next leap

zomato

PRODUCT TEARDOWN

FOOD RESCUE FEATURE
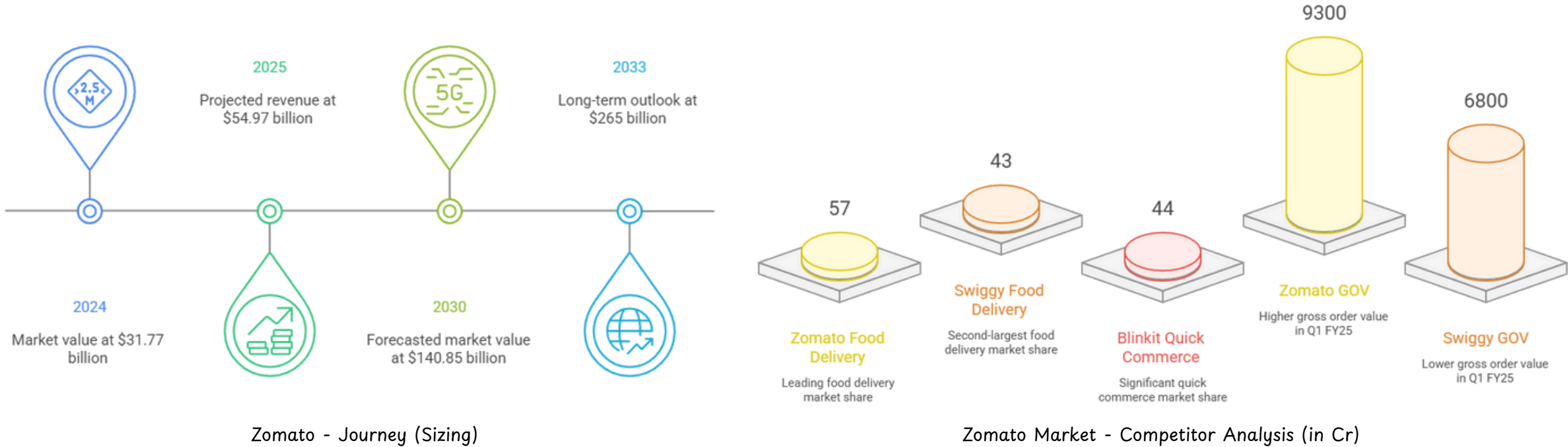
Anjan Mahapatra (Cohort 36)

ZOMATO - AT A GLANCE

- 🏛️ Founded in **2008**, Zomato is a **top Indian platform for food delivery**, restaurant discovery, and reviews, based in Gurugram.
- 🍽️ Offers food delivery, **dining-out listings, Zomato Gold perks**, and **owns Blinkit for instant grocery delivery**.
- 🌏 Active in **500+ cities**, serving millions of users via a vast network of restaurants and delivery partners.
- 💰 Earns through **commissions**, **delivery fees**, **ads**, and **subscriptions**; also operates **Hyperpure** for **restaurant supplies**.
- 🚀 Recent features: **Food Rescue (zero-waste meals)**, Brand Packs, and delivery surcharges, with focus on sustainability and profitability.

GROWTH DRIVER

- **Expanding User Base :** Smartphone & internet growth + rising adoption in smaller cities.
- **Diverse Offerings :** Food delivery, dine-out, Zomato Gold, Blinkit — boosts retention.
- **Quick Commerce :** Blinkit enables 10–20 min grocery delivery, increasing daily app use.
- **Restaurant Ecosystem :** Hyperpure supports partners, driving more orders and loyalty.
- **Tech & Personalization :** AI-driven recommendations & delivery optimization enhance UX.
- **Sustainability :** Food Rescue reduces waste and builds positive brand value.

MARKET SIZE AND REVENUE (SOURCE)

2024 — Market value at $31.77 billion
2025 — Projected revenue at $54.97 billion
2030 — Forecasted market value at $140.85 billion
2033 — Long-term outlook at $265 billion

Zomato - Journey (Sizing)

- 57 — **Zomato Food Delivery** — Leading food delivery market share
- 43 — **Swiggy Food Delivery** — Second-largest food delivery market share
- 44 — **Blinkit Quick Commerce** — Significant quick commerce market share
- 9300 — **Zomato GOV** — Higher gross order value in Q1 FY25
- 6800 — **Swiggy GOV** — Lower gross order value in Q1 FY25

Zomato Market - Competitor Analysis (in Cr)

REVENUE DISTRIBUTION - FY (Q4) (SOURCE)

Revenue Distribution - Zomato			
📌Metric	💲Value	📈YoY Change	📝Notes / Source Highlights
📄Operating Income	₹20,243 Cr	↑ 67%	Gross Order Value, differently measured
💵Net Profit (FY25)	₹527 Cr	↑50%	Significant growth in profitability
📦Revenue (Q4 FY25)	₹5,833 Cr	↑ 64% (from ₹3,562 Cr)	Quarterly jump in operations revenue
📊Total Income (Q4 FY25)	₹6,201 Cr	↑ 63%	Includes other income
📉Adjusted EBITDA (Q4 FY25)	₹165 Cr	↓ 15%	Impacted by quick commerce expansion costs
🍽️Gross Order Value (Food Only)	₹32,224 Cr	–	Food delivery is ~58% of total revenue

ZOMATO'S FOOD RESCUE FEATURE

Purpose :
To reduce food wastage from canceled orders—approximately **400,000 orders/month** are canceled under Zomato's no-refund policy, leading to edible meals being thrown away.

