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Overview of Multi-Brand Cloud Kitchen Businesses in India

A Report By Atticus Advisors

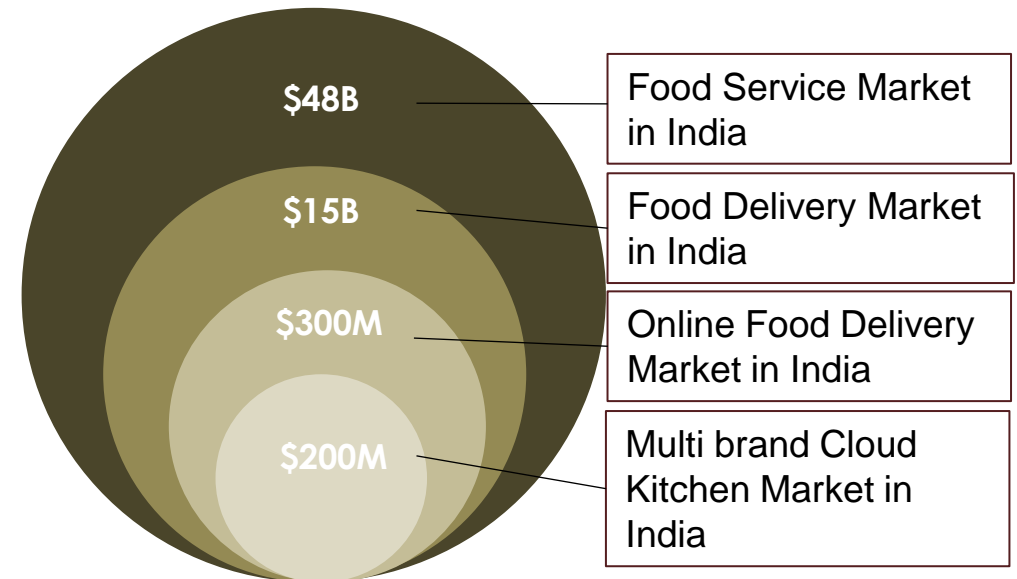
June 10, 2021

Market Sizing



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- Expected growth of global online food delivery services is **\$107.44 billion in 2019 to \$111.32 billion in 2020** at **3.61%**.
- **Need for 2 lakh more cloud kitchens pan-India, anticipated by Zomato and Swiggy** for catering demand.
- Solution lies in cloud kitchen model, opening it is **fast, lean and democratized** to all food entrepreneurs.
- **Cloud Kitchens own the biggest share of the online food delivery market in India.**



Aggregators

Food Aggregators for Multi-brand Cloud Kitchen in the state of Maharashtra:

Zomato

Swiggy

Box8

Grubhub

Faso's

Deliveroo

Uber Eats

Food panda

Dunzo

Tasty Khana

Seamless

Google Area



Characteristics Of Multi-Brand Cloud Kitchen



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Servicing affordable Food across different Cuisines



Utilisation of the same Kitchen space, equipment and Staff



Advantage of providing wide variety of Cuisines with Rationalised resources



Each Brand can be specific to a different cuisine



Multi-Brand Cloud Kitchen Model

Problems with Dine in Restaurants

- Risk of Infection due to **Covid-19**
- **High real Estate cost** of table servicing.
- **High Investments**
- **High operational costs**
- **High overhead costs** such as Décor, client facing staff etc.

Multi-brand Cloud Kitchen Solutions

- Contactless delivery, **low infection risk**
- **Lower Real estate cost**, due to absence of Table servicing.
- Easy expansion with **low investment**
- **Lower operational cost** due to lesser client facing staff, lesser Rent etc
- Lower risk with **Higher Profit margin**

General Operating Model



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