PLANIFY
Startups | PreIPO | Unicorns

#1

Swiggy's JOURNEY IPO & VALUATION

PLANIFY
Startups | PreIPO | Unicorns

#2

THE JOURNEY

SWIGGY

2015 Swiggy expands from Bangalore to **eight major cities** in India

2017 Launches **"The Bowl Company"** and Swiggy Access for ready-to occupy kitchens

2019 Introduces **(on-demand product delivery)** and **(instant pick-up and drop-off service)**

2020 Launches **alcohol delivery and expanding grocery delivery** with Swiggy Instamart

2021 **Raises $1.25 billion**, reaching a valuation of **$5.5 billion**

2024 Swiggy's valuation hits **$15.1 billion** by **Baron capital**

PLANIFY
Startups | PreIPO | Unicorns

#3

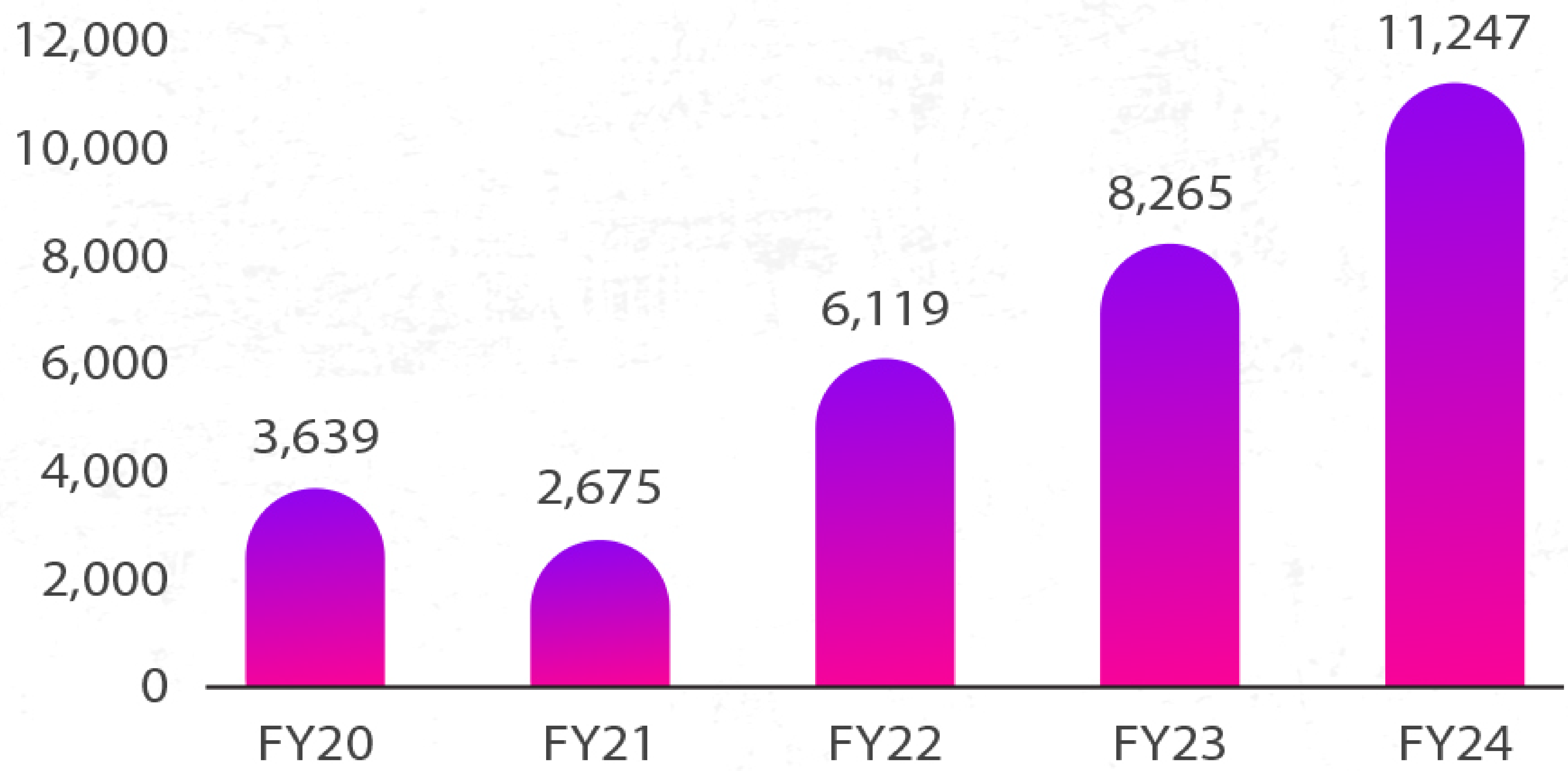
SWIGGY
STRATEGIC EXPANSION

The company's relentless drive for expansion led to the launch of **Swiggy Instamart,** transforming the way groceries are delivered, and **Swiggy Genie,** a hyperlocal courier service

FINANCIAL PERFORMANCE

Swiggy's revenue from operations **surged by nearly 36% in FY24 to ₹11,247** indicating significant growth in the company's business during the financial year

Swiggy Revenue (in ₹ Cr)



PLANIFY
Startups | PreIPO | Unicorns

#5

Recent DEVELOPMENTS

Increase in IPO Size: Swiggy is considering increasing the fresh issue component of its IPO by **₹1,250 Cr. (about $150 million) to ₹5,000 Cr.** This decision reflects the company's confidence in attracting substantial investor interest.

Embezzlement Incident: Amid its IPO preparations, Swiggy disclosed an embezzlement case involving a former junior employee who misappropriated over **₹33 crore from a subsidiary.** The company has initiated legal action and an investigation into the matter.

