

District by Zomato: Comprehensive Overview

Overview

A Full Look at District by Zomato

On November 15, 2024, District by Zomato officially opened as a full lifestyle and entertainment portal. Zomato's third key consumer segment is rapid commerce ([Blinkit](#)), which is the same as food delivery. You can buy tickets for movies, live plays, sporting events, and other fun things to do while you eat all in one place using the app.

Zomato bought Paytm's ticketing and entertainment operations for ₹2,048 crore (\$244 million) in August 2024. This led to the creation of District, which is a huge stride into the leisure and entertainment sector. The platform's purpose is to put all of your going-out experiences into one app. To make the user experience smooth, it will move services from Zomato's main app, the Insider app, and Paytm's platforms.

What does "Going Out" mean?

People do a lot of different things outside of their houses for enjoyment and relaxation, and "going out" is one of such things. Going out to eat, going to the movies, going to sporting events, live performances, concerts, shopping, staycations, and other pleasant things to do are all things that Deepinder Goyal, the CEO of Zomato, says people do.

Key Parts

Main Services

The District has a lot of services that make getting out easier:

1. People can buy tickets for movies from huge chains like PVR-Inox and Cinapolis, as well as live events including concerts, sports tournaments, and cultural shows.
2. The app works with movie theatres and includes exclusive content, such as tickets to Arijit Singh's concert tour that can only be acquired through District.
3. Eating Reservations, Users can select restaurants, make table reservations, and pay through the app. They can also obtain unique eating deals, such as up to 25% off at popular companies like Starbucks.

4. Activities and Experiences, You can utilise the platform to book interesting things to do, like comedy shows, amusement parks, adventure activities, and workshops. You can save up to 50% off and ₹400 right now.

Three New things (Innovative features)

Sharing Seat Maps: A unique feature of the software lets users share movie theatre seat maps with friends without having to take screenshots.

Ecosystem: the perfect integration across the Zomato's services enables the customers to plan and complete the outings by both combining dining and entertainment in a single platform.

Highly personalised recommendations: Since it has the database from the Zomato, they can provide customized recommendations for events, restaurants, and activities based on the users' choices and behaviour.

Market Size

Overall Entertainment and Ticketing Market

India's entertainment and going-out market represents a substantial opportunity across multiple segments:

Live Events Market:

According to FICCI, India's organised live event space was valued at ₹88 billion in 2023, growing at approximately 20% annually. Ellara Capital estimates the online ticketing market for live events (sports and concerts) at ₹99 billion, experiencing 50% CAGR growth over the past two years.

Online Event Ticketing:

The India online event ticketing market was \$3.31 billion in 2024 and is expected to increase to \$7.10 billion by 2033, with an 8.90% CAGR. This rise is fueled by increasing digital penetration, mobile app adoption, and growing demand for live entertainment.

[Movie Ticketing:](#)

The online movie ticketing services market in India was valued at \$0.70 billion in 2024 and is expected to reach \$1.11 billion by 2033 with a CAGR of 5.22%. Digital tickets represent the largest segment with 56.81% market share.

[Sports Ticketing:](#)

The sports events tickets market generated \$558.5 million in 2022 and is projected to reach \$2,129.2 million by 2030, growing at 18.2% CAGR

[Food Services Market](#)

The broader food services market, which includes District's dining component, is currently valued at ₹5.5 lakh crore and expected to reach ₹9-10 lakh crore by 2030, growing at 10-12% annually. This provides a substantial foundation for District's integrated dining and entertainment approach.

MAIN COMPETITOR

[BookMyShow](#)

As of August 2024, BookMyShow, which is owned by Reliance, has 75% of the Indian movie ticket market. It made 1369 Cores in 2024, a increase of 43%.

BookMyShow has many good things going for it:

A well-known brand and a lot of users in cities and towns

A full list of movies, concerts, sports events, and amusement parks

A very polished user interface based on years of feedback from users

Strong presence in tier-2 and tier-3 cities that aren't in the metro area

User Persona

A thorough look at District App User Personas

The main user persona is Arjun, the urban social connector.

Arjun Mehta is his name.

27 years old

Where: Mumbai, India

Job: Digital Marketing Manager at a new tech company

Annual income: ₹8–12 lakhs

Education: MBA from a business school that is in the second tier

Single and actively dating, according to relationship status

Where they live: They share a 2BHK apartment in Bandra with a roommate.

