



SWIGGY

BUSINESS MODEL STUDY OF SWIGGY

MISSION:

TO CHANGE THE WAY INDIA EATS.

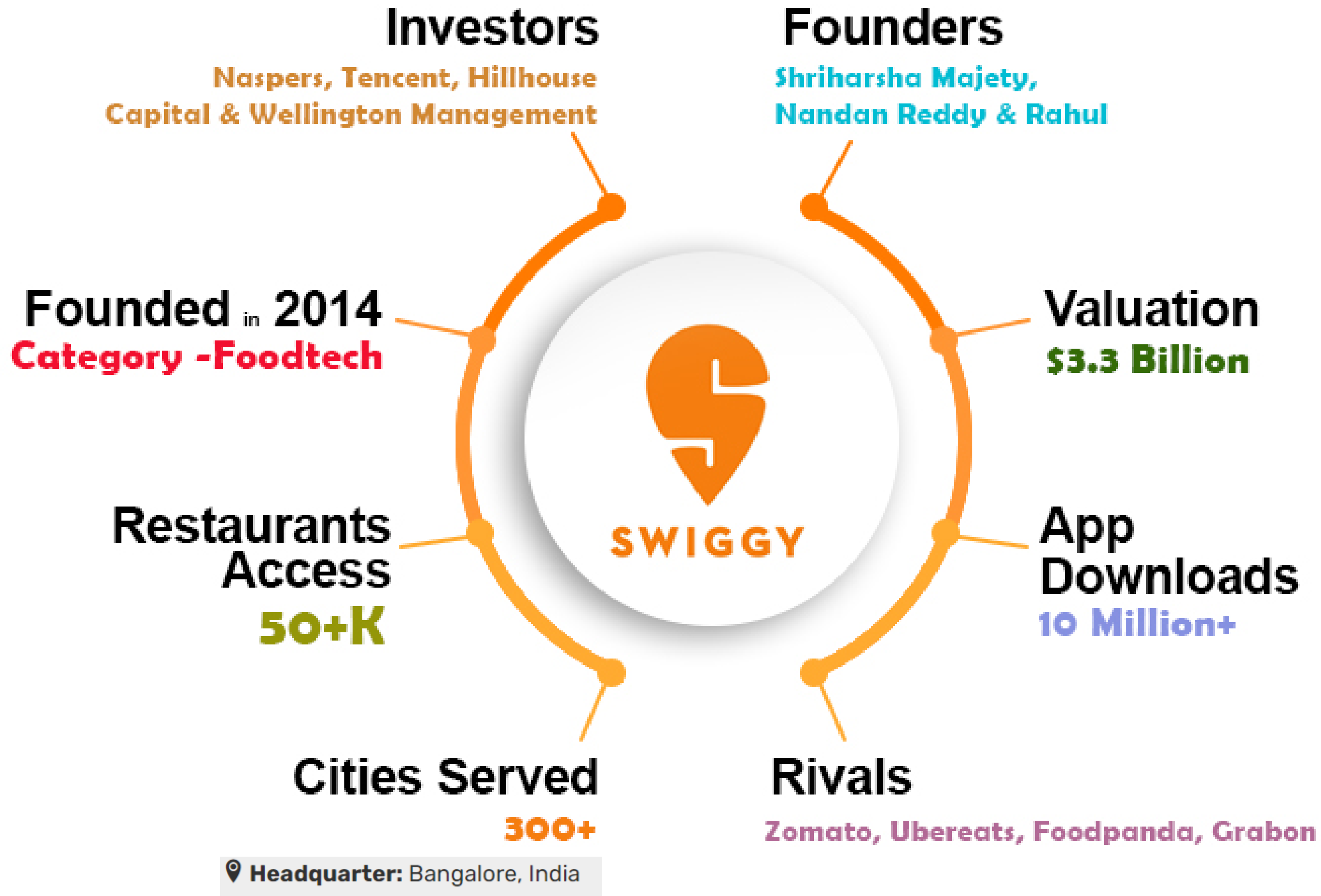
VISION:

TO ELEVATE THE QUALITY OF LIFE FOR THE URBAN CONSUMER BY OFFERING UNPARALLELED CONVENIENCE.

TAGLINE:

SWIGGY KARO,
PHIR JO CHAHE KARO!





“

The journey towards crystallizing our core values wasn't an easy one. As we began to scale at a rapid pace, it was imperative for us to re-align and establish values that shape and influence people's attitudes and behaviours towards our consumers, partners and one another.

-Girish Menon



Having followed certain guiding principles since its inception, Swiggy now **wished to look at values** that would not only inspire people but also **be deeply ingrained in all of their actions, serving as the cultural cornerstones.**

Swiggy focuses on creating a dedicated delivery network and a smoother technology-driven logistic channel.

- If an order is cancelled after being placed, the amount is still credited to a restaurant.
- Customers too can cancel the order if it doesn't get delivered within the stipulated period.
- The delivery partners have GPS-enabled strategy that enables real-time tracking. The company has also collaborated with Google Maps API to track their order and amount of time to give estimate real-time.



BUSINESS MODEL CANVAS



Key Partners

- Restaurants and shops
- Groceries
- Delivery providers

Key Activities

- Partnerships with eateries and retail shops
- Hiring delivery providers and suppliers
- Managing delivery and payment process

Key Resources

- local restaurant and shops
- delivery providers
- Technology

Value Propositions

- Food delivery with no-restriction order policy
- efficient online payment system
- no minimum order requirement
- different payment methods

Customer Relationships

- 24/7 active customer support
- Customer Support Chat
- social media pages

Channels

- mobile app
- websites
- digital marketing

Customer Segments

- People who do not wish to go out to restaurants
- People who want to order food online and want to get it delivered
- people who want to buy and get other products delivered from nearby shops and stores

Cost Structure

- Payroll expenses for its employees and delivery partners.
- Costs of application and website development
- Running costs and maintenance charges
- Administrative, advertising, and marketing costs

Revenue Streams

- Delivery charges
- Commissions
- Advertising
- Affiliate Income, Swiggy Access/Super

ADDITIONAL VALUE PROPOSITIONS

- **Time efficiency**, the need of the hour.
- A service which is **desired by many**.
- A **single window for ordering**.
- No delivery charge if the order exceeds Rs. 250
- **Quick delivery and Responsive customer care.**
- Collaborators-are handsomely paid + Incentives.
- Company-Positioning-Market Niche.



SWIGGY

HOW DOES SWIGGY MAKE MONEY?

