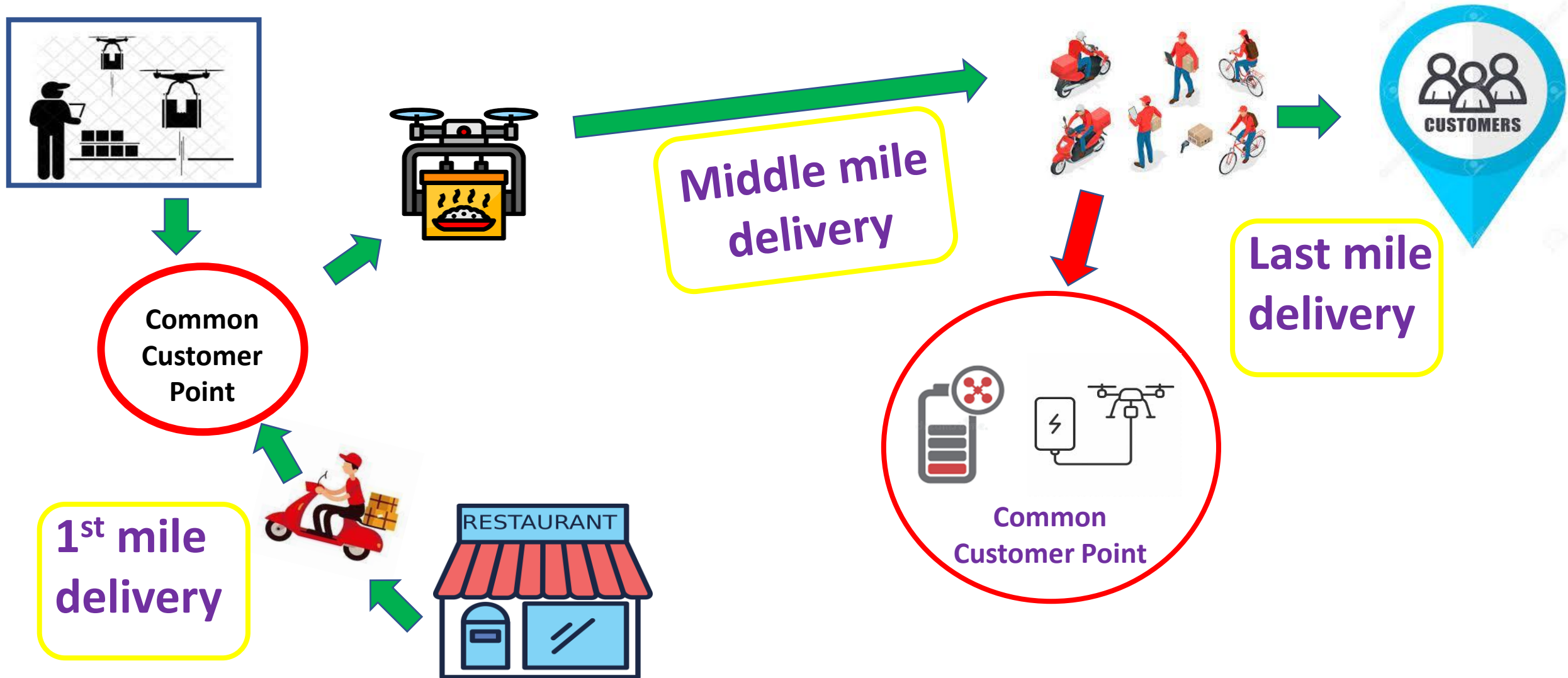


DRONE ENABLED DELIVERY SYSTEM



GROUP B

Drone Model Supply Chain



Drones Specifications

Drone	Value
Cost of 1 drone	3-5 Lac
Drone Lifetime	5 years
Charging time	60 mins
Battery Life expectancy	3 months
Maintenance per month	15000
Battery Cost	20000
Flying Range	7-8 km

Drone	Value
Top Speed	50 km /hr
Average Speed	40 km/hr
Carrying Capacity	5 kg
Flight Time	30 mins
Cool-off time	3 mins
Autonomous GPS Sensor	
Google Maps API integrated	

Why Bangalore

- ❑ Bangalore is world's 2nd slowest city to drive in!!!