Arjun is the type of person that District is trying to reach: tech-savvy city-dwelling millennials between the ages of 18 and 35 who value convenience and experiences. He is part of the age group that spends the most money on fun and entertainment. Arjun is willing to spend a lot of money on entertainment, dining, and social activities because he is part of a generation that values experiences over things.

Psychographics and way of life

Arjun is a millennial who believes that having things doesn't make you important; it's all about the experience. He likes brands that are real and wants real communication at all points of contact. Social media and user-generated content have a big impact on his travel and entertainment choices, just like they do for 75% of millennials. He belongs to a group of people who want integrated digital solutions and expect smooth, optimised experiences on all platforms.

Primary Needs:

Arjun needs a single platform that can handle all of his going-out needs, from making restaurant reservations to booking movies. He likes apps that make the booking process easier and less stressful. He prefers solutions that need fewer steps and touchpoints.

Social Connectivity:

Arjun plans a lot of group outings, so he needs features that make it easy for him and his friends to work together and plan things. He needs to be able to easily share booking information, plan group purchases, and make decisions as a group.

Real-time Information:

Arjun wants to be able to get updated information about events, availability, and prices right away. He needs reliable alerts and reminders to keep him up to date on events and deadlines for booking.

He wants personalised experiences, so he wants the app to learn from how he uses it and suggest content that fits his tastes and past behaviour.

Main Problems and Difficulties

Technical Reliability Issues:

Arjun is upset with how the app works and how stable it is, which makes it hard for him to book. People have said that District's support system isn't good enough because customers have to wait hours for their problems to be fixed.

Limited Event List:

Arjun thinks District's event selection is limited compared to well-known competitors like BookMyShow, which limits his entertainment options. People who used it early on have noticed that there aren't any promotional deals, like buy-one-get-one deals, that are common on other platforms.

Problems with the booking process:

Even though the District's interface is easy to use, Arjun sometimes has trouble choosing a seat, paying, and confirming his ticket. Users say they have trouble booking a lot of tickets for big groups and getting their preferred seats together.

Problems with Customer Support:

When there are problems, Arjun has to wait a long time and have unproductive conversations with support staff that don't help him quickly. The support system doesn't always have the right steps for escalating problems or enough information about events and places.

Delays in payment and confirmation:

Arjun gets nervous about processing payments and confirming tickets, especially for events that are in high demand and systems might get overloaded. Not getting confirmation messages right away makes it hard to know if your bookings are successful.

Priya, the budget-conscious student, is a secondary user persona.

Name: Priya Sharma

Age: 21 years
Where: Delhi, India
Final-year commerce student as a job
Parents give me ₹15,000 a month as an allowance.
Education: Getting a B.Com from Delhi University
Status of the relationship: In a relationship
Where they live: in a college hostel

Priya is a member of District's target audience who is younger and more focused on entertainment than price. This age group watches the most movies, with 43% having seen one in the last month. This is much higher than other age groups.

Psychographics and way of life

Priya is part of the generation that likes digital booking sites and online travel agencies better than old-fashioned ways. She's better at adapting to new platforms and services because she's more flexible and strong. She is like a lot of Gen Z users in that she likes getting offers through direct channels like email and messaging and really thinks about how valuable they are.

Basic Needs: Priya needs access to cheap tickets, student deals, and entertainment options that don't cost too much because she doesn't have a lot of money to spend.

Group Coordination: She needs good tools to help her plan outings with friends, like being able to split costs and make group reservations.

Mobile-First Experience: Priya wants a mobile experience that works perfectly because she mostly uses her phone for all of her online activities.

Main Problems and Issues

Priya has a limited budget, which means she can't afford many things. This makes her very aware of prices and discounts.

Difficulties in Group Decision-Making: Getting friends together for group outings can be hard because everyone has to agree on things like movie choices, timing, and how to split costs.

Priya is a young person who makes payments online, so she is careful about sharing her financial information and expects strong security measures.

Rajesh is a tertiary user persona who is a family-oriented professional.

Bio and Demographics

Rajesh Kumar is the name.

