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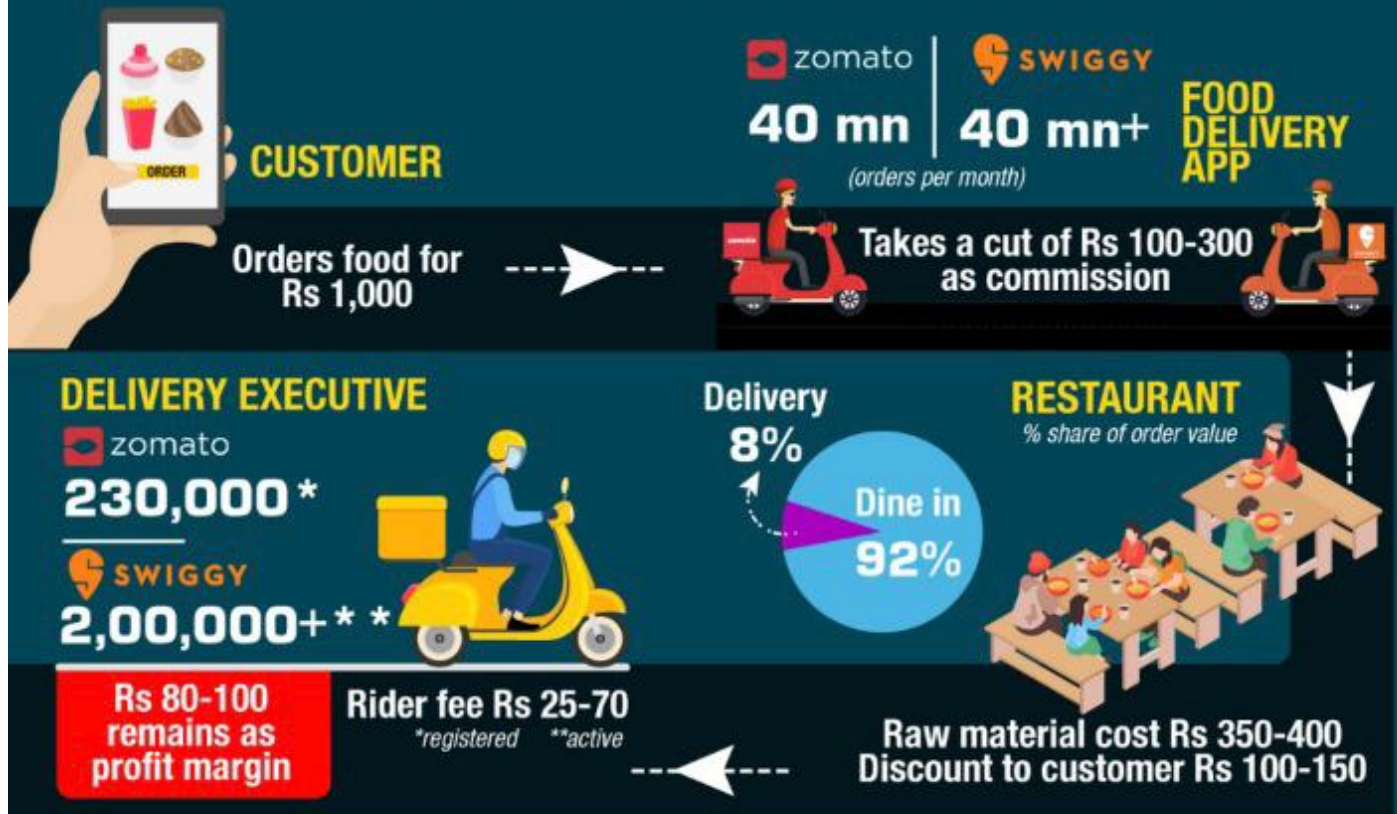
Did you know that if you order food worth Rs 1,000 using [@zomato](#) or [@swiggy_in](#), Rs 100-300 is taken by them as commission!

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!



GROWTH IN FOOD TECH INDUSTRY

Gross merchandise value (in \$ mn)



(Source: Industry estimates, RedSeer, NRAI)

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