UDGAM

PMx | PRODUCT MANAGEMENT EXPEDITION

Taste the Spirit of Guwahati-
Where Tradition Meets Technology!







Problem Overview

Problem Statement

- Design an innovative, scalable, and inclusive solution that seamlessly integrates Guwahati's street food vendors into Zomato's online ordering platform
- The goal is to create a sustainable model that enhances vendor livelihoods, broadens customer access, and showcases Guwahati's street food culture on a national platform

Indian street food market



10 million street vendors

INR 8000 crore daily market



Food service market at $65 billion

CAGR of 39%

About zomato

Zomato is a leading Indian multinational restaurant aggregator and food delivery company. Starting as a restaurant discovery platform, it has evolved into a comprehensive ecosystem connecting foodies, restaurants, and delivery partners.

10K +	Cities	2.2 Mn	Orders per day
1.4 Mn	Listed restaurants	14%	YoY increase in GOV
30 Mn	MAUs	18.4 Mn	Monthly transacting users

CORE OFFERINGS

FOOD DELIVERY

Food ordering and delivery platform where customers can search local restaurants, order food, and have it delivered reliably and quickly

INR 9,690 Cr
Food delivery GOV

20.7 million
Avg. monthly transacting customers

QUICK COMMERCE

Quick commerce platform where customers can order everyday needs across thousands of products and have them delivered within minutes

INR 6,132 crore
Quick commerce GOV

8.9 million
Avg. monthly transacting customers

B2B SUPPLLIES

Hyperpure is a B2B platform supplying high quality food ingredients and other products

INR 1,473 crore
Hyperpure Revenue

100+
Number of cities present in

LIFESTYLE PLATFORM

District is a lifestyle app that offers a unified platform for dining, entertainment, and ticketing services.

INR 154 crore
District Revenue

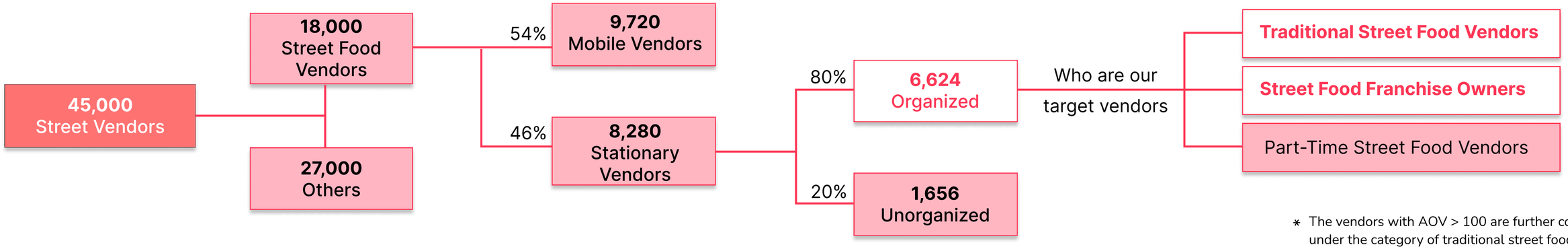
INR 1,849 crore
GOV





1) Financial Report 2) Street Vendor data 3) Zomato Data

Target Market



* The vendors with AOV > 100 are further considered under the category of traditional street food vendors

Why traditional street food vendor ?

- Traditional vendors account for a substantial share of the market, particularly in cities like Guwahati, which attract a significant number of tourists and visitors.
- Traditional vendors lack digital presence; integrating them into Zomato helps attract tourists and event attendees.

Why Street Food Franchise Owners ?

- Unlike individual vendors, franchises offer consistency in food quality and service, which attracts a broader customer base including tourists and event attendees.
- They attract repeat customers due to their brand recognition, ensuring sustained engagement on Zomato's platform.

Insights from user research

Survey
30

Permanent Vendor
23

Mobile Vendor
7

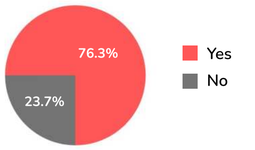
Location
Guwahati

Installation Expense	Percentage
Less than 5,000	26%
5,000-10,000	37%
10,000-20,000	33%
Above 20,000	4%

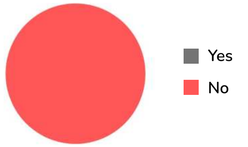
Sources of Capital	Percentage
Savings	30%
Loan from bank	44%
Loan from relative	10%
Other	16%

- Number of vendors who are properly aware and consider proper hygiene: 30%–37%.
- Food types preferred by the consumers : Pani puri, momos, rolls, chowmein.
- Average spending per consumer are ₹100-₹150 with peak time in evening 5 PM–9 PM.
- 54% of vendors are willing to adopt the platform if offered additional incentives beyond regular sales, as they already achieve sufficient stall sales.

Is fast food selling the only source of income ?



Are you aware of the supportive policies of gov. ?







Actors Involved



Street Food Vendors



Street Food Consumers



Local Authorities



Food Bloggers/ Influencers

Vendor's Age

30%	51%	19%
21-30	31-54	55-80

What motivates user to pay more?

- **46.5%** Hygiene Standards
- **44.2%** Brilliant Taste

What's best street food?

- **37%** True Local Taste
- **32.6%** Value for Money

Top Challenges for users

- 26 Food Quality
- 15 Rumoured Food
- 14 Crowded Places

How are users finding nearby vendors ?

