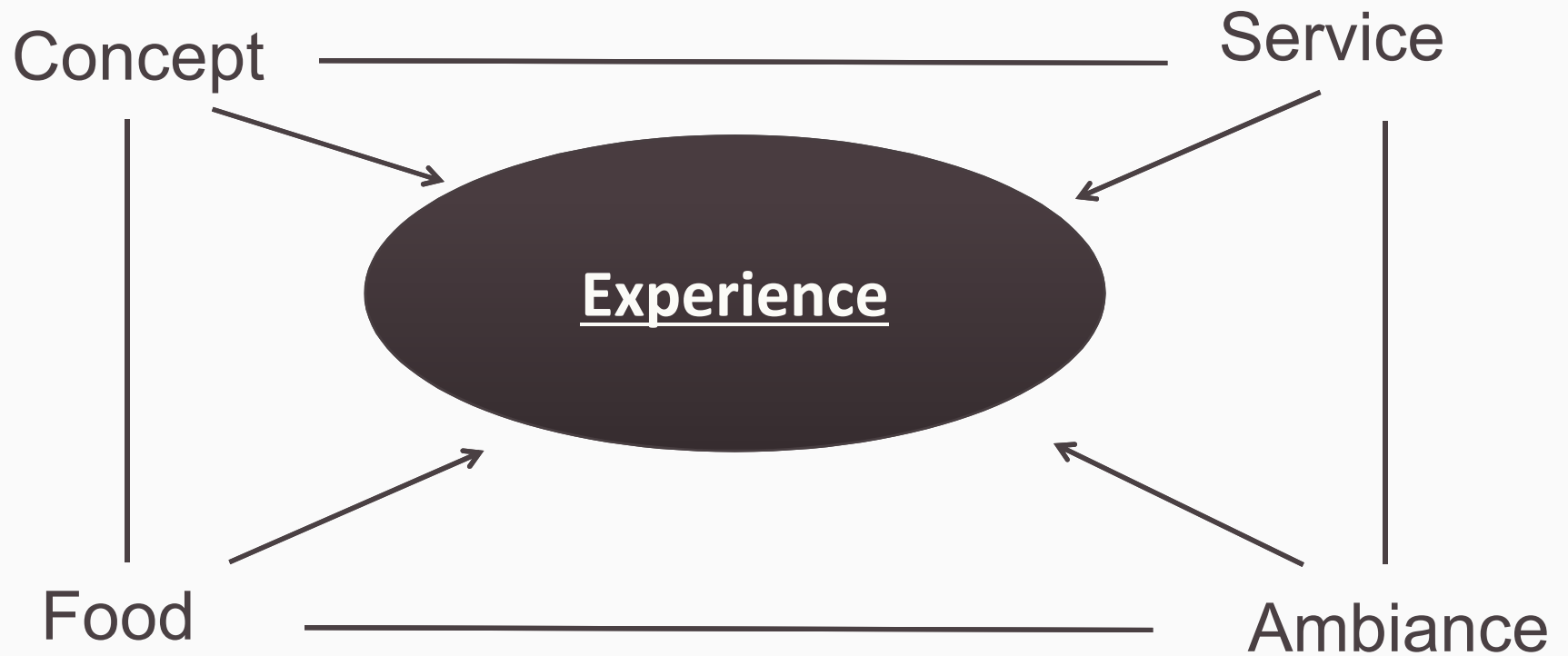


zomato.com

THE ANATOMY OF A CONSUMER:

Connecting Consumers with Profitability

What are we offering to the customer?



