

An illustration of four people (two men and two women) sitting around a round wooden table in a restaurant, eating and talking. The table is set with plates of food, glasses, and a vase of flowers. In the background, there is a large blue sign with the word 'district' in white lowercase letters and 'BY ZOMATO' in smaller white uppercase letters below it. The background also features stylized red and blue geometric shapes.

# district

BY ZOMATO

# Zomato District App Teardown: A Deep Dive

This presentation analyzes Zomato District, a new app integrating dining and entertainment services. It explores its user onboarding, business model, target audience, key features, and user experience. The analysis aims to identify strengths, weaknesses, and potential improvements for this ambitious venture.

by Aashik Villa

# Introducing Zomato District

Zomato's new app that integrates dining services with event ticketing. It combines restaurant reservations with bookings for movies, concerts, sports events, and more. The app aims to offer a one-stop solution for leisure and entertainment needs.

Zomato District officially launched on November 13th, 2023.

# Journey to Launch: Zomato's Expansion into Events



## Zomato Acquires Paytm Events

Zomato's acquisition of Paytm's events and ticketing division paved the way for District, combining dining and event bookings.



## Diversification Strategy

This move is part of Zomato's diversification strategy, creating a seamless one-stop solution for leisure and entertainment.



## Leveraging Past Experience

Prior event experience from Zomaland and ZFIC provided valuable insights into the events industry, informing District's development.

# Market Analysis for District

## Growing Event Market

India's event ticketing industry is valued at over ₹1,000 crore, with increasing consumer spending on leisure and experiences.

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## Dominant Competitor

BookMyShow currently holds approximately 60% of the market share, making it the major player in the field.

2

## Favorable Trends

- Rise in Offline Events: Increased demand for concerts, sports, and live performances.
- Higher Disposable Income: Growth in middle-class spending on leisure activities.

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## Opportunity for Disruption

Zomato's strong brand recognition, extensive user base, and innovative strategies position District to disrupt the market and offer a compelling alternative to existing platforms.

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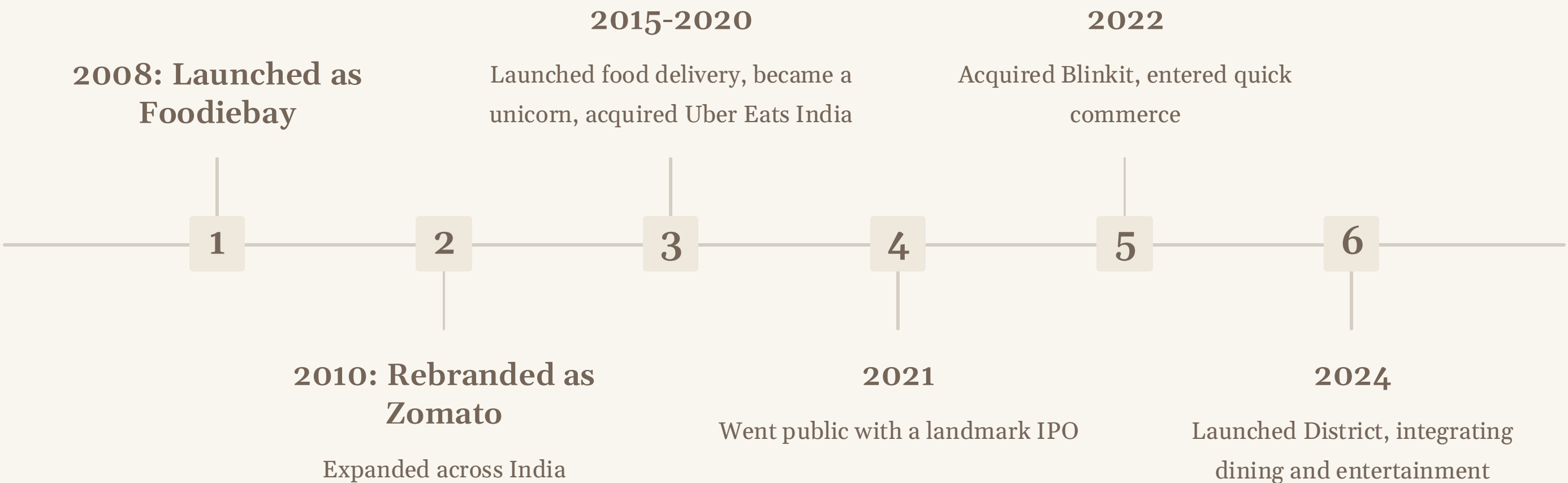
## Business Model

A two-sided platform linking users with entertainment providers. Revenue streams include **commissions**, **advertising**, and **premium services**. Stakeholders: **users**, **partners**, and **payment gateways**.

