



# *zomato*

**Bade bade shehron mein aisi chhoti chhoti cravings hoti rehti hain  
Aao Kabhi Zomato **GOLD** par !**

**Driving Subscriber growth for** zomato ****GOLD****

**– Gagarin Rout | IIT Bhubaneswar**

## About **zomato**

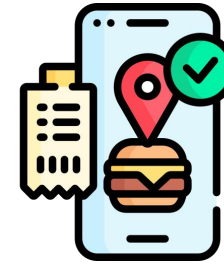
Zomato is a leading Indian online platform for food ordering, delivery, and dining services. With a consumer-first approach and a commitment to enhancing every experience, Zomato operates across 800+ cities across India. In addition to food delivery, Zomato offers dineout options for table bookings, event booking features for concerts and live shows, and quick commerce services through its acquisition of Blinkit, delivering groceries and essentials on demand.

## Business Model

Zomato operates a diverse business model focused primarily on food delivery while catering to various customer needs. Its core service includes restaurant food delivery supported by a strong logistics network. Zomato connects customers with restaurants and in return Restaurants pay a commission on orders for Zomato's platform and delivery services. Zomato also offers subscriptions based option through 'Zomato Gold' for user exclusive free delivery, dining discounts, and other benefits. Additionally, Zomato has expanded into event ticketing and quick commerce through its acquisition of Blinkit.



17.5 Million monthly transacting users



1.7 Million daily orders deliveries



225k+ restaurant partners in India



300k+ delivery partners in India

"At **Zomato**, we are obsessed with ensuring that our users have a great experience. We're constantly innovating and improving to make sure our customers get what they need."

- Deepinder Goyal (Founder)

## Revenue Streams

- Commission from restaurants for deliveries and table bookings.
- Advertisement fees charged from restaurants for promoted listings and ads on platform.
- Service fee on each ticket sold for live events.
- Advertisement and listing fees for live events.
- Subscription fees for Zomato GOLD Membership.

## Problem Statement

Zomato Gold is a premium subscription service offering exclusive dining benefits and discounts at partner restaurants. Increasing the subscriber base for Zomato Gold is crucial as it directly impacts revenue growth, enhances user engagement, and strengthens partnerships with restaurants. **As the Head of Product at Zomato drive the growth of Zomato Gold subscribers.** Focus on product-led growth initiatives, app features and other organic ways.



17.5 Million monthly transacting users (MTUs)



1.8 Million users with Zomato GOLD subscription



15.7 Million casual users (~ 90% of total MTUs)



## Objectives

- Identify key drivers of **Zomato GOLD** subscription growth.
- Enhance value proposition of **Zomato GOLD** subscription.
- Develop targeted marketing strategy to increase subscription rate of **Zomato GOLD**.

## Benefits of Solving the Problem

- **Increased revenue and profitability :** A higher number of Zomato Gold subscribers not only directly increases subscription revenue, but also leads to increased usage of other Zomato services, such as food delivery, dineout bookings and live event ticketing, which can drive additional revenue.
- **Enhanced user engagement and loyalty :** By offering exclusive benefits through Zomato Gold, the company can foster deeper connections and enhance overall brand loyalty.
- **Strategic partnerships and market positioning :** A larger subscriber base strengthens Zomato's position when negotiating terms with restaurants, potentially leading to more attractive deals and exclusive partnerships.
- **Future growth and diversification**
- **Enhanced competitive edge**



Raghav Mehta | 34 | Operations Manager | Bangalore | Zomato GOLD User

#### PAIN POINTS

- Benefits mainly focus on delivery, with less emphasis on dineout options.
- No exclusive benefits for corporate orders or bookings.

#### NEEDS

- Need more benefits on dineout options.
- Specific benefits exclusive to corporate orders and bookings.



Meghna Sharma | 26 | Traveller | New Delhi | Ex - Zomato GOLD User

#### PAIN POINTS

- No delivery benefits during travel like for train orders.
- Feels availability of restaurants partners in Gold subscription are inconsistent with varying locations.

#### NEEDS

- GOLD benefits while travelling.
- Availability of restaurant partners providing gold benefits in different locations.



Rahul Singh | 21 | Student | Bhubaneswar | Standard User

#### PAIN POINTS

- Benefits are confined to food orders, not extended to event bookings.
- Delivery range for free delivery is very less (upto 7 kms).

#### NEEDS

- GOLD benefits in live event bookings.
- Delivery range for free delivery to be increased to atleast 12 kms.



Neha Gupta | 41 | Teacher & Housewife | Jaipur | Zomato GOLD User

#### PAIN POINTS

- Faces challenges in redeeming Gold benefits due to complex terms and poor communication.
- Cant order from different restaurants at a time.