DELIVERY CHARGES

COMMISSIONS

ADVERTISING

SWIGGY ACCESS

SWIGGY SUPER

SWIGGY GO | GENIE

INSTAMART



SWIGGY

Revenue Breakdown

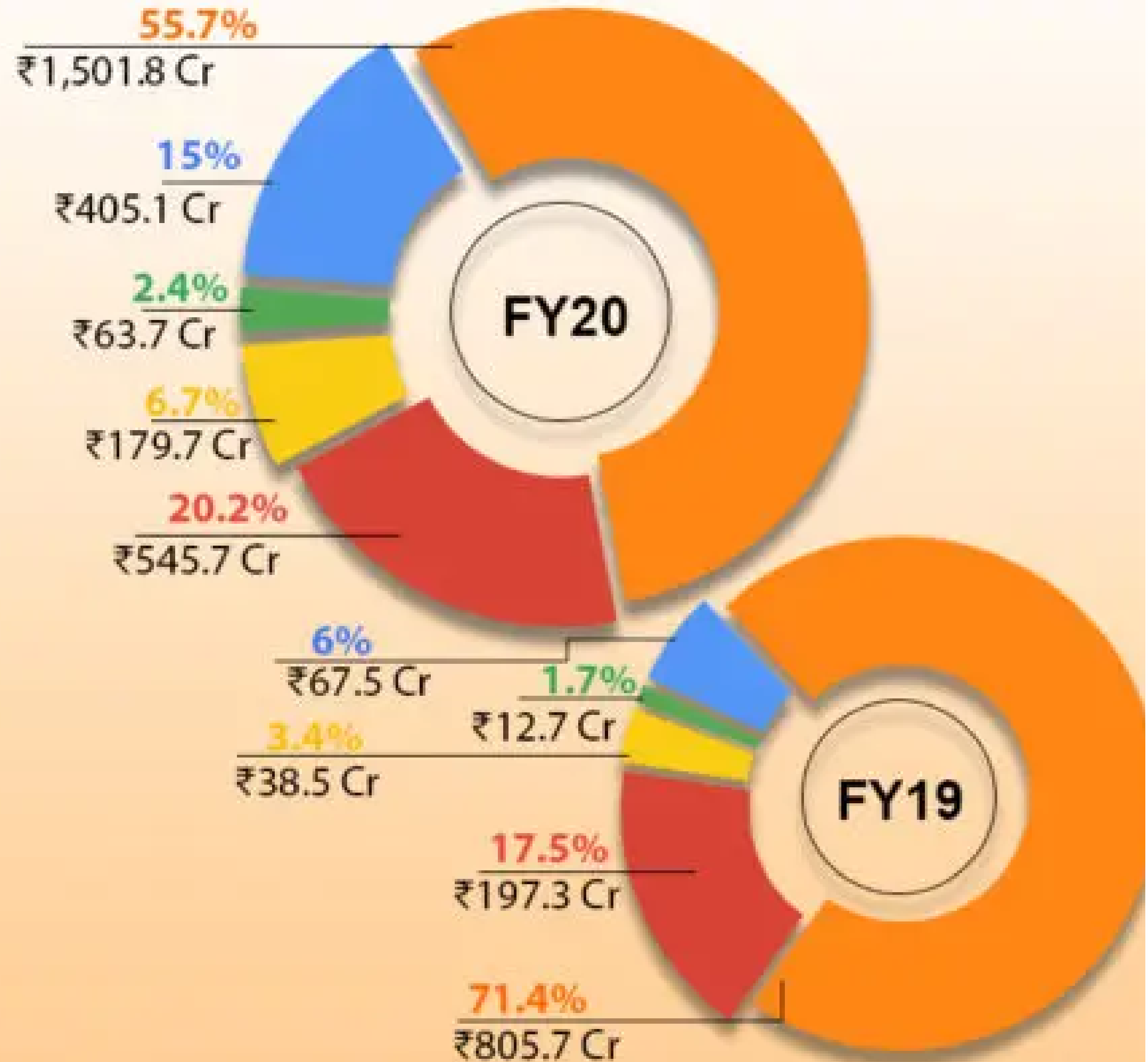
Service Income ●

Delivery Income ●

Ad Income ●

Other ●

Sale of Food Products ●