Feature Mechanics :
- When an order is canceled, it appears in the app for users **within a 3 km radius** of the delivery partner carrying the meal.
- The option is **available** only for **a few minutes**, ensuring meals remain fresh**.**

Eligibility Filters :
- The **original customer**, and those in the **immediate vicinity**, **cannot** claim the order.
- **Humidity/temperature-sensitive items** like ice creams, shakes, smoothies, etc., are **ineligible** for Food Rescue.
- **Vegetarian users** see only **veg orders**.

Revenue & Payments :
- It **does not** pocket any money (aside from mandatory taxes) from Food Rescue transactions.
- If the original order was **prepaid**, that customer **receives a share** of the Food Rescue payment.
- The restaurant gets **a portion** as well.

Restaurant Partner Involvement :
- Automatic opt-in: **99.9% of restaurant partners** participate by default.
- Restaurants continue to **receive payment** for the original canceled order, **plus additional amount** if the meal is rescued.
- Option to opt out **anytime** using the Restaurant Partner app or dashboard.

Delivery Partner Benefits :
Delivery partners are **fully compensated** for the entire trip, from initial pickup to final drop-off (even to the new customer).

Reception & Considerations :
- Recognized for tackling food waste innovatively and offering value to users.
- Potential for gaming the system—e.g., **canceling and reordering to benefit cancelers or delivery partners**.
- Some **users** reported receiving **poor-quality rescued food** and suspect the process **may be misused**.

FOOD RESCUE FEATURE

Origin & Purpose

- Launched in November 2023, Zomato's Food Rescue was built to tackle food waste caused by order cancellations.
- Each month, ~4 lakh prepaid orders get canceled — leading to perfectly edible food being discarded.
- Inspired by global models like Too Good To Go, but localized for India's delivery culture and scale.

How It Works

- When an order is canceled, it is offered at a discount to nearby users within a 3 km radius.
- Users see a "Rescue Now" option for a limited time (few minutes).
- Zomato doesn't profit — payments are shared with the original customer (if prepaid) and the restaurant.

TARGET - USER SEGMENT

Urban Millennials & Gen Z
- Budget-conscious, sustainability-aware users.
- Comfortable with quick decisions and app-based purchases.

Proximity-Based App Users
- Users within 3 km radius of a canceled order.
- Likely to act fast on limited-time food deals.

Eco-Conscious Consumers
- Users who care about food waste reduction.
- Likely to respond to sustainability messaging.

Value Seekers & Students
- Users looking for deep discounts on quality meals.
- Especially in metro areas and college hubs.

Early Adopters & Power Users
- Curious users who try new features.
- High-frequency Zomato users open to gamification & badges.

Infrequent ← → **Frequent**

Urban Millennials — Crave variety and frequent use
Office-Goers — Lunch orders during work hours
Families — Order for ease and time-saving
Tier 2/3 Users — Rising internet access and income
Quick Commerce — Need instant delivery of essentials

USER PERSONA

Name - Riya Singh
Age - 24
Location - Pune (Tier -1 City)
Occupation - Fresh MBA graduate
Income Level - 55k - 65k / month
Preferred Platforms - Zomato, Blinkit, Swiggy, Cred, Instagram

"♻️ Rescue a freshly canceled meal from Behrouz Biryani near you — ₹149 only! 2 mins left!"

Needs :

- Find affordable, tasty meals quickly.
- Reduce daily food expenses.
- Support sustainable and ethical practices.
- Try new features and share experiences on social media

Pain Points :

- Worries about food quality on canceled orders.
- Limited time to cook between classes/work.
- Gets annoyed by repetitive meals and lack of discounts.
- Concerned about wasting money on unknown options.

Name - Ajay Garg
Age - 35
Location - Bengaluru (Tier -1 City)
Occupation - Senior IT Professional
Income Level - 1.2L - 1.5L / month
Preferred Platforms - Zomato, Blinkit, Swiggy, Cred, Instagram

"♻️ Rescue a canceled meal from Keventers nearby – ₹89 only! 3 mins left."

Needs :

- Order quick, reliable meals between calls or post-work hours.
- Support sustainable solutions as a conscious urban consumer.
- Avoid cooking stress after long hours at work.

Pain Points :

- Gets frustrated with overpriced last-minute food orders.
- Dislikes food waste, but has limited ways to actively reduce it.
- Concerned about meal quality when ordering from unfamiliar restaurants.
- Doesn't always trust "discounted food" unless verified safe.