#### NEEDS

- A feature that allows to add items from multiple restaurants in one order.
- Simpler terms & condition while redeeming.



# #1 Early Access to Ticket Bookings for Live Events

## Feature Explanation :

Providing Zomato Gold subscribers with early access to book tickets for live events (such as concerts, sports, and festivals) would create a sense of exclusivity and increase the perceived value of the subscription. Zomato already offers event ticket bookings, so leveraging this feature to offer early access can significantly attract event-goers.

## Impact :

Users who frequently attend live events may find this offering appealing and would be more likely to subscribe or retain their subscription. It could also appeal to users beyond food delivery, expanding the target audience.

## Benefit :

- Helps Zomato conquer the live event ticketing market (a newer market for zomato), competing with established players like BookMyShow. This could give Zomato leverage in the entertainment sector.
- With a growing subscriber base, Zomato can negotiate better terms with event organizers and offer exclusive events on its platform, potentially becoming a go-to option for ticket bookings.



→ A "Get early access with Zomato Gold" Button that would take the user to the Zomato Gold subscription page.

The Subscription page would also highlight this benefit along with the free delivery and additional discounts benefits.





## #2 Order from Multiple Restaurants at once

### Feature Explanation :

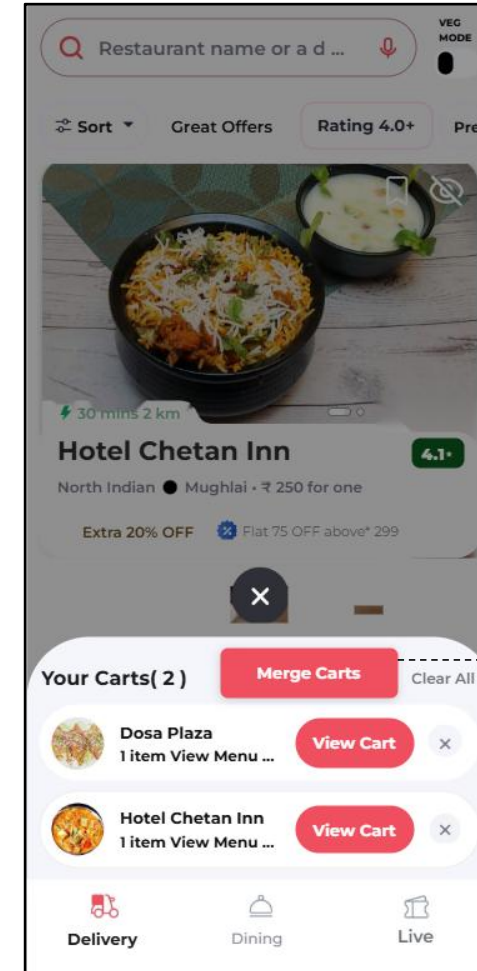
This feature allows Zomato Gold users to select items from multiple restaurants and combine them into a single order. This could cater to diverse food preferences within groups, giving users more flexibility and convenience. This would allow users to order from different restaurants that specialise in different food types at once without having to place multiple orders.

### Impact :

Convenience is a key driver for user subscriptions, especially for families, groups of friends, or corporate orders where individuals may want to order from different restaurants. Offering this feature exclusively to Gold members would make the subscription more attractive.

### Benefit :

- Encourages users to spend more by adding food from different places, increasing Zomato's revenue from commissions on multiple restaurants.
- Groups with varied preferences would value this feature, leading to higher customer satisfaction & potentially increasing order frequency.
- By offering something unique and convenient that competitors don't, Zomato can attract more Gold subscribers who value flexibility.



A "Merge carts" button that would allow users to merge multiple carts and place order as one single order.

This would take the customer to a combined orders page where the customers can club the offers and discounts from different restaurants and pay once to complete the order