FOOD DELIVERY PIPELINE

TIFF BETWEEN RESTAURANTS AND FOOD DELIVERY APPS

WHO FOOTS THE DISCOUNT? | WHO OWNS THE CUSTOMER DATA?

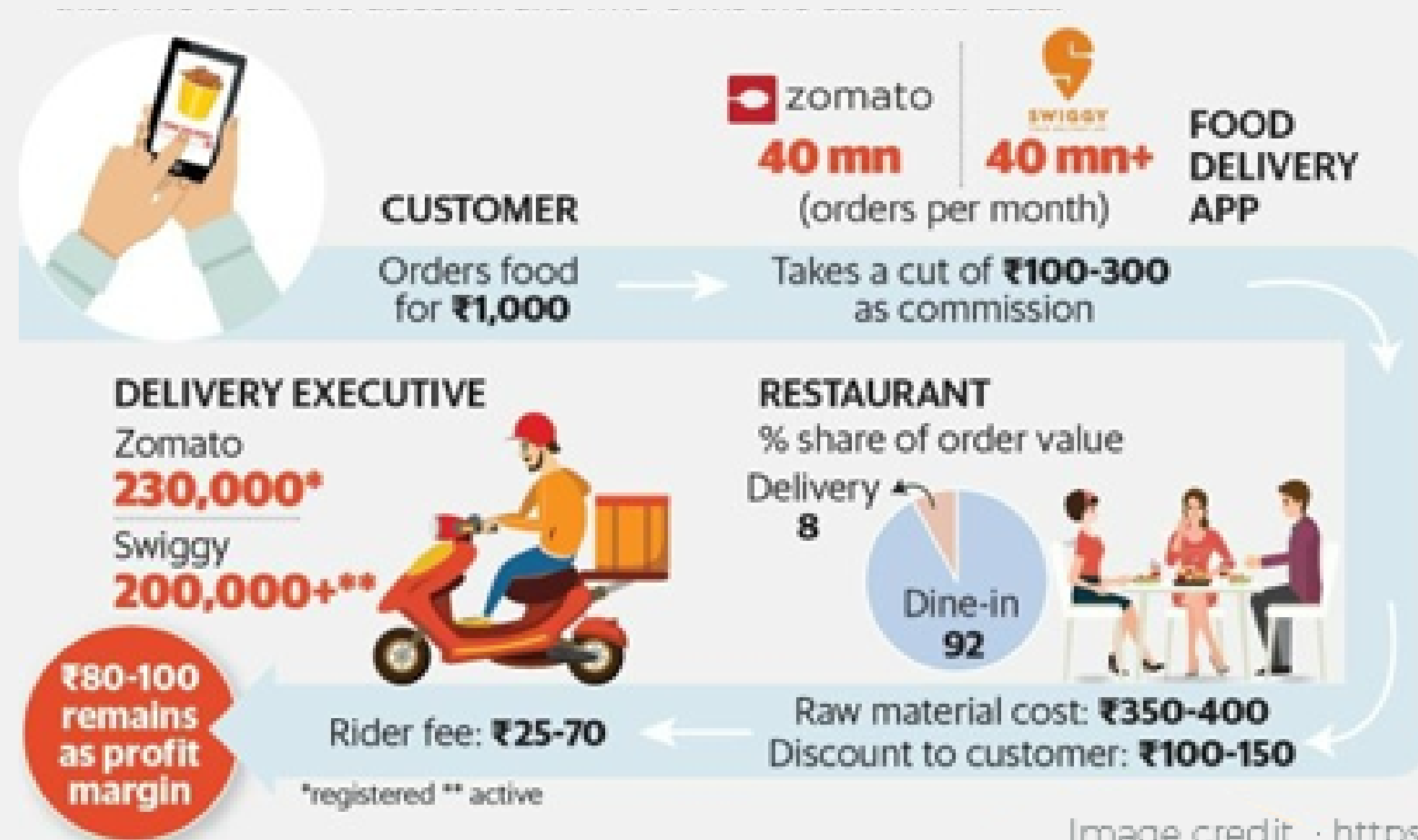
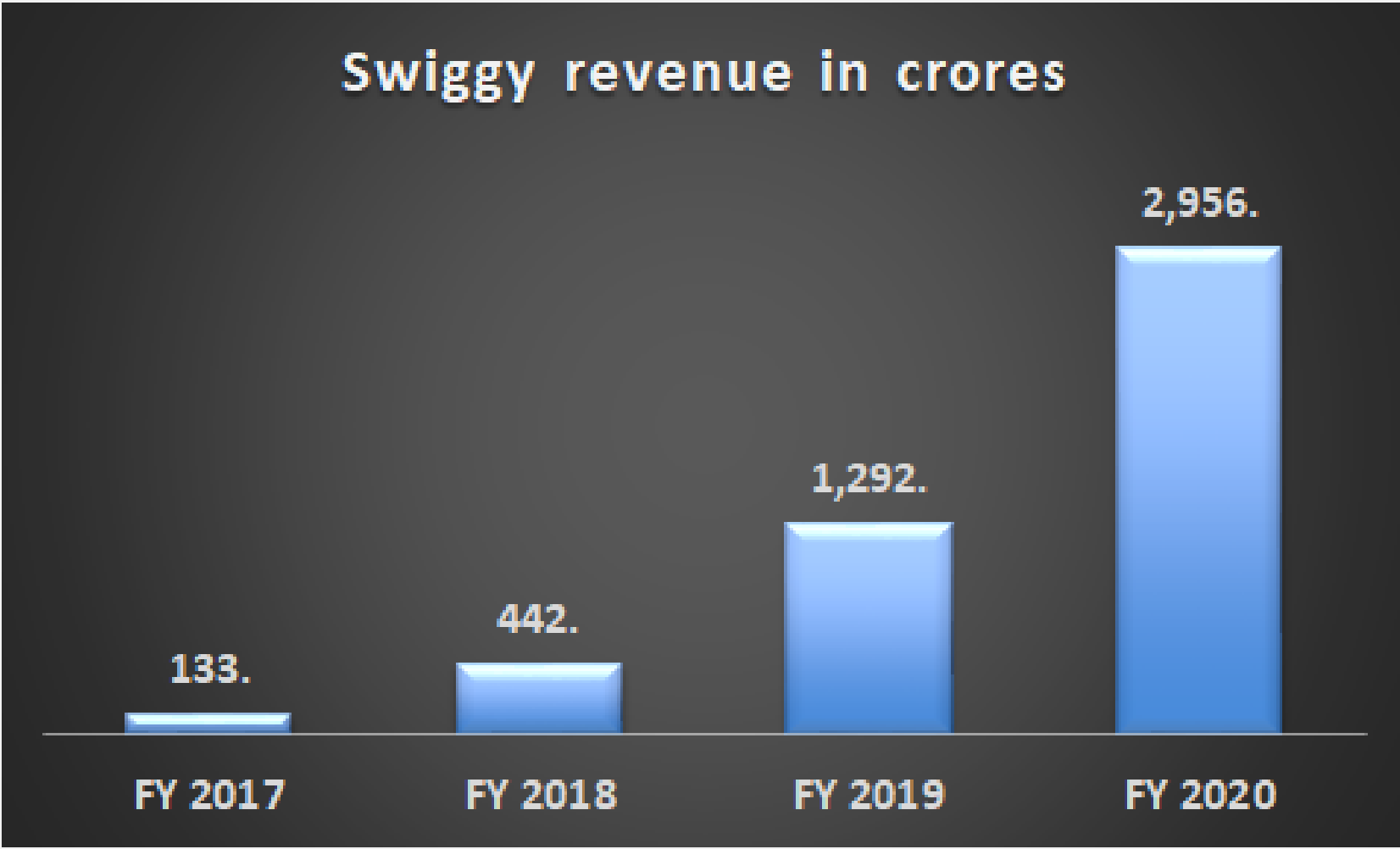
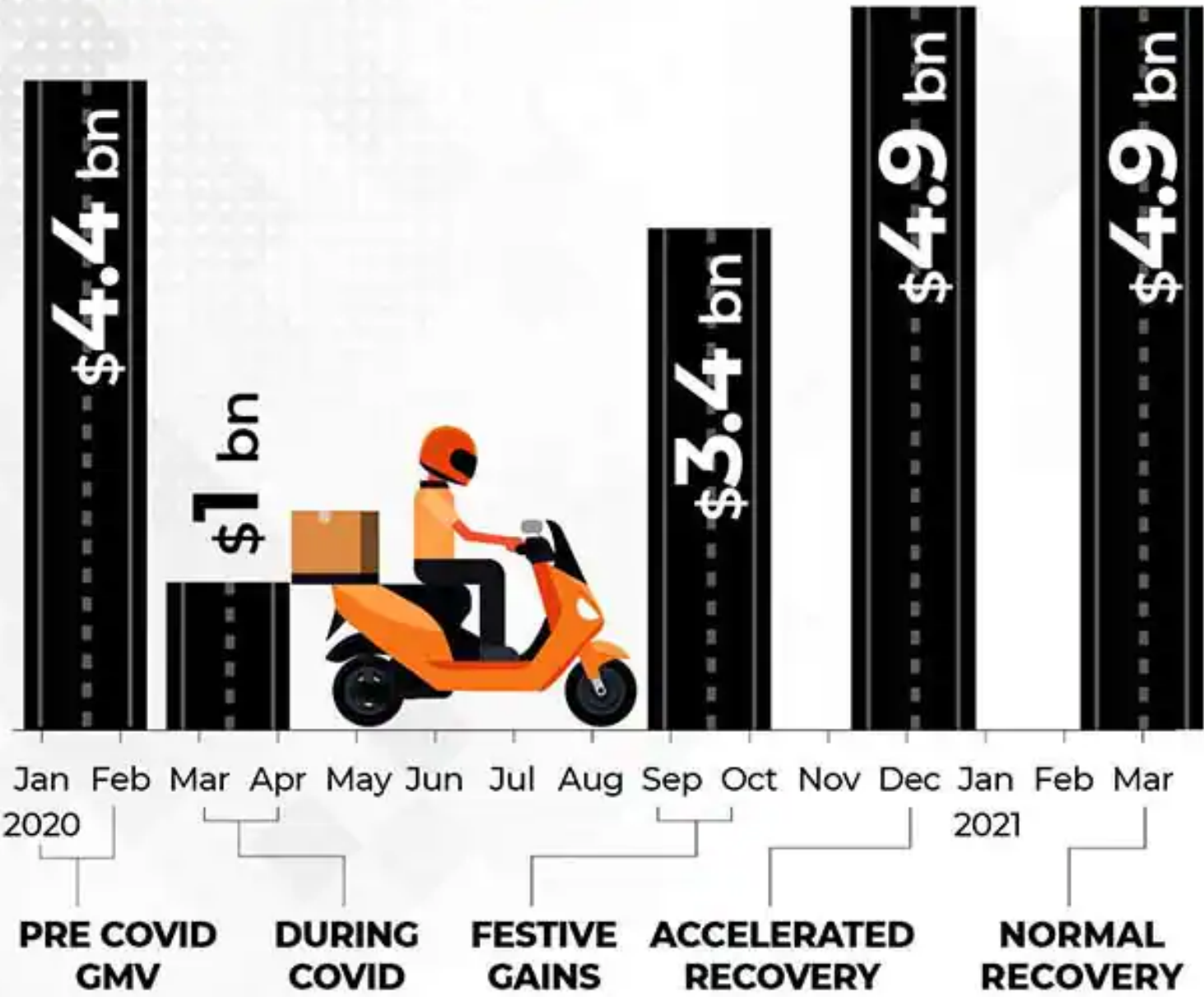