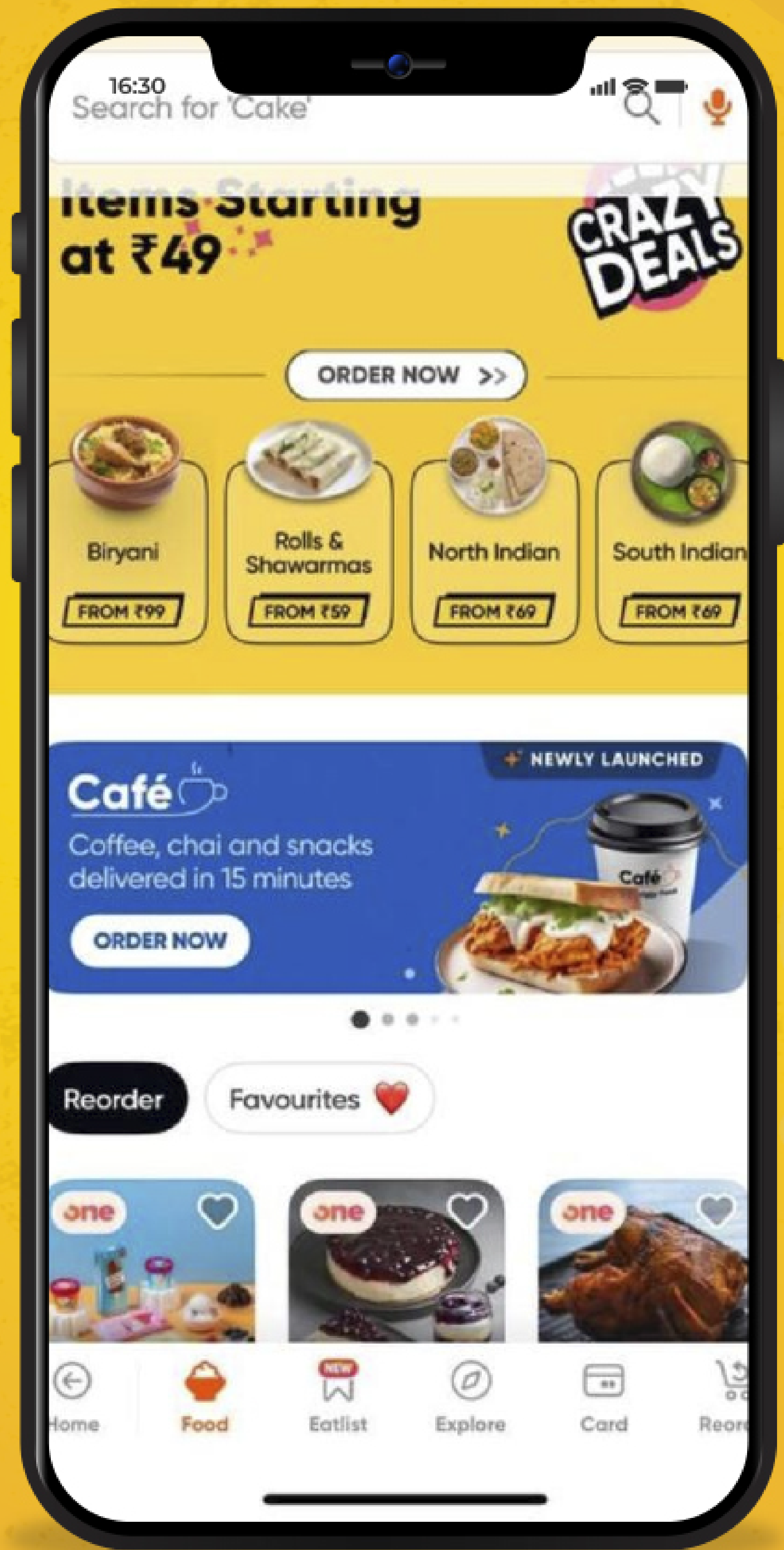
PLANIFY

Swiggy's IPO STRATEGIC FOCUS

Swiggy plans to use the IPO proceeds to expand its **quick commerce business,** Instamart, and open more warehouses.

PLANIFY
Startups | PreIPO | Unicorns

The IPO-bound Swiggy has launched 'Cafe' to deliver snacks and beverages in just 15 minutes.



