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Did you know that if you order food worth Rs 1,000 using @zomato or @swiggy_in, Rs 100-300 is taken by them as commission!

Check out how this #food tech delivery pipeline works and how much has it grown over the years!

#ZomatoIPO #zomato #swiggy #onlinedelivery

THE FOOD DELIVERY PIPELINE

The tiff between restaurants and food delivery apps essentially comes down to this: who foots the discount and who owns the customer data!



CUSTOMER

Orders food for Rs 1,000

zomato **40 mn** | SWIGGY **40 mn+**

(orders per month)

FOOD DELIVERY APP

Takes a cut of Rs 100-300 as commission

DELIVERY EXECUTIVE

zomato **230,000***

SWIGGY **2,00,000+****



Rs 80-100 remains as profit margin

Rider fee Rs 25-70

*registered **active

Delivery **8%**

Dine in **92%**

RESTAURANT

% share of order value



Raw material cost Rs 350-400
Discount to customer Rs 100-150

GROWTH IN FOOD TECH INDUSTRY

Gross merchandise value (in $ mn)



(Source: Industry estimates, RedSeer, NRAI)

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