## #3 Zomato Gold for Corporate

### Feature Explanation :

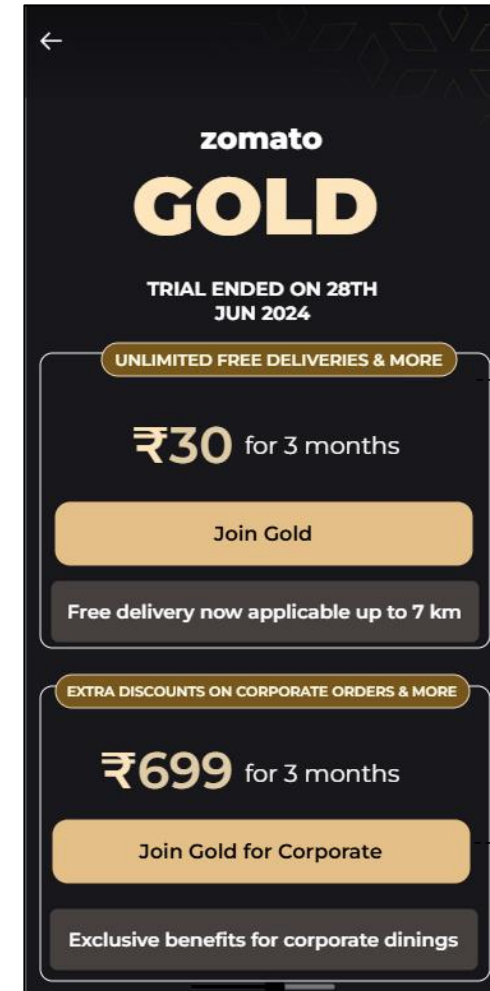
Zomato Gold can introduce benefits like bulk order discounts, catering services, and expense management tools for corporate clients. Zomato could also consider launching a exclusive tier called "Zomato Gold for Corporate" under its regular Zomato GOLD subscription program tailored specifically for businesses. This higher-cost subscription would provide exclusive perks and more relevant benefits for corporate users.

### Impact :

The separation of corporate users from individual consumers under its GOLD program with a dedicated "Zomato Gold for Corporate" tier would help Zomato better target each segment. A subtle separation would allow Zomato Gold to remain focused on individual users and their specific benefits, like dine-out and personal delivery.

### Benefit :

- This would appeal to businesses by offering tailored solutions for office orders, team events, and business meetings. Corporate orders usually have higher ticket sizes, making them highly valuable for Zomato.
- Providing a distinct corporate subscription would position Zomato as a leader in office dining and events, giving it an edge over competitors.



Clicking on each section or tile would lead to a separate "subscription benefits" landing page that would highlight the benefits applicable and exclusive to the following tier.

An additional section highlighting a separate tier of subscription for corporates at a premium fee.



## MR. RICE FRAMEWORK

**MR. RICE = Reach x Impact x Confidence / Effort x Risk x Money**

Recommendation	Reach	Impact	Confidence	Effort	Risk	Money	MR. RICE Score
#1 Early access to ticket bookings for live events	4	4	3	3	2	5	1.6
#2 Order from multiple restaurants at once	5	4	4	5	3	3	1.78
#3 Zomato Gold for Corporate	2	5	2	5	3.5	2	0.57





## PRIORITIZATION OVERVIEW

### **Order from Multiple Restaurants at once (MR. RICE Score = 1.78)**

This feature would appeal to a wide range of users by offering convenience and flexibility in food choices. The confidence in this recommendation is moderate, as while it's a new feature for Zomato, similar models have proven successful in other markets. However, the implementation will demand high effort, especially in terms of logistics and coordination between multiple restaurants. The risk is moderate, as operational challenges in managing multiple deliveries could arise.

### **Early Access to Ticket Bookings for Live Events (MR. RICE Score = 1.6)**

This feature has the potential to tap into a new market and attract users who are interested in live events, increasing the value of a Zomato Gold subscription. Confidence in this recommendation is fairly high, as early access models have been successful in driving user engagement. The effort required is moderate, primarily involving partnerships with event organizers and technical integration. The risk is low, as it aligns well with Zomato's strategy of expanding beyond food delivery.

### **Zomato Gold for Corporate (MR. RICE Score = 0.57)**

Corporate clients may represent a smaller audience, but they hold significantly higher value due to larger order sizes and recurring business. However, confidence in this recommendation is lower due to strong competition from established players like Sodexo, which already dominates the corporate catering and dining space with existing partnerships. Implementing this feature will require substantial effort to build partnerships, create a dedicated subscription model, and market it effectively. The risk is moderate to high, given the competitive landscape.



## GTM STRATEGY

**PHASE 1 (Immediate Priority):** Launch Multi-Restaurant Ordering first. This feature has the highest potential for broad user adoption due to its convenience and flexibility, driving immediate engagement and increasing average order values. This will also help build momentum in the market, distinguishing Zomato as an innovative food delivery platform.

**PHASE 2 (Secondary Priority):** After building traction with the multi-restaurant feature, roll out Early Access to Live Event Bookings. This feature will attract event-goers and entertainment seekers, increasing Zomato Gold subscriptions. By launching after the multi-restaurant feature, Zomato can leverage its growing user base to cross-promote and further drive Gold memberships.

**PHASE 3 (Later Priority):** Introduce Zomato Gold for Corporate Clients as the final step. While this feature targets a smaller audience, the higher order values and potential for long-term partnerships make it an important revenue stream. Focus on creating a separate subscription tier like "Zomato Corporate" that caters to this premium audience.



**THANK YOU**