



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 10, Issue 10, October 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.580



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A Comparative Study Of Zomato And Swiggy Marketing Strategies

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ABSTRACT: In recent years, advancements in technology have made it possible to order food online from the comfort of our homes. Zomato, originally a platform for restaurant reviews, has expanded its services to include online food ordering and delivery, table reservations, and restaurant management software development. The company has been successful in India and has expanded into various foreign markets including Europe, the United States, the United Kingdom, and the Middle East. Swiggy, another food delivery company, has also gained a large customer base in India. The marketing strategies employed by Zomato and Swiggy have proven to be successful, as evidenced by their continued growth in the online food delivery industry. In today's world, where people spend most of their time on their phones and are surrounded by technology, it's not surprising that they prefer to order food online using their mobile devices, given how easy and convenient it has become. These companies will need to come up with innovative ideas to maintain their market leadership and ensure their continued success. One crucial aspect of this is how well they can educate customers about the value, benefits, and quality of their services, which can help customers make better-informed purchasing decisions. Thus, the purpose of this paper is to examine consumer views and perceptions of Zomato, Swiggy, and their marketing strategies

KEYWORDS-zomato, swiggy, marketing, food, delivery, India, online, customers

I.INTRODUCTION

Online food delivery companies generally work based on the online orderings by customers as per their requirements. According to Annaraud & Berezina (2020), identification of the influential factors that are associated with customer requirements is necessary for the improvement of the online delivery of food. Customer-based service strategy and branding can be termed as necessary steps that any online food delivery company can select to improve its business. In contrast, Chandrasekhar et al. (2019) have opined that online delivery services of food by companies depend on the service quality, perceptions and promotional strategy of the products and services. Therefore, it can be considered from the above fact that effective branding strategy in different online food companies needs to be customer-centric along with needs to include better strategies for service development. Proper service helps in the improvement of the rate of customer satisfaction level of customer in any market. According to Lu et al. (2020), key elements of customer satisfaction of customer can be termed as an important factor for which quality, effective services and value management are necessary.[1,2,3] Therefore, a strategic process of business development is necessary for every online food delivery company that can create barriers in terms of managing effective strategic business growth. 4.2 Importance of branding strategy in online food delivery business Branding strategy is important as it helps in improving brand awareness for customers. According to Chang et al. (2018), effective branding in business helps in achieving success of the business however, issues are associated with the branding strategy for organisations, and technology based strategy of branding can be supportive enough to improve the customer knowledge that supports the attraction or change indecision regarding the online ordering of food products. In contrast, Astrachan et al. (2019) have opined that management of effective communication using advanced marketing or promotional strategy is an essential aspect that, helps in improving the branding strategy of an organisation. Therefore, it can be considered from the above fact that strategic branding is necessary to achieve success in the business for different online food delivery companies in any national or international market. 4.3 Different strategies for online food delivery business for effective branding Different styles of branding are present in the market using which companies can experience business growth. Such effective branding strategies are a personal strategy of branding, corporate strategy, service-oriented branding, online social media based branding and product-based branding. According to Wegerer & Munro (2018), ethical consideration in corporate branding is an important aspect that supports the manager of loyalty online food ordering and other perspectives.[4,5,6] Corporate branding along with other styles of branding is completely dependent on the market requirements of products along with strategy made by any company in terms of sales. In contrast, Lund et al. (2018) have opined that the social media strategy of branding is effective in managing effective communication that helps in influencing the decision-making ability of customers. Therefore, it can be termed as an important aspect of a business

to manage social, media branding to increase the promotion of products. Keller's model of brand equity can be termed as an important factor that helps in the creation of high brand value of any business along with both helping in maintaining effective customer engagement with brands. 5. Sampling Companies such as Swiggy and Zomato have selected a purposive style of sampling here for the conduction of this research as it helps in the determination of the effective strategy of branding for online food delivery. Purposive sampling is highly efficient in determining the useful respondents who provide useful information regarding topics in a survey (Campbell et al. 2020).[7,8,9] Therefore, flexibility in the selection of respondents along with effective strategic data collection to maintain authenticity is important aspects for which purposive sampling has been chosen here. Purposive sampling is effective enough in achieving an accurate outcome from any small population.