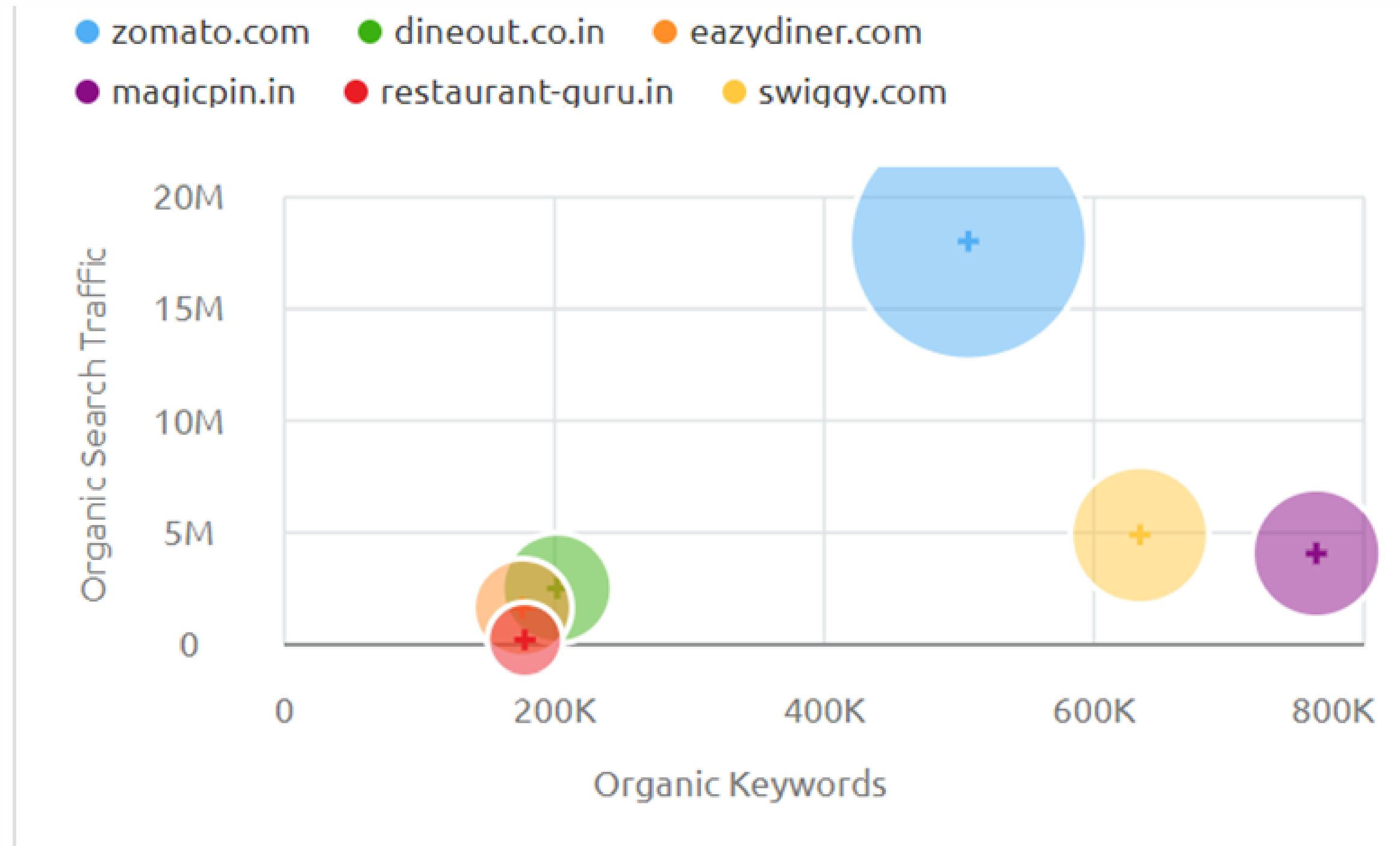
Image credit : <https://www.quora.com/>

REVENUE MODEL OF SWIGGY ARE BASED ON A HYPERLOCAL ON-DEMAND FOOD DELIVERY BUSINESS OPERATION

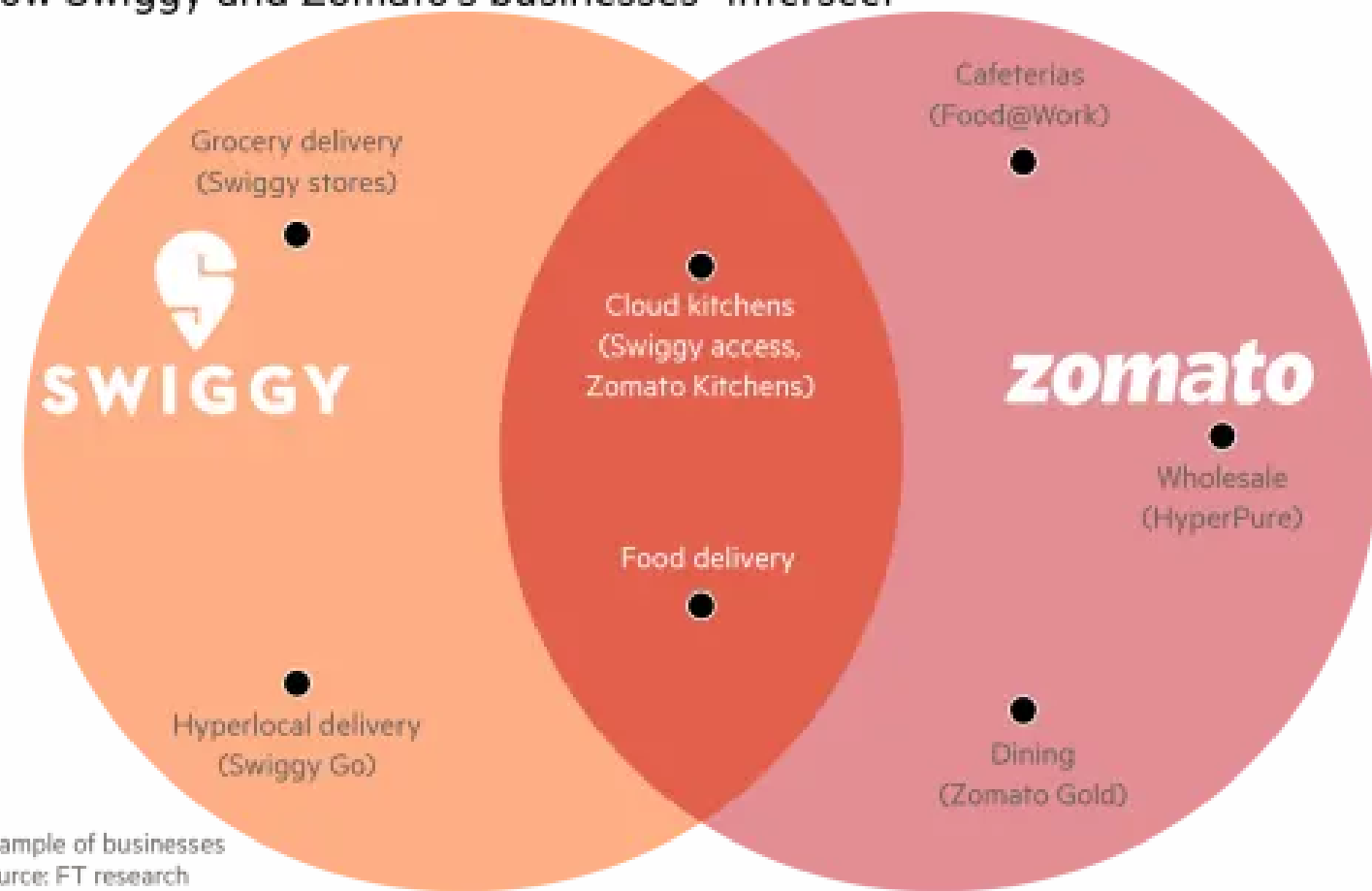
FOOD DELIVERY GMV



COMPETITIVE POSITIONING MAP

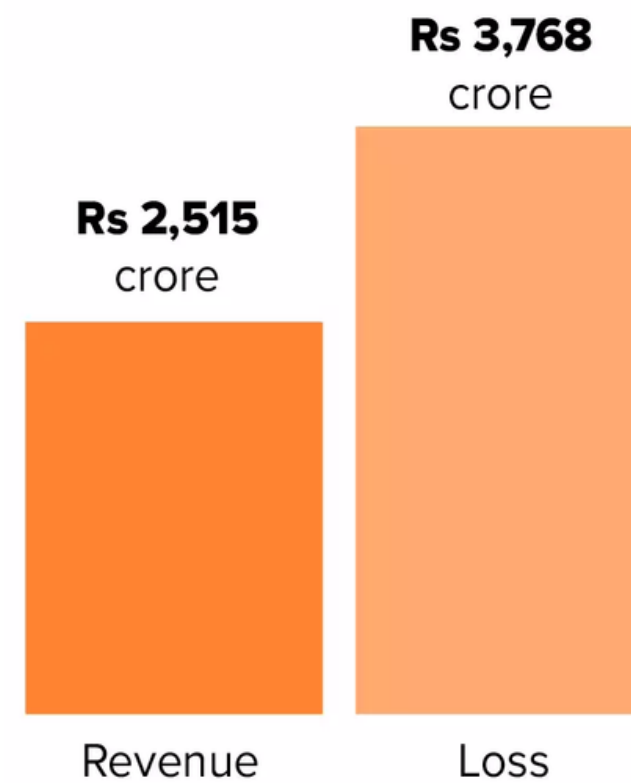


How Swiggy and Zomato's businesses* intersect