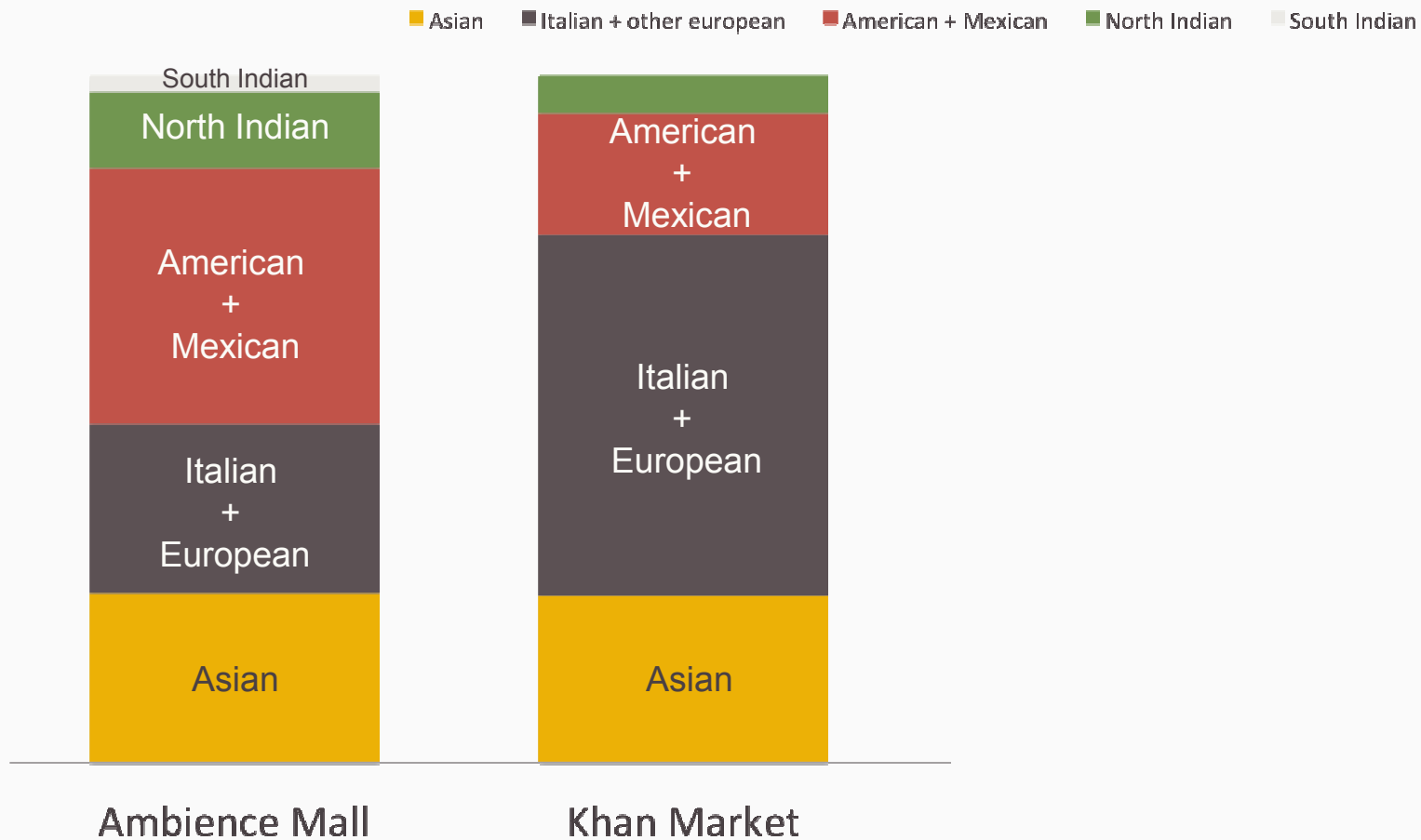
Can the same experience work everywhere?