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# Zomato's Evolving Vision



Zomato has evolved from a simple food directory to a diverse food tech leader, expanding into delivery, quick commerce, and the innovative District platform. This could emerge as **Zomato's 3rd large B2C business**, complementing their core food delivery and quick commerce offerings. If executed well, District has the potential to be a game-changer in the dining and entertainment space.

# Target Users and Personas



## Urban Millennials & Gen Z (18-35)

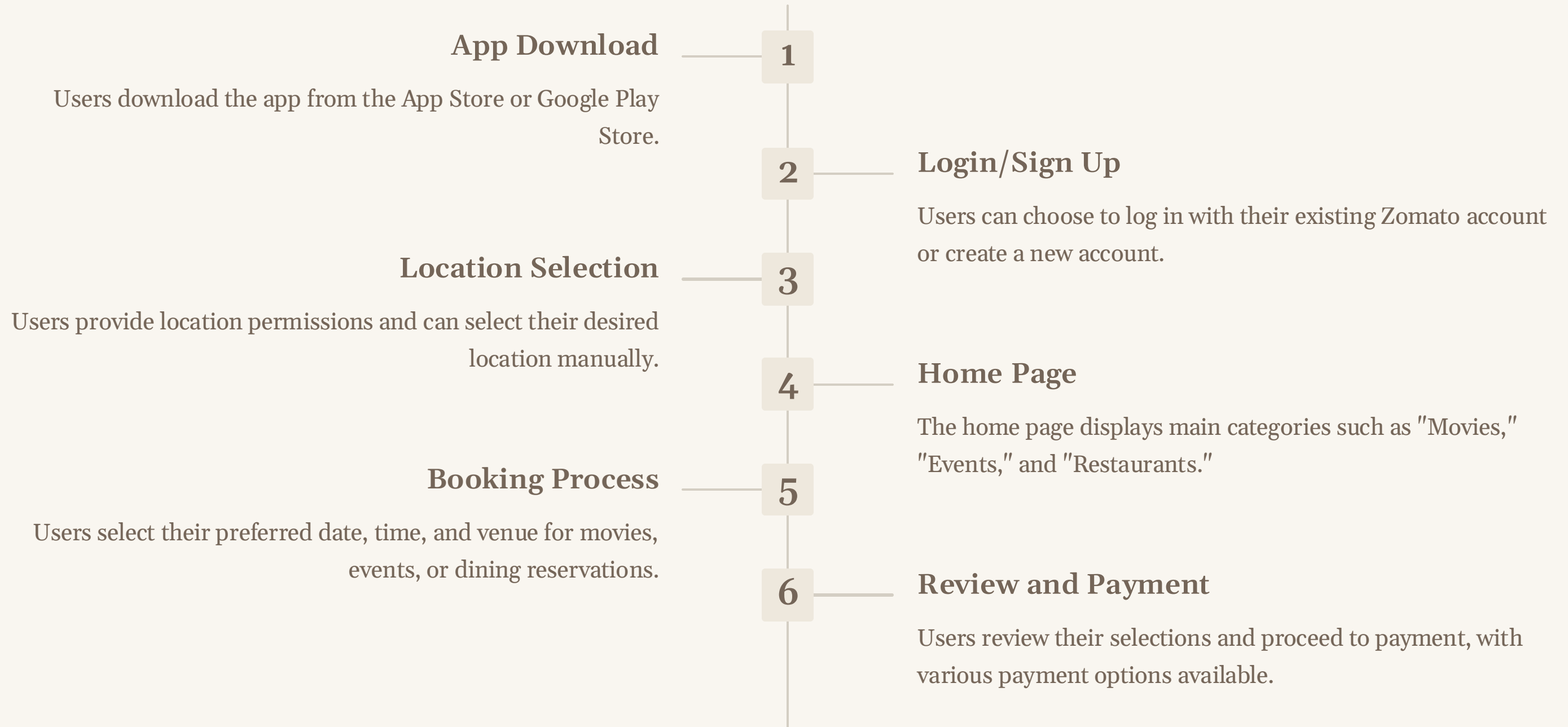
- **Lifestyle:** Tech-savvy, social, value convenience and experiences.
- **Behaviors:** Frequent diners, regular attendees of movies, concerts, sports events.
- **Pain Points:** Desire for a seamless, integrated booking experience.



## Young Professionals & Families (25-45)

- **Lifestyle:** Busy schedules, family-oriented activities.
- **Behaviors:** Plan outings in advance, prefer hassle-free reservations.
- **Pain Points:** Need reliable platforms for trustworthy bookings.