USER JOURNEY MAPPING

USER FLOW SUMMARY

Flowchart:

- ORDER IS CANCELLED
- USER WITHIN 3KM RADIUS
  - YES →
  - NO →
- RESCUE OFFER SHOWN
- USER TAPS 'RESCUE THIS MEAL'
- PROCEED TO PAYMENTS
- DELIVERY TO NEW CUSTOMER
- POST-ORDER DELIVERY FEEDBACK & STATS
- END

- Order is canceled after being prepared but before delivery.
- The system checks for users within a 3 km radius of the delivery partner.
- If eligible, a rescue offer is shown to nearby users for a limited time.
- User taps "Rescue this meal", reviews the offer, and proceeds to pay.
- The meal is delivered to the new customer by the same delivery partner.
- After delivery, the user sees a feedback prompt and rescue stats (e.g., meals saved).
- If no user is nearby or the time expires, the offer expires and returns to system.
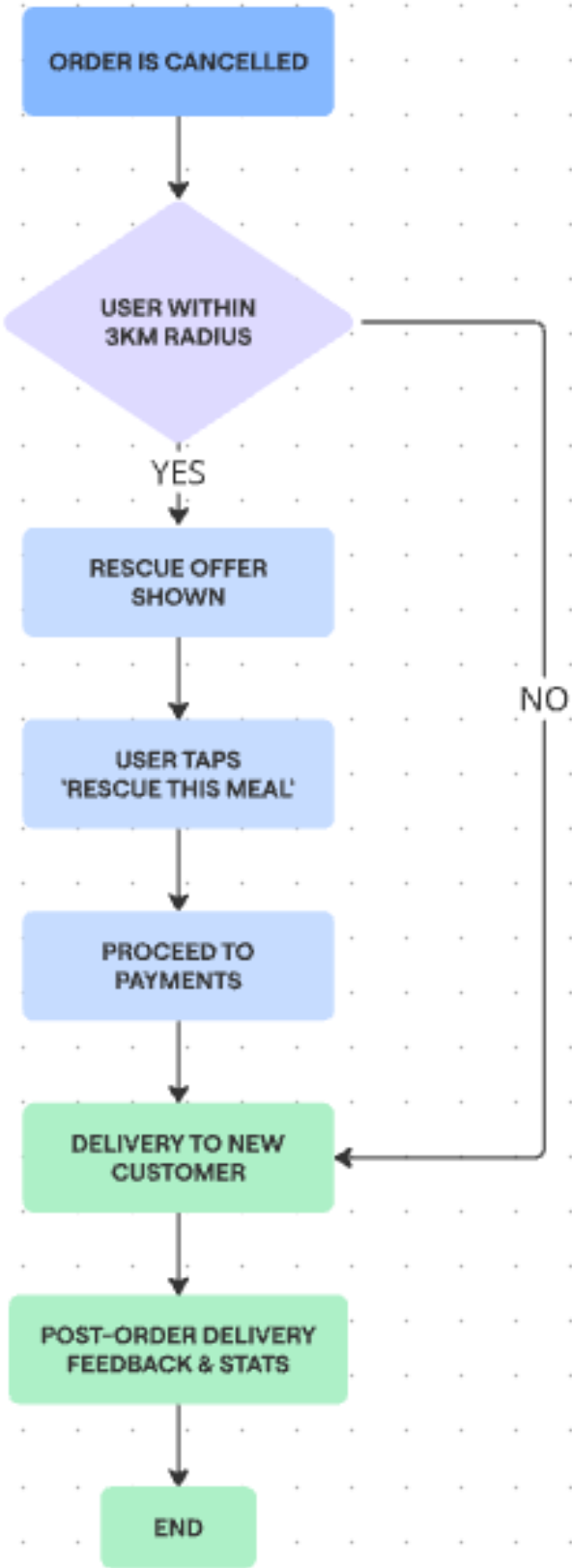
KEY VALUE PROPOSITION

For Users	For Zomato
Get premium meals at deep discounts (up to 70% off)	Strengthens eco-conscious brand identity
Eat fresh, reduce waste – make a positive environmental impact	Increases app stickiness with impulse purchase flow
Instant gratification with real-time, limited-time offers	Drives hyperlocal engagement and unlocks new revenue without adding supply
Gamified experience: badges, streaks, and sustainability stats	Reinforces trust and transparency via sealed-pack trust badges
For Restaurants	
Reduce food loss from cancellations without financial hit	
Recover sunk costs on already-prepared meals	
Improve operational sustainability with minimal effort	

POTENTIAL MONETIZATION & GROWTH LEVERS

- **Premium Access:** Early rescue access for Zomato Gold/Pro users to boost subscriptions.
- **Partner Incentives:** Paid priority listing for restaurants to recover more losses.
- **Gamification:** Eco-points, badges, and rescue streaks to drive daily engagement.
- **Cross-Selling:** Bundle with Blinkit offers to increase average order value.
- **Local Sponsorships:** Nearby cafés or brands sponsor rescue meals for visibility.
- **Restaurant Insights:** Offer data tools to track & reduce food waste as a paid B2B add-on.

