DT Fellowship Assignment| AI First | 2025

Baby Steps

Celebration: Round 1 gave me a chance to deeply reflect on the power of clarity, authenticity, and emotional connection in content — whether it's writing, storytelling, or strategy. I learned how important it is to write with real human feeling, not just polished language. A small win for me was realizing how to simplify complex ideas without losing meaning, especially when I had to compress long messages into punchy, 3-line versions. This exercise helped me see how AI can assist but needs careful human direction to stay relatable and impactful.

Now, I'm excited to apply these insights to the AI Case Study Creation, where I can show how big businesses use AI to solve real problems in ways small businesses can adapt.

Name: Shrishti
Role Applied: Web Developer
Assignment Chosen: AI Case Study Creation
Timeline: I have completed the assignment.

Part 1: AI-Augmented Deep Dive

Company Overview (30–50 words)

Zomato is an Indian food delivery and restaurant discovery platform. Since its IPO in 2021, Zomato has scaled rapidly across India, diversifying into quick commerce, cloud kitchens, and hyperlocal logistics to build an ecosystem for food and convenience.

Axis Mapping

1. PMF (Product-Market Fit): PMF-2 → PMF-4

- **PMF-2:** Initial PMF in metro cities with restaurant discovery.
- **PMF-3:** PMF in food delivery through bundling offers and consistent user experience.
- **PMF-4:** Expanded PMF through Blinkit acquisition — venturing into quick commerce, pushing convenience-led use cases.

Evidence:

- Investor reports: High repeat rate from users, especially in Tier-1 cities.
- Customer behavior: Shift from discovery to transaction-led usage.
- Expansion into grocery delivery validated broader user needs.

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2. GTM (Go-To-Market): GTM-3 → GTM-4

- **GTM-3:** Marketplace with consumer-side incentives (Zomato Gold), restaurant partnerships.
- **GTM-4:** Supply chain control through private labels, logistics, and dark stores.

Evidence:

- CEO commentary: "We're not just a delivery partner — we're an ecosystem."
- Partnerships with local vendors, plus full-stack kitchen enablement (e.g., Hyperpure).

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3. Ops (Operations): Ops-2 → Ops-4

- **Ops-2:** Basic fulfillment via third-party logistics.
- **Ops-3:** Dedicated fleet management, real-time tracking.
- **Ops-4:** Operational backbone extended to Blinkit — integrated last-mile delivery.

Evidence:

- Integration of logistics for Zomato + Blinkit into unified backend systems.
- Delivery under 15–20 minutes in select geographies with operational reliability.

GRS Insights (Growth Readiness Signals)

- **ICP Shift:** From urban professionals to hyperlocal convenience users.
- **System Upgrade:** Scaled last-mile logistics tech stack.
- **Strategic Cadence:** Focused acquisitions (e.g., Blinkit), divestments (e.g., Nutraceuticals) reflect leaner growth bets.
- **Cialdini Principles Used:**
    - *Social Proof:* Showcasing reviews, ratings, and top-trending restaurants.
    - *Scarcity:* Limited-time delivery deals and app-exclusive offers.
    - *Authority:* Partnership with known chefs, restaurants, and influencers.

Extrapolation Frame

What can a ₹10 Cr founder learn?

- You don't need to own everything upfront — grow by solving one problem extremely well (Zomato started as just a discovery app).
- Acquisitions aren't only for big businesses — partnerships and small tuck-ins can reshape your growth model if strategically timed.

SMB Translation:

- Use customer data to evolve your offering — go from service to ecosystem.
- If your user base is shifting, don't fight it — expand into their "new normal."

Part 2: Prompt Protocols for Case Study Creation

✅Prompt 1:

Prompt:
"Map Zomato's product-market fit evolution across discovery, delivery, and quick commerce. Use only investor letters and management commentary post-IPO."

Mental Model:
Stage-based evolution of PMF.
AI Helped:
Clarified timeline and value shifts between PMF-2 and PMF-4.
Negative Prompt:

Avoid summaries from blogs or Wikipedia. Only use Zomato's investor materials, verified interviews, and filings.

✅Prompt 2:

Prompt:
"Extract examples of Cialdini persuasion principles (like scarcity, authority, social proof) from Zomato's user experience and brand strategy."

Mental Model:
How brand psychology plays into scaling user behavior.
AI Helped:
Highlighted specific nudges within the Zomato app and ads.
Negative Prompt:
Do not use theoretical examples — only what's verifiable from app screenshots, user reviews, or campaigns.

✅Prompt 3:

Prompt:
"What key lessons from Zomato's GTM strategy can a ₹10–50 Cr logistics or food SMB founder apply in Tier-2/3 cities?"

Mental Model:
Local scalability + distribution thinking.
AI Helped:
Drew comparisons between national playbooks and local adaptations.
Negative Prompt:
Avoid generalizations. Must include context from Indian MSME environment.

Part 3: Thought Leadership Angle (Max 200 Words)

Dear Founder,

After studying Zomato, one thing is clear: growth doesn't come from doing more — it comes from doing the *right* things in the right *order*.
Many SMBs jump into scaling without locking PMF. Zomato scaled only after product obsession and market timing aligned — and even then, it adjusted rapidly when data revealed new directions (e.g., Blinkit, Hyperpure).

Your biggest lever isn't capital — it's clarity.
What Zomato teaches us is how to design for repeatable value, and evolve when customer behavior shifts.

Mindset shift: You don't need a perfect model. You need a responsive one.
Flawed assumption to debug: "Growth means adding more." No — growth means *aligning deeper*.
If this were a workshop, I'd open with:
"The best businesses don't scale complexity — they scale clarity."