

OSINT (Open-Source Intelligence) Project on Zomato

An Academic Demonstration (Passive, Ethical)

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Confidentiality: This is a passive, academic demonstration. No intrusive actions were taken.

OSINT Project Report: Zomato

1. Introduction

Open Source Intelligence (OSINT) is the process of collecting and analyzing information that is publicly available to gain insights about a target legally and safely.

In this project, I applied OSINT techniques to Zomato, a global restaurant aggregator and food delivery service, to explore its digital footprint, public documents, social media presence, and historical website data. This project is educational, legal, and focuses only on publicly available information.

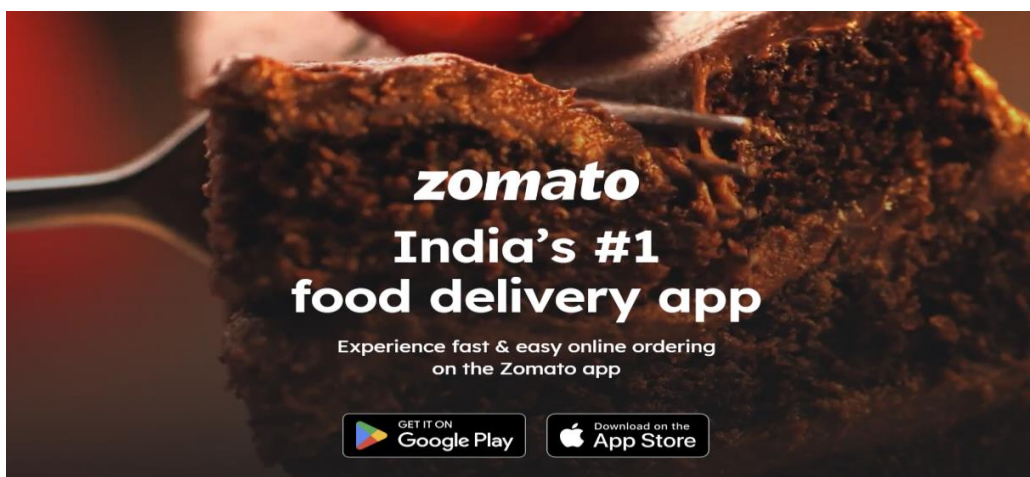
2. Objective

- Demonstrate the process of gathering and analyzing public information about Zomato.
- Learn how to use OSINT tools and techniques safely.
- Develop skills in data organization, analysis, and professional reporting.
- Identify how public information can be structured and presented clearly.

3. Step-by-Step Methodology

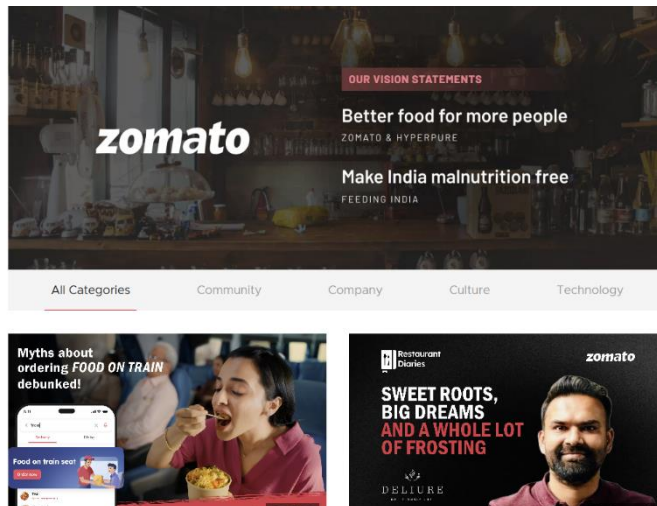
Step 1: Identify Target Organization

- Target: Zomato
- Official website: www.zomato.com
- Gather basic info: Zomato was founded in 2008, founders are Deepinder Goyal and Pankaj Chaddah, Its headquarters are in Gurugram, Haryana, India.



Step 2: Subdomain Discovery

- Used **Certificate Transparency logs** (crt.sh) to find public subdomains like careers.zomato.com, blog.zomato.com.
- Helps understand digital assets that are visible publicly.
- Zomato blog:



Step 3: Public Document Search

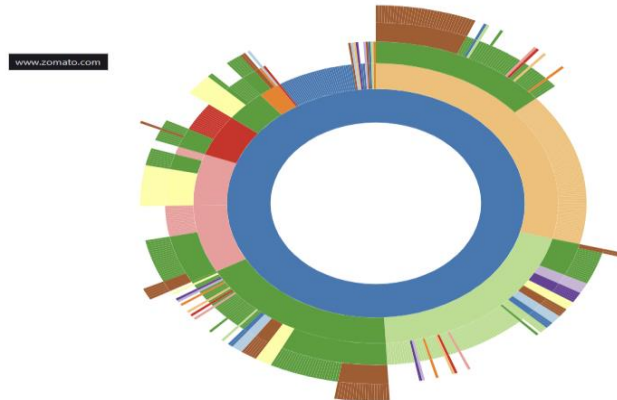
- Used **Google Dorks**:
- site:zomato.com filetype:pdf
- site:zomato.com intitle:"Zomato"
- Collected publicly available PDFs, presentations, and brand guides.

