

Foodtech Perspective

Discussion Document

OND'16

Summary

Foodtech Industry Performance

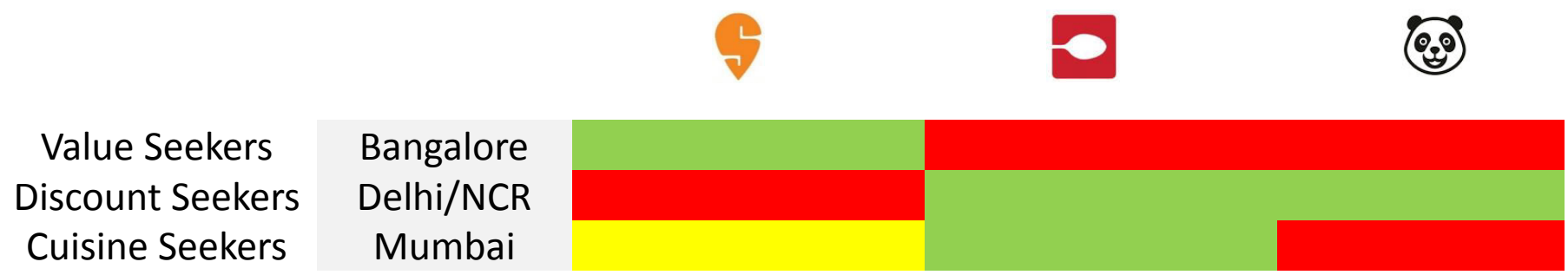
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- The entire industry grew by 150% during the past year CY 16 despite multiple start-ups shutting down and the decrease in the amount of money flowing into this sector.
- Swiggy has been burning money to incentivise the delivery boys as well as the restaurant owners which coupled with its on-time delivery has helped it achieve ~40% of the market share.
- However the above model puts in front of us a big question of sustainability.
- With Google and Uber coming into the picture now the cash burning model will not be able to survive for long.
- There is an urgent need hence for the existing food-tech companies to build a loyal customer base by providing them timely delivery of high quality food.

Swiggy's value proposition of fast deliveries has helped it gain ~40% market share across the country

Business Performance

of Orders, OND'16



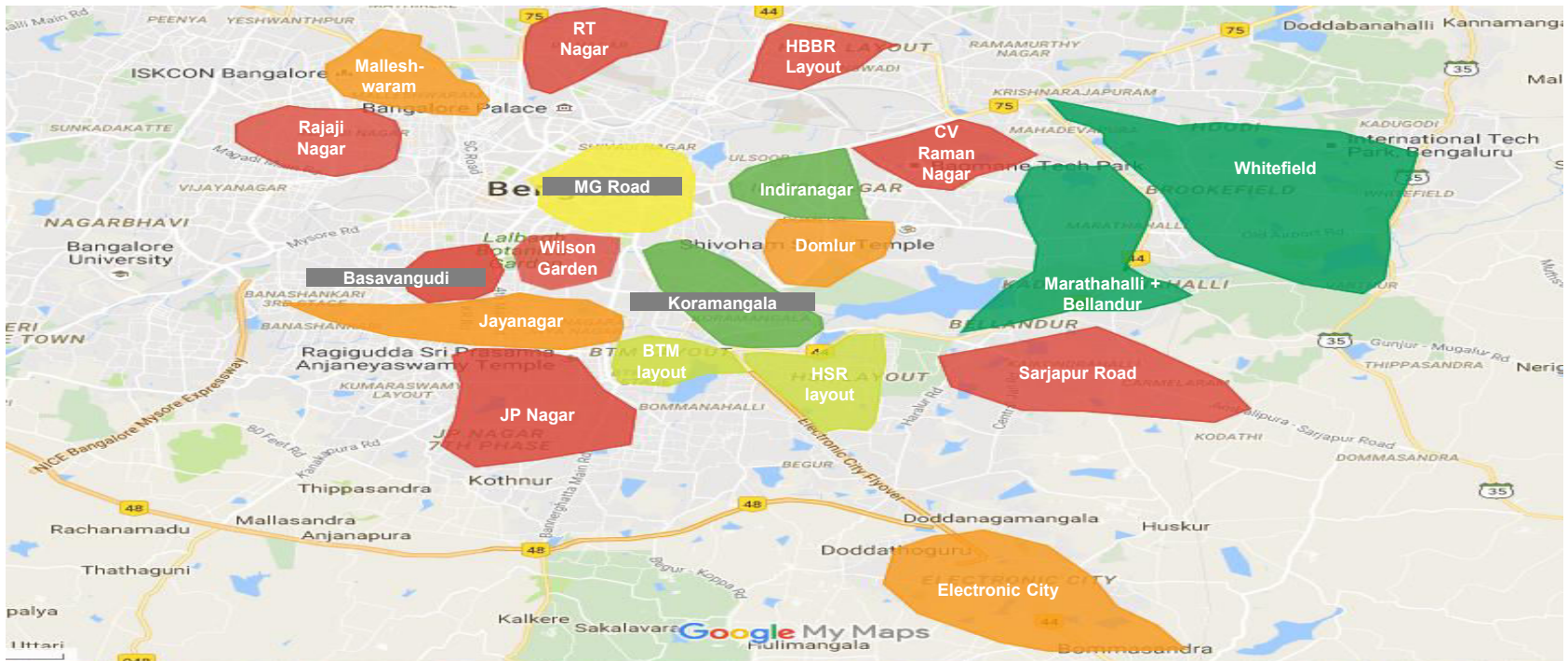
- The value seekers associate closely with Swiggy and the on-time delivery syncs up well with them.
- While Zomato and Food panda have been able to bring customers to their platform only due to their discounting.

