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“Marketing Strategy of Zomato”

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ABSTRACT :

This research paper explores the journey, business model, and market strategy of Zomato – India’s leading food delivery and restaurant discovery platform. The paper also discusses Zomato’s operations, customer engagement tactics, revenue model, and challenges. Through data analysis and findings, this paper aims to highlight Zomato’s contribution to the Indian food-tech space.

Introduction

Zomato, founded in 2008 by Deepinder Goyal and Pankaj Chaddah, has transformed how people in India and globally discover and consume food. Initially launched as a restaurant discovery platform, it quickly evolved into a food delivery giant. Zomato’s wide reach, technology-driven approach, and marketing genius have helped it remain competitive in a crowded market.

Research Methodology

This paper is based on secondary data collected from company reports, business articles, financial analysis, and credible websites such as Economic Times, Business Standard, and Zomato’s official reports. No primary surveys were conducted.

Data Analysis

Business Model:

Zomato follows a commission-based revenue model. It earns revenue through delivery charges, restaurant advertisements, Zomato Pro subscriptions, and Hyperpure (its supply chain solution for restaurants).

User Base:

As of 2023, Zomato has over 70 million monthly active users in India, making it one of the most widely used food delivery apps in the country.

Key Acquisitions:

Zomato has acquired Uber Eats India, Blinkit (for grocery delivery), and entered into multiple partnerships with cloud kitchen companies to strengthen its ecosystem.

Financials (2023):

Zomato reported approximately ₹7,000 crore in revenue in the year 2023. Though the company is still in losses, the gap has been reducing steadily, showing a shift toward profitability.

Findings

- Zomato has successfully expand its service portfolio and customer base, staying ahead of most competitors.
- The brand enjoy strong recall among youth urban customers , Largely due to its creative marketing campaigns.
- Operational efficiency and adoption of technology have significantly improved customer satisfaction and delivery experience.
- Profitability remains challenges, but year-on-year performance indicates consistent improvement.
- Zomato’s ability to adapt quickly, invest in innovation, and maintain adiversified offering gives it a competitive edge in the-tech space.

Conclusion

Zomato is not just a food delivery app; it’s a tech-savvy platform that connects restaurants with millions of users. Despite facing challenges like competition and profitability, Zomato continues to grow by adapting quickly and focusing on user experience.

Recommendations

- Expand in Tier 2/3 cities with local delivery models
- Strengthen profitability by optimizing delivery costs
- Improve satisfaction for delivery partners (better pay, incentives)
- Invest in AI and personalization to retain customers
- Focus more on sustainability in packaging and operations

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