# User Journey Mapping: A Step-by-Step Walkthrough





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Integrated service offering,  
user-friendly interface, real-  
time updates, and exclusive  
deals.

## Cons

Bugs and technical issues,  
limited event listings,  
customer support challenges,  
and a learning curve for new  
users.







# Product Iterations and Improvement Suggestions



## Smart Itinerary Builder:

Plan your entire day by combining events and dining into personalized schedules.



## Augmented Reality

Use AR to offer virtual tours of venues and show the exact view from selected seats before booking.



## Group Planning Tools

Polls & voting for group decisions.



## Shared Wishlists

Save & share events/venues.



## AI-Driven Recommendations

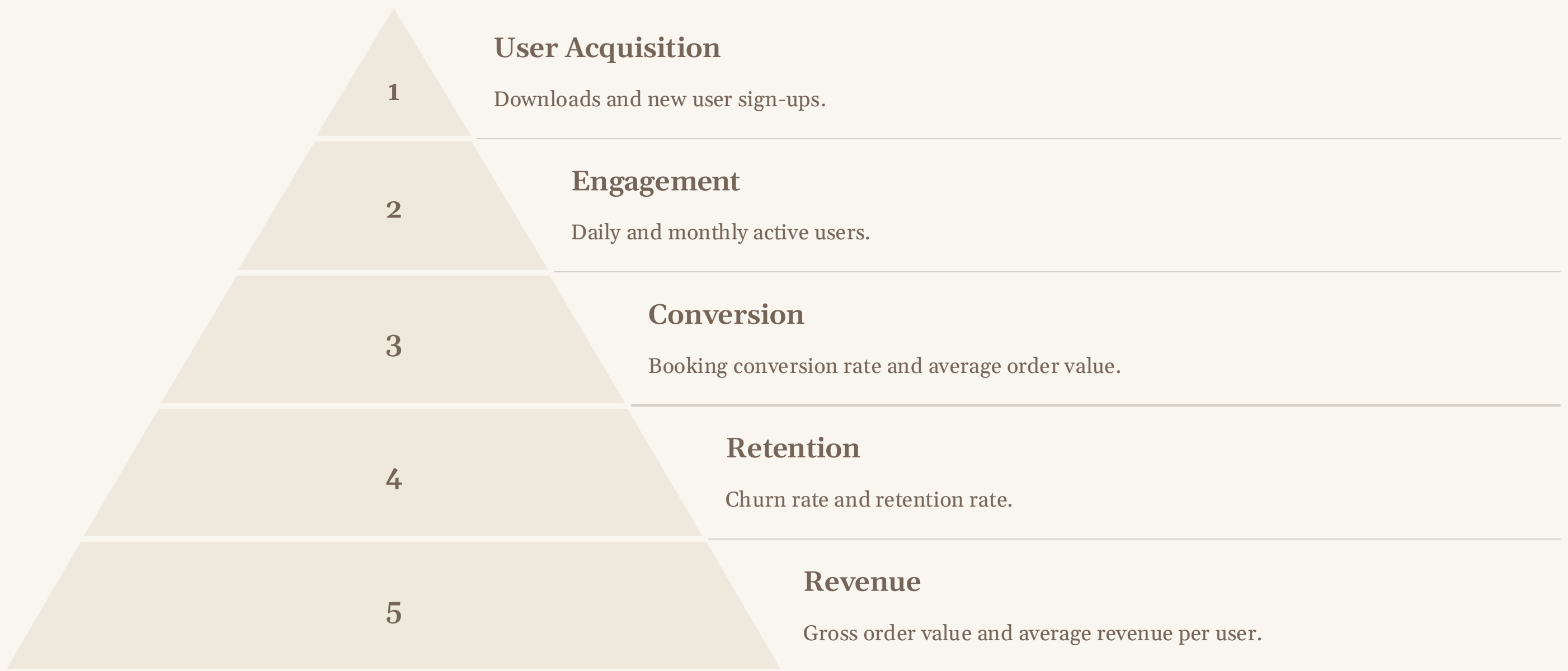
Personalized event & dining suggestions.



## Sync with Calendar :

Integrate bookings with calendars and receive timely notifications.

# Metrics for Success: Tracking Growth and User Engagement



# Conclusion: A Promising Venture with Potential

Zomato District has the potential to become a leading lifestyle platform, offering a convenient and integrated experience for urban users. Addressing technical issues, expanding event listings, improving customer service, and personalizing the user experience will be crucial for maximizing its success. By focusing on these areas, Zomato District can solidify its position as a go-to solution for dining and entertainment in bustling cities.