35 years old

Bangalore, India is where it is located.
Job title: Senior Software Engineer
Annual income: ₹18–25 lakhs
Education: 12 years of experience and a degree in engineering
Married with two kids, ages 8 and 12.
Living Situation: Has a 3BHK apartment in Electronic City

Rajesh is an example of the kind of person District is trying to reach: a successful professional who values family time and ease of use.

Main Needs

Family-Friendly Options: Rajesh needs entertainment options that are good for all family members, such as content that is appropriate for their age and family packages.

Time Efficiency: He is a busy professional who likes quick booking processes and dependable service that doesn't need to be followed up on or fixed multiple times.

Quality Assurance: Rajesh wants the best service possible and is willing to pay more for it if it means guaranteed satisfaction and smooth experiences.

Main Problems and Challenges

Putting together a family is hard: When you have to book for several family members who have different preferences and schedules, it makes the booking process more complicated.

Service Reliability Expectations: Rajesh is especially upset by technical problems, bad customer service, or booking failures because he has higher expectations for service quality.

Concerns about getting good value for money: Even though Rajesh has more money to spend, he wants clear value and open pricing, especially when booking for the whole family.

Insights Across Different Personas

Common Problems That All Users Have

[System Performance Problems:](#)

All user types get angry when the app crashes, takes too long to load, or has other technical problems during busy booking times.

[Long wait hours:](#)

The current support system doesn't meet expectations for any type of user because of long wait times and problems that aren't solved.

[Few promotional offers:](#)

Users in all groups expect prices that are competitive and deals that are better than those of established competitors.

[Problems with Real-Time Synchronisation:](#)

To make good decisions, all users need accurate, up-to-date information about seat availability, event details, and booking status.

These personas show that District has a wide range of users and point out the most important areas where the app needs to be better to keep users happy and keep them coming back from different demographic groups.

User Journey Mapping for District by Zomato

A Look at Zomato's User Journey Mapping for District

Mapping the user journey shows how a user moves through an app to reach a goal. It shows the feelings, problems, and ways to make things better that people have. We map out a typical booking flow for District by Zomato, from finding it to getting involved after the booking. This helps us figure out how to make the experience better and keep people coming back.

Setting the Stage for Persona

Arjun Mehta is a young adult who lives in a city and knows a lot about technology. He enjoys meeting new people and wants to go on fun trips that are easy to plan and have everything he needs in one place.

User Journey Breakdown for District App

1. Discovery

Goal:

The goal is to find out about new movies or events and get to the District app.

Touchpoints:

- Ads on social media
- Search engine results
- A banner for the Zomato app

User Actions:

- Clicks on an ad or link
- Installs District
- Lets the app do things

Feeling:

Excited but a little worried about what the app can do.

Pain Points:

- Not knowing what else the app can do besides selling tickets
- Worried about privacy when signing up

Things That Could Happen:

- Put deals for dining in your ads
- To make it easier for people to understand permission prompts, tell them exactly how they will help

2. Setting Up an Account and Getting Going

Goal:

Finish signing up and choosing what you want.

Touchpoints:

- The welcome screen
- The choices for social login
- The prompts for choosing preferences

User Actions:

- Logs into Zomato
- Checks their phone number
- Picks their favorite places or genres

Feeling:

Hopeful, but not enough time.

Pain Points:

- The steps may seem long
- People may not know how to choose what they want

Options:

- Fill in your choices based on your current Zomato profile
- Put verification and choosing options into one step

3. Search and Explore

Goal:

Look for movies or events that you would like to see.

Touchpoints:

- The home screen
- Categories
- A search bar
- A carousel of personalized recommendations

User Actions:

- Tap on personalized suggestions
- Scroll through categories
- Filter by date and location

Feeling:

I'm interested and involved.

Pain Points:

- In some places, there aren't many events to choose from
- The suggestions are too general

Choices:

- To get more events listed in more places, work with more people
- For example, "Based on your last booking," explain why an event is suggested to make it easier to understand

4. Choosing and Booking

Goal:

Pick a movie or event, pick your seats, and pay for it.

Touchpoints:

- The event details page
- The seat map interface
- The payment gateway

User Actions:

- Chooses the date and time
- The seats (with seat map sharing)
- Enters promo codes
- Pays

Feeling:

Excited about it; maybe nervous when paying.