Expansions Both Zomato and Swiggy have raised large sums of money in a bid to reach as many people as possible and expanded to Tier 2 cities and introduced new segments like ration, vegetables, fruits in feasible geographies. What matters in this industry is scale of operations. Since, both the firms The premise is simple — Scale. The food delivery business is a numbers game. Aggregators have to make big investments in technology and manpower to fulfill orders that usually cost a couple of hundred bucks. And for the business model to be financially viable, no. of customers is the key to reduce the fixed costs per order. Higher number of customers signify high revenue and thus high profits since the margin is very low on each order. Marketing Strategies What differentiates zomato and swiggy is majorly their marketing strategies. Marketing strategies of Zomato includes how they connect with people using newsjacking technique of marketing. They try to connect with current events and help in garnering more attention of customer.[10,11,12]

For example,

1)After the recent Lok Sabha Elections results, Zomato sent its customers the following message: The Nation has decided! Have you decided what to eat though? Order dinner now and get 40% OFF

2)During IPL, they induce the customers to order and win a cashback if their prediction of winner is correct before match. [13,14,15]

On IPL match finale day: It's the CSK vs MI grand finale! Predict who wins for 30% cashback, over and above 40% OFF on food with code ZOMATO. 3)On the first day of the month that is the salary Day Make the most of your payday! Celebrate it right with 40% OFF up to Rs.100 on your favourite food-use code ZOMATO and order now. Youtube Ads is the game-changer for Zomato and the impact is always longer than expected. They are really aggressive when it comes to offers especially for First Orders and after that, they know how to market those offers to users through marketing across Social Networks and Youtube plus they are also pushing in terms of general Google Search Ads. Swiggy has been marketing via digital advertisement through various digital channels. The advertisements of swiggy are non-skippable ad (Bumper ad) while watching videos on YouTube. Swiggy has mastered the concept of bringing the food to the customers rather than the customers to the restaurants for food. Swiggy does text ads, display ads and video ads as well social media support to get branding and become success

II.DISCUSSION

With the pandemic long way from being over, food delivery systems have been under the coverage of work that services to cater to their customers. Two of the largest food delivery platforms are Swiggy and Zomato. Now their growth has been in high and low standardized profits in the past decade. When it comes to marketing strategies, online growth, and revenue generation, we see a high-end competing structure between these two start-ups. Other online food delivery companies such as UberEats and Foodpanda have been in the play for quite a few years but haven't been close to being successful compared to these brands. [16,17,18]

These two brands have been seen to be one of the biggest competing businesses in India as of this year. This including their social media presence and user persona generated towards the audience.

Now, what stands out with the development of these brands, and how have their digital marketing structures been comparatively successful enough to keep customer loyalty intact?

In the following case study, we decipher the different formats of structure that is seemed to follow with these two nationwide known brands and how their brand structures have had an impact on society.



Introduction to the brands.

Case Study I : Swiggy

Timeline of Swiggy

Swiggy, without a blink, is the largest food delivery platform in India. Headquartered in Bengaluru, India, and launched in 2014 by founders Nandan Reddy, Sriharsha Majety, and Rahul Jaimini, Swiggy was first designed to be a courier and shipping service website called Bundl. Now partnered up with Burger King, Google Local Guide, Indifi Technologies, Soxedo, and even ICICI Bank, Swiggy has created a brand persona for the growth of their nature of services.

Acquiring a business model of B2B, B2C, Swiggy has had a logistically extensive network that is in constant service with their customers. The three main revenue streams that Swiggy attests to are Advertising, Delivery fees and the commission acquired.

The company has styled more into the economic-based factors, delivery of groceries and medicines, which is comparatively a very different style than what the competing company, Zomato has taken forward with. Then again, Swiggy is supported by one of the most reputable investors in the industry.