And dominate the Bangalore market by focusing on the right micro markets and the right customer segments

High Medium Low

Identifying clusters in Bangalore

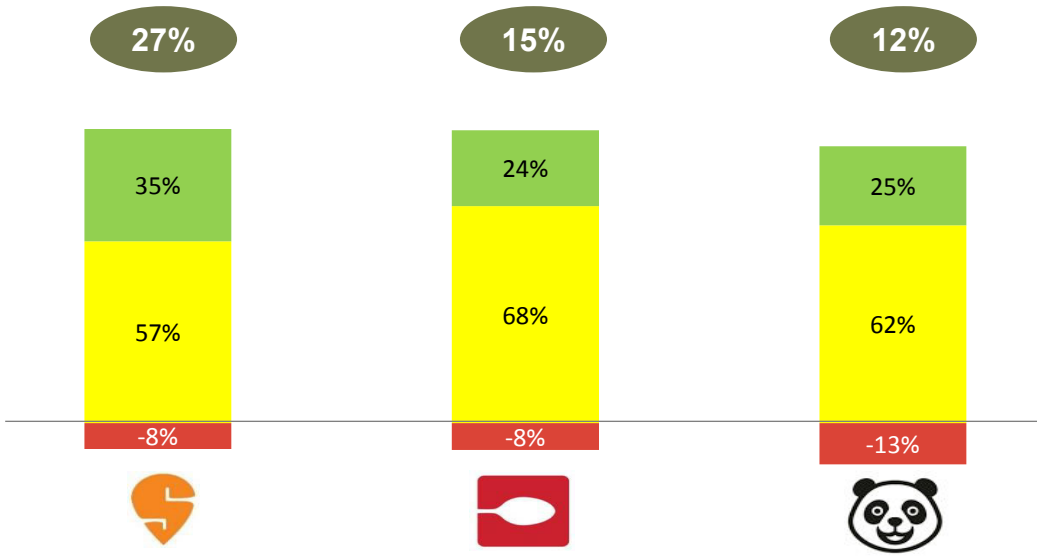
By number of orders



- Above mapped 19 clusters contribute to ~90% of Bangalore's online food delivery market

These are the value seeking customers who rate Swiggy much higher when compared to the competition

Net Promotor Score – Consumers
Rating on a scale of 1-10, OND'16

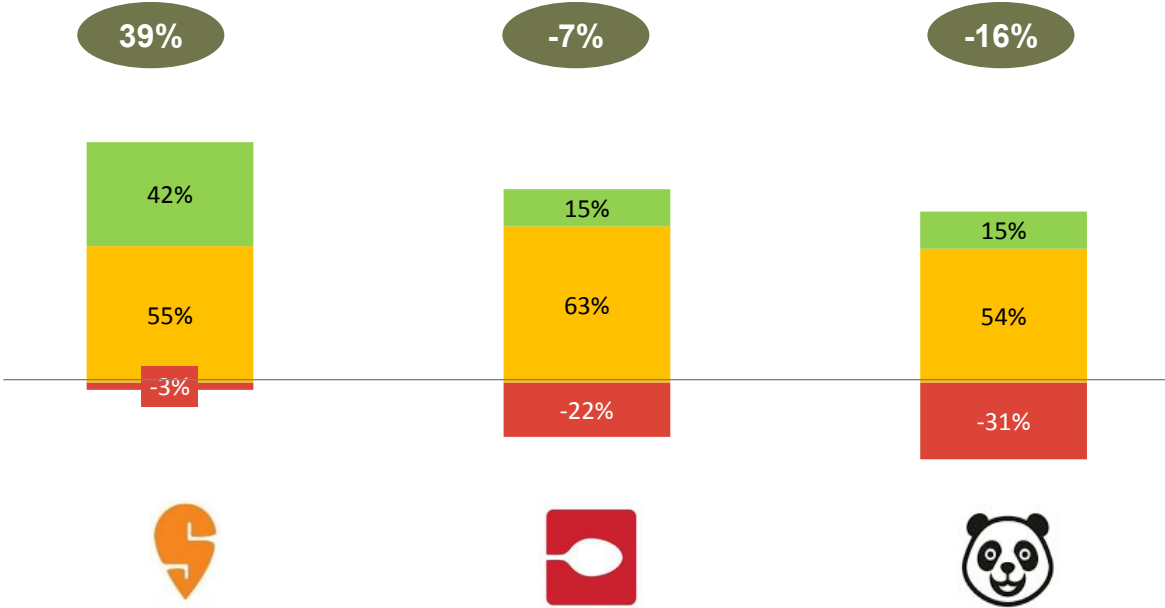


- On-time delivery, the choice of restaurants available and the ease of complaint resolution are the areas where Swiggy scores above competition. Helping it to enjoy a higher NPS in the industry.

Which in turn provides much higher business to the partners leading in a significantly higher NPS than competition

X NPS Promoter Neutral Detractor

Net Promotor Score – Partners
Rating on a scale of 1-10, OND'16



- Swiggy has been able to provide a higher growth in business when compared to its competition. Which has helped it gain a much higher NPS.
- Also partners find it easy to manage settlements with Swiggy when compared to Zomato and Foodpanda

Clients: **200+** Overall, **50+** Funds

Engagements: **1000+** Overall, **200+** Funds

100+ employees across **5** locations
(Bangalore | Mumbai | New Delhi | Dubai | New-York)

Leadership position in **Consumer Internet Industry**

Strong vertical focus across **Healthcare, Education, Retail-CPG and Industrial Products**

\$5Bn+ of investment commercial diligence done

Thank You !

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