



Anything you need, delivered!



What if you could get anything delivered instantly, right to your doorstep?

Learn In Public - 2/5

ABOUT SWIGGY

Swiggy, launched in Bangalore, India, as a food delivery platform in 2014 by Harsha Majety and Nandan Reddy has now evolved into a comprehensive food delivery platform, extending its services to more than 600 cities across the country.

Beyond its primary offering, Swiggy has introduced several innovative services



What gave Swiggy the genius idea to launch Genie and how did it flip the script on delivery ?

When the pandemic hit, Swiggy faced a crisis as food delivery demand plummeted. But, instead of retreating, they saw an opportunity and launched Swiggy Genie in April 2020—transforming their business model to deliver groceries and essentials right to people's doorsteps. With Genie, Swiggy turned a crisis into a chance to redefine convenience and keep people safe at home during uncertain times.

SWIGGY KEY MILESTONES



2014

Swiggy Founded

Launched in Bangalore by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini.

2017

Swiggy Access

Introduced Swiggy Access, collaborating with cloud kitchens to expand its service offerings

2018

Swiggy Became a Unicorn & Swiggy Super Launched

Raised \$100 million and launched subscription service

2019

Swiggy's Expansion

Expansion of food delivery business to cover 500+ cities

2020

Swiggy Instamart & Genie Launched

Introduced hyperlocal delivery for sending and receiving parcels and documents and grocery essentials delivery within 30 minutes

2021

Swiggy One Launched

Subscription service offering benefits across all Swiggy services, including free deliveries

2022

Swiggy Acquired Dineout

Food delivery aggregator Swiggy has announced the integration of Dineout offerings for all its users

2025



Tech-Driven Expansion & Drone Deliveries

Swiggy focuses on new technologies like AI-powered features and drone deliveries to enhance efficiency and further scale its service.

How have Swiggy's key milestones boosted market share, revenue, and customer engagement?



390k+ delivery partners



~ 14mn users transacting on



685 Indian cities reached

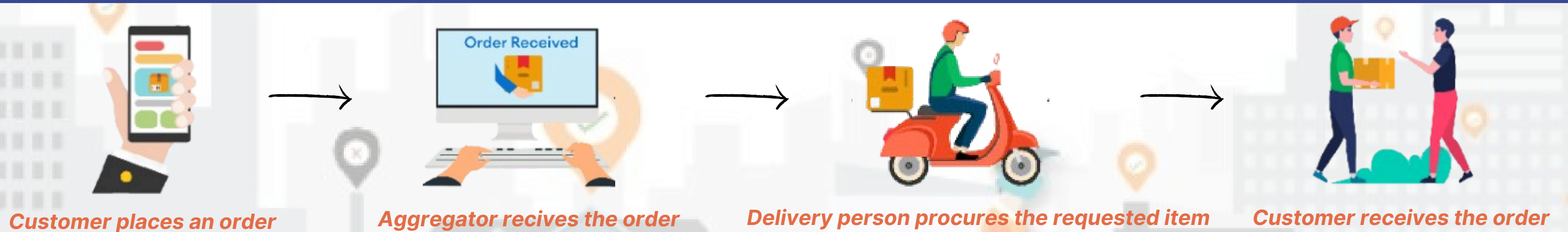


~11,247 crore revenue FY24

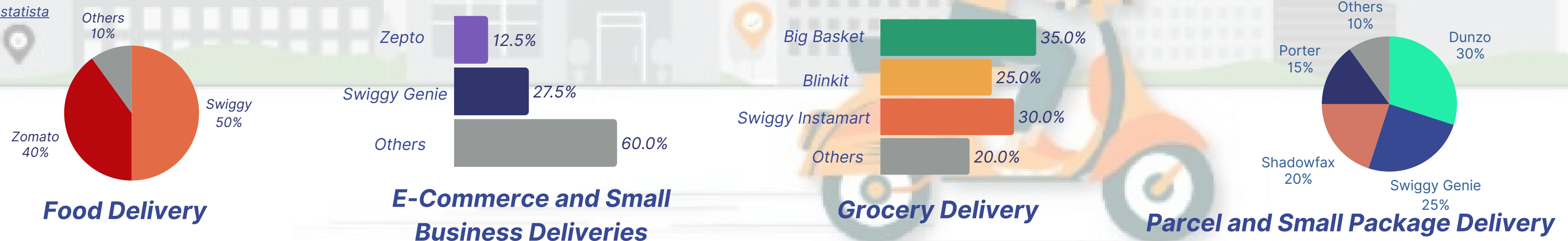
HYPERLOCAL DELIVERY LANDSCAPE IN INDIA

Hyperlocal delivery is all about fulfilling customer orders within a short geographical area. It connects local businesses, such as grocery stores or pharmacies, with nearby customers.

Objective - To meet immediate consumer needs in the quickest manner



Latest Market Share for Hyperlocal Delivery Landscape in India



ABOUT SWIGGY GENIE

Swiggy Genie which allows you to deliver or receive anything such as lunch boxes, documents, laundry, items for repair, shoes, stationery and other materials from one location to another from anywhere in your city. The organisation also offers you to buy stuff from Paan Shops, Supermarkets, Pharmacies and Stationery making the daily errands easier.

