



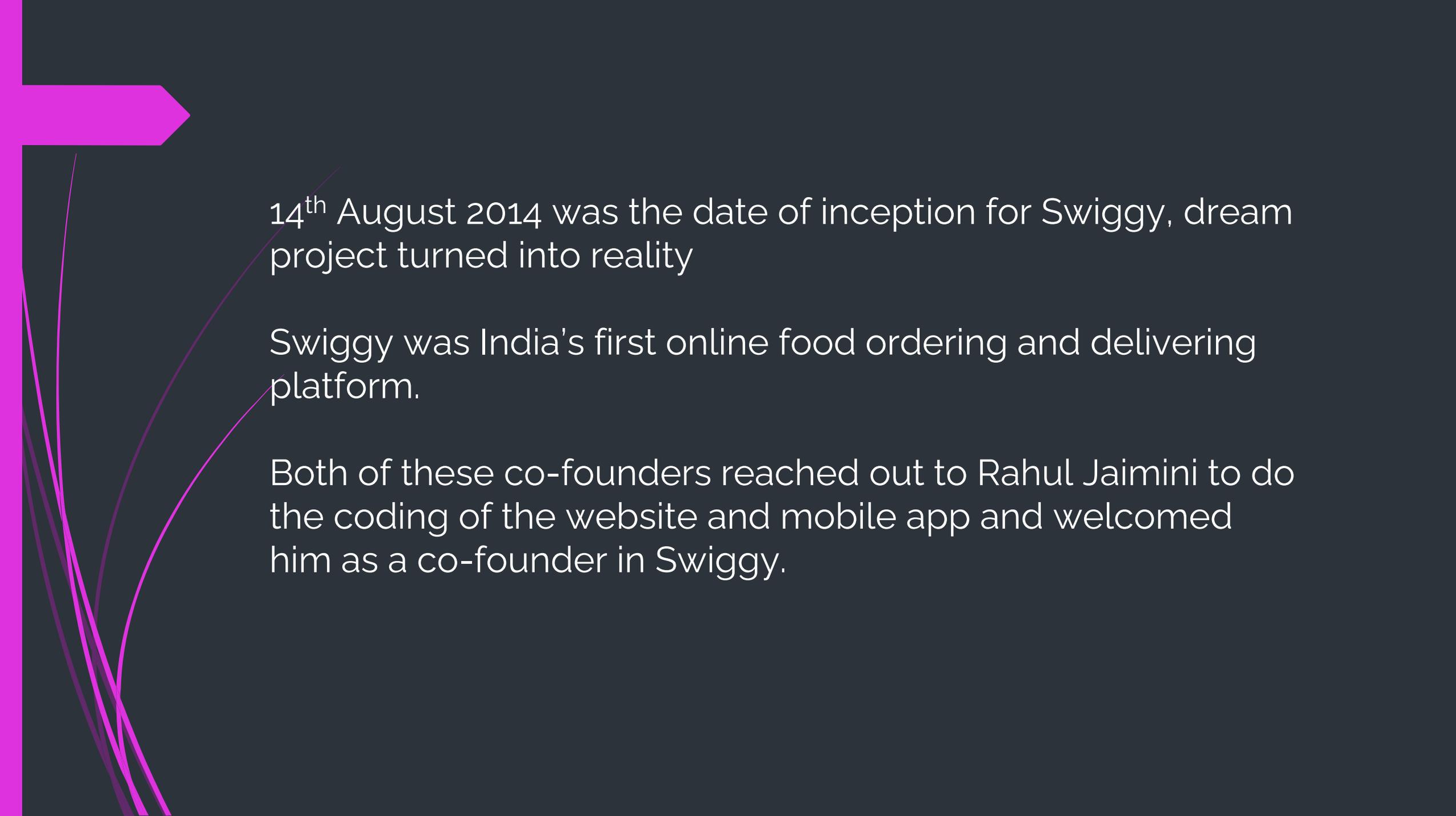
ENTERPRISE ANALYSIS AND DESK RESEARCH

NAME- Ajagiya Nidhi

E-COMMERCE

HISTORY OF SWIGGY

Swiggy can be called a second entrepreneurial venture of co-founders Nandan Reddy and Sriharsha Majety, first one being, **Bundl**. Both the co-founders are alumni of BITS, Pilani and after years of working and interning, they got together to introduce their joint venture, Bundle which is a logistics aggregator that joins together SMEs to Courier Service Providers. The business was doing perfectly fine but the founders were not satisfied and realised that there is a great unexplored potential in the food industry of India.



14th August 2014 was the date of inception for Swiggy, dream project turned into reality

Swiggy was India's first online food ordering and delivering platform.

Both of these co-founders reached out to Rahul Jaimini to do the coding of the website and mobile app and welcomed him as a co-founder in Swiggy.



SWIGGY'S MISSION

Swiggy's vision is to elevate the quality of life of urban consumers by providing unparalleled convenience.

Swiggy cofounder Sriharsha Majety: Our mission is to change the way India eats

MANAGEMENT STRUCTURE

Name

Designation

Rahul Bothra

Chief Financial Officer

Shali Barua

Independent Director

Sriharsha Majety

Managing Director & CEO

Pal Anandh

Non Executive Director

Gunjan Tilak Raj Soni

Independent Director

Mallika Srinivasan

Chairman & Ind.Director

Financial Structure

Swiggy's revenue from operations jumped 2.2 times to **₹5,705 crore** during the fiscal year ending March 2022 compared with ₹2,547 crore.