Step 4: Historical Website Analysis

- Used **Wayback Machine** (web.archive.org) to see older versions of Zomato's website.
- Observed changes in layout, branding, and services over time.
- Service in the year of 2024:

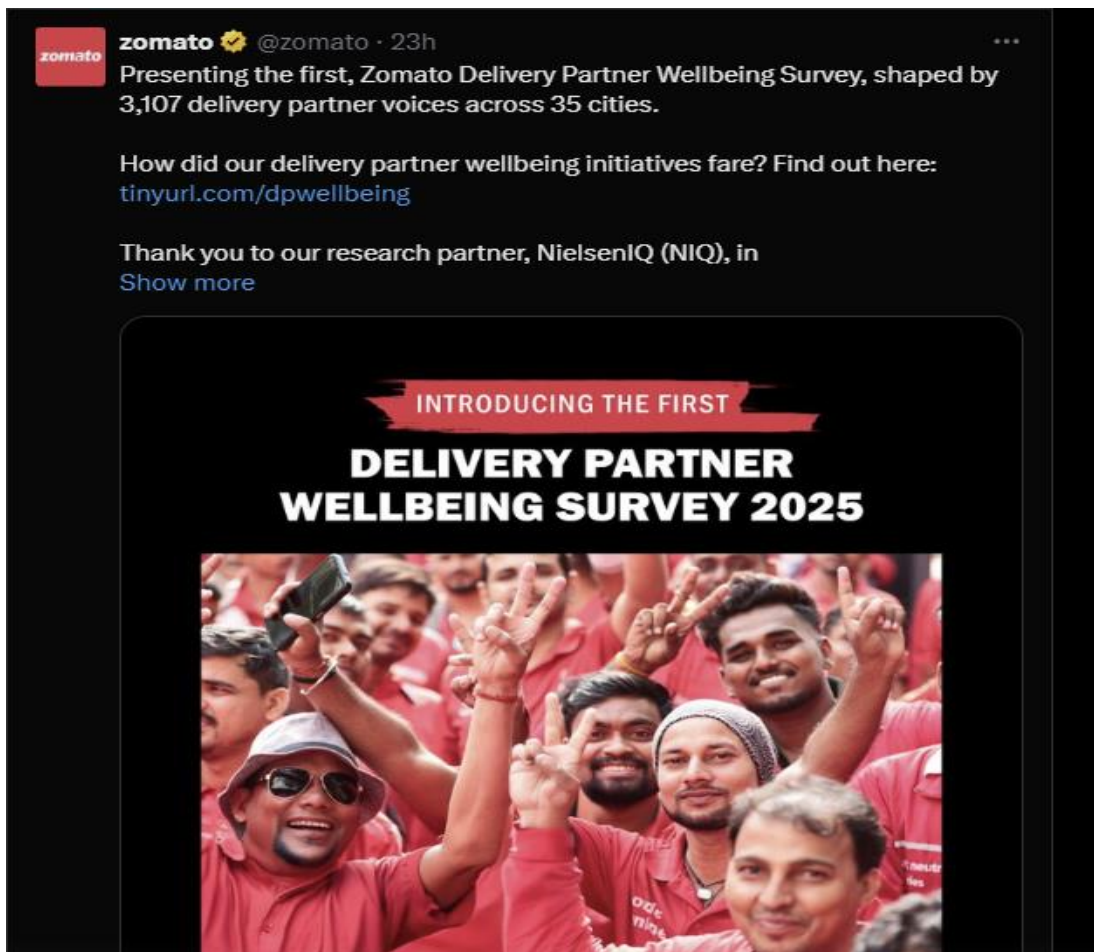


- Service in the year of 2025:



Step 5: Social Media Review

- Analyzed Zomato's official accounts on Twitter, Instagram, LinkedIn.
- Collected insights from public posts and engagement patterns.
- Twitter post from Zomato:



Step 6: Organize Findings

- Categorized collected information:
 - Company Overview
 - Digital Footprint (Subdomains, Websites)
 - Public Documents
 - Social Media Presence
 - Historical Data

Step 7: Report & Recommendations

- Summarized findings in a professional, readable report.
- Added visual placeholders for screenshots to improve clarity.

4. Key Findings

- Zomato is a global food delivery and restaurant aggregator founded in 2008, headquartered in Gurugram, India.
- Multiple public subdomains exist, e.g., careers, blogs, events.
- Accessible PDFs and documents show branding and company info.
- Wayback Machine shows the evolution of the website and service offerings.
- Social media accounts are actively used for public engagement.
- Public news articles provide additional information about company announcements.

5. Recommendations

- Remove metadata from public PDFs to protect sensitive information.
- Maintain an updated inventory of subdomains to avoid exposure.
- Monitor historical content on archive sites to ensure no sensitive info is publicly visible.
- Ensure consistent branding and secure information sharing on social media.

6. Conclusion

This OSINT project demonstrates how to safely and legally collect, analyze, and present public information about Zomato. It develops skills in **digital investigation, data organization, and reporting**, while providing a portfolio-ready report with visual insights. The project shows the importance of **public information hygiene** and how companies' digital footprints can be analyzed for educational and professional purposes.