Mission

To simplify daily life by providing fast, reliable, and on-demand delivery services for errands and parcels

Aim

To save time, reduce stress, and bridge gaps for people who need things delivered urgently or forgotten items sent without hassle

Vision

To become the go-to platform for seamless, time-saving deliveries, transforming how people handle everyday tasks

COMPETITORS



pidge

Instant & Fast Delivery

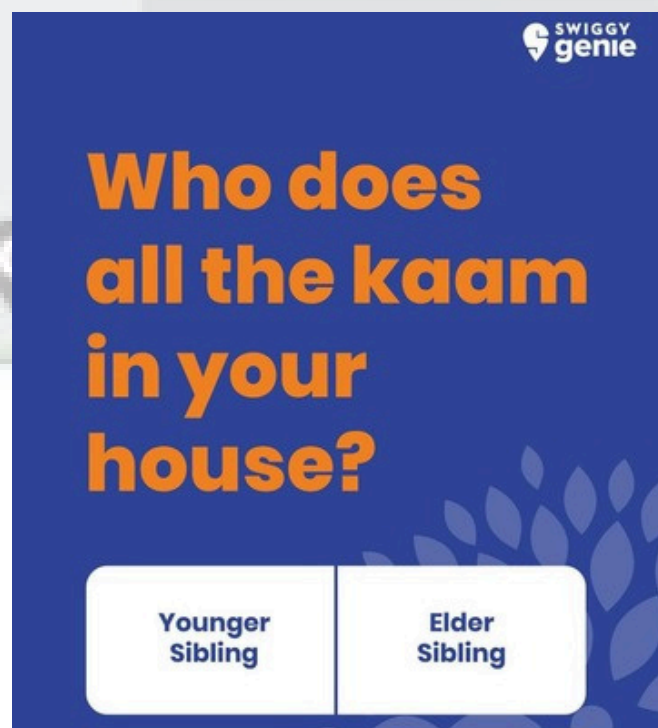
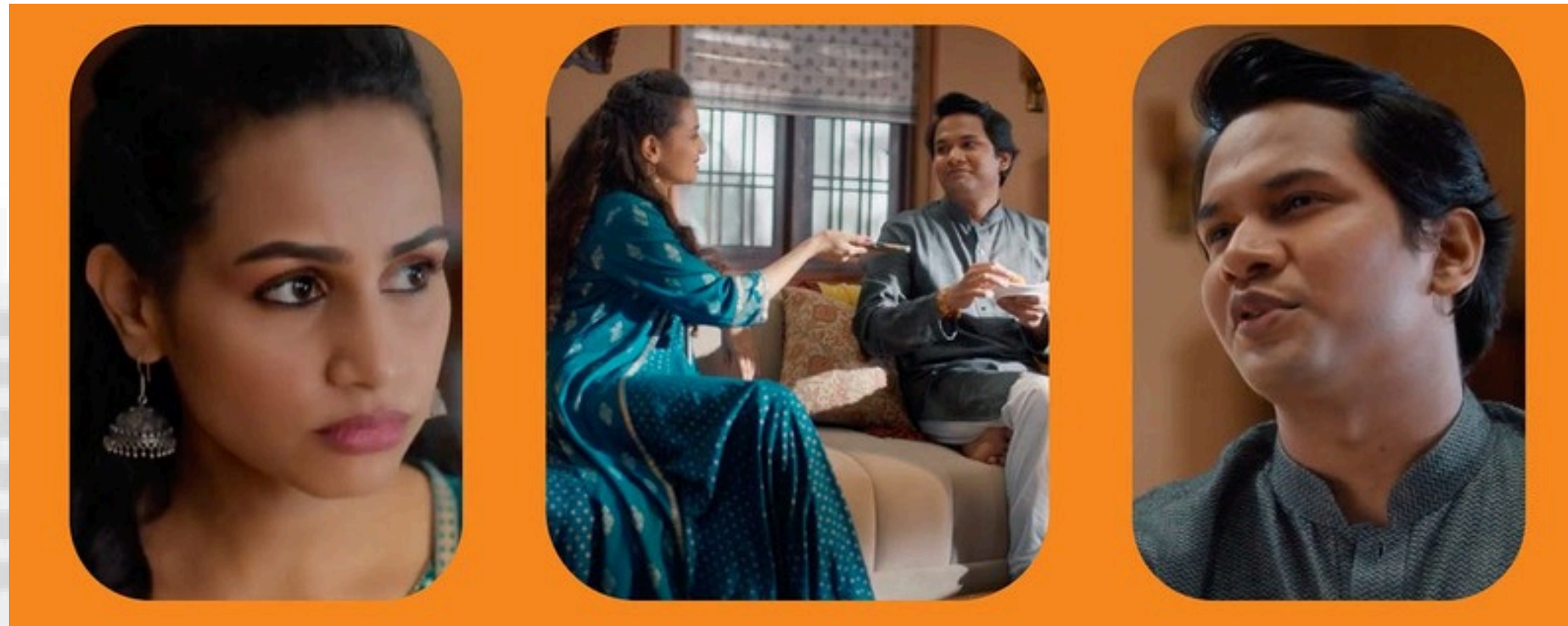