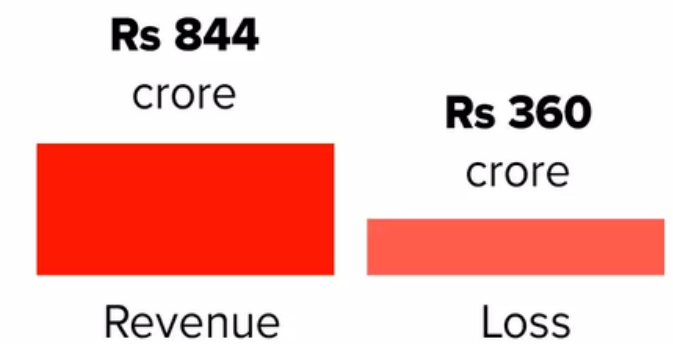


* Sample of businesses
Source: FT research
© FT

SWIGGY IN FY20
Valuation: **\$5.5 billion**
(Rs 40,635 crore) as of July

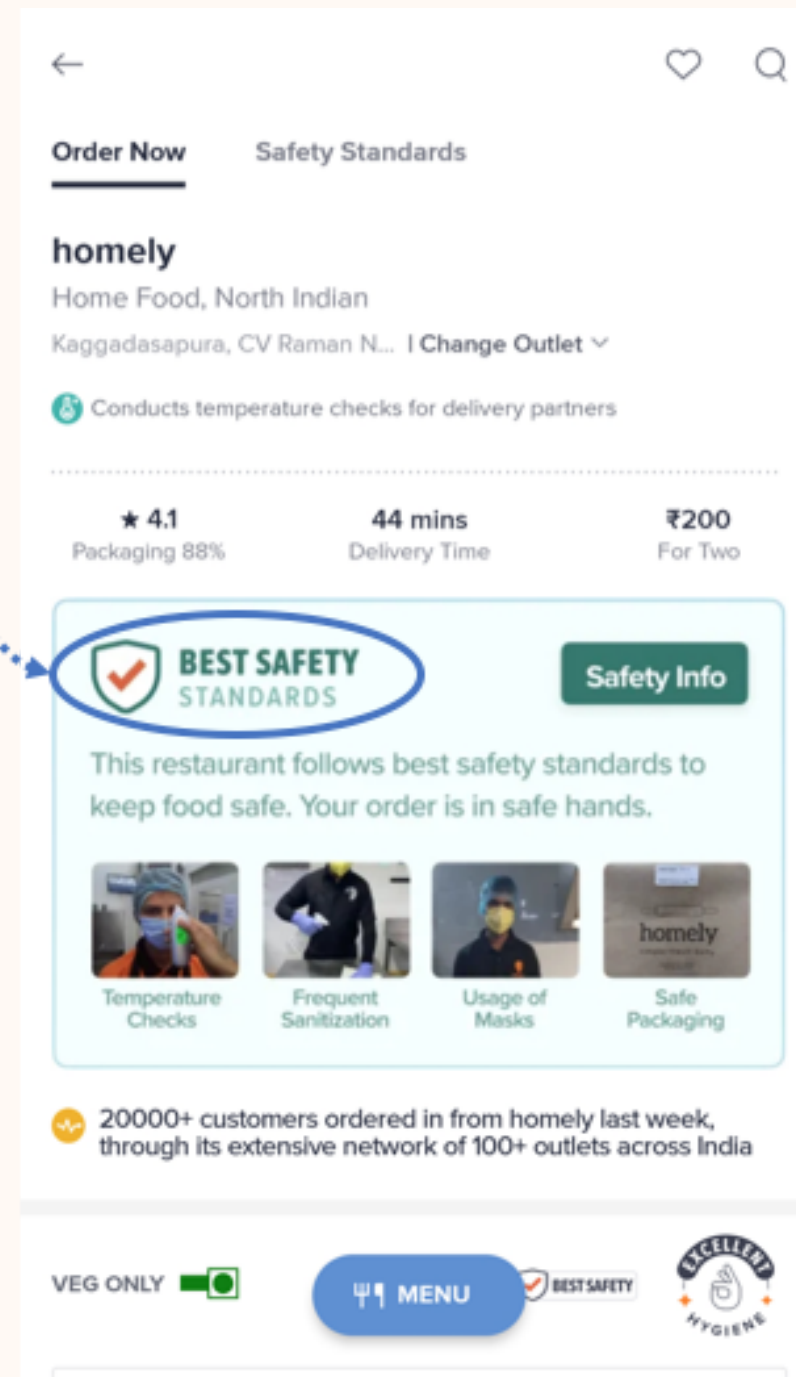
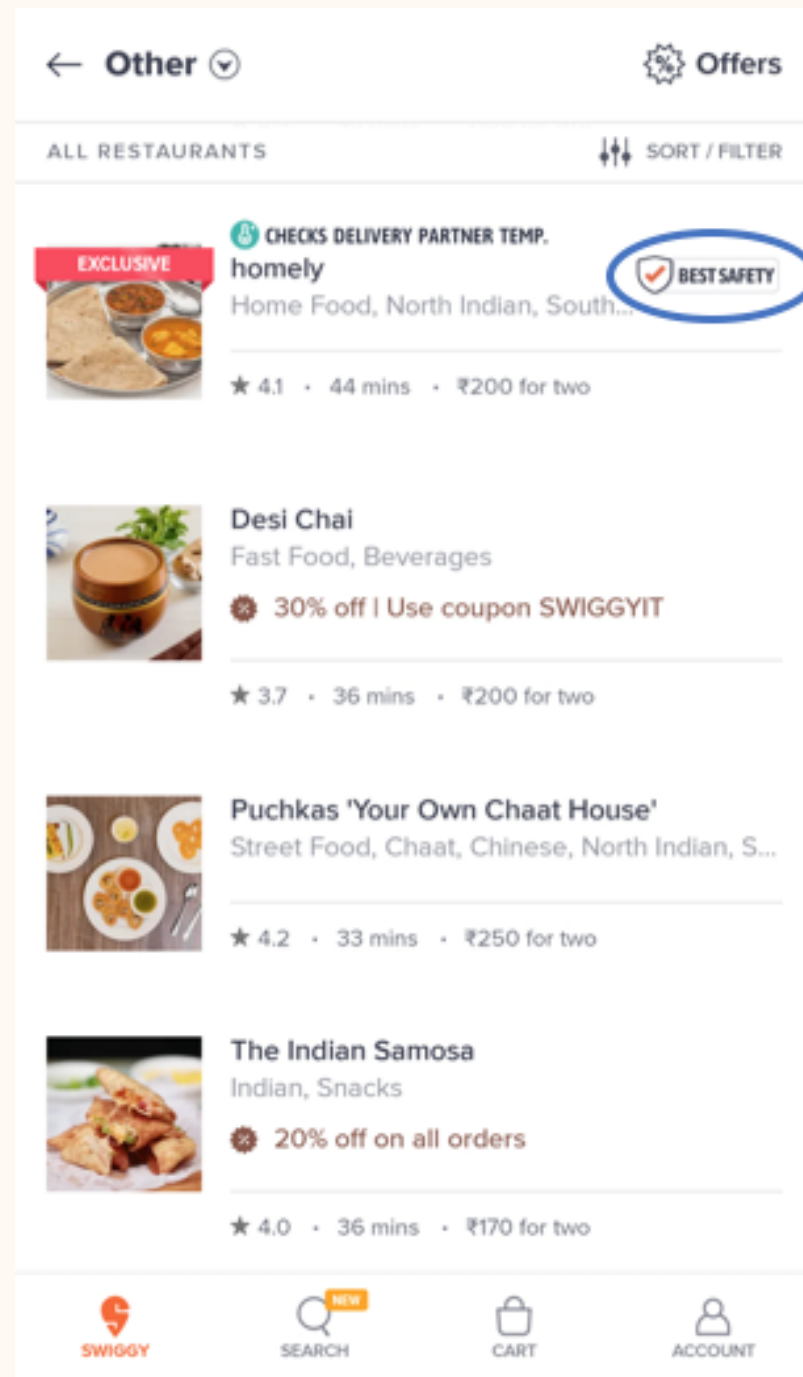


ZOMATO IN APRIL-JUNE 2021
Market Cap: **\$15.16 billion**
(Rs 1.12 lakh crore)



Source: Tofler (Swiggy), BSE (Zomato)

