



ENTERPRISE ANALYSIS AND DESK RESEARCH

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E-COMMERCE

FOUNDERS AND PROMOTERS OF ZOMATO

- ▶ Zomato was founded as FoodieBay in 2008 by Deepinder Goyal and Pankaj Chaddah who worked for Bain & Company.
- ▶ The website started as a restaurant listing and recommendation portal.



Zomato's Mission

At the moment, Zomato does not seem to have a formal mission and vision statement, but according to Pankaj Chaddah, co-founder and COO of Zomato, **“We want to be the 'Google' of food. Our vision is to be the global platform when someone is looking for food locally”**.

Management Structure

<u>Name</u>	<u>Designation</u>
Akshant Goyal	Chief Financial Officer
Aparna Popat Ved	Independent Director
Deepinder Goyal	Managing Director & CEO
Douglas Lehman Feagin	Non Executive Director
Gunjan Tilak Raj Soni	Independent Director
Kaushik Dutta	Chairman & Ind. Director
Namita Gupta	Independent Director
Sandhya Sethia	Co. Secretary & Compl. Officer
Sanjeev Bikhchandani	Non Executive Director
Sutapa Banerjee	Independent Director

Financial Structure

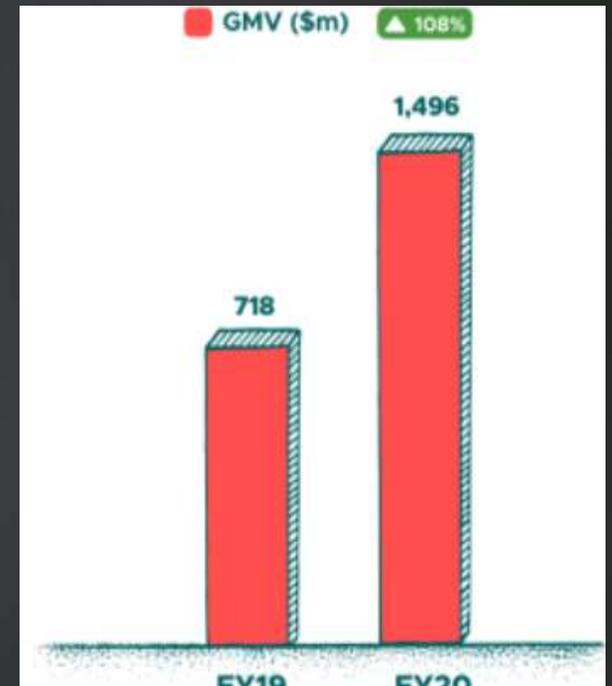
- ZOMATO LIMITED for the financial year ending on 31 March, 2022. Revenue / turnover of ZOMATO LIMITED is Over INR 500 cr
- Net worth of the company has increased by 104.24 %
- EBITDA of the company has decreased by -386.75 %
- Total assets of the company has increased by 100.05 %
- Liabilities of the company has increased by 40.38 %

Challenges Faced By Zomato During Covid-19

- ▶ Kitchens have also started facing issues with procuring supplies to run operations, further pressuring them to shut shop.
- ▶ Orders on food delivery platforms Zomato are down by at least 60% across cities. Zomato said it has been operating at 30% delivery capacity. The company has also been facing issues across cities while delivering food despite being classified as an essential service.
- ▶ Over the last few days, several pockets of Mumbai, Gurgaon and Ahmedabad saw food deliveries drop to zero with restrictions on movement of people as well as the closure of most restaurants. Restaurant operators told that they have been forced to shut down due to shortage of manpower and fresh supplies