TWO MAJOR CATEGORIES

- **Pickup & Drop** — Users can get anything transferred from point A to point B, without leaving their home
- **Buy from any store** — Users can make a custom list of items that are delivered & purchased by a Swiggy delivery partner for them

#GENIEHAINAA

Spilling the tea on Swiggy's 2021 ad for Raksha Bandhan by Rishi Sheth, Sr. Creative and his 16-year-old brother



MAIN SERVICES OFFERED BY SWIGGY GENIE



Parcel Delivery



Delivery of Goods for Repair



Item Purchase from Stores



Errand Running

Swiggy Genie stands out in the hyperlocal delivery market for several key reasons

- **User-Friendly Interface**

The app features easy navigation and real-time GPS tracking for seamless use

- **Secure and Reliable Delivery**

Ensures safe handling of items with a trustworthy in-house delivery fleet

- **Flexibility in Service**

Flexible pickup and drop-off times enhance convenience for busy consumers

- **Affordable Pricing Structure**

Service starts at ₹40 for the first two kilometers makes hyperlocal delivery accessible to everyone

- **Quick Delivery Times**

Deliveries are often completed in under 20 to 30 minutes, ensuring quick service

- **Diverse Range of Services**

Swiggy Genie offers a wide variety of delivery options, catering to diverse consumer needs

Statistics of Swiggy Genie

INR 171.9 crore in revenue

6.2 million average monthly transacting users

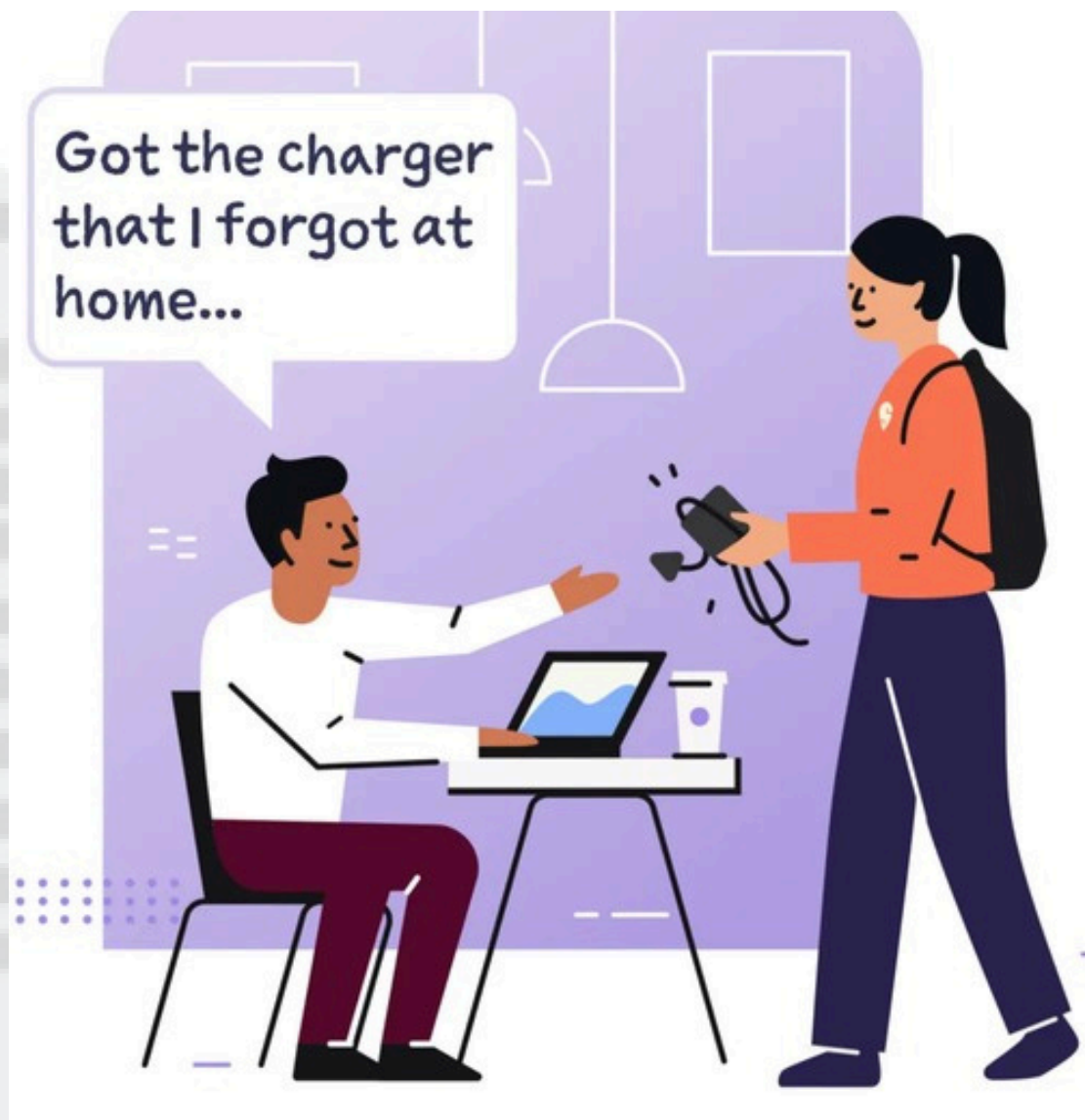
Available in a total of 69 cities across India