- 48% Walk & Explore
- 30% Word of Mouth
- 12% Online Apps
- 10% Google Search

How are users sharing good street food ?

- 14% Social Media
- 11.6% Messaging apps
- 62.8% In person
- 11.6% Don't Share

What features current apps are not offering?

No street food | No real time location | Less hygiene information

Why users prefer street food?

Affordable | Authentic Local Taste | Quick to eat and enjoy

When do user frequently eat street food?

Cravings | Chilling with friends | At a new place

88.2%
Consumes street food approx twice per week

Rs 150
Desired spends on a single street food order





User Persona

Persona 1:

I've been selling Assamese Jolpan (traditional rice cakes and snacks) at my small roadside stall for years. My customers love the authentic flavors, but my income is unpredictable, and my cart is in poor condition. I dream of expanding my stall or even going online, but I lack the funds.



Name: Arjun Das
Age: 35
Income: ₹15,000–₹20,000/month
Home: Lives in a rented home with family

Pain Points

- Financial constraints hinder growth and repairs.
- Lack of infrastructure, like proper storage or cart upgrades.
- Struggling to reach beyond locals.

Goals

- Expand my business to multiple locations.
- Reach new customers and increase income.
- Get access to financial support or programs to improve my cart and operations.

Persona 2: Momos Stall Owner

I've been serving Momos, for over a decade. My food is known for its taste, but keeping ingredient quality high has been a challenge. Vendors often sell low-grade supplies at high prices, and I can't always afford the best. I want my food to maintain its reputation while keeping costs manageable.



Name: Dhriti Roy
Age: 42
Income: ₹12,000–₹18,000/month
Home: Lives with her children

Pain Points

- Difficulty sourcing affordable, high-quality ingredients.
- High ingredient costs lead to reduced profits.
- Fear of losing loyal customers due to inconsistent quality.

Goals

- Access a reliable supply of fresh, high-quality ingredients.
- Maintain affordable pricing without compromising on taste.
- Build trust with customers through consistent quality.

Persona 3: College student

I'm, a student who loves street food but hates going off-campus to get it. Ordering online isn't an option for street food, and restaurants are too pricey. I wish there was an platform to deliver affordable street food with reliable reviews.



Name: Siddharth Sharma
Age: 20
Income: ₹5,000/month (parental allowance)
Home: Lives in a hostel with friends

Pain Points

- No online delivery options for affordable street food.
- Restaurants are too expensive for a student budget.
- Lack of reliable reviews to guide food choices.

Goals

- Order local street food conveniently and affordably.
- Access peer-driven reviews to discover the best food options.
- Save time and energy with an app that delivers street food to campus.





Features at Fingertips: An Overview



Incentiify

Performance-based rewards for vendors, such as marketing promotions and infrastructure support, encourage growth and retention.

Personas Served

Street Food Vendor



Hyperpure x Zomato

Zomato's Hyperpure provides vendors with high-quality, cost-effective ingredients, ensuring consistent food quality and streamlining supply chains.

Personas Served

Street Food Vendor



QuickPick

Users can schedule food orders for pick-up or delivery, offering flexibility, cost transparency, and convenience for both customers and vendors.

Personas Served

Customer/Busy Professional or Family



ZomateSpace

Users can form groups to share vendor recommendations, earn loyalty points, and receive discounts, fostering social engagement and repeat business.

Personas Served

Food Enthusiast/Social Foodie



Vendor Support System

24/7 helpline, hygiene tutorials, and easy ingredient ordering to assist vendors in maintaining quality and efficiency.

Personas Served

Vendor/Street Food Seller



Food History & Customer Engagement

Display bestsellers, live dish count, and the history of iconic foods to enhance consumer choices and engagement.

Personas Served

Customer/Explorer of Unique Foods



Leaderboard Chef

Introduce a competitive "Street Chef of the Week" leaderboard based on reviews, order volume, and presentation, offering vendors free promotion and perks.

Personas Served

Vendor/Street Food Seller



AI-Powered Route Optimization

Use AI to optimize delivery routes, reduce carbon emissions, and lower costs by allowing drivers to handle multiple orders simultaneously.

Personas Served

Delivery Driver/Food Courier





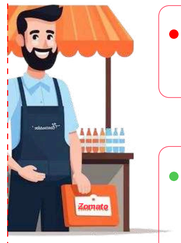
Solution 1: Incentify

Problem

60% of the vendors rely on loans from various sources to finance the installation of their food carts.

76% of vendors rely solely on food sales, struggling to manage loans and household expenses.

Onboarding	Trial Period	Performance based Rewards	Regular Operations
• Vendors register with Zomato at no upfront cost • Zomato provides a Starter Kit • Zomato ambassadors assist vendors in setting up their profiles, menus, and training them on the vendor app.	• **Duration :** 45 Days • No commission will be charged for the first 45 days, with metrics tracked to assess grant eligibility. • **Metrices Tracked :** -Number of orders -Average Customer Ratings -Operational Consistency	• The top 25% of vendors, at most, will qualify for the grant. • **Phase-1 Grant :** Marketing promotion on the Zomato app and social media. • **Phase-2 Grant :** Infrastructure support (e.g, better carts or small kitchen upgrades).	• **Time period :** Post 45 days • Vendors have to pay a 10% commission on every order. • Vendors can subscribe to Value-Added Services (Optional)



For Vendors

For *Zomato*

Pain-Points Solved

- Risk-Free Entry and reduces financial strain and operational costs, aiding business sustainability.