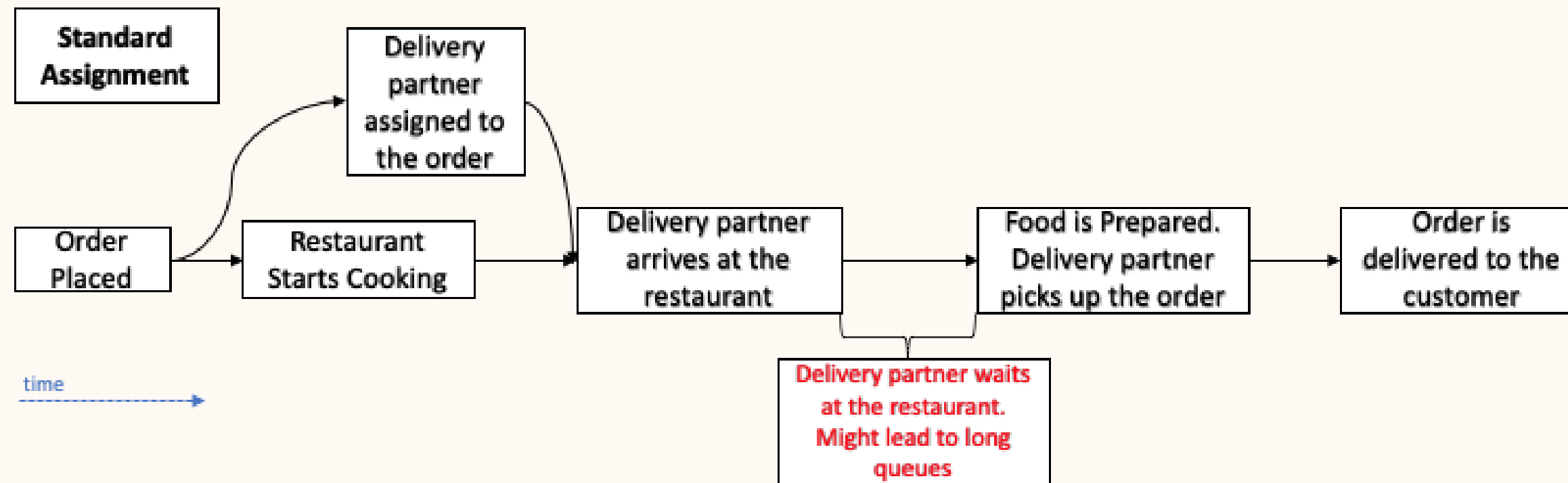
PRECAUTIONS DURING THE PANDEMIC



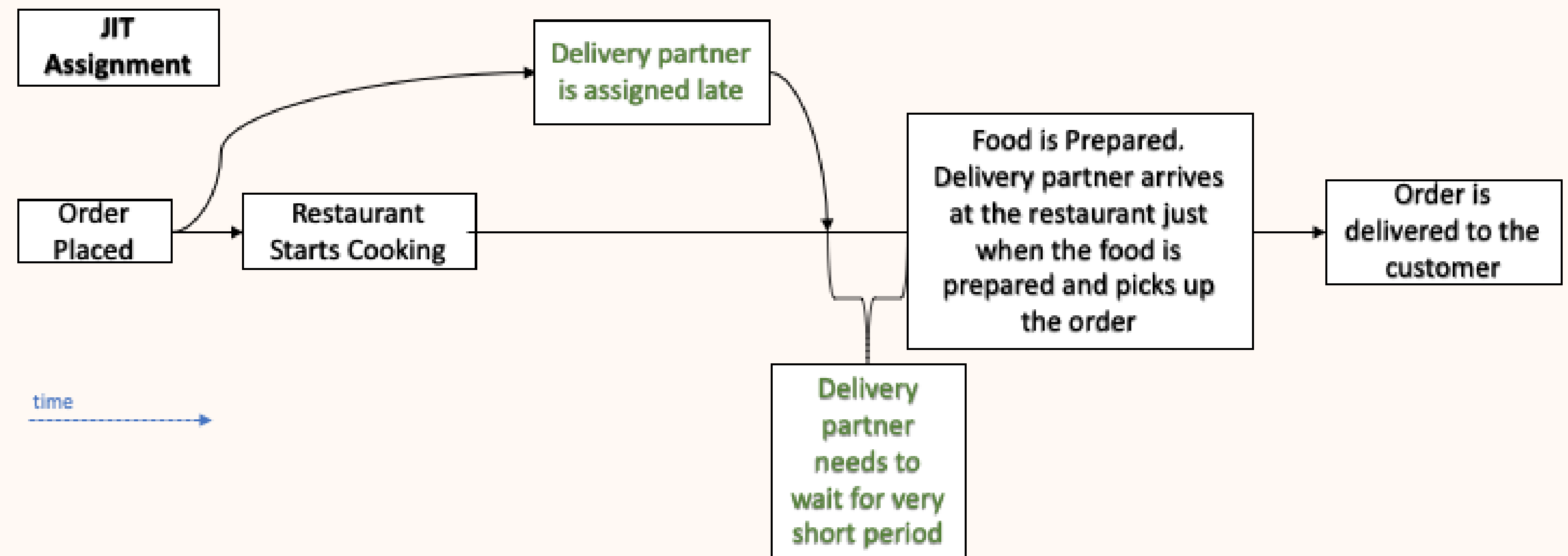
- Ensuring that restaurant staff remain healthy
- Ensuring high levels of hygiene within the restaurant premises
- Sensitizing delivery partners about social distancing
- Ensuring delivery executives wear masks
- Contactless delivery