Delivered a total of approximately 3.5 billion orders

250,000, facilitating the demand for deliveries through Swiggy Genie

source: [swiggy-drhp-revenue-crosses-in-fy24](#)

DEMOGRAPHICS TARGETED BY SWIGGY GENIE



Sending Forgotten Items



Delivering Personal Items



Grocery and Medicine Pickup

Who are the primary and secondary target users of Swiggy Genie ?

Swiggy Genie primarily targets urban Millennials and Gen Z, who are tech-savvy and seek convenience in their daily lives. Here are sample user personas from this target segment:

USER PERSONAS FROM THE TARGET SEGMENT



Name: Ananya Sharma

Age: 20 years

Occupation: College Students

Location: Noida, India

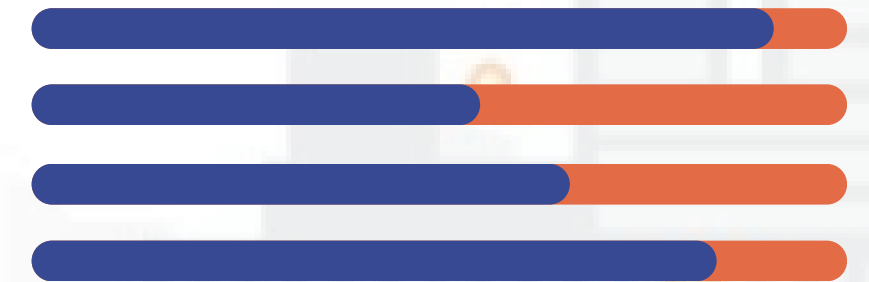
Income: Low to medium

Tech-savviness: High (digital natives)

Resides in a paying guest accommodation (PG) and has moderate tech proficiency, using apps for her daily needs and social media

Psyc Framework

- Budget-consciousness
- Balancing college life
- Need for easy
- Values good deals



Need :

- Quick access to groceries, particularly snacks and essentials.
- Ability to order medicines when feeling unwell or needing prescriptions.
- Service to send parcels home, such as clothes or personal items.

Pain Points:

- Limited time due to classes and assignments, making it hard to go out for errands.
- Difficulty in managing health and wellness while living away from home.
- Often forgets to bring essential items from home, leading to last-minute requests.

USER PERSONAS FROM THE TARGET SEGMENT



Name: Vikram Singh

Age: 30 years

Occupation: Associate Manager

Location: Gurugram, India

Income: Medium to High

Tech-savviness: High (digital natives)

He is married and has two children. He possesses high tech proficiency and frequently utilizes technology for both work and personal tasks, allowing him to efficiently manage his busy schedule

Psyc Framework

- Work-life balance
- Juggling family life
- Need for personal time
- Family-oriented



Need :

- A service that can quickly deliver stationary supplies and medicines, especially when he is busy and cannot go out.
- Convenience in managing multiple tasks without disrupting his hectic schedule.
- A way to send and receive packages or documents quickly, especially for work-related tasks.

Pain Points:

- Often forgets essential items at home due to a busy morning routine, which can be challenging with two kids.
- Experiences stress from juggling work responsibilities, family needs, and personal errands.
- Frustration with long wait times or unreliable delivery services that disrupt his plans.

USER PERSONAS OF GENIE RIDERS



Name: Ravi Kumar

Age: 22 years

Occupation: Delivery Partner (Part-time)

Location: Bangalore, India

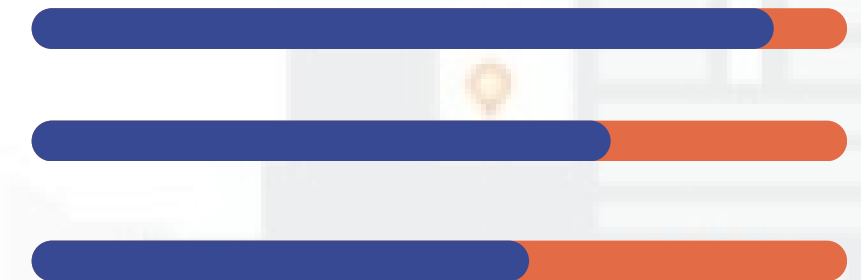
Income: Low to medium

Tech-savviness: High (digital natives)

Uses Swiggy Genie for extra income alongside his mechanic job, enjoying flexible hours while living with his family and staying tech-savvy

Psyc Framework

- Flexibility
- Earning extra income to support family
- Goal-oriented



Need :

- Ability to choose working hours based on personal schedule and other commitments.
- Reliable earnings with consistent delivery tasks.
- Prefer simple, quick tasks that allow for faster deliveries and more earnings.