Understand the customer you are going to target

- Very few concepts are universally acceptable
- Since success depends a lot on the customer base being served, what are the trends to watch out for in the market?
 - Cuisine, Concept, Pricing, ...
- Families do matter, but are the most difficult to please!
 - The biggest criteria for a family to chose their favourite place is safety and comfort
 - It sounds untrue, but food is not the important criteria for a family to chose their place

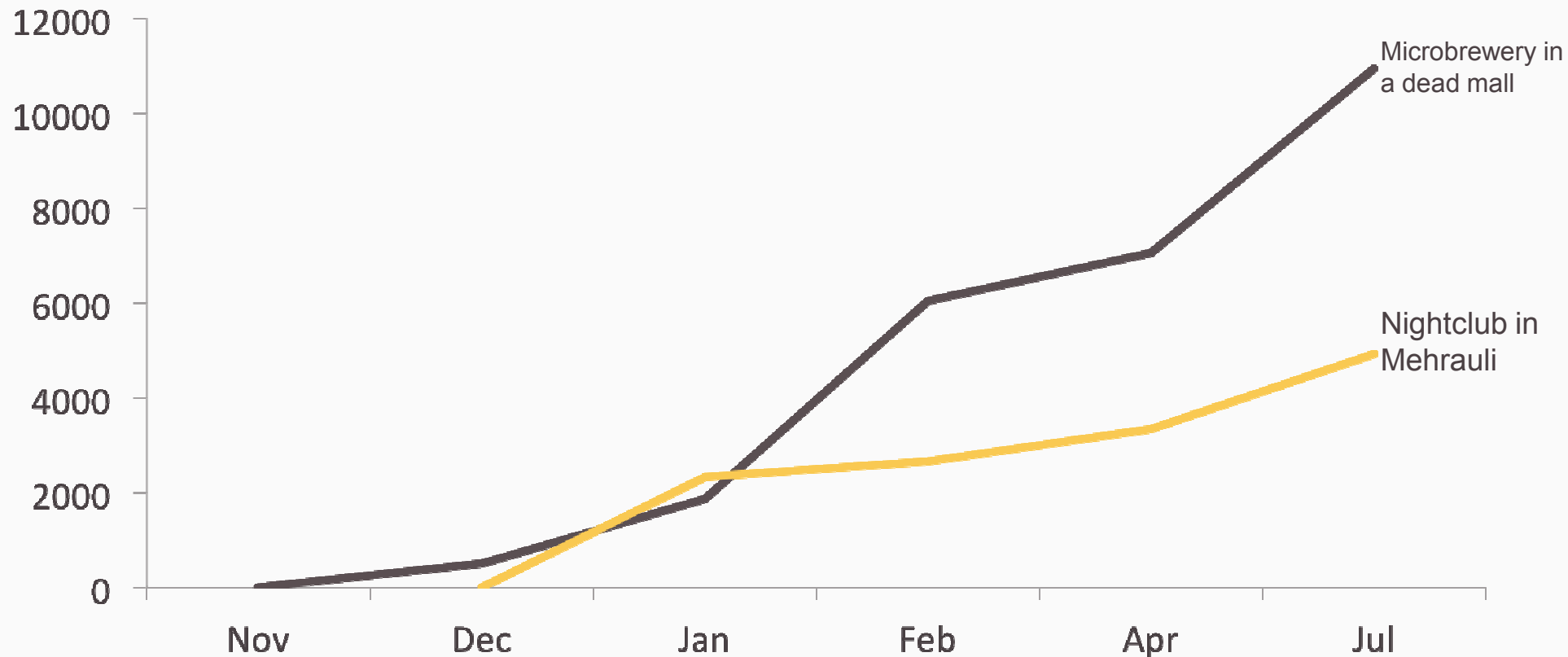
Cuisine preferences vary across zones in a city, and from malls to markets

Dominant cuisine choices in different localities in NCR



Some concepts are an improvement of a universally accepted product and do very well anywhere (Microbreweries)

Visitors on Zomato to a recently opened Microbrewery in a dead mall in GGN, compared to one of the most popular nightclubs opened in Mehrauli



Dining out as a family?

	Food/ Drinks	Ambiance	Crowd	Service
Family (Food)	24%	29%	26%	21%
Youth (food)	30%	20%	22%	28%
Youth (drinks)	10%	27%	43%	20%