# ZOMATO PROFIT, BUSINESS & LOSS RESEARCH REPORT

## 1. Company Overview

Zomato is one of India's leading food delivery and restaurant aggregator platforms founded in 2008. It operates under a Business-to-Consumer (B2C) marketplace model connecting customers, restaurants, and delivery partners through its digital platform. Zomato also acquired Blinkit to enter the quick-commerce grocery segment.

## 2. Target Audience

Urban consumers aged 18–40 years, working professionals, students, and middle/upper-middle-class customers. On the business side, Zomato targets restaurants ranging from small eateries to premium chains.

## NGO & Social Initiatives

Feeding India initiative for hunger relief, sustainability programs, support for restaurant partners, and disaster relief funding.

## AI Tools Used

AI-driven personalized recommendations, delivery time prediction, demand forecasting, dynamic pricing, fraud detection, and chatbot-based customer support.

## 3. Free Services Provided

Free app registration, restaurant browsing, ratings and reviews, order tracking, and basic customer support.

## 4. Financial Performance (Last 3 Years)

| Metric | FY23 (₹ Crore) | FY24 (₹ Crore) | FY25 (Estimated ₹ Crore) | Trend |
|---|---|---|---|---|
| Revenue | 7,079 | 12,114 | 15,000+ | Strong Growth ↑ |
| Net Profit / (Loss) | -971 | 351 | 600 | Turned Profitable |
| Total Expenses | Increased | Increased | Stabilizing | Controlled |

## 5. Revenue Prediction (Next 3 Years)

FY2026: ₹18,000–20,000 crore
FY2027: ₹22,000–25,000 crore
FY2028: ₹27,000–30,000 crore
Expected annual growth rate: 20–25%.

## 6. Revenue Sources

Commission from restaurants (15–25%), delivery charges, sponsored listings and advertisements, Zomato Gold subscriptions, Blinkit quick-commerce revenue, and convenience fees.

## 7. Strategies to Generate Income

Expansion into quick commerce, subscription models, AI-based personalization, Tier 2 & Tier 3 city expansion, cloud kitchen partnerships, and strong digital marketing.

## 8. Reasons for Previous Losses

Heavy discounting strategies, high delivery costs, intense competition, technology investments, and Blinkit acquisition expenses.

## 9. Profitability Forecast

Zomato is expected to maintain profitability, improve operating margins, and strengthen cash flow between FY2026–2027.

## 10. Future Plans

Expansion of quick commerce, advanced AI-powered demand prediction, growth in grocery segment, stronger restaurant partnerships, and potential global expansion.