Pain Points:

- Heavy traffic often causes delays, affecting timely deliveries and reducing overall earnings.
- Technical issues in the app, such as navigation errors or slow response times, can disrupt workflow.
- Difficulty communicating with customers who may not be responsive or clear in their instructions.

USER PERSONAS OF GENIE RIDERS



Name: Arvind Reddy

Age: 30 years

Occupation: Delivery Partner (Full-time)

Location: Gujarat, India

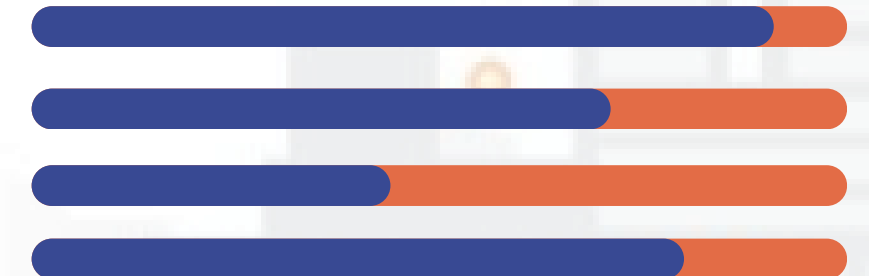
Income: Low to medium

Tech-savviness: Medium (digital natives)

He is married with two kids, delivers essentials around Surat using his bike, valuing flexible hours to support his family

Psyc Framework

- Family, flexibility
- Balances family life
- Providing for his family
- Hard-working



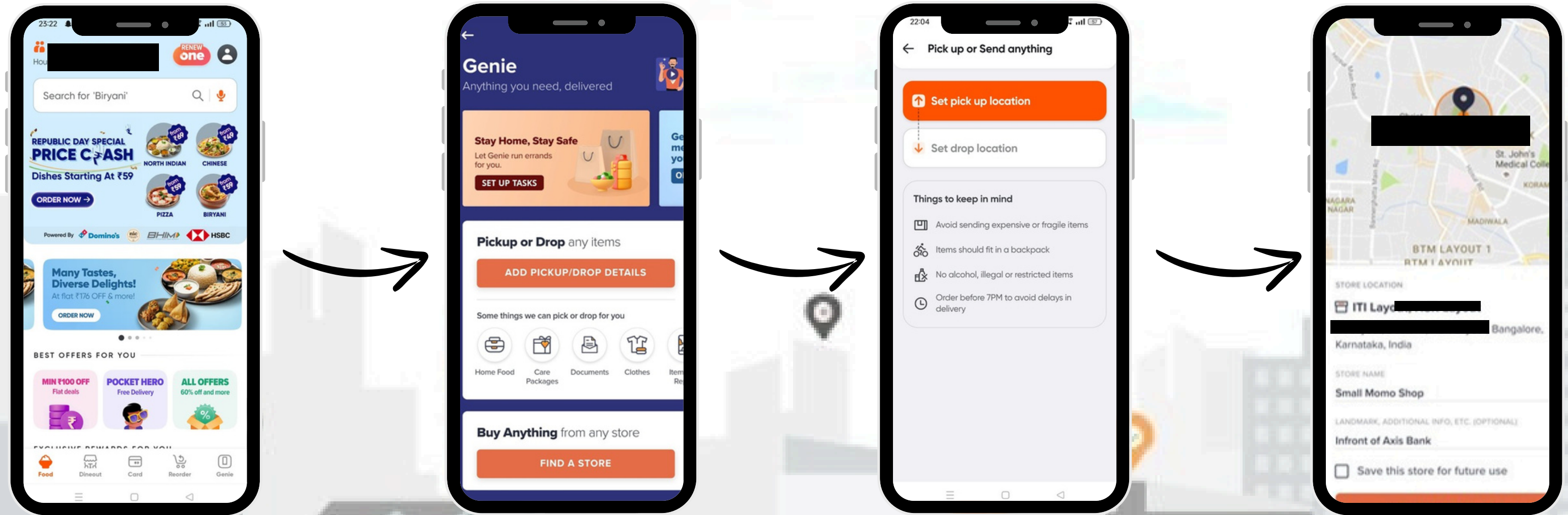
Need :

- Requires a steady flow of orders to maintain stable income.
- Values the ability to choose working hours to balance personal life.
- Requires accurate navigation tools to avoid traffic and delays.

Pain Points:

- Heavy traffic in Surat can delay deliveries, affecting his efficiency and income.
- Problems in contacting customers for address clarifications or other issues.
- Rain or extreme heat can make deliveries uncomfortable and reduce the number of tasks.

HOW SWIGGY GENIE WORKS ?