They adopted several fundamental rules to be successful, such as delivering food to clients on time and having no minimum order requirement. Which also created in them having a high return on investment and created a positive shift in the way food was delivered to consumers. Swiggy also charges clients a modest delivery fee for items that are less than 200 rupees in most regions.

Swiggy Stores also sees tremendous potential in the coming year as it seeks to improve its delivery and logistics capabilities to compete with Grofers and Amazon.

Swiggy has secured \$75.5 million in investment from Apoletto, Norwest Venture, Harmony Venture Partners, Accel Partners, Bessemer Venture Partners, SAIF Partners, and RB Investments, and many more.[19,20,21]

Swiggy promotes its services and brand through a lot of online and offline campaigns. Many online campaigns are prominently denoted towards social media platforms such as Instagram, Twitter, and Facebook. Many famously run online campaigns include #DiwaliGharAayi, #WhatsInAName, Swiggy Karo, Phir Jo Chahe Karo!, and Swiggy Stories. The social media hold that they have do not just go into campaigning their advertisements but also take in customer complaints and feedback.

Case Study II : Zomato

Zomato stands as the second-largest food delivery platform in India. The platform was originally termed Foodiebay, founded in 2008 by Deepinder Goyal and Pankaj Chaddah. In November 2010, the name of the company was changed from Foodiebay to Zomato to broaden its appeal.

Unlike its competitor, Zomato has its branches wide open to 24 countries and 10,000 cities with its main headquarters in Gurugram, Harayana in India. Some of these countries include Dubai, Singapore, UK, South Africa, Canada, the USA, New Zealand, Sri Lanka, and more. [22,23,24]

Zomato has securely raised \$250 million in investment from investors such as D1 Capital, Tiger Global, Luxor, Temasek, Kora, Fidelity (FMR), Baillie Gifford, and Ant Financial.

Restaurants featured on the website launched a #logout campaign, accusing the firm of eroding their profit margins with services like Infinity Dining and Zomato Gold, which offered customers steep discounts.

The revenue streams that Zomato focuses on are Advertising, Ticket Sales from events, Delivery charges and Commission, Subscription programs (such as Zomato Gold), and Consulting. The company follows the model of B2B as well as B2C like its competitor.

The company has spent a lot of money on SEO and has worked hard to enhance its UI and make it more user-friendly.

They have also been managing social media-based campaigns on platforms such as Facebook, Pinterest, Twitter, and Instagram. In fact, Zomato's Instagram reach is a lot more higher and efficient compared to Swiggy's as the campaigns they conduct are more audience engaging within helping of online competitions and more.

Some famous online Zomato includes #RideToFame, Zomato Premier League, On-Time or Free, and many other social media campaigns. The prominence of their campaigns runs through these social media platforms using posts and short videos rather than catching a better reach on their advertisements on YouTube.[25,26,27]

Comparative Analysis – Swiggy vs Zomato

After analyzing both the companies individually, we'll have a comparative study of how Swiggy and Zomato stand in opposing terms and also their similarities.

Revenue

As of 2020, Swiggy has a total INR revenue of 27.76 billion and Zomato has a total INR revenue of 24.86 billion. The two firms got off to a good start, with combined monthly orders surpassing 50 million dollars and both companies' revenues increasing. Swiggy has a far greater number of daily orders than Zomato, with approximately 1.5 million compared to 1.2 million. To fulfill orders that often cost a few hundred dollars, aggregators must invest much in technology and labor. You'll also need to serve as many clients as possible for the company model to be financially sustainable.

Zomato boasts of a wider database, more users, and restaurants featured on their websites, a table reservation feature, and a global reach. Swiggy's prominent USP is delivery on time which Zomato may not be able to focus upon as they also depend on the restaurant's logistics and third-party services.

Target Audience

The target audience of both the companies cater to a similarly different form of audience. The firms have a key demographic of age 18-35. The main audience that Swiggy caters to is those who prefer an order-in whether it is food, groceries, medicines, etc. Zomato has that feature prominently as well but also compasses in with those customers who want to dine out. Their Zomato Gold program offers both services to be enlisted.