- Encourages vendors to join Zomato, while building loyalty and enhancing platform trust.

Value added

- Eases financial burden through commission-free periods and grants.
- Supports business growth by reducing operational costs.

- Attracts more vendors, driving platform expansion and easy onboarding.
- Enhances brand reputation through vendor-centric initiatives and sustainability.



Break-Even Analysis	
Category	**Cost (in rupees)**
Setup costs	
Vendors Starter Kit	120,000
Marketing Cost	300,000
Phase-2 Grant	750,000
Onboarding	200,000
Operations	350,000
Total cost	28,00,000
Vendors Starter Kit (per vendor)	
Hygiene Materials	400
Eco-Friendly Packaging	600
Zomato Branding Materials	200
Training and Onboarding Materials	200
Miscellaneous	100
Total	1,500
Initial 45 days revenue	
GMV	43,200,000
Post 45 days revenue (11 months)	
GMV	38,880,000
Comission	3,888,000
VAS	660,000
Total revenue	43,428,000
Net-Profit	40,628,000
Break Even orders	13 orders/vendor/day





Solution 2: Hyperpure X Zomato

1. **65%** of customers perceive street food as **unhygienic**, **affecting vendors' customer base**.
2. Vendors spend an average of **1-2 hours** **daily sourcing ingredients**, with peak times stretching to 4 **hours** during festivals or high-demand periods.
3. Ingredient **costs can spike** by up to **20%** during festivals and seasonal demand surges.
4. During monsoons, nearly **40%** of **vendors face supply disruptions**, causing a **25% drop in sales**.

VENDOR'S JOURNEY

Old	New
Vendors travel daily to local markets, spending hours sourcing ingredients.	Vendors register with Zomato and activate Hyperpure through their app
Negotiate prices with suppliers, often paying higher rates.	Vendors use voice/text commands to add ingredients to their daily or temporary cart.
Vendors struggle to find consistent quality, often settling for subpar ingredients.	Vendors set up auto-reorder for regular items, ensuring consistent supply.
Vendors carry that on back, facing transportation hassles and limited storage.	Hyperpure delivers ingredients directly to the vendor's location with convenience.
Seasonal fluctuations disrupt ingredient availability, causing operational delays.	Vendors receive weekly invoices reducing immediate cash flow pressure.

Pain Points Solved



Consistent Supply

Eliminates disruptions caused by seasonal fluctuations, ensuring a steady flow of ingredients.



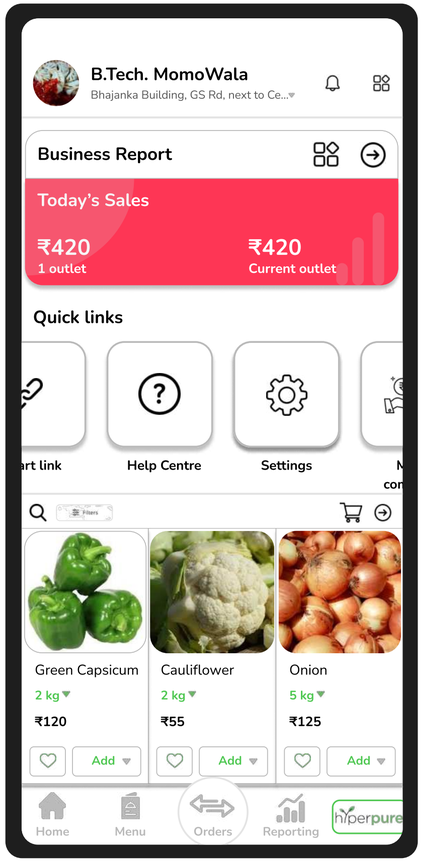
Time Savings

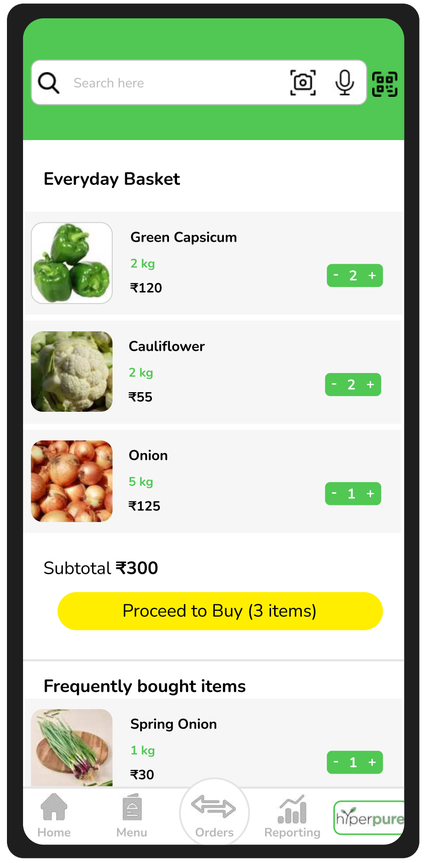
Reduces the need for daily market visits, freeing up vendors' time for business operations.



Cost Efficiency

Provides high-quality ingredients at competitive prices, easing financial strain and stabilizing margins.