Steps:

Step:1
Open the Swiggy App

Feelings:



Pain
Points:

Users might find it hard to locate the Genie service within the app

Step:2
Choose Service Type



Users often feel unsure whether to choose Pickup & Drop or Buy from Any Store

Step:3
Set Pickup & Drop Locations



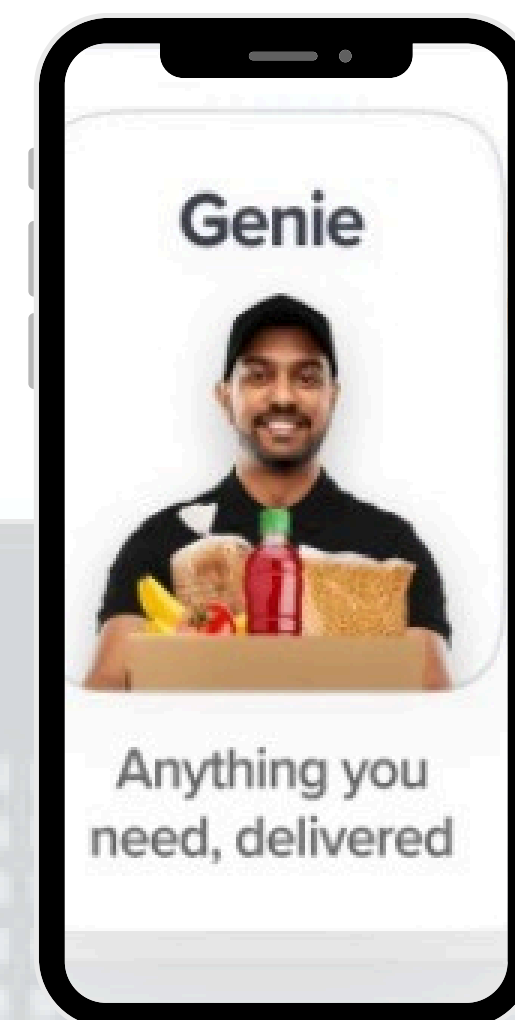
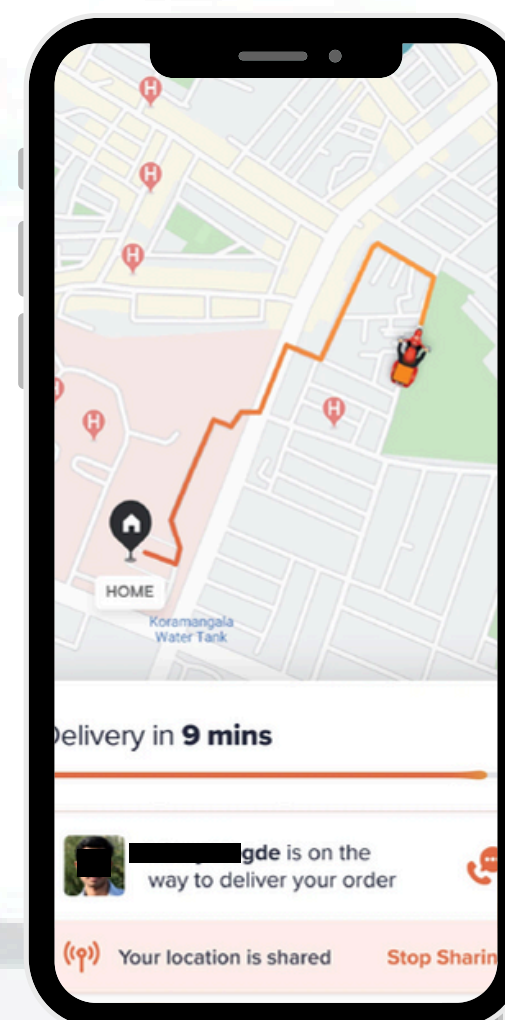
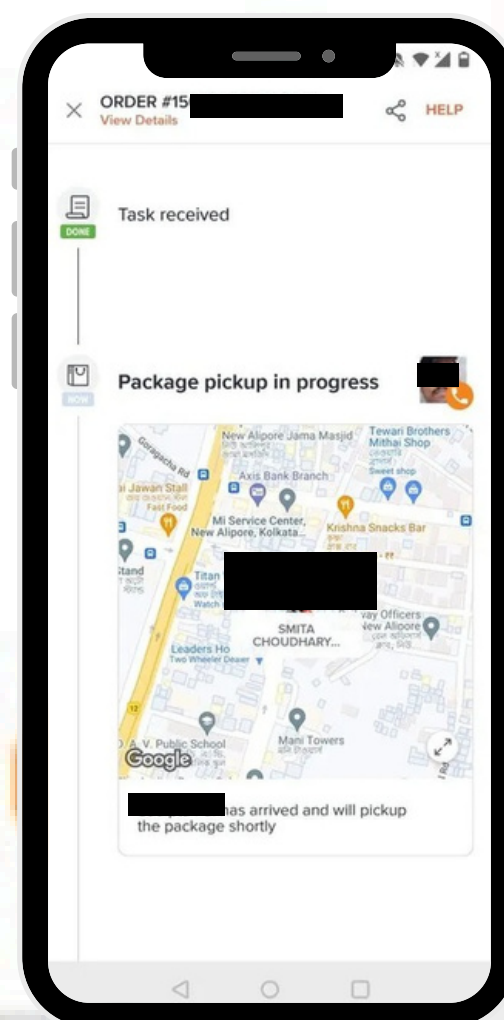
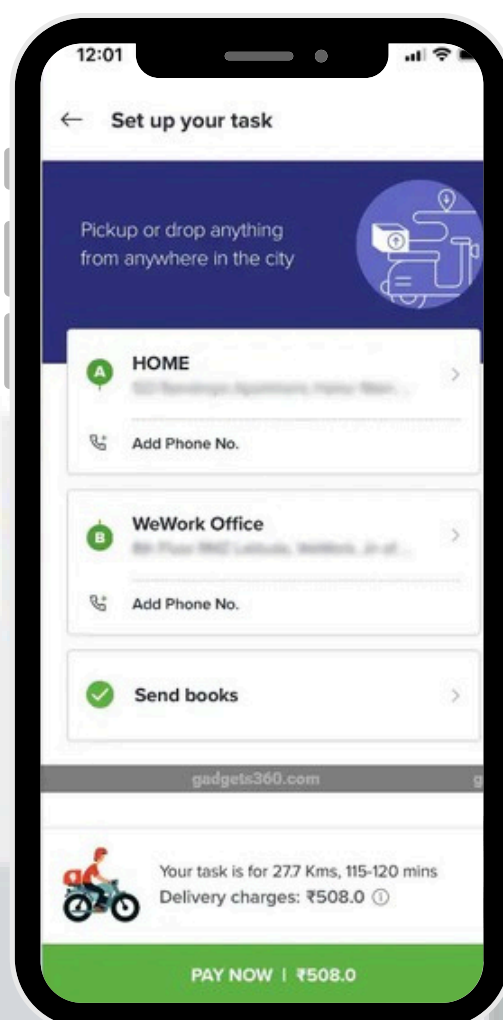
Users may find it tricky to input precise locations, leading to errors or incorrect deliveries