Search Engine Optimisation

Along with the different Search Engine Optimisation techniques entailed into their specific websites, Swiggy's website features a meta tag that incorporates their core keywords such as "food," "online," "food delivery," and "order." Whereas, food names, restaurant names, and phrases like "order food online in Mumbai" are examples of keywords used by Zomato. [26,27,28]

Social Media Presence

The reach that each firm obtains from social media platforms also differs in higher stances. On Instagram, Zomato has a higher reach with the audience than Swiggy because of their contributing style of advertising campaigns of posts that cater to their required target audience. On YouTube, Swiggy has a significantly higher reach and most of the audience generated into their videos are from advertisements that are generally towards a relatable, comical storyline.

User Experience / User Interface

According to studies, quite a few users have stated that the more of a reason to use Swiggy is because of their UI structure. Whether it is the viewability of the content, accessibility of search fields and restaurants, how much more time-consuming, etc. Even on the application, Zomato shows more prominence to follow with restaurant reviews, ratings or to order whereas Swiggy has their application centered around eco-friendly, delivery of grocers and medicines, etc. As simple as it is, cutting-edge technology makes the entire process even easier, resulting in a better user experience.

Although these competing online platforms have had their sets of trends and controversies along the way, the people of the country are now so bound and dependant on these applications. It mainly caters to the youth that is dependant on technologies for most services. The key target audience that Swiggy and Zomato cater to are taken into account because



of their growing social media presence as well. This is applicable as most of the revenue generated by these companies comes from paid advertising on applications or webpages run by using Google Adwords.

The Digital Marketing strategies adopted by these companies are rather followed by current trends which gives an edge in perceiving their content strategies. Although these companies provide the same form of service, the ideas put across by both companies are vividly different from the other. Zomato and Swiggy have been fighting for dominance in the sector by providing clients with infinite discounts and deals, as well as executing unending marketing and PR campaigns.

III.RESULTS

The food delivery industry is booming with an increasing selection of restaurants offering their meals through online services and apps. The Indian arena is seeing increased website traffic with record-breaking order numbers.

Whether you're interested in entering the food delivery arena or eager to understand any other industry on the planet, it's essential to fully grasp your marketplace, partners, competitors, and the most prominent players in the game. Using Similarweb Digital Research Intelligence, you can learn about your target market, spot the trends, and make informed decisions for your business.

- The Indian food delivery industry suffered a downturn at the beginning of the pandemic, in June 2019, but website traffic has increased year-over-year (YoY) ever since.
- While zomato.com received more website traffic in June 2022, swiggy.com had more page visits, longer durations, and lower bounce rates.
- Swiggy.com searched for new partnerships and employees to expand its market share in June 2022.
- Swiggy.com invested more into its paid-per-click (PPC) strategy to develop and grow its market share.
- Zomato is winning in the app arena with a better install penetration, more downloads, and more unique installs than Swiggy.

The business of food delivery has been around for over a century. The first delivery took place in Naples, Italy, in 1889 when King Umberto and Queen Margherita ordered the owner of the Pizzeria di Pietro e Basta Così to deliver them a pizza pie. They enjoyed their meal, and food delivery – as well as the Margherita pizza – was born.[27,28]

But it was only the following year that this model became a business when a Bombay (now Mumbai), Indian businessman launched a lunch delivery service that provided food for blue-collar workers all over the city every day. It's only fitting, therefore, that we return to where the business began.

In today's market, with technological advancements, mobile apps, and after a pandemic lockdown, the setting has adapted and created opportunities for newcomers to rise through the ranks and take a larger share of the market.

The Indian food delivery industry suffered an initial downturn when the pandemic first hit in 2020. Website traffic saw a colossal decline of 57.65% YoY from June 2019 to June 2020, when consumers had concerns regarding food contamination and safety protocols.

Once COVID-19 safety regulations started to take effect, the industry started to turn back around and has seen an increase in website traffic YoY since. The food delivery industry has seen several enhancements as more restaurants made their meals available for online ordering, and consumers moved towards more expensive orders to enjoy at home.