Metrics	Traditional Procurement	Hyperpure Supply
Cost Per Month	₹12,000	₹10,000
Time Investment	20+ hours/month	3-4 hours/month
Quality Assurance	**Uncertain** (depends on local suppliers)	**High** (consistent quality, trusted supply chain)
Payment Flexibility	**Immediate payment** for every purchase	**Weekly payment** options (flexible terms)
Supply Chain Complexity	**High** (market visits, transportation and storage)	**Streamlined** (delivered to your door, no market visits)
Order Consistency	**Inconsistent** (based on local market availability)	**Reliable** (daily, guaranteed supply)

₹2,000 savings per month (Hyperpure's bulk procurement and pricing)

Through the collaboration of Zomato's street food with Hyperpure, Hyperpure's revenue increases by ₹4 million monthly (₹48 million annually), leading to an additional profit of ₹0.8 million per month (8% increase in overall profit).



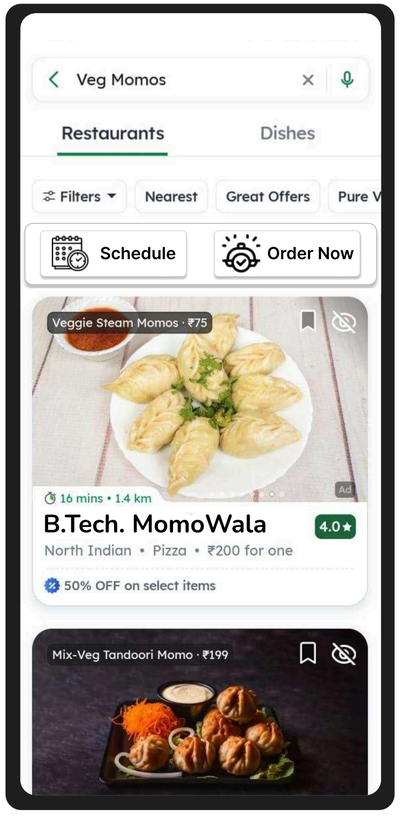


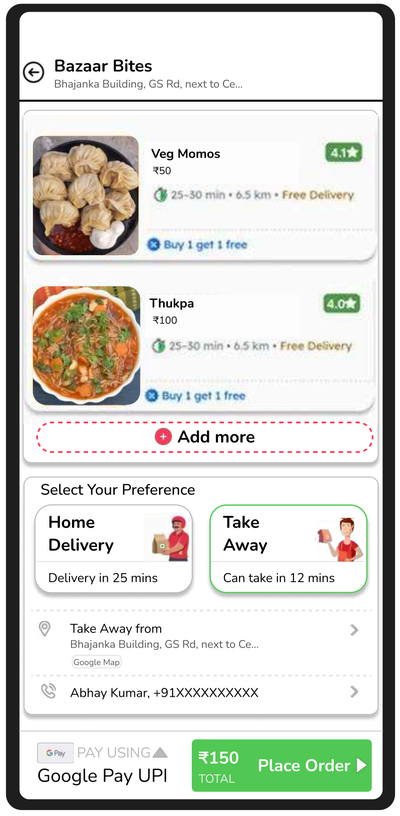
Solution 3: QuickPick

36% of consumers view crowded places as a challenge, which could discourage them from opting for street food.

48% of vendors resisted joining the online platform, fearing customer loss due to extra crowd and already having sufficient footfall.

The QuickPick feature offers users the flexibility to schedule home delivery or take-away orders with transparent costs, streamlined vendor operations, and dynamic time tracking, ensuring convenience for customers, efficiency for vendors, and revenue growth for Zomato.





User Journey Mapping

Users open the Zomato app, browse the street food section, and select a vendor or dish based on preferences

→ At checkout, users select either "Home Delivery" or "Take-Away" or they can schedule their order.

↓ If scheduled, users pick a specific time slot for delivery or pick-up, with the app displaying estimated times.

← Users pay online, with delivery orders charges while take-away orders reflect only the vendor's listed price.

↓ Users track their order status, including preparation progress and delivery/pick-up timings, .

→ The user receives their order at the scheduled time delivered or picked up from the vendor.

The green steps are the new addition to the current user journey



Special Features



Dual Scheduling Options



Efficient Vendor Management



Dynamic Time Transparency

User Benefits



Vendor

- Reduce crowding and prepare in advance with scheduled orders.
- Attract more customers and optimize staff and resources for scheduled orders.



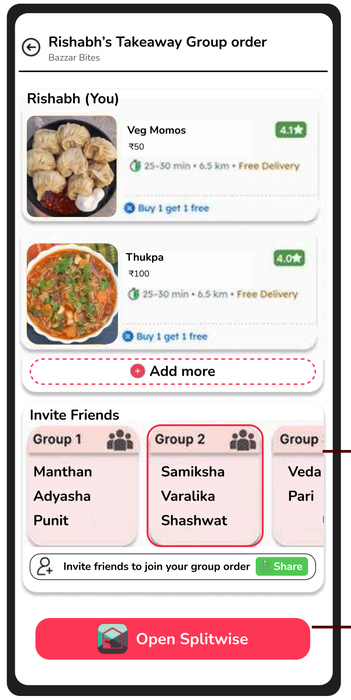
Consumer

- Avoid queues and choose between home delivery or pick-up based on preferences.
- Clear display of charges for delivery orders and no extra charges for take-away.