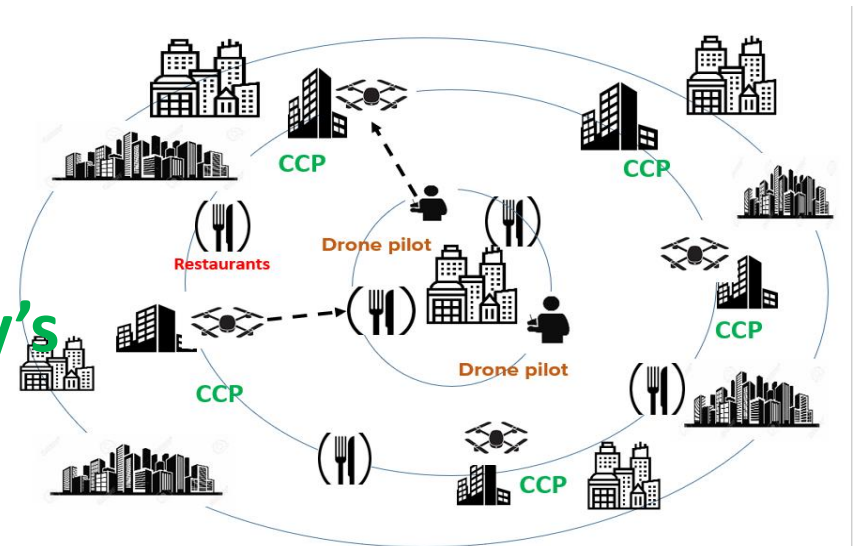
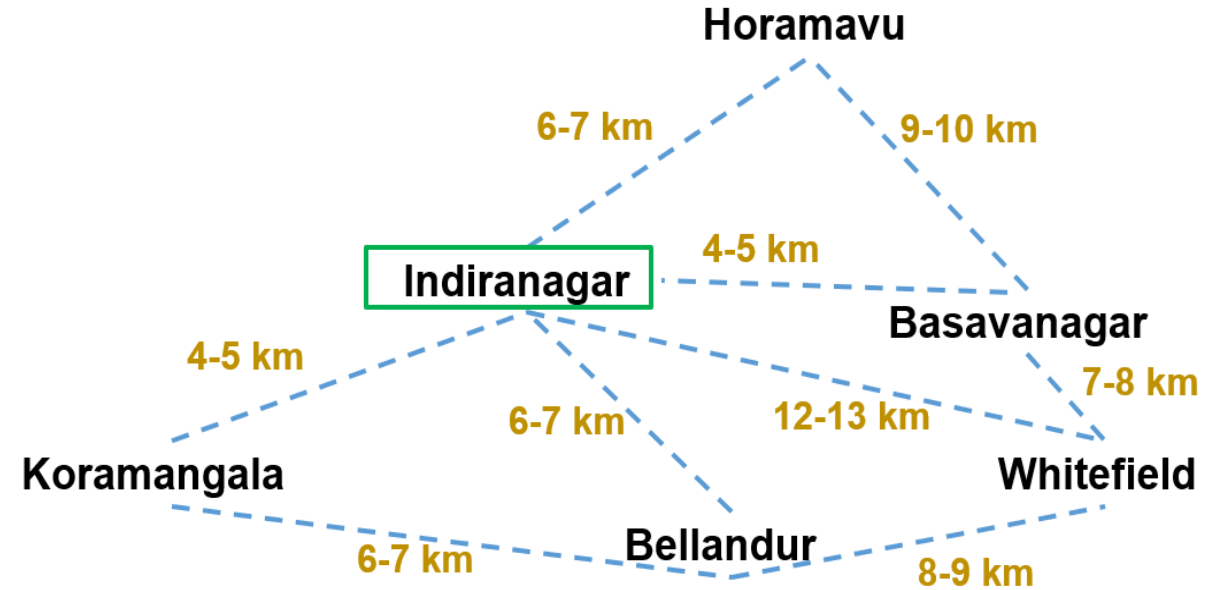
Avg. Speed~ 20 km/hr

- ❑ High traffic violation cases for Swiggy in Bangalore.