Net worth of the company has **\$5.5 billion**

Total assets of the company has increased by **110.05 %**

Liabilities of the company has increased by **40.38 %**



Challenges Faced By Swiggy During Covid-19

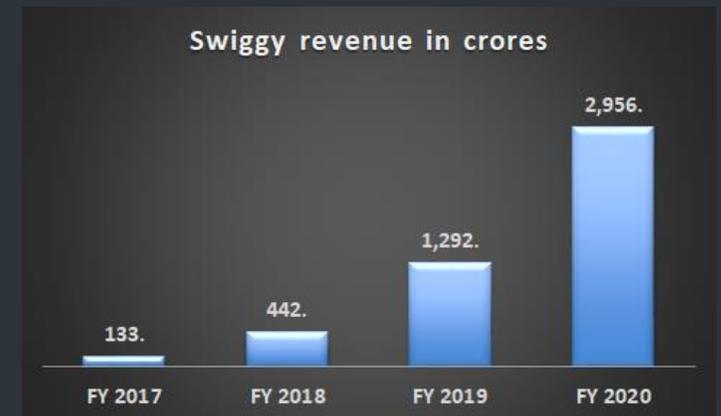
Kitchens have also started facing issues with procuring supplies to run operations, further pressuring them to shut shop.

Orders on food delivery platforms Swiggy are down by at least 60% across cities. Swiggy said it has been operating at 50% 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 Swiggy 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. Swiggy's FY20 India Food Delivery GMV grew by 108% over FY19. The transition of users and merchants from Uber Eats India to Swiggy 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 Swiggy 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).

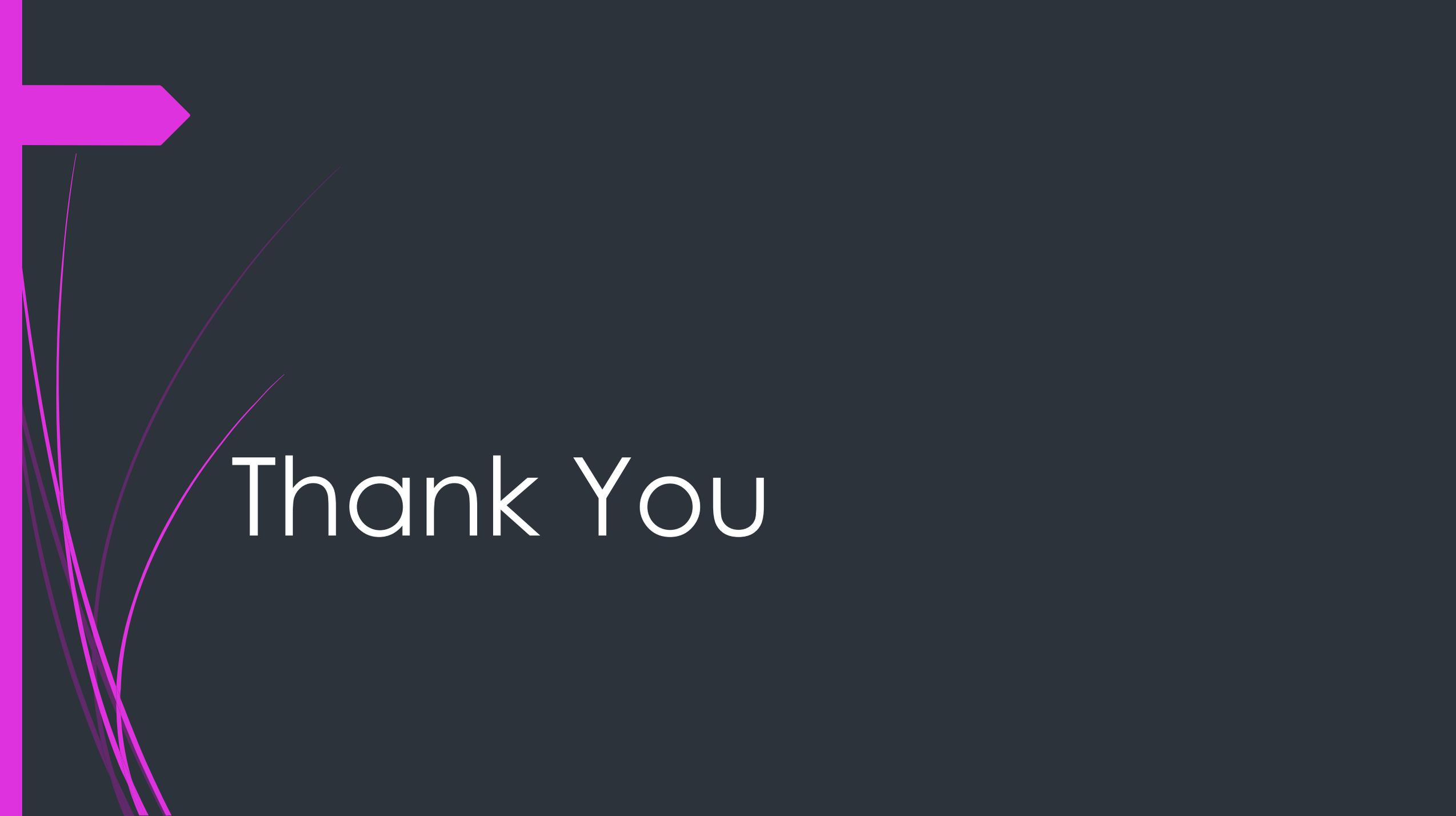




Policies of the government and support given to Swiggy

New Delhi, Ministry of Housing and Urban Affairs (MoHUA) has joined hands with Swiggy 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 Swiggy, to bring street food vendors on its food-tech platform.

A decorative graphic on the left side of the slide. It features a solid pink arrow pointing right, positioned at the top. Below the arrow, several thin, curved pink lines of varying lengths and colors (ranging from light pink to a darker magenta) sweep downwards and to the right, creating a sense of movement and depth. The background is a solid, dark blue-grey color.

Thank You