TECHNOLOGY AND SYSTEM ARCHITECTURE

SYSTEM ARCHITECTURE (HIGH-LEVEL DESIGN)
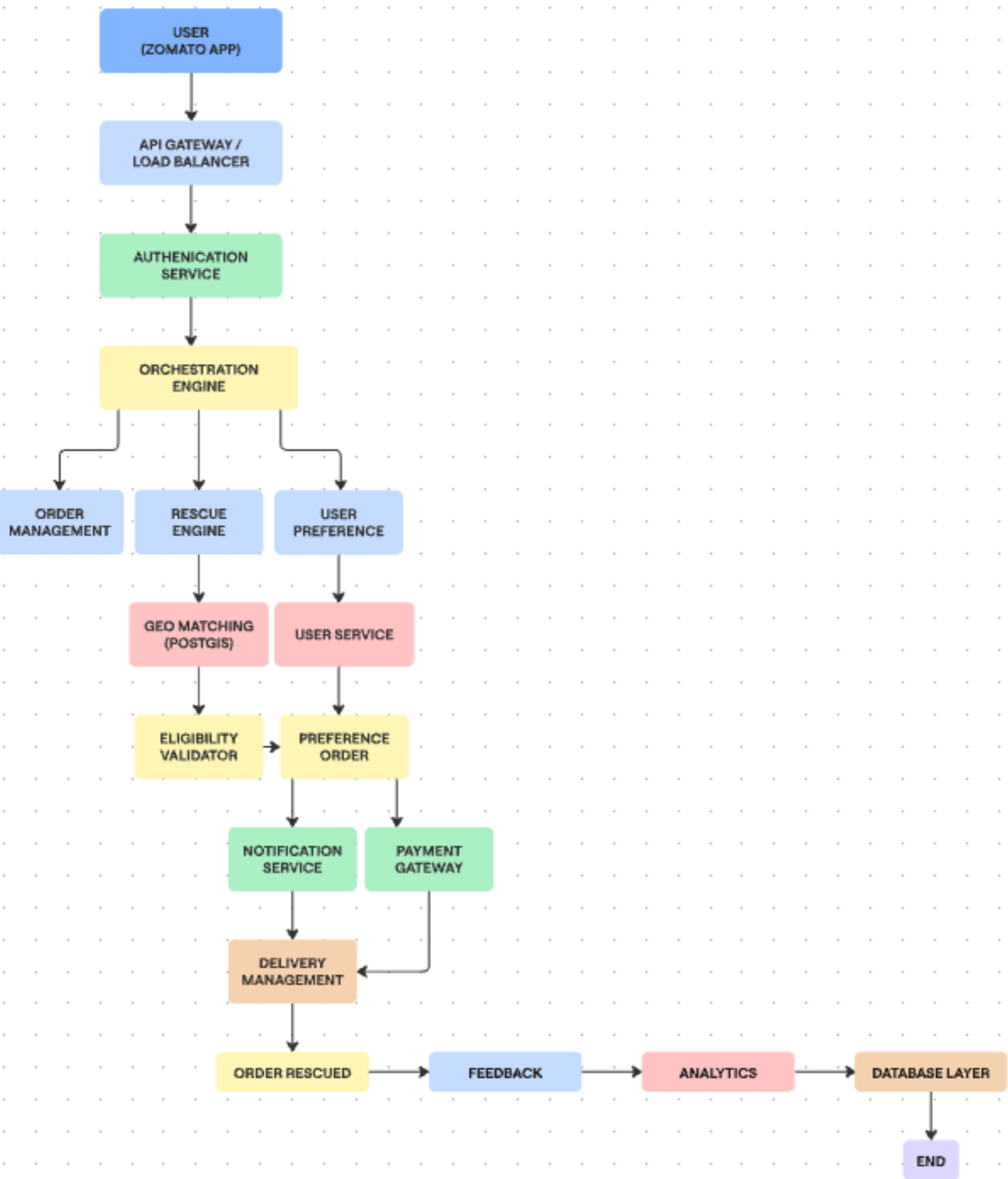
TECHNOLOGY USED

FRONT-END

Component	Stack Used
Mobile (iOS)	Swift (UIKit, SwiftUI)
Mobile (Android)	Kotlin + Jetpack
Web Interface	React.js + TypeScript
Realtime UI	WebSockets / Firebase Realtime DB

DATABASE & STORAGE (DBMS)

Component	Stack Used
Primary Database	PostgreSQL / MySQL
NoSQL DB	MongoDB / Cassandra
Geo-Data	PostGIS (PostgreSQL extension)
Cloud Storage	AWS S3 / Google Cloud Storage

BACK-END

Component	Stack Used
Core API Server	Node.js + Express / Java (Spring Boot)
Service Architecture	Microservices with Docker + Kubernetes
Message Queue	Apache Kafka / RabbitMQ
Push Notifications	Firebase Cloud Messaging (FCM)
Caching Layer	Redis / Memcached

OTHER SUPPORTING TOOLS

Tool/Service	Use Case
ElasticSearch	Fast search of restaurants, orders
New Relic / Datadog	Application performance monitoring (APM)
Stripe / Razorpay	Payment gateway APIs
Sentry	Error logging and crash analytics

PRODUCT TEARDOWN

METRICS - (GUESSTIMATES) - BASED ON ZOMATO'S REVENUE

Metric	Tier-1 Cities	Tier-2 Cities	Total Estimate
Daily Orders	1.4 million	0.6 million	2 million
Canceled After Prep (1.5%)	21,000	9,000	30,000
Rescue Eligible (40%)	8,400	3,600	12,000
Claimed (Tier-1: 25%, Tier-2: 35%)	2,100	1,260	3,360 rescued meals/day
Avg. Price per Rescue	₹130	₹100	–
Daily Revenue Recovered	₹2.73 lakh	₹1.26 lakh	₹3.99 lakh/day
Annual Meals Rescued	2,100 × 365 = 7.6 lakh	1,260 × 365 = 4.6 lakh	~12.2 lakh meals/year
Annual Revenue Recovered	₹3.99 lakh × 365 = ₹14.56 Cr	–	₹14.5+ crore/year

KEY INSIGHTS

- Tier-2 cities contribute ~38% of total rescued meals.
- Slightly higher claim rates (35%) due to price sensitivity and adoption.
- Zomato can expand Food Rescue as a CSR-linked sustainability lever in Tier-2 cities.