Step:4
Confirm Details



Some users might doubt if they've provided all necessary details

HOW SWIGGY GENIE WORKS ?



Steps:

Step:5
Payment

Feelings:



Pain
Points:

Payment glitches, such as failed transactions or unclear charges

Step:6
Delivery Partner Assignment



Delays in partner assignment, especially during peak hours

Step:7
Real-time Tracking



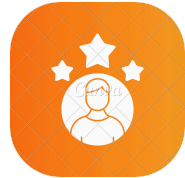
Users report issues with tracking showing wrong locations or status updates

Step:8
Pickup or Shopping



Item availability issues or mistakes in selecting the wrong items for shopping orders

USER EXPERIENCES WITH SWIGGY GENIE



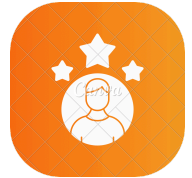
Positive Experiences

1. Reliable Service

- **Timely Deliveries:** Many users report receiving orders on time.
- **Satisfactory Service Quality:** Delivery personnel are often noted for their professionalism and friendliness.
- **Reasonable Pricing:** Competitive pricing, especially in cities like Bangalore, makes it appealing.

2. Convenience for Errands

- **Quick Access to Essentials:** Users can easily order groceries and medicines without leaving home.
- **Flexible Delivery Options:** Ability to send items over short distances efficiently.
- **Time-Saving Solution:** Helps busy individuals manage multiple tasks seamlessly.



Negative Experiences







1. Delivery Issues

- **Delays in Delivery:** Some users experience significant delays.
- **Mishandling of Items:** Reports of damaged or incorrect items upon delivery.
- **Lost Packages:** Instances of packages going missing due to delivery errors.

2. Customer Support Challenges

- **Ineffective Support Response:** Users find customer support unhelpful.
- **Difficulty Resolving Issues:** Problems with lost or damaged items often remain unresolved.
- **Long Wait Times:** Users report lengthy wait times when contacting support.

COMPARATIVE ANALYSIS OF SWIGGY GENIE

SERVICE	USER BASE	MARKET POSITIONING	UNIQUE SELLING PROPOSITION (USP)
	20 million monthly active users (2023)	Positioned as a convenient solution for food delivery and hyperlocal errands within the Swiggy ecosystem.	<i>Integrated within the Swiggy app ecosystem, allowing seamless access to food delivery and errands with 100% customer satisfaction.</i>
	20 million monthly active users	Known for versatile hyperlocal deliveries catering to urban consumers needing quick services.	<i>Strong focus on hyperlocal deliveries with a wide range of items, including groceries and packages.</i>
	Estimated at around 5 million users	Targets urban consumers looking for fast parcel and grocery deliveries, emphasizing speed and efficiency.	<i>Fast delivery service specializing in same-day parcel and grocery deliveries across urban areas.</i>
	Not specified; operates in 12 cities	Focused on same-day intra-city courier delivery for businesses and individuals.	<i>Seamless integration with eCommerce platforms for hyperlocal deliveries within a 50 km radius.</i>
	Part of Uber's extensive user base (millions globally)	Leverages Uber's existing network to provide quick delivery solutions for personal items.	<i>Utilizes Uber's vast driver network for reliable and fast personal item deliveries.</i>
	Not specified; growing presence in urban areas	Positioned as an instant delivery service for packages and groceries in metropolitan areas.	<i>Instant delivery service that focuses on providing quick turnaround times for various items.</i>

Strengths

- Strong Brand Recognition (Swiggy)
- Hyperlocal Convenience
- User-Friendly Interface
- Flexible Work Model for Delivery Partners