(56,147) in 5 years

- ❑ Membership- Bangalore emerged as the top city that saved the most with Swiggy One.

- ❑ Bangalore account for around 24% of Swiggy's market share.



Revenue Breakdown

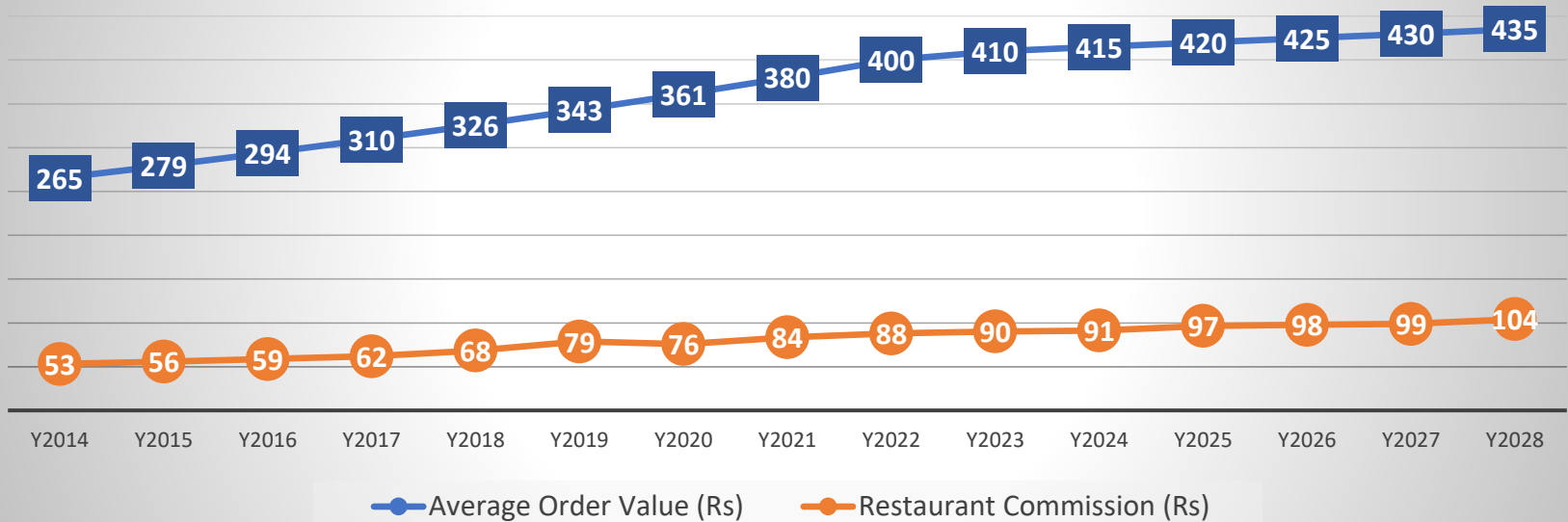


Swiggy's Commission
22-24%

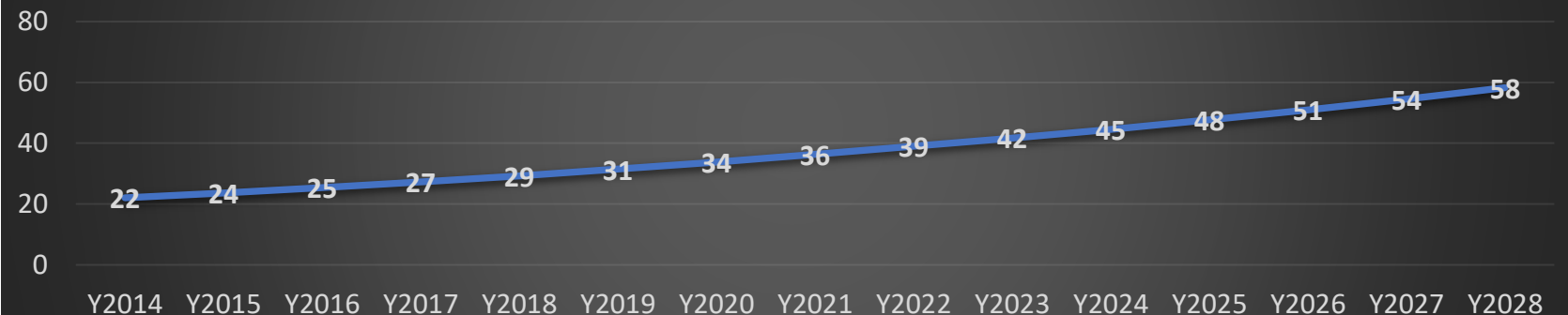


Delivery Charge

AOV and Per Order Commission Over the Years



Average Delivery Charges to Customer (per order)