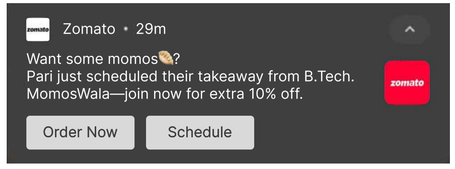
Solution 4: Zomates Space

- **20%** increase in group ordering in the food delivery industry, according to Zomato's post-covid report, maintained in India.
- GrabFood orders increased by over 16% across Southeast Asia during the [COVID-19] lockdown and as a result, the app is introduced some new service innovations —one of them was a group ordering feat



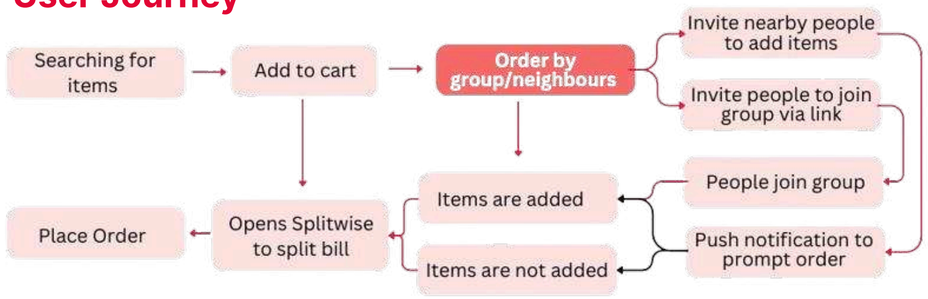
Once a user adds any item in the cart, he/she can visit the “Zomates” feature to add neighbours/ friends and order in groups

Integration of Splitwise which provides a seamless payment solution for group orders and improves UX



- Availability of schedule and order now option provides flexibility.
- Only the first 3 members can avail the discounts.

User Journey



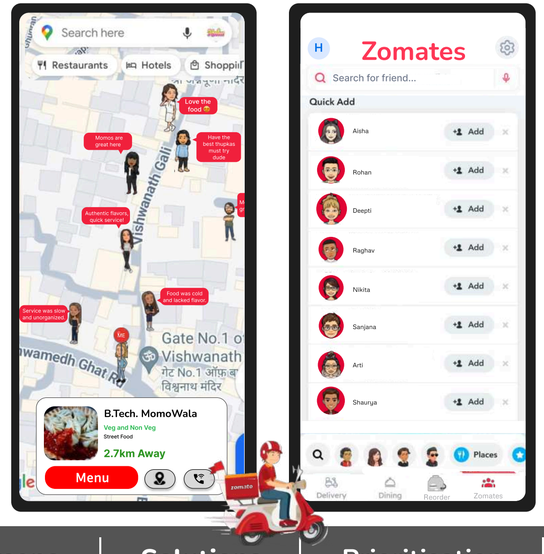
Zomato's community-driven solution allows users to form groups, coordinate orders, access personalized recommendations and enjoy discounts, enhancing the overall food experience.

Users can create communities based on location, friends, or work, fostering engagement.

Group members receive real time notifications with discounts for coordinating orders.

Real-time vendor location tracking and personalized reviews help users find the best options.

Users earn loyalty points for reviews, with a leaderboard and redeemable discounts.



Key Benefits



- Stay engaged with personalized food trends and reviews within your community while saving money through discounts and loyalty points.
- Enjoy convenience with coordinated pick-ups, live vendor maps, and enhanced dining experiences.



- Boost visibility with real-time mapping and community highlights, driving increased foot traffic and repeat customers
- Gain engagement through word-of-mouth publicity and loyalty rewards fostering stronger customer connections.



- Enhance user retention with loyalty points and social features while driving revenue growth through increased orders.
- Stand out with a unique blend of utility, social engagement, and gamification.



Prioritisation and Quanitifying the impact

FEATURE	REACH	CONFIDENCE	IMPACT	EFFORT	PROB. OF SUCCESS	POTENTIAL ROI	NET SCORE
Incentify	8/10	80%	●●●●○	●●●●○	●●●○○	●●●●○	3.8
Hyperpure x zomato	7/10	90%	●●●●○	●●●○○	●●●●○	●●●○○	5.04
QuickPick	8/10	85%	●●●○○	●●○○○	●●●○○	●●●○○	4.59
Zomates Space	9/10	80%	●●●○○	●●●○○	●●●●○	●●●○○	4.32

Net result is calculated as (# users x confidence x Impact x ARPU x Prob.) / (Implementation effort)

Quantifying the Impact

Hyperpure X Zomato

- Incremental revenue from orders : ₹21.6L/year
- Vendors cost savings : ₹1.04Cr/year
- Retention-driven revenue : ₹12 Cr/year

Zomates Space

- Incremental revenue from engagement : ₹28.8 L/year
- Revenue from retained users : ₹4 Cr/year
- Revenue from loyalty-driven orders : ₹36L/year