COMPETITOR ANALYSIS - (COMPARISON STUDY)

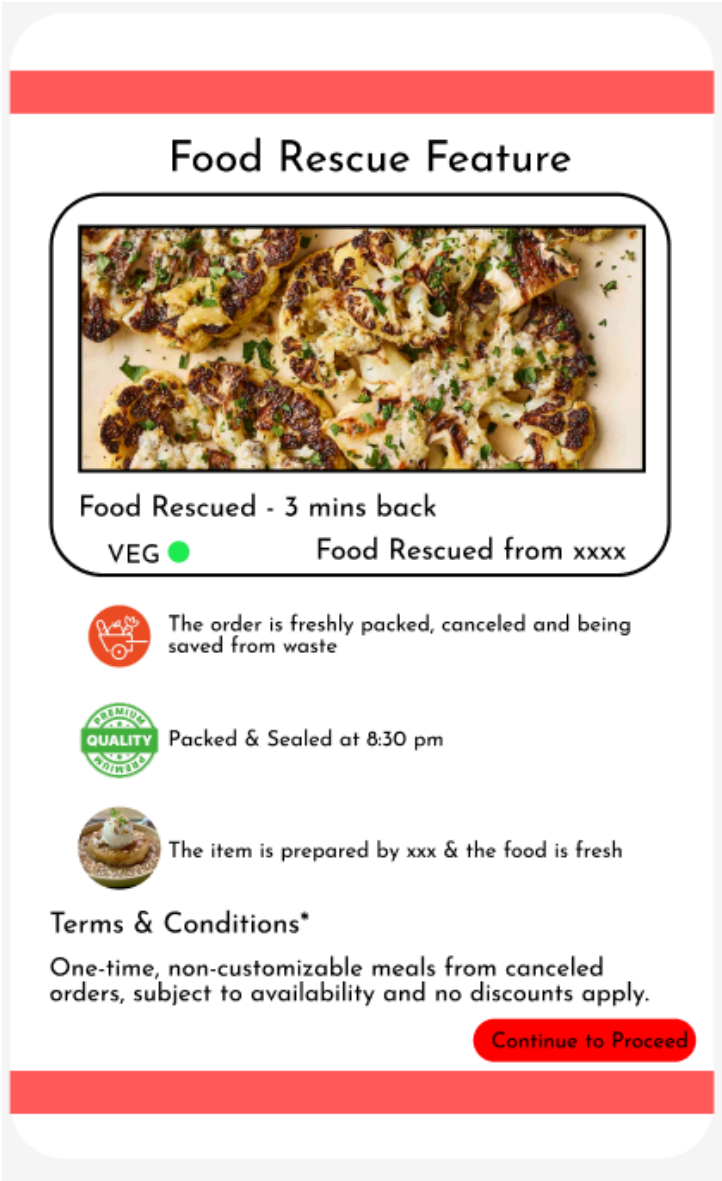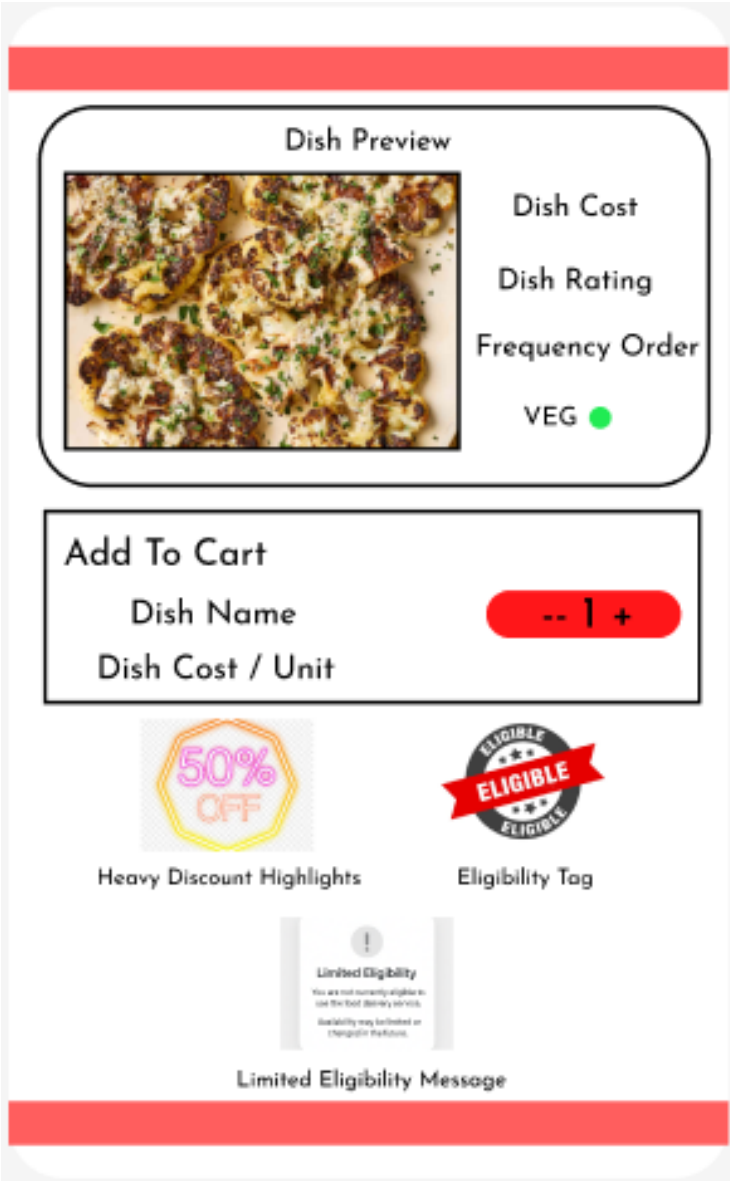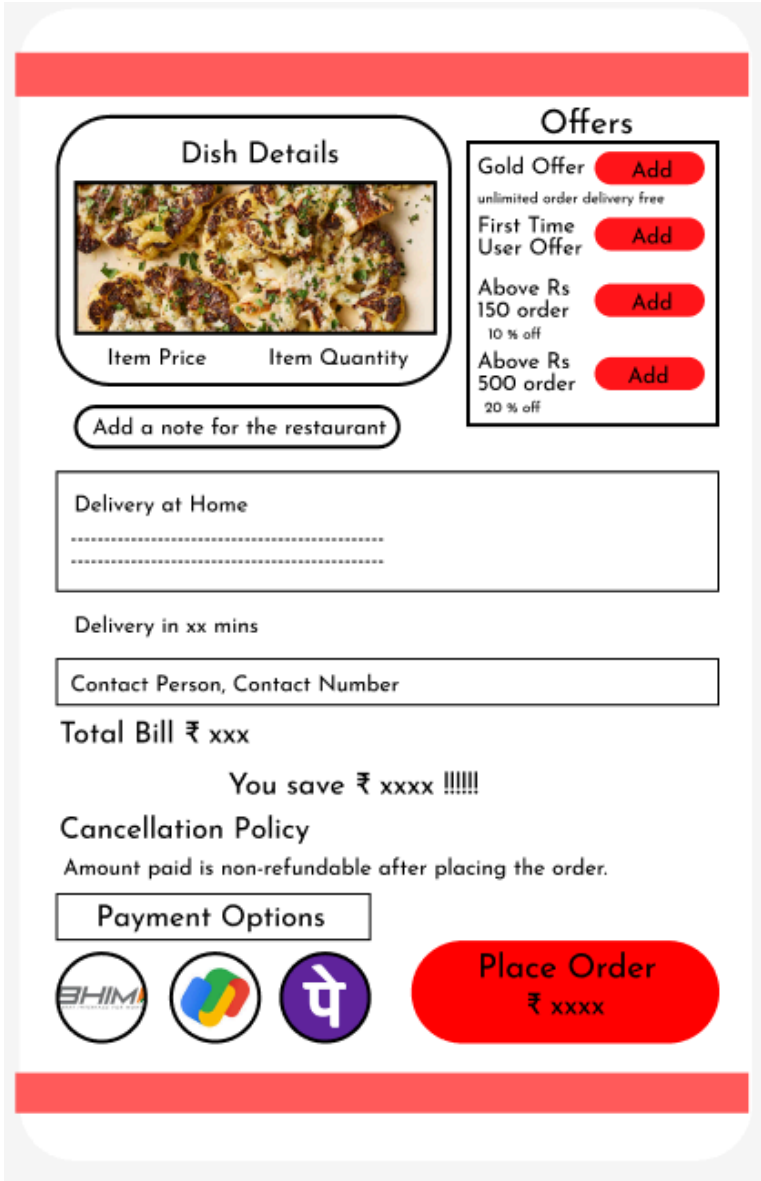| Feature / Platform	Zomato Food Rescue	Too Good To Go	Uber Eats (Order Recovery)
Primary Purpose	Rescue canceled prepaid meals	Reduce surplus food at end of day	Occasionally offers discounts on canceled orders
Geographic Availability	India (Tier 1 & 2 cities)	Europe, US, Canada	Global
Real-Time Meal Reassignment	Yes (within minutes of cancellation)	No – pre-scheduled surplus deals	Limited – sometimes offered manually
Discounts Offered	Up to 70% off	Typically 30–70% off	Ad-hoc / no structured system
User Eligibility	Within 3 km of canceled delivery	Within pickup radius of restaurant	Often standard delivery model
Delivery Model	Delivered by same partner	Pickup only	Regular Uber delivery
Customization Allowed	No (pre-packed meal)	No (surprise bag)	Sometimes
Gamification / Badges	Yes (meals saved, badges, streaks)	Yes (eco impact stats)	No
Restaurant Benefit	Recover canceled meal cost	Clear unsold inventory	None
Environmental Positioning	Strong, highlighted in UX	Core mission of the platform	Minimal
Profit Model	Non-profit for Zomato (no commission)	Revenue share with restaurants	Standard margin
Trust/Transparency	Sealed pack, reason shown	Surprise bag (unknown contents)	Itemized receipts