Gross Revenue

Food Delivery Market

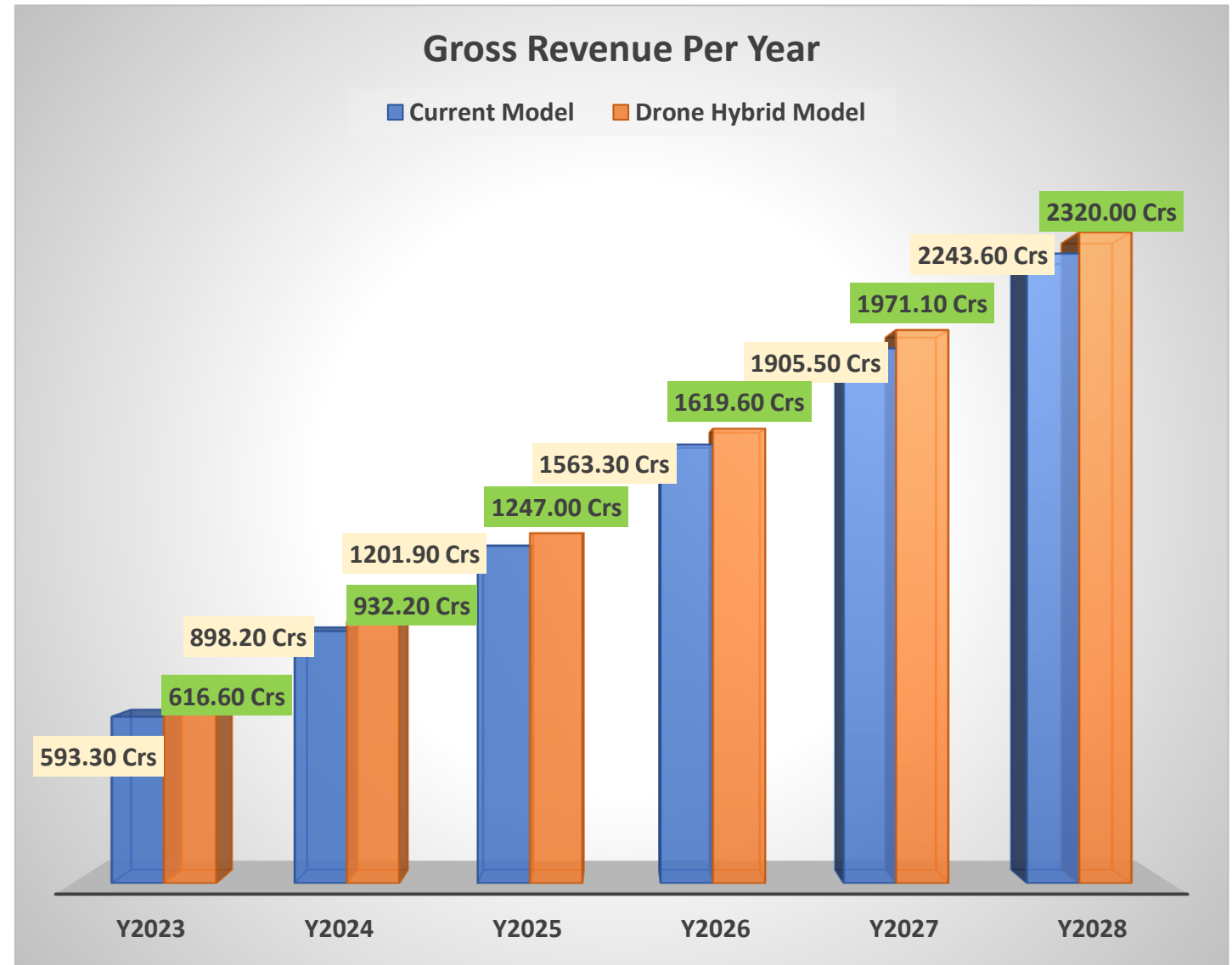
CAGR 25%

Net Promoter Score-

Defractor $\xrightarrow{3\%}$ Promoter

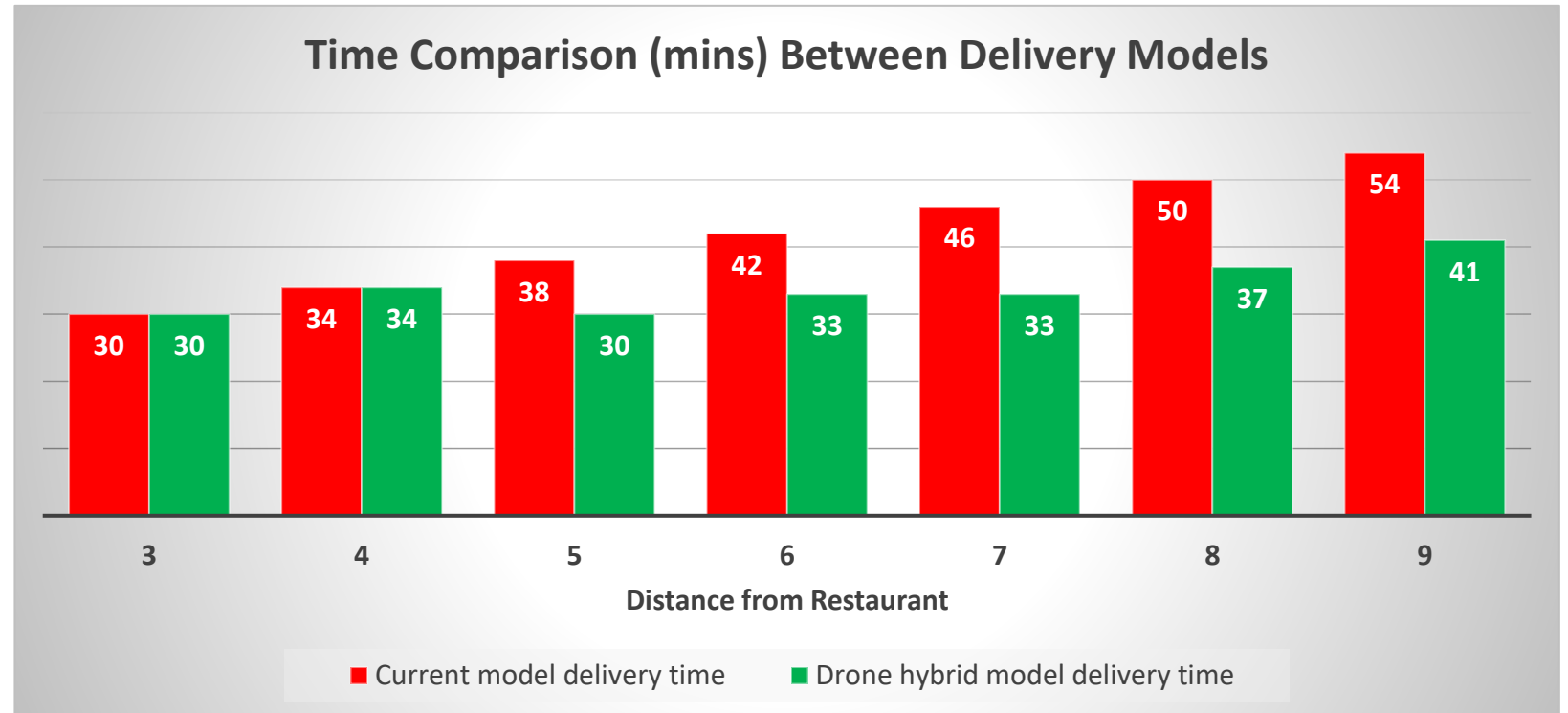
5%

Gain in market share



Time Comparison

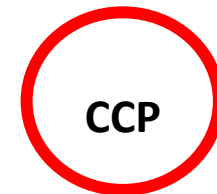
Parameters	Values	Units
Average speed in bangalore during peak hours	15	km/hr
Average delivery time per km	4	mins/km
Average food preparation time	18	mins
Average speed of drone	40	km/hr
Average delivery time of drone per km	1.5	mins/km



Common
Customer
Point



4 km



6 km



Costing

Common Customer Point	Value
No of CCP	25
Area of 1 CCP (2023)	1500 sq. ft
Rent of CCP	62 sq. ft (Rs 93K for 1 CCP)
No of Technicians at each CCP	1
Technician salary per month	35,000
No of CCP manager per CCP	1
Salary of CCP manager	50000
Monthly Cost	79.5 Lac

HQ (Command Centre)	Value
No of HQ	1
Area of HQ	3000 sq. ft
Rent of CCP	65 sq. ft (Rs 195K)
No of Employees	25
Total final salary per month	1,00,000
No of HQ manager	5
Salary of HQ manager	2,00,000
Monthly Cost	36.5 Lac

Delivery Executive	Value
Orders per month	750
Fixed Salary	4000
Avg. per delivery bonus	51
No of riders (2023)	5195
Total salary of 1 rider	41950
Total salary of riders per month	21.8 Cr

Drone	Value
Monthly maintenance cost of drones	1.9 Cr
Purchasing cost of drones (2023)	43 Cr