Guesstimate calculation 1 Guesstimate calculation 2

KPIs, Pitfalls and Mitigations

	Discovery	Adoption	Overall Satisfaction
Incentify	• # of vendors approached • Number of vendors retained	• # of vendors continuing after trial • # of vendors opting for VAS • % of vendors retained with/without grant	• Vendors interaction with platform
Hyperpure x Zomato	• # users linking street food app with hyperpure • Daily orders from vendors	• # clicks on the app for hyperpure • AOV by the vendors	• Quality of ingredients. • Margin saved by the vendor
QuickPick	• # of order scheduled • Ratio of delivery and take away order	• Increase in the number of scheduled orders. • Reviews and Ratings given by the user	• # of positive reviews • Increase in AOV of the scheduled orders
Zomates Space	• # of groups formed • % increase in user engagement • # of reviews posted and ratings given	• Adoption rate of "Splitwise" • Average order size for group orders	• Retention rates through loyalty programs • Increase in group order frequency

Pitfalls and Mitigations

Incentify

• Potential strain on Zomato's resources from scaling incentives • Challenges in tracking metrics and ensuring vendor profitability post-trial.	• Regional incentives and value-added services for scalability. • Onboarding support and KPI tracking for top performers.

Hyperpure x Zomato

• Seasonal demand strains supply, causing price spikes and margin impact. • Vendors hesitant due to cost concerns and over-reliance on Zomato.	• Build buffer inventory and partner with multiple suppliers to manage demand surges. • Highlight cost savings, provide onboarding, and ensure transparent communication.

QuickPick

• Users may cancel orders, disrupting vendor workflows and potentially causing wastage. • Scheduling errors or unexpected delays could lead to dissatisfaction among users.	• Implement a nominal cancellation fees to discourage frivolous order changes. • Adjust preparation and delivery times in real-time, ensuring smoother coordination.

Zomates Space

• Resistance to group ordering and limited visibility of community features. • Group discounts may reduce margins, and discount restrictions could limit participation.	• Promote features with banners, notifications, and rewards to drive usage. • Simplify group ordering, ensure reliable updates, and manage vendor capacity.





Add-on Nudge features

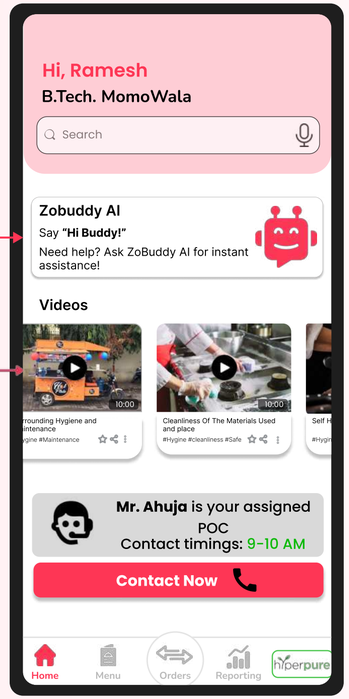
15% of consumers avoid street food due to hygiene concerns, reducing demand.

18% of vendors face inventory shortages, disrupting customer service.

Vendor Support System

A 24/7 AI assistant providing real-time vendor support

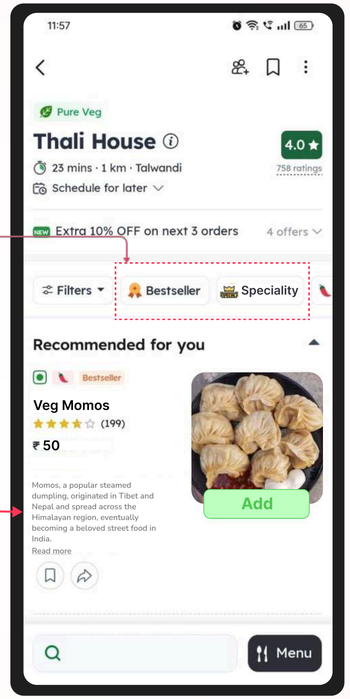
Tutorials on hygiene practices to improve food quality and safety



Food History & Customer Engagement

Bestseller and speciality sections highlighting popular dishes and famous local specials

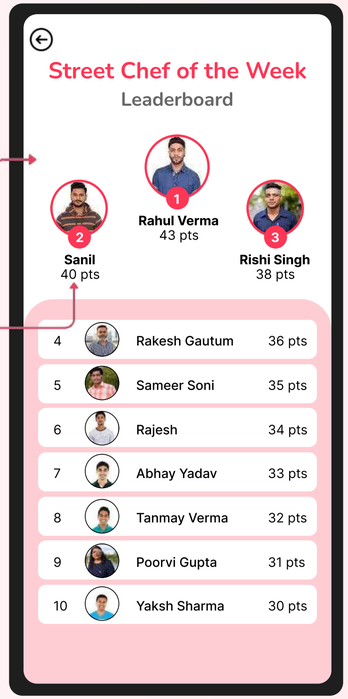
Display of cultural and historical significance for iconic foods



Leaderboard Chef

A gamified leaderboard ranking vendors

The score is calculated based on five metrics:
Reviews Score
Order Volume Score
Timeliness Score
Food Quality Score.



- **Reduces operational downtime** by addressing challenges in real-time.
- Hygiene tutorials **improve food safety standards**, boosting consumer trust.

HOW DO THESE AFFECT ANYTHING?

- **Offers insights** into trending dishes and their backstory, **enhancing** the experience.
- Bestseller and speciality sections **guide consumers** to popular and trusted options.
- Highlights **signature dishes**, **increasing order volumes** for vendors with standout items.