June 2022 seemed to be a slow month for the industry as all except one of the top ten websites in India saw a month-over-month (MoM) decrease in traffic. Eatsure.com, however, saw a rise of almost 15% in traffic. This increase isn't surprising, as eatsure.com is Rebel Foods' rebranded name for the known and trusted Faasos, which is making its way back up the website traffic list.

At the top of the traffic food chain, fighting neck and neck for the first place, are zomato.com and swiggy.com, India's food delivery behemoths, with 9.32 and 9.28 million monthly visits for June 2022, respectively. While



zomato.com won slightly more traffic, the visits to swiggy.com seemed to be from a more loyal and engaged audience. This is indicated by the higher return rates, visit durations, page visits, and a lower bounce rate.

Zomato opened its digital doors in July 2008 in Gurgaon, India, and Swiggy joined the marketplace six years later in July 2014 in Bangalore, India. Since then, swiggy.com has steadily increased its website traffic, cultivating a friendly rivalry between the two for years. They've even taken this competition public, sharing their successes on social media as part of their brand-building operations.[21,22,23]

2021's New Year's Eve saw both companies breaking their records in food orders, proving that there's still room for growth in the market. Zomato came in first with over 2.5 million orders in one day, and Swiggy achieved over 2 million orders. The two CEOs took to the social media "streets" to celebrate:

However, zomato.com also offered services unrelated to food delivery, and when we compared only the food delivery segment of zomato.com against swiggy.com, it was swiggy.com that came out on top.

Food delivery Android app installations

In today's food delivery market, mobile apps are crucial to offering a friendly experience that creates a loyal customer base. Therefore, we can't have an accurate comparative analysis between Zomato and Swiggy without understanding their app engagement strategies. We used Similarweb's mobile app intelligence to compare Zomato and Swiggy.

Back in 2018, Zomato had two separate apps for ordering food; the "Zomato – Restaurant Finder and Food Delivery App" and the "Zomato Order – Food Delivery App." Two apps might have created a confusing experience for customers, as the two apps combined still had a slower adoption rate than the "Swiggy Food Order & Delivery app".

Zomato has streamlined its app experience since then by combining the two apps. The company now offers a single app for the food ordering market in India, the "Zomato: Food Delivery & Dining app". It seems that this strategy has paid off, as it's clear that the Zomato app has taken the lead in install penetration, downloads, and unique installs.

Between April and July 2018, both companies experienced a surge of around 4% in install penetration. In the last 12 months, however, the penetration rate slowed down, yet both apps have seen steady increases, every month.[24,25,26]

The numbers of downloads and unique installs for both apps have endured a more volatile journey. Both apps' downloads gradually declined during the second half of 2021 but then experienced a small uptick in January 2022. This could be due to the third COVID-19 wave in India, which prompted an uptake in food orders as many restaurants around the country shut their doors. The following month, however, both Zomato App and Swiggy App experienced their lowest numbers of downloads and unique installs. Both apps stopped offering discounts once the demand for food delivery surged, which might account for the decrease in app numbers.

Unique installs dropped for Zomato App from 3.8M in July 2021 to 3.1M in June 2022 (-18.4%). Meanwhile, Swiggy App installs grew from 2.0M in July 2021 to 2.5M in June 2022, an increase of 20%.

IV.CONCLUSION

Fast forward two years and swiggy.com have reduced the gap with zomato.com's total website traffic, even surpassing zomato.com for the month of May 2021.

What has swiggy.com changed over the last two years, to close that gap? A closer look into the company's marketing decisions can reveal a few critical maneuvers. The takeaway here is it's important to analyze the marketing channels bringing in the most traffic, and where companies allocated their marketing budget.



Breaking down traffic into segments allows us to have a more accurate apples-to-apples comparison between Swiggy and Zomato. While swiggy.com offers only food delivery, zomato.com delivers a range of services. We've used Similarweb's segment analysis feature to group the food delivery function of zomato.com.