IT Consultancy	Value
Monthly outsourcing cost	1 cr

Miscellaneous	Value
Extra costs monthly	2 Lac

Gross Profit

In 2nd year of functioning,
the model is giving
positive gross profit

Reasons

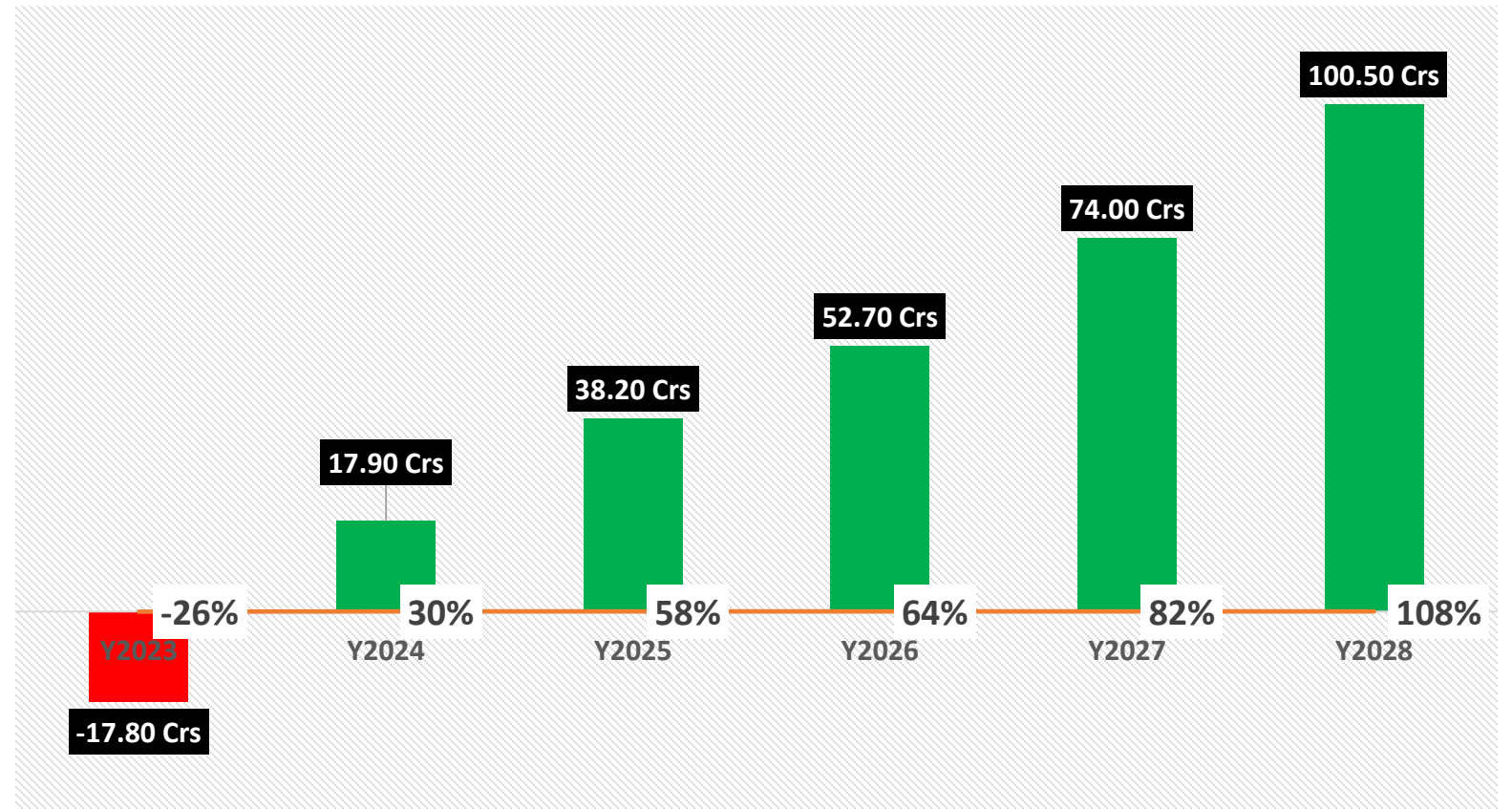
Net Promoter Score-

Defractor $\xrightarrow{3\%}$ Promoter

5%

Gain in market share

PROFIT % OVER THE YEARS



Impact on Delivery Executive

Current Model

Parameter	Value
orders delivered per month by delivery guy	500
Fixed Salary of Delivery guy (monthly)	4,000
Average Per Delivery Salary	54
Total final salary per month	31,000
Average petrol charge per delivery	7.8
Petrol charges per month	3900
Net salary	27,100