PLANIFY
Startups | PreIPO | Unicorns

#8

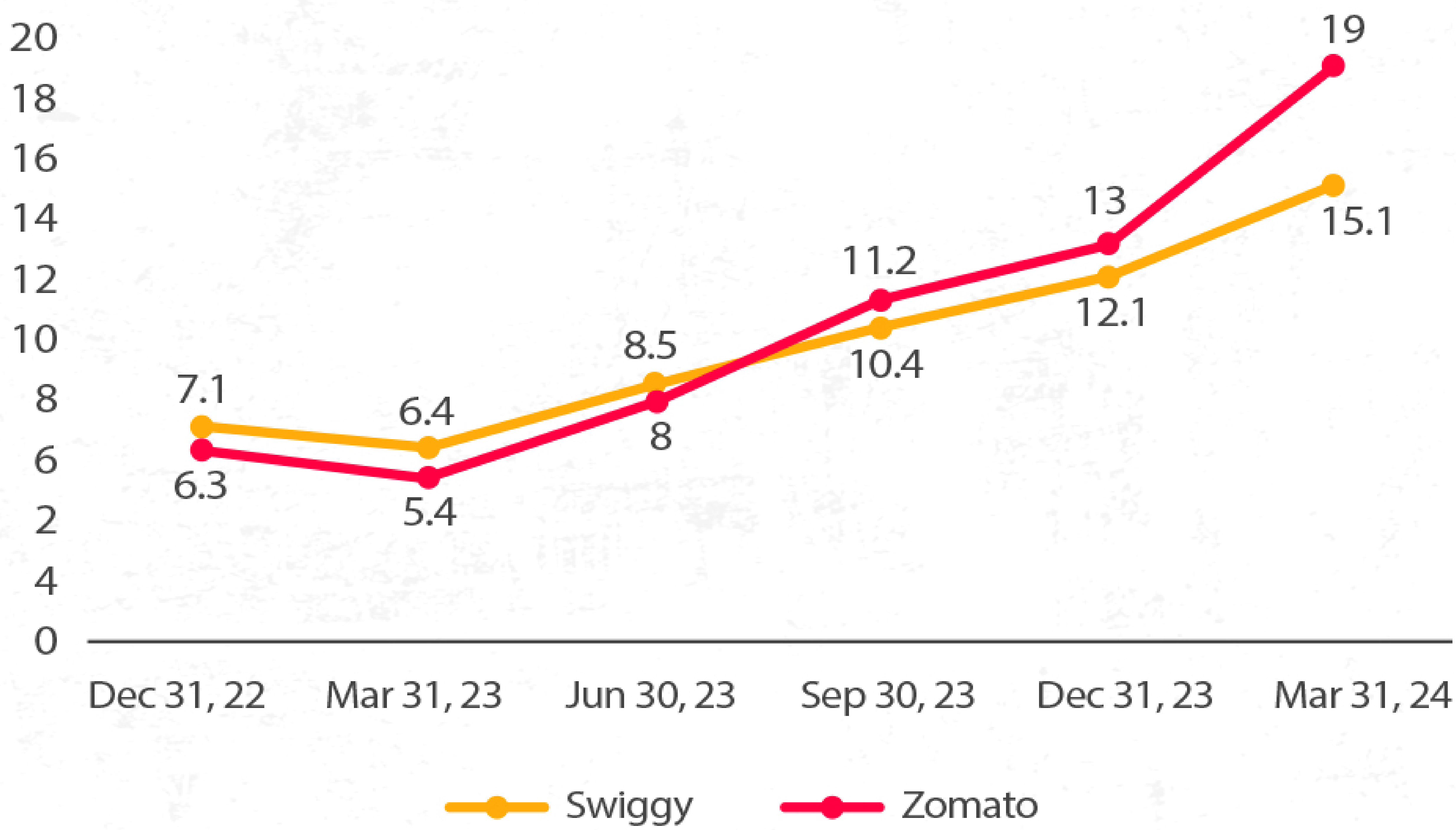
Swiggy V/s Zomato

A QUICK COMPARISON

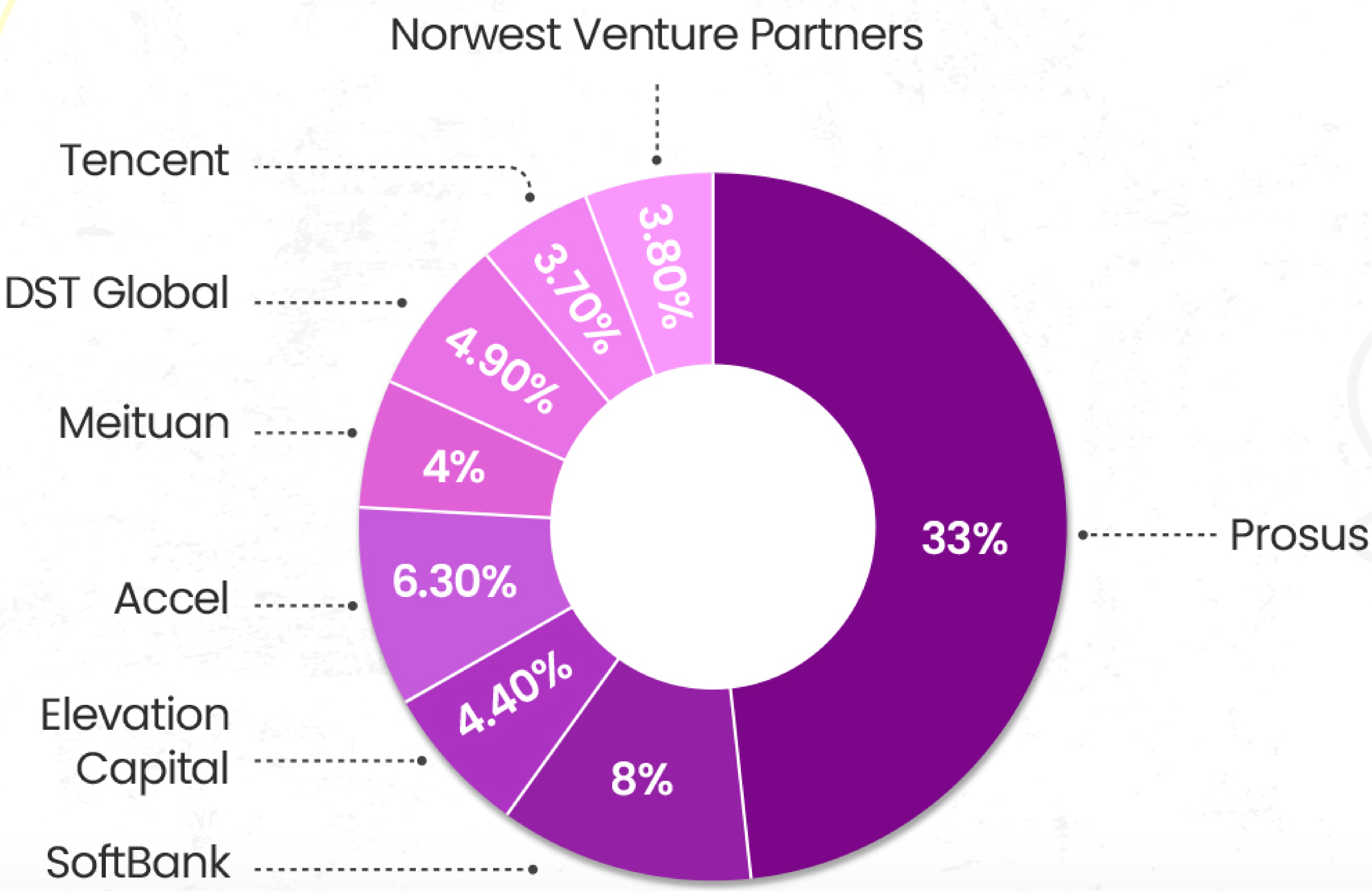
2014, Bengaluru	Establishment	2008, Gurugram
Unlisted	Listing Status	Listed
43%	Total Market Share	55%
₹ 885 Bn	Market Capitalization	₹ 2,500 Bn
14 lakhs	Daily Orders	12.5 lakhs
2,10,000	Delivery Partners	1,80,000
Swiggy One, Instamart Genie, Dineout	Other Services	Zomato Gold, Blinkit, Advertising, Hyperpure

Swiggy V/s Zomato

Comparing Valuations **(in $ Bn)**



TOP SHAREHOLDERS in Swiggy FY24



PLANIFY