- **Encourages vendors** to improve service quality, menu innovation, and customer satisfaction.
- **Builds confidence** by showcasing highly-rated vendors, making food choices easier.

Product Roadmap

Feature	M1	M2	M3	M4	M5	M6
Incentify	Reach to the street food vendors; Marketing of the programme	Pre-registration of vendors	Management of resources	Launch of the program; Providing resources and training to vendors		Measure success
Hyperpure X Zomato	Management plan with Hyperpure chain	Explaining model to vendors; Launch of the feature				
QuickPick	Gathering the user feedback; Pilot testing	Analysing results; Launch of the feature				
Zomates Space		Understanding reference of users for dishes; Technological integration		Launch of the community	Iterate and refining	
Add-On Nudge	Food history		Vendor support system		Chef leaderboard	

★ indicates the launch of main features



Thank You

Amigos

Sparsh Parashar

Bhoomi Sharma

Dinesh Sahoo

Raunak Sahu

We are open to feedback and questions! :)

Appendix

zomato

Assumptions

	A	B
1	**Vendors Onboarded in Phase 1:**	800 vendors.
2	**Retention Rate After Trial:**	75% (600 retained vendors).
3	**Grant Eligibility:**	Only 25% of retained vendors (150 vendors).
4	**Grant Cost per Vendor:**	₹5,000.
5	**Marketing Cost Eligibility:**	Same as grant eligibility (150 vendors).
6	**Marketing Cost per Vendor:**	₹2,000.
7	**Daily Orders per Vendor (Trial Period)**	10 orders/day.
8	**Daily Orders per Vendor (Post-Trial):**	18 orders/day.
9	**Average Order Value (AOV):**	₹120.
10	**Commission Rate (Post-Trial):**	10%.
11	**VAS Adoption Rate:**	20% of retained vendors.
12	**VAS Revenue per Vendor:**	₹500/month.

Finance

Break-Even Analysis	
Category	**Cost (in rupees)**
Setup costs	
Vendors Starter Kit	**120,000**
Marketing Cost	300,000
Phase-2 Grant	750,000
Onboarding	200,000
Operations	350,000
Total cost	28,00,000
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Hygiene Materials	400
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Zomato Branding Materials	200
Training and Onboarding Materials	200
Miscellaneous	100
Total	1,500
Initial 45 days revenue	
GMV	43,200,000
Post 45 days revenue (11 months)	
GMV	38,880,000
Comission	3,888,000
VAS	660,000
Total revenue	43,428,000
Net-Profit	40,628,000
Break Even orders	13 orders/vendor/day







Appendix

User Research 1

Timestamp	Where do you currently live?	What's your Age?	How often do you consume street food in a w	What Describes you the best?	How do you define "Best Street Food?"	Why would you prefer to ea
8/11/2024 20:59:08	Bhiwadi	18-24	3-4 times	Health-Conscious Eater	True local or Authentic experience.	Quick to Eat
8/11/2024 21:00:02	Hyderabad	25-34	Less than once	Health-Conscious Eater	Hygienic Food and Clean Shop	Affordable
8/11/2024 21:04:29	Oshin	25-34	1-2 times	Just a Foodie	Must be delicious and packed with flavor.	Affordable
8/11/2024 21:04:41	Hyderabad	25-34	Less than once	Street Food Lover	True local or Authentic experience.	Quick to Eat, They use Fre
8/11/2024 21:21:16	Belgaum	25-34	Less than once	Food Blogger or Content Creator	Hygienic Food and Clean Shop	Affordable, They use Fresh
8/11/2024 21:25:30	New Delhi	25-34	Less than once	Health-Conscious Eater	True local or Authentic experience.	Affordable
8/11/2024 21:32:00	Belgaum	25-34	Less than once	Traveler Seeking Local Experiences	Great Taste at Affordable price	Affordable
8/11/2024 21:43:25	Bangalore	18-24	Less than once	Traveler Seeking Local Experiences	Must be delicious and packed with flavor.	Affordable, Quick to Eat, y
8/11/2024 22:02:31	Vadgaon, Belgaum	25-34	Less than once	Health-Conscious Eater	Hygienic Food and Clean Shop	They use Fresh Vegetable
8/11/2024 22:29:23	Delhi	18-24	Less than once	Just a Foodie	Must be delicious and packed with flavor.	Affordable, Quick to Eat, Tl
8/11/2024 22:34:12	Hyderabad	25-34	1-2 times	Traveler Seeking Local Experiences	True local or Authentic experience.	Quick to Eat, They use Fre
8/11/2024 22:45:13	Bangalore	25-34	1-2 times	Street Food Lover	True local or Authentic experience.	Quick to Eat
8/11/2024 22:56:00	Mumbai	25-34	Less than once	Health-Conscious Eater	True local or Authentic experience.	Affordable
8/11/2024 23:17:55	Mumbai	25-34	1-2 times	Just a Foodie	Great Taste at Affordable price	Affordable, Quick to Eat, Tl