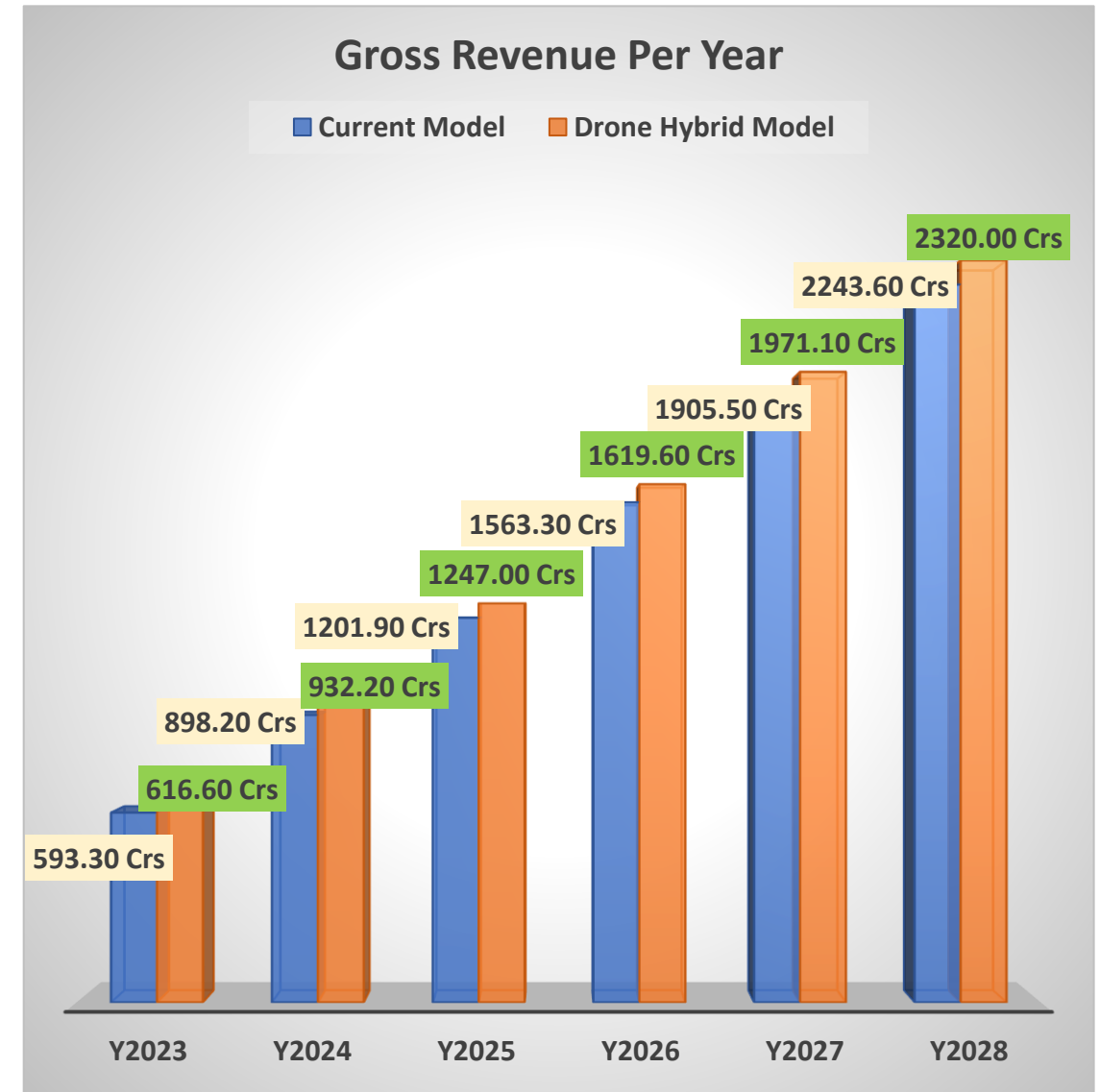
Drone Hybrid Model

Parameter	Value
orders delivered per month by delivery guy	750
Fixed Salary of Delivery guy (monthly)	4,000
Average Per Delivery Salary	51
Total final salary per month	41,950
Average petrol charge per delivery	7.6
Petrol charges per month	5700
Net salary	36,250

Lower Attrition Rate!!

Conclusion

- ✓ Gain in market share
- ✓ Profitable path
- ✓ Lower attrition of riders
- ✓ Greater moat in business



THANK YOU !!!

Group B members -

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Samruddhi Borkar

Atish Gharpande

Pooja Shavanthgeri

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