Pain Points:

- It can take a long time for the seat map to load
- You can only use one promo code at a time

Options:

- Add progress bars while the seat map loads
- Let people choose "auto-apply the best discount"

5. Confirmation and Sharing

Goal:

Get a confirmation of your ticket and tell your friends about it.

Touchpoints:

- The confirmation screen

- The share button
- The notification center

User Actions:

- Checks their e-ticket
- Shares their booking through chat apps
- Sets a reminder in their calendar

Feeling:

Proud and happy with your social standing.

Pain Points:

- No automatic calendar integration
- Having to share steps by hand

Things That Could Happen:

- Put a button that says "Add to Calendar" on it
- One tap should let people tell the group where they are sitting

6. Attendance and Post-Event Participation

Goal:

Go to the event and tell us what you think.

Touchpoints:

- Push notifications (event reminders)
- A survey for feedback inside the app
- A place for loyalty rewards

User Actions:

- Uses an e-ticket to get in
- Rates the experience
- Uses loyalty points

Feeling:

If the experience is what you expected, you're happy. If there are problems getting in, you're angry.

Pain Points:

- The chance of missing app notifications
- Getting tired of surveys after the event

Options:

- Set reminders for the best times, which are 24 hours and 2 hours before the event
- It's easier to give feedback when you use emojis to rate things quickly

Summary

Stage	Touchpoints	Pain Points	Opportunity Highlights
Discovery	Social ads, Zomato app banner	Privacy concerns, unclear value proposition	Emphasize integrated offers, clarify permissions
Onboarding & Account Setup	Welcome screen, social login, preferences prompt	Lengthy steps, preference confusion	Pre-fill data, consolidate steps

Exploration & Search	Home categories, search bar, recommendations	Limited listings, generic suggestions	Expand catalog, contextualize recommendations
Selection & Booking	Event page, seat map, payment gateway	Seat map delays, promo confusion	Progress indicators, auto-apply discounts
Confirmation & Sharing	Confirmation screen, share button, notifications	No calendar sync, manual sharing	Calendar button, one-tap group sharing
Attendance & Engagement	Reminders, feedback survey, loyalty section	Notification bypass, survey fatigue	Optimized reminders, emoji quick ratings

Conclusion

The user journey mapping for District highlights critical touchpoints and emotional states across the booking lifecycle. Addressing identified pain points—such as streamlining onboarding, enhancing content depth, optimizing booking interfaces, and improving post-event engagement—can significantly elevate user satisfaction and drive retention for District by Zomato

Strenghts

1. [Very good interface:](#)

The interface of the district is one that is very easy to use and looks pretty as a result of its contemporary and clean layout, with very good color coding and carefully chosen fronts. Overall, the interface is very easy to use.

2. [A streamlined booking flow:](#)

Its makes the booking process simple; its just takes 5 steps to book a ticket, compared to BookMyShow. It will take less effort to book a ticket. Its allows a group coordination by allowing users to share the seat-maps directly through communication app.

3. [Highly personalised recommendations](#): Since it has the database from the Zomato, they can provide customized recommendations for events, restaurants, and activities based on the users' choices and behaviour.
4. [Expanding Content and Reaching More Areas](#)
District is currently the leader in metro areas, but by working with more regional vendors and niche event planners, it will be able to add more items to its catalogue in tier-2 and tier-3 markets, filling the content gap with competitors
5. [Ecosystem](#): the perfect integration across the Zomato's services enables the customers to plan and complete the outings by both combining dining and entertainment in a single platform.
6. [Single-app strategy](#):
The single app strategy helped the district very well, forming a single independent brand in the "going out space." Its provides a competitive edge and dominance over the competitors.

Zomato's Business Strategy Suggestion for the District

[PLAN MY DAY](#)

Suggested feature: "Plan My Day" Itinerary Builder District by Zomato can add a "Plan My Day" feature that lets users make full outing plans in one app.

Find and Add Things to Do

- Users look through curated lists of movies, events, places to eat, and experiences.
- Then, they drag and drop their choices into a chronological timeline in the itinerary builder.

Good Suggestions

- An AI-driven and data-driven engine which suggests activities based on the user's activities
- Based on the happiness scores, which will be learnt from the previous activities of the users, making the decision-making easy.