User Research 2

Timestamp	Email Address	What is ur age?	Occupation?	Location?	How often do you eat street food?	What motivates you to eat street food? (Selec	When do you ty
12/21/2024 13:47:21		18-25	Working Professional	Tier 1 cities	Weekly	Taste, Affordability, Convenience, Variety	Dinner
12/21/2024 14:15:32	vanditha.b97@gmail.com	26-34	Other (Please specify) 1	Hyderabad	Monthly	Taste, Affordability, Other (Please specify)	Breakfast, Dinr
12/21/2024 14:15:46	shalinirathod35@gmail.com	26-34	Other (Please specify) 1	Tier 1 cities	Monthly	Taste, Affordability	Snacks, Dinner
12/21/2024 14:24:55	nikk.hill.678@gmail.com	18-25	Student	Tier 2 cities	Weekly	Taste, Social Experience	Snacks
12/21/2024 14:25:48	bhukyapreethamrathod@gmail.com	18-25	Student	Tier 3 cities	Weekly	Taste, Affordability, Convenience	Snacks
12/21/2024 14:39:40	mohitmeena9703@gmail.com	18-25	Student	Tier 3 cities	Weekly	Taste, Affordability, Convenience, Variety	Snacks, Dinner
12/21/2024 14:39:58	egasaineet@gmail.com	18-25	Student	Tier 4	Monthly	Taste	Snacks, Late n
12/21/2024 14:58:40	itsmerajesh4906@gmail.com	18-25	Working Professional	Tier 1 cities	Weekly	Taste, Convenience	Late night snac
12/21/2024 15:05:17	sdrk19111999@gmail.com	18-25	Working Professional	Tier 1 cities	Daily	Taste, Affordability, Convenience, Variety, Social E	Snacks, Dinner
12/21/2024 15:41:03	rdhrunayash@gmail.com	18-25	Student	Tier 3 cities	Weekly	Taste, Affordability, Variety, Social Experience	Snacks
12/21/2024 16:19:39	asvartwerty7@gmail.com	18-25	Working Professional	Tier 1 cities	Weekly	Taste, Affordability, Convenience	Dinner
12/21/2024 16:27:15	prateekmarda@gmail.com	35-46	Working Professional	Tier 1 cities	Rarely	Other (Please specify)	Snacks
12/21/2024 16:41:35	ankola.nagraj07@gmail.com	18-25	Working Professional	Tier 1 cities	Weekly	Taste, Convenience, Social Experience	Snacks, Dinner
12/21/2024 16:47:44	shreyashrathod81@gmail.com	18-25	Student	Tier 1 cities	Daily	Taste	Snacks







Appendix

Hyperpure X Zomato Guesstimate

	A	B
1	**Key Metrics**	
2	**Number of Vendors Onboarded**	
3	Total street food vendors in Guwahati we are onboarding	1000 vendors
4	Estimated percentage of vendors joining Hyperpure	40% (conservative estimate for early adoption)
5	**Onboarded vendors**	400 vendors.
6		
7	**Increase in Street Food Orders**	
8	Average street food orders on Zomato per month in Guwahati	**1,00,000**
9	Estimated increase due to improved quality and consistency	**15%**
10	Incremental orders	**15,000 additional orders/month.**
11	Average revenue per order for Zomato (commission):	**₹12/order.**
12	Incremental revenue:	₹1.8L/month.
13	Annualized revenue:	₹21.6 L/year.
14		
15	**Vendor Retention and Platform Stickiness**	
16	Retention rate improvement due to convenience	0.1
17	Without Hyperpure: Retention	**7,500 vendors.**
18	With Hyperpure: Retention	**8,500 vendors.**
19	Additional retained vendors	**1,000.00**
20	Revenue from retained vendors	₹12 Cr/year
21		
22	**Cost Savings for Vendors**	
23	Approx pricing margin vendors get on hyperpure:	18%
24	Vendor monthly investment on ingredients:	12,000
25	Cost saved monthly	Rs 2160
26	annually saved cost:	Rs 25,920
27	Total cost saved	1,03,68,000 Rs

Zomates Space Guesstimate

	A	B
1	**Key Metrics**	
2	**Increase in Social Engagement**	
3	Current active Zomato users in Guwahati:.	2,00,000
4	Percentage of users joining communities (assumption): .	20%
5	Users joining communities	40,000 users.
6	Engaged users visit Zomato 20% more frequently	
7	(current average: 5 visits/month → 6 visits/month).	
8	Incremental visits	**40,000 extra visits/month**
9		
10	**Revenue Growth via Engagement**	
11	Average order conversion rate from a visit:	5%
12	Average order value	₹120
13	Additional orders due to community engagement:	**2,000 incremental orders/month.**
14	Revenue from these orders:	₹2.4L/month.
15	Annual revenue:	₹28.8 lakh/year
16		
17	**Savings from User Retention**	
18	Current churn rate:.	**20%**
19	Reduction in churn through community bonding:	10% improvement.
20	**Retained users**	20,000 users retained annually.
21	**Value of a retained user:**	
22	Average annual spend per active user:	₹2,000
22	Average annual spend per active user:	₹2,000
23	Additional revenue from retention:	₹4Cr/year.
24		
25	**Additional Revenue via Loyalty and Offers**	
26	Percentage of community users availing loyalty points/offers:	30%.
27	Incremental orders from loyalty-driven offers:	**30,000 orders/year.**
28	**Revenue from loyalty-driven orders:**	₹36 lakh/year







REFERENCE LINKS

Financial Report

Street Vendor data

Zomato Data

Market research1

User Survey of Guwahati Vendors

General Primary Research

Market Research2

User research

User research 2

References

Guesstimate calculation 1

Guesstimate calculation 2

Reference 1

Reference 2

Score Formula