Weaknesses

- Weather Sensitivity
- Limited Range of Items
- Traffic and Delivery Delays
- Limited Brand Awareness for Genie

SWOT ANALYSIS

Opportunities

- Expansion to New Cities
- Diverse Service Offerings
- Partnerships with Local Businesses
- Subscription Models

Threats

- Intense Competition
- Rising Fuel Prices
- Regulatory Challenges
- Changing Consumer Preferences

CHALLENGES FOR SWIGGY GENIE



Regulatory Compliance



Intense Competition



Sustainability



Cost of Delivery



Logistics Management

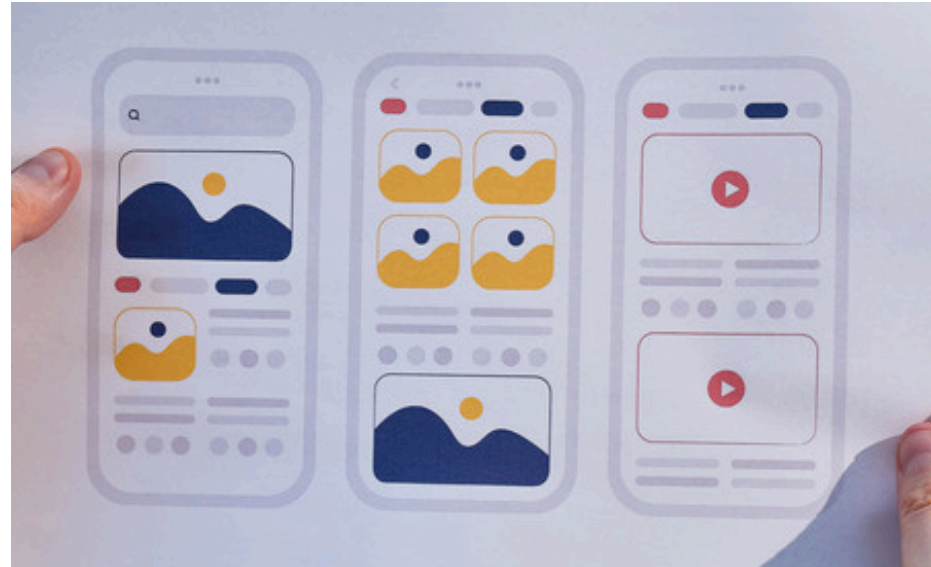


Customer Expectations

How does Swiggy Genie's integration with Swiggy give it a competitive edge ?

Swiggy Genie is well-positioned to capitalize on India's growing demand for on-demand services across sectors like food, groceries, medicines, and parcels. Its integration with Swiggy's vast logistics network gives it a competitive edge over newer players. As the market matures, Genie's ability to scale, innovate, and offer personalized experiences will be key to maintaining its leadership.

PRODUCT IMPROVEMENTS FOR SWIGGY GENIE



Improved User Interface (UI)



Smarter Pricing Models



AI- Driven Faster Delivery



Sustainability Initiatives



Personalized Experiences

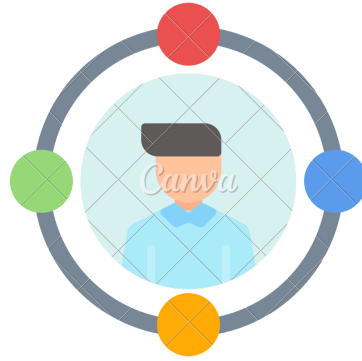


Expanded Payment Options

How can Swiggy Genie improve delivery efficiency ?

- ***Swiggy Genie can improve efficiency by optimizing delivery routes with AI.***
- ***Real-time tracking and accurate time estimates will enhance user experience.***
- ***Streamlining packaging and pickup processes can reduce overall delivery time.***

KEY LEARNINGS FROM SWIGGY GENIE



User-Centric Design

Focus on simplicity and ease of use. A seamless user experience leads to higher engagement



Speed and Efficiency

Speed is crucial in hyperlocal delivery. Optimizing routes and providing accurate delivery times builds trust



Flexibility for Delivery Partners

The gig economy model offers flexibility, ensuring a reliable workforce and consistent service



Personalization

Tailoring offers based on user data can enhance customer loyalty and retention

Conclusion

By focusing on speed, personalization, and flexibility, Swiggy Genie can improve user experience and drive growth. Continuous improvements like AI-driven features and sustainability will solidify its position in the hyperlocal delivery market.

KEY METRICS

NORTH STAR METRIC (NSM)

Total Orders Delivered

Genie's success in fulfilling user needs across pickup & drop and buy from any store services

L1 METRICS (Primary Metrics)

Task Completion Rate

percentage of orders that are successfully picked up, dropped off, or purchased and delivered without any issues

Order Frequency per User

measures how often a user places an order (on average) in a given time frame

L2 METRICS (Secondary Metrics)

Order Fulfillment Accuracy

percentage of orders that are fulfilled correctly

Customer Satisfaction

measures the satisfaction of users with Swiggy Genie



Thank You !!!



Komal Chhangani
PM C33

stay tuned for further challenges