Over the last two years, swiggy.com grabbed 62.02% of the two's shared website traffic and 73.57 million visits. Zomato.com reached more unique visitors, indicating a newer audience, but swiggy.com's audiences are more engaged. Swiggy.com's visits attain a higher page count, longer visit durations, and a lower bounce rate than zomato.com.

Growth by traffic source

Comparing the traffic by marketing channels can reveal insights into the brands' different strategies.

Swiggy.com drove more visits through direct traffic than zomato.com in June 2022 with 69.72% vs. 52.46% direct visits. Swiggy.com maintained its number from June 2021, when direct traffic drove 70.42% of traffic. Zomato.com, however, lost almost 7% of its direct traffic, YoY.

What zomato.com lost in direct traffic, it made up for in organic search, which brought in 44.80% of traffic, an increase of over 12% YoY. This was twice as much as swiggy.com's 21.92% share, indicating that zomato.com invested in a careful SEO strategy.[27,28]

Swiggy.com invested more in paid search than the previous year, bringing in 5.38% of traffic in June 2022 vs. 3.84% in June 2021. Zomato.com, on the other hand, almost dropped its paid search completely, bringing in only 0.13% of traffic in June 2022 vs. 5.71% of traffic a year earlier.

So while both websites enjoy a large percentage of direct traffic, swiggy.com invested more in paid search than zomato.com, while the latter invested most of its efforts in increasing organic search.

This is the kind of crucial information you can uncover when doing a digital competitive analysis of your marketplace. An analysis enables you to understand what works for other companies and use that information to enhance your marketing strategy and grow your market share.

Paid search terms as a development strategy

In the digital age, the right keywords can make or break your marketing campaign. They can even aid in the development and direction of your company.

The general rule is that the more you invest, the more clicks you achieve when it comes to PPC search terms. Researching and choosing effective keywords is critical for this equation to work. It's vital to choose the keywords that can capture the audience that searches for your product, location, and brand.

In June 2022, zomato.com's paid keyword terms mainly targeted the different restaurants and cuisines they offered on their website. During the same month, swiggy.com took a different approach, with branded terms such as "swiggy partner," "swiggy partner login," and "swiggy offers" to attract new vendors and customers.

The previous year, in June 2021, zomato.com targeted similar keywords in their paid strategy. This suggests that they can benefit from optimizing their keyword strategy. Swiggy.com, however, had a very different paid keyword strategy last year, with many terms targeting specific cities where you can order their food deliveries.

This change in keywords suggests that swiggy.com has a carefully calculated paid search strategy, wherein last year they wanted to expand into new niche markets, and this year they want to add more partners and restaurants to the business.



Swiggy vs. Zomato: keyword knockout

Another effective keyword strategy, be it cheeky, is to target your competitor's audience. We used Similarweb's keyword generator to see which terms the competing companies were using.

Over the last two years, 616 organic and paid search terms that included the word "swiggy" drove almost 93,000 visits to zomato.com. At the same time, 837 terms with the word "zomato" drove nearly 219,000 visits to swiggy.com. Zomato.com paid for 12.5% of the keywords, whereas swiggy.com paid for 17.7%.

Swiggy.com has taken the reigns and continued to invest in paid search. Swiggy.com increased its budget for paid search in June 2022 and drove almost 12,800 visits to swiggy.com instead of the 4,132 visits in June 2021, an increase of 209.8%, YoY. Zomato.com, on the other hand, decreased its investment to virtually nothing and brought in only 832 visits from paid searches in June 2022. This number was even less than the previous year, which brought in 1855 visits.

Whether you're a restaurant looking for a delivery service, or a delivery service looking to expand your market share, it is crucial to understand the leading companies in the Indian food delivery industry. Both Zomato and Swiggy invested in effective digital marketing strategies to expand their client base. Zomato has been more focused on increasing its mobile app numbers, whereas Swiggy invested more in paid search.

You can learn from the marketing strategies of the industry leader to win a bigger market share. Similarweb's digital data can help you understand your market, learn about new opportunities and create a winning marketing strategy.[28]

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