

UrbanBite

A Profitable, Scalable Food Delivery Platform Powering the Future of Urban Dining

Company Overview

UrbanBite is a category-defining food delivery and quick-commerce platform focused on speed, quality, and profitability. We partner with high-performing restaurants and cloud kitchens to deliver premium meals within 25 minutes across dense urban clusters. Unlike discount-driven competitors, UrbanBite is built on sustainable margins, operational excellence, and repeat customer loyalty.

Category & Focus

Primary Category: **E-commerce**

Subcategories: Food Delivery, Hyperlocal Logistics, Cloud Kitchens, Quick Commerce

Vision

To become the most profitable and reliable food delivery ecosystem in emerging urban markets by combining technology-led logistics, data-driven demand forecasting, and deeply aligned restaurant partnerships.

Stage & Company Details

Stage: **Series B**

Founded: **2018**

Headquarters: **Bangalore, India**

Problem

Food delivery is fundamentally broken for both restaurants and customers. Restaurants suffer from high commissions, unpredictable demand, and poor unit economics, while customers face inconsistent quality, delayed deliveries, and inflated prices. Most platforms prioritize growth over sustainability, resulting in massive losses and fragile operations.

Solution

UrbanBite solves this by operating a tightly controlled delivery network focused on high-density zones, curated restaurant partners, and technology-optimized routing. We cap delivery radii, co-invest in partner kitchens, and use predictive ordering to ensure faster delivery, higher food quality, and industry-leading margins.

Target Market

Urban professionals, families, and students aged 20–45 living in Tier-1 and Tier-2 cities who order food online 8–15 times per month and value speed, consistency, and premium experiences over discounts.

Market Opportunity

Total Addressable Market (TAM): **\$220B** global online food delivery market

Serviceable Available Market (SAM): **\$28B** urban India and Southeast Asia

Serviceable Obtainable Market (SOM): **\$2.4B** across our current and next 5-city expansion footprint

Product

Product Stage: **Scaling**

UrbanBite operates a consumer mobile app, a restaurant partner dashboard, and an internal logistics control system. Our platform manages demand forecasting, dynamic batching, delivery routing, and real-time quality monitoring.

Technology Stack

React Native, Node.js, Python, PostgreSQL, Redis, Kafka, AWS, Google Maps Platform, In-house ML models for demand prediction and routing

Defensibility

Our moat is built on city-level operational density, exclusive restaurant partnerships, proprietary logistics algorithms, and deep unit economics optimization. As density increases, our delivery cost per order decreases, creating a compounding advantage.

Traction

Users: **18,500,000+** registered users

Growth Rate: **12% Month-on-Month**

Annual Revenue: **\$185,000,000**

Key Metrics: 62% repeat rate, 4.6★ average rating, sub-25 min average delivery time, CAC payback in under 3 months

Revenue Model

Commission-based revenue from restaurant partners (12–18%), delivery fees from customers, subscription program for power users, and high-margin in-app advertising placements.

Unit Economics

Pricing Model: Dynamic delivery pricing with subscription benefits

Customer Acquisition Cost (CAC): **\$6.20**

Lifetime Value (LTV): **\$142**

Gross Margin: **38%** and expanding with scale

Fundraising

Previously Funded: **Yes**

Total Capital Raised: **\$96,000,000**

Current Round: **Series C**

Target Raise: **\$75,000,000**

Valuation: **\$620,000,000**

Runway: **28 months**

Use of Funds

Geographic expansion into 12 new cities, automation of logistics hubs, investment in AI-based demand forecasting, selective acquisitions of regional food brands, and strengthening leadership and operations teams.

Team

Founding Team:

Arjun Mehta – CEO: Former Flipkart operations leader, scaled last-mile delivery to 100+ cities.

Previous exit: Yes.

Neha Kapoor – COO: Ex-Swiggy regional head, expert in food supply chain and partner economics.

Previous exit: No.

Rohit Iyer – CTO: Former Amazon engineer, built large-scale logistics and recommendation systems.

Previous exit: Yes.

Total Team Size: **1,250+** employees across engineering, operations, and city teams.

Risks

Regulatory changes in gig economy, city-level operational execution risk, rising fuel costs, and dependency on restaurant partner quality.

Gaps

International expansion strategy beyond Asia, long-term drone or autonomous delivery roadmap, and IPO timeline disclosure.

VC Fit & Investment Outlook

Ideal Investor Profile: Global growth-stage funds with experience in consumer internet, logistics, and marketplace businesses.

Strengths: Strong profitability trajectory, category leadership in core cities, proven execution team, and clear path to IPO.

Weaknesses: Capital-intensive expansion and exposure to regulatory shifts.

Estimated Funding Probability: 87%