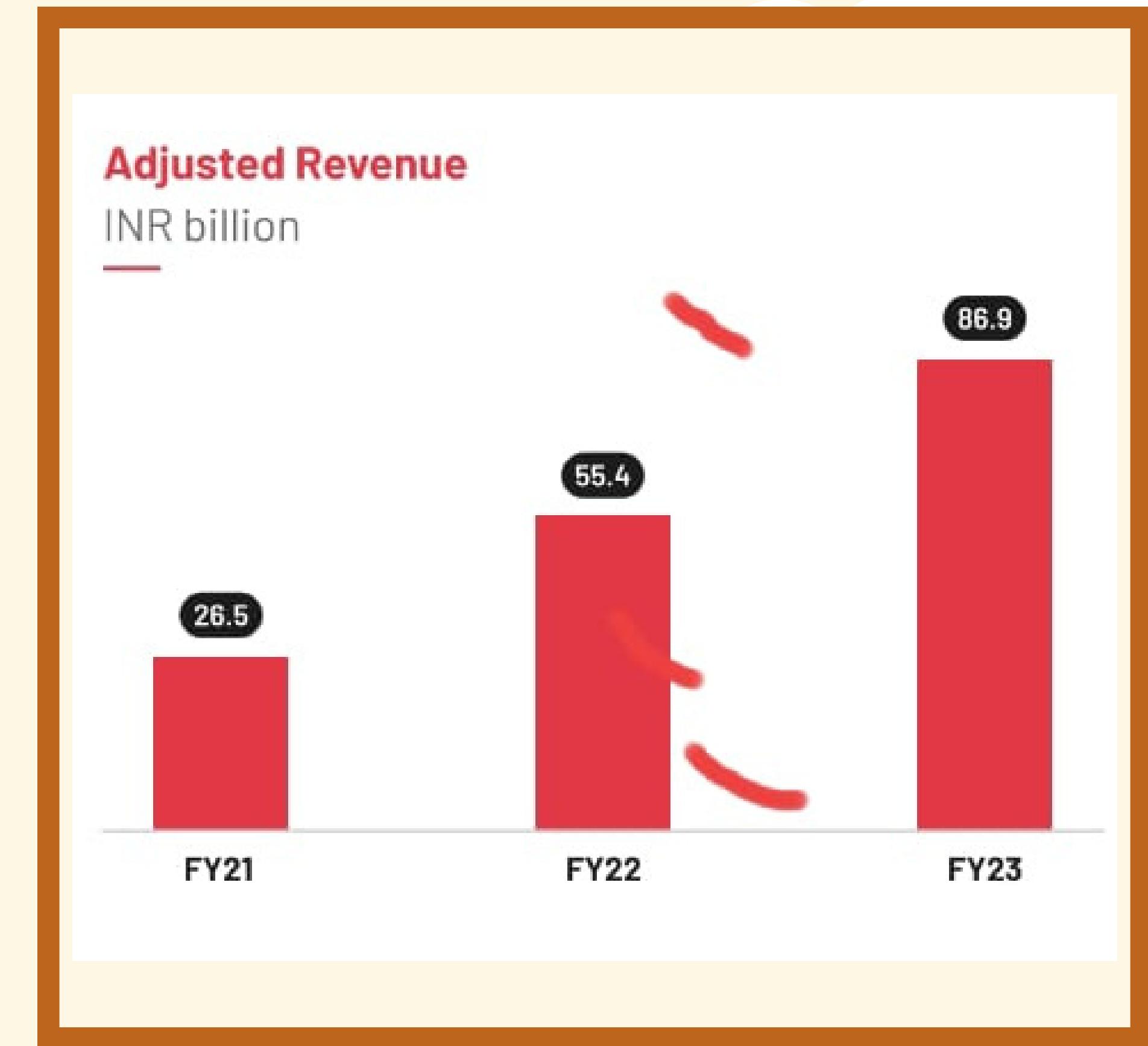
Zomato's vision is to create a world where everyone has access to quality food. They aim to achieve this by leveraging technology to connect users with restaurants, offering a seamless dining experience, and empowering local businesses to thrive.

# BUSINESS MODEL ANALYSIS

ADJUSTED REVENUE  
GREW TO INR 86.9 BILLION IN FY23

ADJUSTED REVENUE GREW 57% YEAR-ON-YEAR  
("YOY") TO INR 86.9 BILLION IN FY23 FROM INR 55.4  
BILLION IN FY22.

ADJUSTED REVENUE (EX-QUICK COMMERCE) GREW  
42% YOY TO INR 78.9 BILLION IN FY23 FROM INR  
55.4 BILLION IN FY22.



# FINANCIAL PERFORMANCE

Average monthly transacting customers grew to 17.0 million Average monthly transacting customer base grew by 16% YoY in FY23 driven by new customer acquisition as well as higher annual ordering frequency per customer. We added 22 million new transacting customers in FY23 taking the total number of annual transacting customers to 58 million during the year.

Customers placed 647.0 million food delivery orders on our platform in FY23, up by 21% over FY22, driven by an increase in annual transacting customers as well as increase in annual ordering frequency

GOV(Gross order value) reached INR 263.1 billion in FY23, driven by a 21% YoY growth in order volumes and a 2% YoY growth in average order value (AOV). Growth in commission and ad revenue per order led to a higher Adjusted Revenue growth of 29% YoY in FY23.



# COMPETITIVE LANDSCAPE

## MAJOR COMPETITORS



Uber Eats



## MARKET TRENDS

1. EMERGENCE OF NEW PLAYERS
2. SHIFTS IN CONSUMER BEHAVIOR
3. REGULATORY CHANGES
4. RISE OF VIRTUAL KITCHENS
5. FOCUS ON SUSTAINABILITY

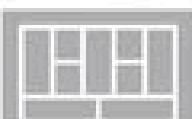
# SWOT ANALYSIS OF **zomato**

**S**

**W**

**O**

**T**



# FUTURE OUTLOOK



## GROWTH STRATEGIES

1. EXPANSION PLANS
2. PRODUCT INNOVATIONS
3. MARKET PENETRATION

## RISK MITIGATION

1. DIVERSIFICATION OF REVENUE
2. SUPPLY CHAIN OPTIMIZATION
3. REGULATORY COMPLIANCES

## LONG-TERM PROSPECTS

1. MARKET LEADERSHIP
2. GLOBAL EXPANSION
3. CHANGING CONSUMER PREFERENCES

# CONCLUSION



Zomato's robust performance and strategic initiatives position it as a promising investment opportunity for stakeholders. Investors should consider its strong market position, growth potential, and innovative approach to the food delivery and restaurant discovery industry as indicators of long-term viability. Management's focus on product innovation, market expansion, and operational efficiency bodes well for sustained growth and competitive advantage. Restaurant and delivery partners can leverage Zomato's platform to enhance brand visibility, drive sales, and optimize delivery operations. As Zomato navigates regulatory challenges and evolving consumer preferences, its customer-centric approach and commitment to innovation will be key to maintaining its leadership position and shaping the future of the industry.

# Thank you !

Please hesitate to ask any questions!

