



AN INITIATIVE OF LAALSA BUSINESS SOLUTIONS

DECODING YUMZY!

Food aggregator that was founded with a passion to bridge the gap between restaurant owners and customers with an aim to provide solutions for a holistic approach making it conveniently accessible, to make the best out of their passion for food.

With an impeccable growth and wide acceptance in the F&B ecosystem, Yumzy currently operates in four metropolis – Hyderabad, Chennai, Bangalore and Vizag having more than 6000 restaurants on-board and counting.

The Perfect Balancing Act:

- Best Restaurants
- Delivering Value for Money
- Easy to Use
- Interactive & Intuitive
- Unbiased Restaurant Listing
- Safety & Hygiene as Mandates
- Company-owned Delivery Fleet

WHY YUMZY APP?

Yumzy app is a unique platform and the most innovative and advanced hyperlocal food delivery initiative that empowers restaurants with the required technologies and support besides a cloud of value-added service offerings like never before!

01. AI Enabled

The First of its kind the only Indian Food Delivery Platform, Yumzy uses Innovative A.I Based Technology that connects restaurants & customer directly through AI, driving sales.

02. Restaurant-friendly

Access to customer feedbacks, business insights, getting premium restaurants listings, a set of apps and platforms; everything to enhance business.

03. Differentiated Upbeat Service

A balanced mix of discounts, personalized food access and endless listings for foodies makes Yumzy cover all segments.

04. Customer-customized

Mobile applications like **Yumzy** makes food ordering comfortable, selective and customer-friendly to tap on the best of business through customer satisfaction

05. Complete Package

Support across all the services which includes Online Listing & Ordering Platform, Business App, Delivery Fleet and Customer Support

06. Envisioned for Tomorrow

With already standing strong in 4 major cities with 6000 restaurants onboard, Yumzy heads on to give a best shot to restaurants through a fool-proof technology

INDIAN MARKET - OUTLOOK



The online food delivery market in India is expected to expand at CAGR of ~30.55% (based on revenue) and ~10.19% (based on the number of users) during 2020-2024

With an expected revenue generation of INR ~1,334.99 Bn and develop a user base of ~300.57 Mn by 2024

The market segment has been ever growing and with current contactless time – the hype in online marketing and sales is bound to see a rise

Market Segment-wise - 2019

- Millennials accounted for ~63% of the overall user base of the online food delivery market.
- Out of the major online food delivery service providers, Zomato held a share of ~38% in terms of user base.
- Swiggy held a share of ~27% in the online food delivery user base.
- High adoption rates in tier I and tier II cities, as well as swift delivery services has helped these two companies to gain the high share in the Indian market.

Competitive Landscape - Brands

- Just Eat
- Zomato
- Swiggy
- GrubHub
- Delivery Hero
- Deliveroo
- Foodpanda
- Meituan Waimai

DEMAND DRIVERS

01. Encouraging Demographics

As of 2019, millennials accounted for ~63% of the overall user base of the online food delivery market. Young India's appetite is one of the key drivers with 50% of this population falling under the age of 25, and the rest before the age of 35, we have a population that's thriving and favourable to growth

02. Promising income & consumption levels

A rise in double income families with both the partners working has changed the needs, consumption patterns and given scope for online food orders

03. Change of Lifestyle & preferences

Hectic work schedules and rise in disposable incomes have popularized food delivery, especially in urban areas, organized work sectors, where convenience and time played a major role

04. Rise of working women

Rise in the number of women working and opting for different careers has increased the scope for food business

05. High internet connectivity & a Smart phone-run era

Information, choices, easy access and convenience has enhanced online food ordering and purchases

06. COVID-safety as a factor

Although the pandemic has given rise to altered situations, it drives people to place orders and have safe food at home than at restaurants, thus increasing scope for online orders



YUMZY FRANCHISE!

**Leverage on a Brand that stands for quality, customer satisfaction,
restaurant-relationship complemented by an Unmatched
AI-Technology that makes Business all-informed and Success real!**

YUMZY – FRANCHISE ADVANTAGE



- **Technology-driven, restaurant-inclined, a well-rounded franchise model you are unlikely to miss!**

Yumzy makes restaurants independent from the aggregators. You can associate with most growing brands, a helping buddy for restaurants in the current situation.

- **AI enabled, Business Insights**

One of its kind brand, yumzy app brings you what is liked and sold most and get business strategizing way better with customer behavioural analytics in hand.

- **Technology Leveraged**

Listing, food delivery application, order management platforms, menu planning, customer feedback every aspect of the value chain is made easy, more accessible and error-free with advanced technology tools.

- **Personalized Experience**

Yumzy applications ensure customers especially food lovers to quickly find what they love, with an unbiased restaurant listing thus increase potential orders.

- **Discounts**

Apps list attractive discounts for customers, yet they are in sync with the restaurant sales as these discounts are provided directly by the restaurants themselves making it viable at the same time customer-friendly too.

- **Attractive ROI**

Great opportunity to the associate at the right time with asset light model and low investment, ensuring high returns.

YUMZY – BRAND ADVANTAGE

**A NEW-AGE APP
BUILT
HOLISTICALLY,
TECHNICALLY
SERVING AT ITS
BEST FOR YOU**

- Consumer application – android and IOS compatible
- Reports – daily/weekly/monthly
- Full customer insights
- Marketing support, sales & growth, planned offers, customer acquisition
- Central level agreement, support for delivery/rider provider
- Customer support – call center enabled
- Upbeat with hygiene, safety & contactless system

YUMZY - MASTER ASSOCIATE ADVANTAGE

**THRIVE ON
HIGH QUALITY
OPERATIONS
AND
EFFICIENT
MANAGEMENT**

- Day to day activity monitoring
- Sales - restaurant closures
- Operation at market
- Account management
- Local marketing

YUMZY – RESTAURANTS’ PARTNERED ADVANTAGE

**A SYSTEM THAT WORKS
FOR AND WITH
‘RESTAURANTS’
PROVIDING A RIGHT
‘BALANCING ACT’ FOR
BUSINESS TO FLOURISH**

- Commission is 40% lower than majority of the aggregators
- Same day settlement
- Real time operation and marketing opportunity
- Know of The Customers
- Value for Money to Customer

YUMZY – YOUR SURE SHOT PLACE TO INVEST IN!

**EXPECTATION AS A
COLLABORATIVE
PARTNER**

- List out to have local restaurant contacts under the geographical purview
- Build hyper-local market essentials – Physical display banners and ad-promo labels to be displayed at restaurants

FRANCHISE DETAILS



Area Allocation	City/Zone
Minimum number of restaurants in the given location	2000-3000
Agreement duration	5 year
Renewal duration	5 year
Projected breakeven	4-5 months
Projected monthly income after expenses	INR 9-10 Lakhs
Projected revenue recovery period	12 months
Total investment	INR 108 Lakhs
Royalty – Revenue generated	6.5%



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