UX/UI INTERACTIVE FEATURES

FRAME 1

Delivery Address   ₹   A

Restaurant Name or a dish   VEG MODE

Filters   Offers   Schedule

Explore More

Gourmet   Healthy   Food On Train

Restaurant Details
Restaurant Preview

Distance
Time Duration
Selected Offer

Ratings   Order Frequency

FRAME 2

Food Rescue Feature

Food Rescued - 3 mins back
VEG ●   Food Rescued from xxxx

The order is freshly packed, canceled and being saved from waste

PREMIUM QUALITY ASSURED   Packed & Sealed at 8:30 pm

The item is prepared by xxx & the food is fresh

Terms & Conditions*

One-time, non-customizable meals from canceled orders, subject to availability and no discounts apply.

Continue to Proceed

FRAME 3

Dish Preview

Dish Cost

Dish Rating

Frequency Order

VEG ●

Add To Cart

Dish Name   -- 1 +

Dish Cost / Unit

50% OFF   ELIGIBLE / ELIGIBLE

Heavy Discount Highlights   Eligibility Tag

!
Limited Eligibility
You are not currently eligible to use the food delivery service.

Availability may be limited or change for that future.

Limited Eligibility Message

FRAME 4

Dish Details

Item Price   Item Quantity

Add a note for the restaurant

Offers
Gold Offer   Add
unlimited order delivery free
First Time User Offer   Add
Above Rs 150 order   Add
10 % off
Above Rs 500 order   Add
20 % off

Delivery at Home

Delivery in xx mins

Contact Person, Contact Number

Total Bill ₹ xxx

You save ₹ xxxx !!!!!!

Cancellation Policy

Amount paid is non-refundable after placing the order.

Payment Options

BHIM   📱   पे

Place Order
₹ xxxx

FRAME 5

Delivery expected

4 : 25 minutes

Food is being prepared, your captain is in way.

Feedback Prompt (optional) - please feel after you food

xxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxx

" You have rescued 3 meals this month. Keep going!!"

Cummlative meals and Co2 savings this month - 0.01 ton

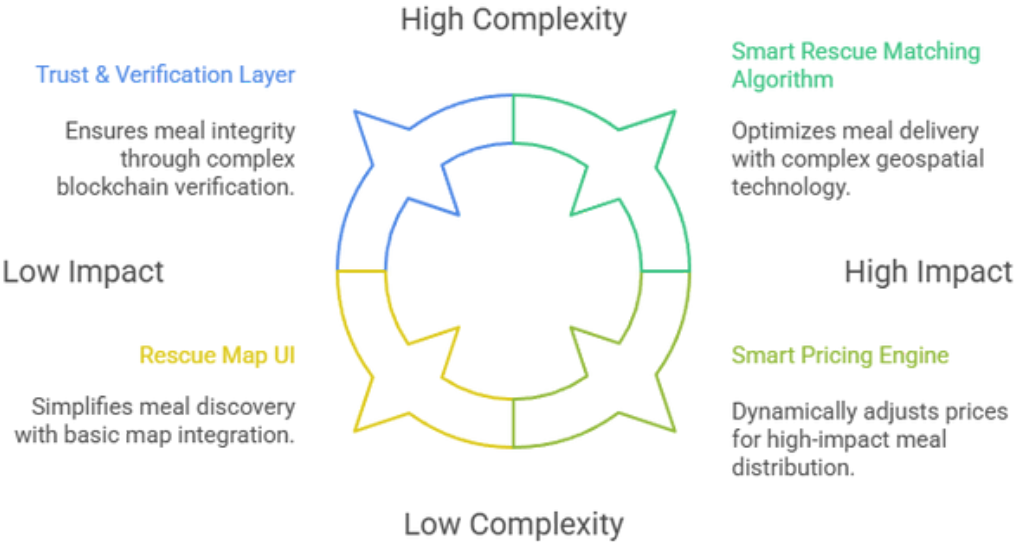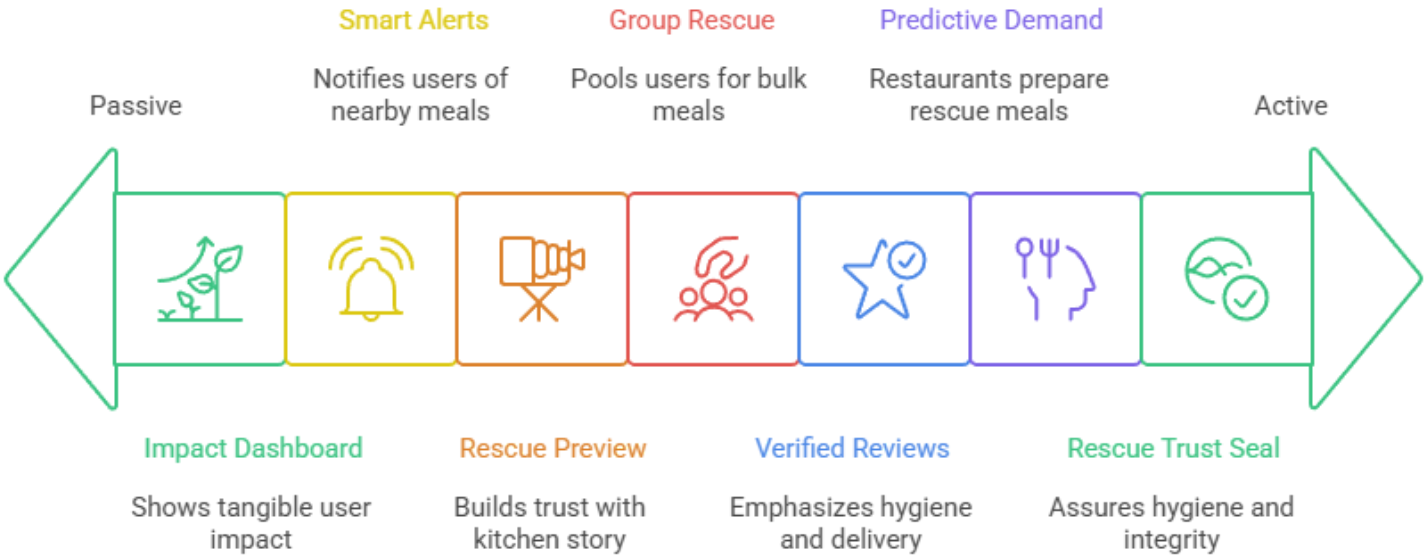# PRODUCT TEARDOWN

