



## NANDAN REDDY, SRIHARSHA MAJETY, & RAHUL JAIMINI

### FOUNDERS

**Nandan Reddy, & Sriharsha Majety** are alumni of Birla Institute of Technology and Science (BITS) Pilani.

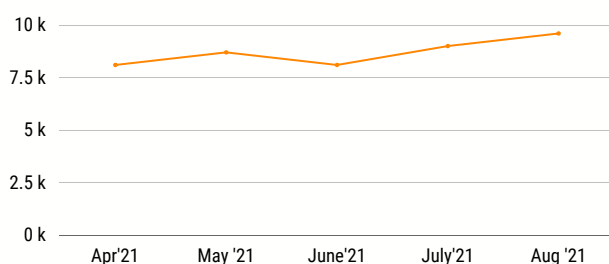
**Rahul Jaimini** is an alumnus of IIT Kharagpur.

### ANALYTICS

- **Swiggy website rankings:**

- **Global rank** : 4,431
- **Category (Food & Drink)** : #1

- **Swiggy traffic overview:**



### ABOUT SWIGGY

- Founded in 2014, **Swiggy** started with just 25 restaurants on its platform.
- Headquartered in Bengaluru, Swiggy operated with just six delivery executives.
- But, in just 3 years, they were operating with over 6,000 delivery executives.
- They started serving in 8 cities - **Delhi-NCR, Mumbai, Bengaluru, Hyderabad, Chennai, Kolkata, and Pune.**
- Swiggy aims to create a dedicated delivery network and a smoother technology-driven logistic channel.

### CONTACT INFO



[www.swiggy.com](http://www.swiggy.com)

[Source: [www.similarweb.com](http://www.similarweb.com)]

## SWIGGY BUSINESS MODEL:

Swiggy has two major revenue streams:

- Major part of Swiggy's revenue is from the **commission** from restaurants for **lead generation**.

- Also the **delivery charge** from customers on orders below a specific threshold (**Rs. 200**), adds to their total revenue.

## SWIGGY MARKETING STRATEGIES:

- Swiggy's marketing strategy comprises both **online** and **offline** marketing campaigns.

- Their **marketing platforms** include - Facebook, Twitter, Youtube, Pinterest, and Instagram.

- Swiggy uses its **Social media** not just for campaigns but also to enhance **customer engagement**.

- They also solve the **grievances of their customers** via **social media handles**.

- Some of their popular campaigns include - **#Secondtomom, #DiwaliGhayAayi, #SingwithSwiggy, & Know your food series** of pictures and food walks in a local area.

- The company has built solid **brand awareness** and connects with its audience through these channels.

## IMPACT OF COVID-19 ON SWIGGY

- Amid this pandemic, Swiggy started delegating and taking up versatile roles through its delivery strategies.

- From essential grocery to staple food items, everything was delivered within two hours.

- They stepped up to deliver masks and hand sanitizers, given the need of the situation.

- The app also introduced **Swiggy Genie**- your very own delivery partner. This aimed to deliver or pick up anything from documents to a pair of keys!

- Swiggy is also in talks with restaurants to provide 'LIVE' streaming from the restaurants from where you have ordered.

- Swiggy has come a long way in the food chain.

- The journey that started from a bootstrapped start-up business to a highly-invested in technology-driven business- Swiggy is an inspiration for future startups!