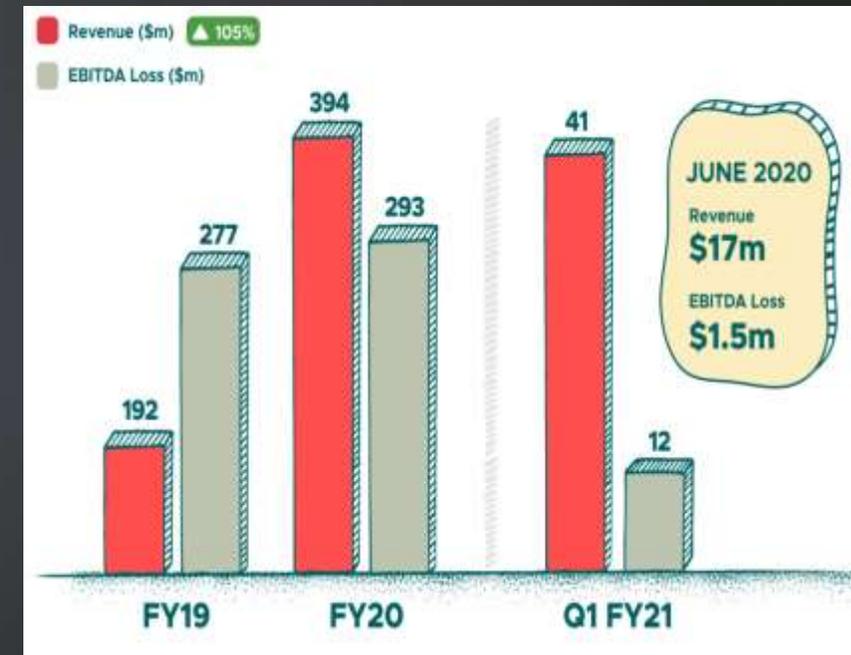
Sales Forecast Of Zomato During Covid-19

FY20 was a defining year for food delivery in India. While FY19 saw hyper-competition between 4 well-funded food delivery players, FY20 ended with a two player market structure. Zomato's FY20 India Food Delivery GMV grew by 108% over FY19. The transition of users and merchants from Uber Eats India to Zomato was swift, and so well coordinated by both the teams that we were able to transfer and retain 97% of the combined GMV on the Zomato app. Right after the rise of COVID-19 cases in India towards the end of March, our food delivery GMV hit its lowest point in two years – GMV was 80% down in the last week of March 2020, compared to our peak pre-COVID-19 week (in mid February). As of now, our food deliver



Sales Of Zomato during Covid And Post Covid

- ▶ In the last few quarters, as is evident from the charts above, we fast tracked our efforts towards making our business profitable and drive efficiency into our spends. While COVID-19 has impacted the size of our business, it has accelerated our journey to profitability. In terms of the size of the business, COVID-19 has set us back by a year or so – but a year is only a small blip when you are building a company for the next 100 years.
- ▶ Having said that, COVID-19 has positively impacted the health of our business – we seem to have gained 2-3 years along this vector. In July 2020, we estimate our monthly burn rate to land under \$1m, while our revenue should land at ~60% of pre-COVID peaks (\$23m per month). We expect to make a complete recovery in the coming 3-6 months while continuing to maintain tight control on costs/profitability.



How Zomato Handled His Employee During Covid

- ▶ There is a rapid increase in the online delivery services. Though the spread of COVID19 and the implementation of lockdown has taken a huge toll on the buying habit of the consumers. After the restrictions of lockdown were loosened the hospitality related industry is again gaining momentum. Enhanced demand can be seen for such services now. The company has taken some steps and implemented some creative initiatives with its partners, to effectively deal with the crisis of COVID19. We can see that there has been a stupendous decrease in the orders, but at the time the company is seen to gain a healthy momentum too. Consumers don't remain loyal to any particular firm. The company must definitely work on expansion in the rural areas as there exists so many customers in these regions. The existing problems related to Logistics, quality of food and timely delivery must remain the focus of the company.

Policies of the government and support given to Zomato

- ▶ New Delhi, Ministry of Housing and Urban Affairs (MoHUA) has joined hands with Zomato for home delivery of street food in six cities.
- ▶ As a part of Prime Minister Street Vendor's AtmaNibhar Nidhi (PM SVANidhi) Scheme, the MoHUA entered into MoU with Zomato, to bring street food vendors on its food-tech platform.

Thank You