Make the Most of Your Time and Routes

- A map-based interface arranges itinerary items in a way that cuts down on travel time and increases enjoyment
- Uses route-optimisation logic like that of the best navigation apps.

Planning as a Group

- Users can invite friends or family to a shared planning workspace
- They can vote on activities, split costs, and book together
- This encourages social interaction and longer sessions in the app.

Recommendations for District by Zomato

1. [Festivals of Music and Lifestyle](#)

Working with big music and lifestyle events can help District reach more of its core urban audience.

EDM and Music Festivals (e.g., Sunburn) work together as the official ticketing and hospitality partner for major festivals like Sunburn, which had over 150,000 people at its 17th edition.

Live Concert Tours (e.g., A.R. Rahman's Wonderment Tour) Get exclusive online ticketing rights for big concert tours by using Percept Live's history of 50,000+ attendees at global premieres.

2. Leagues for Sports and Entertainment

Using sports partnerships to reach a large audience and get fans involved.

[Indian Premier League](#) (IPL) offers co-branded ticket bundles (match tickets plus dining vouchers) for IPL matches. The IPL had a record 67.8 crore digital views in 2025.

Major Sporting Events (e.g., Pro Kabaddi, ISL) Integrate District's platform with league ticketing portals to offer early-bird deals and group packages for local sporting events.

3. [Corporate and Experiential Events](#)

Getting working professionals involved through planned corporate events.

Wizcraft and Percept Live are two of the top event agencies that work together on corporate festivals, brand activations, and hybrid events. This lets them co-brand experiences and make ticketing and food and drink services easy.

Hotel and Venue Chains (like Pride Hotels) use District to book banquets and events for meetings, weddings, and other social events at some of the best hotels.

4. [Events for cultural and niche communities](#)

Reaching groups of people with specific interests that go beyond mainstream entertainment.

Art fairs and literary festivals in India

To reach cultural connoisseurs, offer curated ticket bundles and "art + dining" packages for events like the Jaipur Literature Festival and India Art Fair.

Festivals at Colleges and Universities

Partner with top college fests like Mood Indigo, Rendezvous, and Spring Fest to get more people to see you in person. These events have 80,000 to 160,000 attendees each, and you can offer student discounts and co-branded promotions.

5. [Travel and Fun Activities](#)

By adding travel and adventure services, make District a full-featured lifestyle app.

Adventure tourism companies work with companies that offer trekking, camping and water sports to put together "weekend getaway" packages that include transportation, activity booking and dining reservations.

Rail and Coach Tours (like IRCTC packages) Use IRCTC's charter train and coach tour services to plan themed outings that include tickets, local experiences, and meal deals.

Recommended Partnership

One strategy for forming partnerships is to collaborate with the most prestigious college festivals. District by Zomato has the potential to become the official event partner of India's most prestigious college cultural festivals, thereby expanding its reach to young people and increasing its visibility. The proposed partnerships, the primary advantages, and the means by which they can be initiated are as follows.

Target Festivals and Attending Them Festival Institute Attendance/Ftll Mood IndigoIIT Bombay recorded approximately 146,000 people in attendance at the festival.

Target Festivals and Attendance

Festival	Institute	Attendance/Reach
Mood Indigo (MI)	IIT Bombay	~146,000 on-site attendees from 2,000+ colleges 1
Rendezvous (RDV)	IIT Delhi	~160,000 on-site attendees from 1,200+ colleges 2
Spring Fest (SF)	IIT Kharagpur	~80,000 on-site attendees; 2 million+ online viewers 3 4

Principal Advantages:

Large-scale participation from young people

By collaborating with these festivals, you can reach over 400,000 people who are physically present and an additional 2 million people online. This will assist in increasing the name recognition of your brand among urban members of Generation Z and millennials.

Activation Timeline

Phase	Activities
Pre-Festival (1 month)	Launch co-branded microsites, social media teasers, and campus ambassador programs 5 .
On-Ground (3 days)	Operate District Lounge, run contests, distribute promo flyers, and engage influencers.
Post-Festival (2 weeks)	Send recap push notifications, extend limited-time offers, and survey attendees.