CHANGE IN SWIGGY DELIVERY ALGORITHM

1

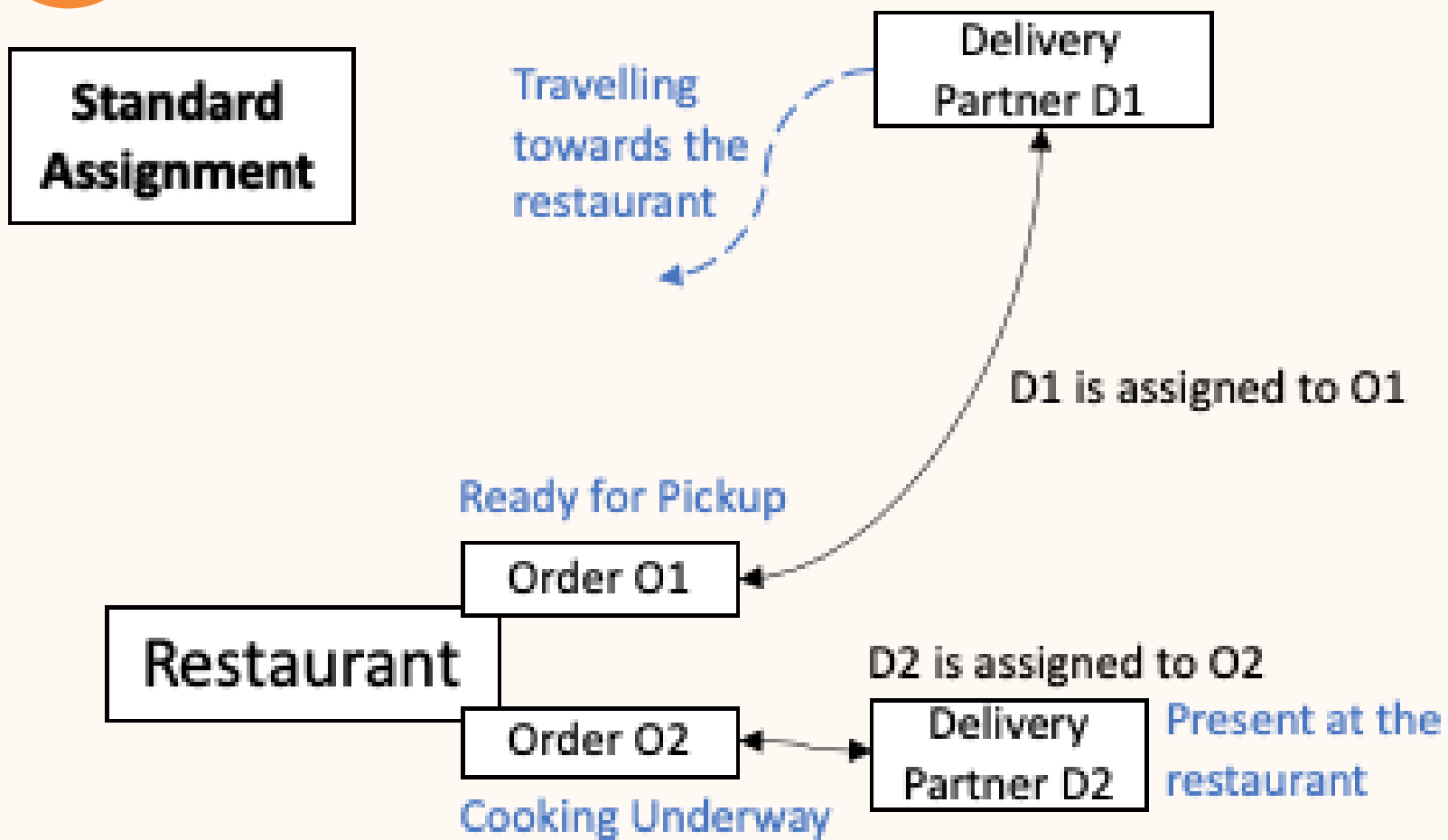


2



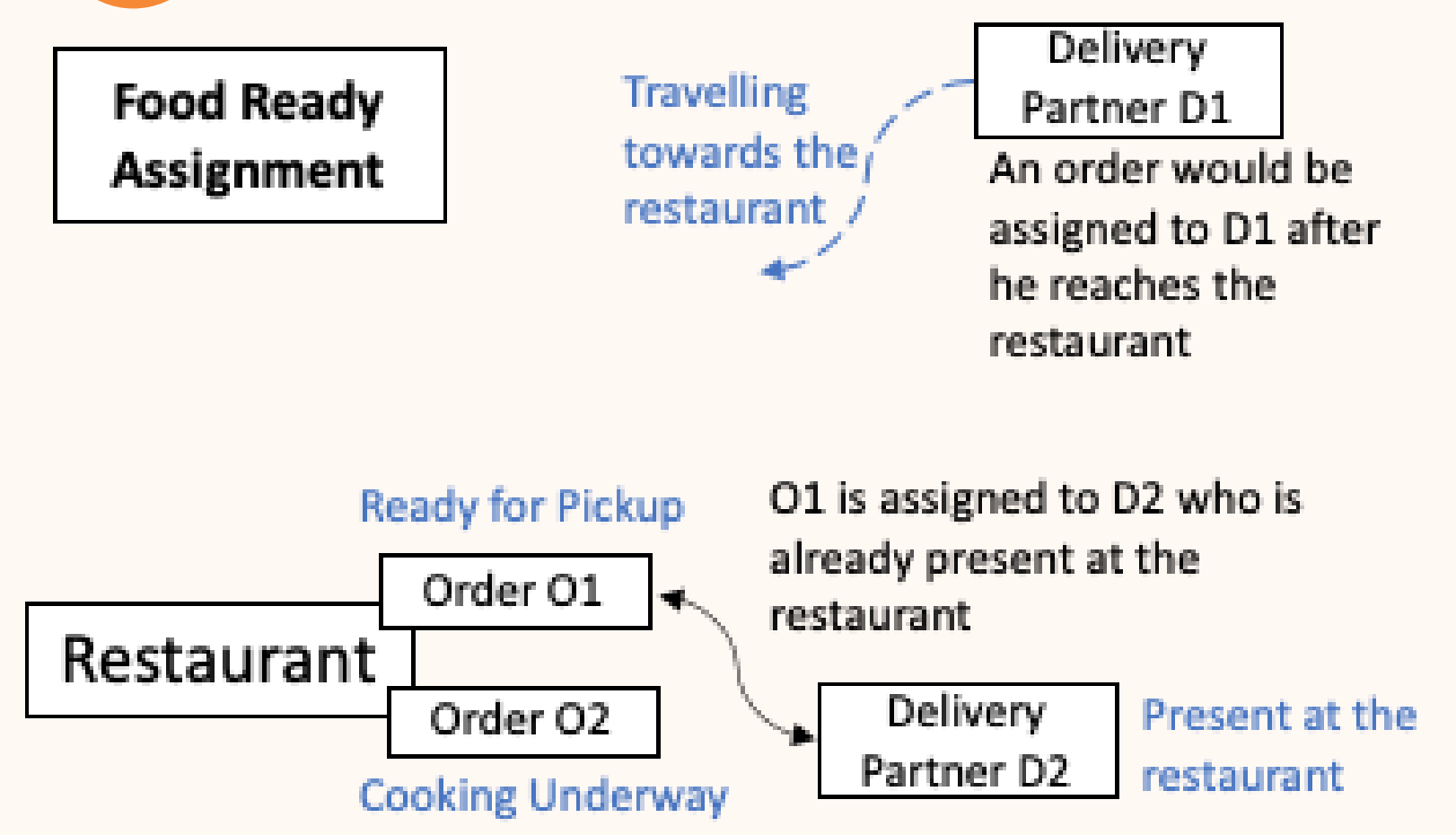
CHANGE IN SWIGGY DELIVERY ALGORITHM

1



D2 would need to wait for O2 to get ready

2



A Delivery Executive would be assigned to O2 after the food is ready

D2 would not need to wait for his assigned order to get ready

SWIGGY INTRODUCES CARE CORNER


Care Corner

Stock up on essentials from the safety of your home, take care of your loved ones & lend support to those in need.



Stronger Together

Help provide critical healthcare supplies to battle...



give
INDIA

Donate essential healthcare supplies

[DONATE NOW >](#)



ImpactGuru

Donate oxygen concentrators

[DONATE NOW >](#)

The Care Menu

Healthy food from trusted eateries, curated in part...

Homestyle Food

Comforting treats, that taste like home.



Immunity Boosters

Healthy choices that are good for your immunity.




Need a helping hand?

Get Genie to deliver anything.

Send Homemade Food

Take care of a loved one with a warm meal.


[→](#)



Send Care Packages

Share personal care items to those in need.

[→](#)



- Swiggy has launched a dedicated care corner in the app to provide special features to users affected by COVID.
- The Care Corner is similar to the Swiggy Genie but the Care Corner is more focused on COVID-19 needs.
- Using the new feature, you can send home-cooked food, medicines, groceries, etc to COVID positive patients

PIVOTING THE BUSINESS MODEL BEYOND 'FOOD DELIVERY'

Restaurants
No-contact delivery available



View all →

Genie



Anything you need, delivered

Wine Shop



Wine Shops

Grocery



Essentials delivered in 2 Hrs



**You need to be above
21 years of age**

- ◆ You must be of **legal drinking age** to order from wine shops.
- ◆ As per Govt. guidelines, you have to **upload a Govt. ID** to verify your age.

SWIGGY GENIE

**GET ANYTHING
PICKED UP/DELIVERED**



Send
Lunchbox



Send
Documents



Send for
Repairs



INSTAMART

←

instamart 30-45 MINS

GROCERY FROM 7 AM - MIDNIGHT

Search for items in Instamart

7:00 AM

Early riser?
We wake up early as well!

Fresh juices Milk Bread

Frequently bought items

- Coca-Cola
- Robusta (10% OFF)
- Akshayakalpa Milk
- Co...

← Drinks & Juices (110 Items)

All Categories

Best Selling

- 15% OFF Raw Pressery Sugarcane Juice... 240 ml ₹100 (₹120) ADD
- Ocean Pink Guava Fruit Drink 240 ml ₹100 ADD
- Soft Drinks
- Soda & Mixers
- Coffee & Tea

- Real Activ Orange Juice 1 L ₹130 ADD
- Del Monte Pineapple Fruit Dri. 240 ml ₹40 ADD
- Health Drink Mix
- Nescafe
- Red Label



The Better Half Recipes

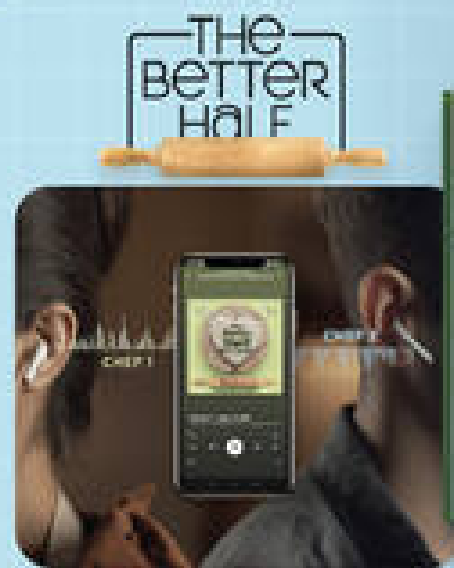
WORLD'S FIRST FEMINIST RECIPES



For 1600 years, we've been writing recipes for one person to do all the cooking. In 88% of Indian homes - that person is still a woman.



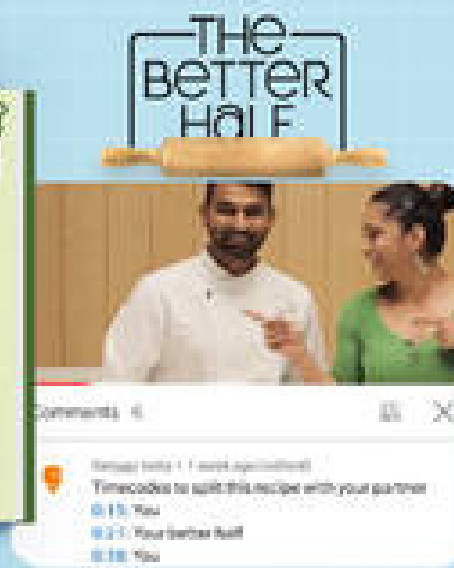
Swiggy Instamart, India's fastest online grocery store, wondered if cooking wasn't a one-person job, why weren't there recipes to teach men to split the effort?