Startups | PreIPO | Unicorns

#11

PROMINENT INVESTORS

- NASPERS
- DST GLOBAL
- ELEVATION
- NORWEST VENTURE PARTNERS
- SoftBank
- QIA جهاز قطر للاستثمار QATAR INVESTMENT AUTHORITY
- Accel
- ALPHA WAVE
- Invesco
- prosus ventures
- HILLHOUSE
- GIC Re


PLANIFY
Startups | PreIPO | Unicorns
#12
RECENT INVESTMENT
Madhuri Dixit buys ₹1.5 Cr worth
Swiggy shares ahead of its IPO

PLANIFY
Startups | PreIPO | Unicorns

#13

Instamart V/s Blinkit

Comparing Quick commerce

Swiggy Instamart		blinkit
₹1,100 Cr	Revenue	₹2,301 Cr
$1 Billion	Gross Order Value	$1.6 Billion
₹460	Average Order Value	₹614
523	No. of Dark Stores	526
4.2 Million	Monthly Users	5.1 Million
Revenue	Presence in Cities	26

PLANIFY
Startups | PreIPO | Unicorns

#14

Flipkart revolutionized festive shopping with its **Big Billion Day sales.** However, with quick commerce players like **Instamart and Blinkit** entering the scene, the competition for instant deliveries is intensifying. Will these rapid delivery services steal the show this festive season, or can Flipkart hold its

PLANIFY
Startups | PreIPO | Unicorns

#15

Follow us for more content.

www.planify.in

Download on the App Store

GET IT ON Google Play