Integration of the Brand

On-Ground Promotion

- Promoting the brand on the ground through the use of digital screens, kiosks, and banners
- When it comes to festival apps and websites, only "District Insider" event listings are available
- To assist individuals in remembering the District, promotional items such as posters and other items with both brands printed on them

Participation that is Interactive in Nature

Themed Zones

- A "District Lounge" that features photo booths, demonstrations of seat maps, and experiences that simulate purchasing tickets

Contests & Workshops

- Ticket hunts, trivia quizzes about movies and foods, and mini hackathons for people who are very knowledgeable about technology

Live Feedback Booths

- Allow users to provide feedback on newly introduced features
 - Encourage users to opt in via email and phone for targeted marketing
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Offers that are Tailored Specifically for You

- In order to receive flat discounts on tickets and dining reservations made through the app, there are promotional codes that are exclusive to the festival events
 - "Movie + Meal" bundles at partner restaurants, in addition to other combo deals also available
 - We aim to encourage repeat use by offering higher loyalty point values for bookings made during the festival
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A Timeline for Activities During the Activation Phase

Before the Festival (1 Month in Advance)

- Collaborate on the creation of landing pages for the event
- Post teasers on social media
- Distribute student ambassador kits

During the Festival (3 Days)

- Run the District Lounge
- Hold contests
- Distribute promotional flyers
- Entice influential people to attend the event

After the Festival (2 Weeks Later)

- Send notifications to the app with highlights from the recap
 - Extend deals that are only available for a limited time
 - Ask people to participate in a survey
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Key Performance Indicators

- **Application Downloads:** There was a slight increase during the party season
 - **Promotional Redemptions:** The number of times that codes that are only valid for the festival are used
 - **Engagement Rate:** The frequency with which attendees interact with one another (for example, by visiting booths and entering contests)
 - **Social Media Mentions:** The quantity of user-generated content and hashtags that are associated with the festival that are mentioned on social media
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Success Metrics

- **App Downloads:** Incremental increase during festival period
- **Promo Redemptions:** Number of festival-exclusive code usages

- **Engagement Rate:** Attendee interactions at District zones (booth visits, contest entries)
- **Social Media Mentions:** Festival-related hashtags and user-generated content volume

Closing Note

By incorporating District into some of India's most exciting college festivals, Zomato has the potential to establish a long-lasting connection with its brand, encourage people to download the app, and cultivate a community of young users who are actively engaged.

Metrics Framework for District by Zomato

North Star Metric (L0)

Total Completed Outings per User per Month

Measures the average number of full “going-out” experiences (e.g., movie + dining) each user completes monthly, aligning teams on maximizing cross-sell and engagement across District’s ecosystem .

Level 1 (Primary) Metrics

Metric	Definition	Purpose
Monthly Active Users (MAU)	Unique users engaging with District in a month	Indicates platform reach and ongoing relevance to the target audience 23 .
Gross Merchandise Value (GMV)	Total value of transactions processed (tickets, reservations, experiences)	Reflects transaction volume and revenue potential of District’s services 13 .

Conversion Rate	Percentage of app visitors who complete at least one booking	Highlights effectiveness of the booking funnel and user journey 4 .
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Level 2 (Secondary) Metrics

Metric	Definition	Purpose
Retention Rate	Percentage of users returning for another outing after their first session	Measures platform stickiness and satisfaction among new users 34 .
Average Revenue Per User	Revenue generated per active user in a period	Assesses monetization efficiency and per-user value 53 .
Event Listing Growth	Number of new events added over time	Tracks expansion of content variety and partnerships 23 .
Churn Rate	Proportion of users who stop engaging over a period	Signals drop-off and areas needing retention initiatives 4 .

Supporting (L2/L3) Metrics

- Reach: New vs. returning user visits to the app, indicating acquisition performance [3](#).
- Activation: Time to first booking after signup, measuring onboarding efficiency [1](#).

- Engagement: Average session duration and number of sessions per user, reflecting app “stickiness” [3](#).
 - Technical Health: Crash rate and average load time, essential for user satisfaction and reliability [2](#).
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Alignment & Use

- Strategic Focus: Anchor product, marketing, and engineering on the North Star Metric to drive holistic growth and cross-sell success [1](#).
- Data-Driven Priorities: Use primary metrics to validate feature launches and secondary metrics to confirm healthy business impact without negative regressions [5](#).
- Continuous Improvement: Monitor supporting metrics (L2/L3) to diagnose bottlenecks and optimize specific stages of the user journey