FEATURES UPGRADATION PRODUCT LEVEL

- **Group Rescue Deals :** Allow users to pool with nearby friends or neighbors for bulk rescued meals—reduce delivery cost & increase adoption.
- **Smart Alerts for Eligible Users :** Notify users via push/SMS when a rescue meal is available in their vicinity—based on preferences (veg/non-veg, cuisine, price).
- **Rescue Preview Video/Story :** Show a short 10-second kitchen story or timelapse to build trust (e.g., "Meal packed at 6:42 PM, canceled at 6:51 PM").
- **Loyalty or Karma Points :** Introduce Rescue Points or Karma Score for every meal saved, redeemable for badges, shoutouts, or exclusive offers.
- **Combo Rescue Packs :** Allow bundling of multiple rescued items (e.g., meal + dessert) from the same restaurant to reduce logistics effort.
- **Map-based Meal Spotting :** A visual map interface showing nearby rescue opportunities in real-time—like "hot deals" from swiggy genie.
- **Verified Rescue Reviews :** Only allow feedback from users who actually claimed a rescue—emphasize hygiene, taste, and delivery speed in rating categories.
- **Impact Dashboard :** Show tangible user impact: "You've saved 4 kg of food & avoided 8 kg CO_2 this month" with engaging visuals.
- **Predictive Rescue Demand AI :** Restaurants can opt-in to predict and prepare a limited number of 'rescue meals' during likely cancellation peaks.
- **Rescue Trust Seal :** A badge showing hygiene audits and cold-chain integrity assurance to build confidence in the quality of rescued food.

FEATURES UPGRADATION TECHNOLOGY LEVEL

- **Predictive Cancellation AI :** Train ML models to predict high-probability cancellations, helping restaurants pre-flag meals for rescue early.
- **Smart Rescue Matching Algorithm :** Use geospatial optimization to match rescued meals with nearby eligible users in real-time for faster delivery and minimal food wastage.
- **Smart Pricing Engine :** Implement dynamic pricing for rescue meals based on time since preparation, popularity, weather, and inventory levels.
- **Rescue Meal Validation API :** Create a secure microservice to validate timestamped meal data (when packed, canceled, stored) to ensure quality compliance before making meals available.
- **Trust & Verification Layer :** Blockchain or cryptographic hash-based sealing timestamps that log packaging/cancellation events to prevent fraud or reuse.
- **Rescue Map UI :** Use Leaflet.js or Google Maps APIs to show real-time rescue availability in a map interface, improving discovery.
- **Impact Analytics UI :** Frontend dashboard with real-time CO_2, food waste saved metrics, built with D3.js or Chart.js for visual storytelling.
- **Data Hygiene Pipeline :** ETL pipelines to clean, de-duplicate, and validate rescue order logs and user feedback for accurate reporting and optimization.
- **Rescue Order Isolation Pipeline :** Maintain a separate backend queue for rescue orders with stricter SLAs on freshness and delivery time to avoid regular order delays.
- **Rescue Meal Live Tile :** Real-time rescue opportunities on home screen as a live tile that refreshes based on location and time.

Passive — **Smart Alerts** Notifies users of nearby meals — **Group Rescue** Pools users for bulk meals — **Predictive Demand** Restaurants prepare rescue meals — Active

Impact Dashboard Shows tangible user impact — **Rescue Preview** Builds trust with kitchen story — **Verified Reviews** Emphasizes hygiene and delivery — **Rescue Trust Seal** Assures hygiene and integrity

High Complexity

Trust & Verification Layer Ensures meal integrity through complex blockchain verification.

Smart Rescue Matching Algorithm Optimizes meal delivery with complex geospatial technology.

Low Impact — High Impact

Rescue Map UI Simplifies meal discovery with basic map integration.

Smart Pricing Engine Dynamically adjusts prices for high-impact meal distribution.

Low Complexity