PODCAST



COOKBOOK



PLAYLIST

"Makes sense"



"The new trend in food writing"



"Disrupts Grocery E-Commerce"

Business Line

"A fresh approach to an archaic system"

campaign

"Disruptive Design Innovation"



"Selfless act with long term beta"

"Obliterates bias"



REACHING
100 MILLION
BETTER-HALVES

COVERED IN
6 COUNTRIES

BRAND QUERIES
^ 51%

ENGAGEMENT
^ 14%

ORDER INCREASE
^ 13%

USD 1.8 MILLION
IN EARNED MEDIA

170 RECIPES
TURNED FEMINIST
AND COUNTING...

SWIGGY INSTAMART AND DENTSU WEBCHUTNEY'S INITIATIVE INTENDED TO IMPACT THE INGRAINED GENDER INEQUALITY IN THE COUNTRY AND ENABLE COUPLES TO CELEBRATE THEIR LOVE IN A FAIR AND EQUAL WAY.

EVIDENT PRESENCE

Periodic Table of Snacks

Gj													
Ci	Ki											Mo	Ch
Wr	Id	Va	Pp	Um	Kf	Bu							
Ji	Fr	Cu	Pa	Bc	Co	Cp							
Ro	Up	Pt	Br	Ns	Sw	Sd							
Pa	Sa	Mt	Do	Vp	Fc								

View more on Instagram

2,620 likes
swiggyindia

You wouldn't have learnt this periodic table in school, but we bet you know it by heart!
view all 57 comments

Add a comment...

NOT A NETFLIX ORIGINAL

SACRED GRAINS

Veg Biryani ko maante ho?

NETFLIX

View more on Instagram

4,949 likes
swiggyindia

25 din lag gaye design karne mein phew. #SwiggyNetflix @netflix_in
view all 122 comments

Add a comment...

THE BETTER HALF COOKBOOK

SWIGGY INSTAMART

View more on Instagram

877 likes
swiggyindia The Better Half Cookbook by Swiggy Instamart

#TheBetterHalfCookbook is here to make kitchens equal, one recipe at a time. Split the recipe, cook together, in half the time, with your better half... or gf, bf, flatmate, or sibling. Share a picture of you with your better half in the kitchen using #TheBetterHalfCookbook, tag us and stand a chance to win a free copy from Swiggy Instamart in Gurugram & Bengaluru.
view all 79 comments

Add a comment...

#SWIGGYFOODSHOP

INTRODUCING

PIZZA FILTER
PIZZA FILTER
PIZZA FILTER
PIZZA FILTER

WITH
[@swiggyindia](#)
for all our [#HutLovers](#)

[#SwiggyFoodshop](#)

NEW FILTER

Swipe up to view website

blue_angrybird 23h
Foodshop by swiggyindia



Bahut yaad aati hai 🥺
[@swiggyindia](#) kuch option dhundoo

Add this to your story >

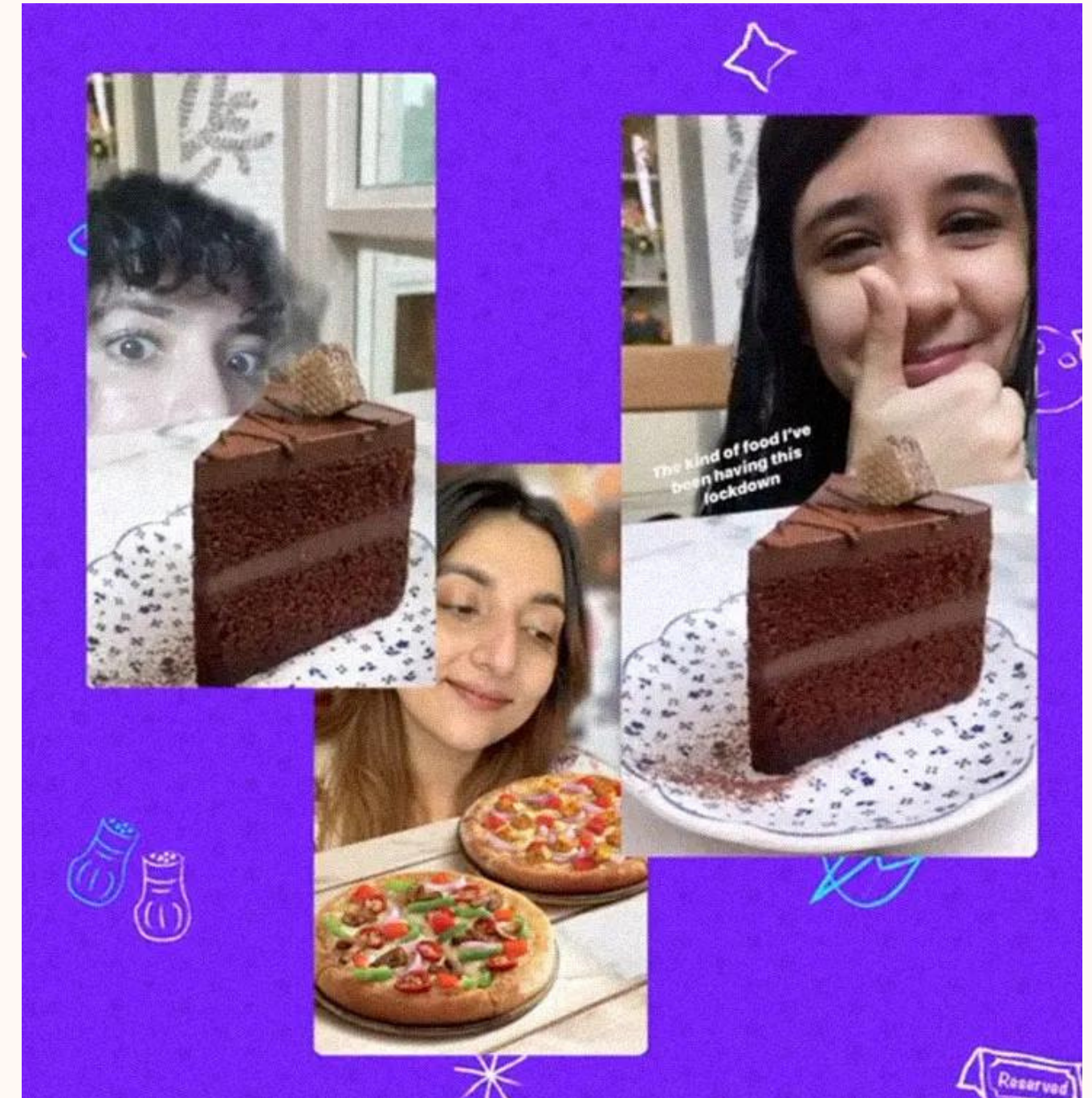
Send message

More Foodshop 1d

what's better than a burger?
a burger date with your cute granny! 🥰



1 by 3,385



The kind of food I've been having this lockdown

Reserved

APPRECIATION



CULTURE & LIVING

Vogue Warriors:
Meet the delivery
woman who is
braving the
pandemic to bring
food to her
customers

Swiggy's Mumbai-based Laxmi Manojkumar Prajapati, a mother of three, is also Kandivali's first delivery woman

BY MIHIKA AGARWAL
26 MAY 2020



Shukriya Kare- Our heartfelt thank you to all delivery heroes!

Copy link

Shukriya Kare

Watch on YouTube

SWIGGY SAYS IT'S ON TRACK TO FULL RECOVERY BY DECEMBER

ORDER VALUE RECOVERED
AROUND 80-85% OF PRE-COVID



2021 WILL BE
FOCUSSED ON GROWTH



Spike in new sign-ups

Over 7,000 new eateries
being onboarded per month

6,000 new small restaurants
vs 3,500 pre-Covid

Fivefold jump every month
in onboarding fine-dine
restaurants



Revival package

Nearly 50,000 restaurant partners
availed Swiggy's Jumpstart Package

Rs 2.5 cr worth of loans disbursed

30K restaurants opted for bi-weekly
payments to improve cash flows

Close to 2,500 restaurants benefited
from the package



Source: Swiggy

STEPPING BACK
INTO THE GAME



76 days | Day 1 #AtYourService



Watch later



Share



MORE VIDEOS



1:11 / 1:22



YouTube

