

zomato

Inclusive Growth



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Empower small businesses and gig workers through growth-focused initiatives and support programs

Our Goals

We are committed to providing growth opportunities to businesses of all sizes and gig workers. Our aim is to support the growth of 300,000 micro, small and medium businesses and food entrepreneurs by 2030 and enhance the earning and saving capacity of 1 million gig workers through upskilling, partnerships and benefit programs.

Our Approach

We plan to empower our partners and achieve our inclusive growth goals through three levers - reduce barriers, support formalization and enable growth and resilience.

Reduce Barriers

Our platforms (Zomato online ordering, Blinkit, Hyperpure and now, District) offer new restaurants, brands and delivery partners easy pathways to onboard and experience the benefits of platform association.

In May 2025, Zomato, the online food delivery platform, had ~314,000 active restaurants listed in over 800 Indian cities, of which 140,000+ were registered as micro, medium or small enterprises (MSMEs) with the MSME ministry. Many restaurant partners are first-time entrepreneurs and small businesses who are deeply passionate and knowledgeable about food but are new to using digital platforms that power and grow their business. A good number of these partners (> 100,000) are cloud kitchens designed to serve customers through delivery only.



How we are reducing barriers for restaurants

To foster the growth of small restaurant partners, we have implemented several initiatives. These initiatives are all geared towards providing a level playing field for small restaurant partners, ensuring that they have the tools, data and support they need to thrive in the food industry –

Quick Go-Live Program	We have streamlined our onboarding processes without compromising on stringency to ensure that restaurants can go live on our platform within just two to three days. This rapid onboarding process reduces barriers to entry for small restaurants.
Partnership Plan	We recognize that each restaurant is unique, which is why we offer flexible sign-up plans with varying pricing and benefits. These plans are tailored to meet the specific support and growth requirements of different restaurants, ensuring that small businesses receive the support they need.
DIY (Do It Yourself)	To support small restaurants, we have made most of our services available for self-management. Restaurants can use our services to manage their catalogues, find support for operations, manage offers and ads and access business performance insights. Small restaurants can take complete control of their presence and promotions on the application.

Through our Blinkit business, we continue to generate earning opportunities for local entrepreneurs and small retailers that manage store operations for us in multiple locations. We also work with local manufacturers and emerging consumer brands to expand their footprint across multiple regions in India.

How we are reducing barriers for gig workers

We have worked to make it super simple to onboard as a delivery partner with Zomato and Blinkit, reducing barriers to earning from deliveries. The opportunity is available to anyone with two-wheeler riding skills, a driver’s license (for vehicles that travel above 25 kmph), a government-recognized ID and a bank account.

Our partners can generate earnings all 365 days of the year with full flexibility to log in at any time of the day or day of the week. However, most of them prefer to work with us part-time to generate a secondary source of income for themselves. A lot of delivery partners work with Zomato seasonally—some work for specific parts of the day and so on.

Over the years, there has been a consistent decrease in average days logged-in per year and average hours logged-in per day. In 2024, the average login days per year per delivery partner stood at 46 days, while the average daily login hours per login day stood at 7 hours.

While our online ordering business has close to 440,000 active delivery partners, our quick commerce business is attracting ~185,000 active riders alongside workers in 1,301 stores operating as of May 2025.

Support Formalization

We support our small business partners and gig workers with access to services that help them formalize their business and enhance their competitiveness.

How we are supporting formalization of small businesses

Over 140,000 restaurant partners listed on Zomato were registered as MSMEs (per the Government of India's definition) in October 2024. To support the formalization of these MSME businesses, we have a number of initiatives.

Restaurant Services Hub

Our Restaurant services hub offers unique services to restaurant businesses, regardless of their business affiliation with Zomato. These services include support for staffing, taxation, trademarking, Food Safety and Standards Authority of India (FSSAI) registration and hygiene audits, among many others. For small businesses, in particular, these are valuable, time-saving services. The objective is to help restaurant partners at every step of their journey, right from planning, launching, operating and scaling their restaurant business.

For Blinkit, we are currently empowering over 2,500 brands through quick-commerce, with 1,200+ MSMEs leveraging the platform and over 150 stores being managed by store partners.

How we are supporting formalization of gig workers

We have several initiatives in place that help gig workers access livelihood opportunities at scale:

- Flexible earning opportunities with ease of entry and weekly remittance
- Free-of-cost insurance coverage and access to government schemes
- Financial literacy and assistance
- EVs on rent via delivery partner app
- Savings on fuel through partnerships
- Educational scholarships for children of eligible delivery partners

Enable Growth and Resilience

Our platforms are designed to ensure that businesses are set up for success from the start. Over the years, we have made significant improvements and have added a variety of tools on our platforms for partners (including restaurants and seller apps) to help them discover new customer segments to serve, build loyalty among existing customers, access customer insights to grow their businesses and remain resilient during downturns.

How we are enabling growth and resilience for small businesses

Owner Hub

We have introduced the Owner Hub, a comprehensive solution to empower restaurant owners. Through this hub, restaurants are able to view their performance and access real-time, detailed business reports, competitive insights, etc. that enable them to make improvements and changes. Additionally, we have launched a new iOS owner app, making it even more convenient for small restaurants to manage their operations.

Table Reservations

To streamline the table reservation process for restaurants, we offer table reservation services on Zomato, the online ordering and food delivery app and District, the going-out app. The ease of reserving tables on these apps benefits both customers and restaurants, simplifying the booking management process for the latter through the restaurant partner app. This not only prevents customers from waiting for long but also empowers our partners to deliver a seamless and hassle-free dining experience.

Zomato Gold

Zomato Gold, our membership program, offers a host of benefits for our customers ordering through our online food delivery platform like free delivery on orders meeting certain criteria.

District Dining Carnival

District collaborates with restaurant partners to bring extra offers and promotions to customers, increasing brand affection and loyalty. This also drives extra revenue to the restaurant partners. Additionally, campaigns like the Dining Carnival on District provide customers with the opportunity to discover new dining options while enjoying additional savings, contributing to heightened visibility and foot traffic for all participating restaurants.

How we're enabling growth and resilience for gig workers

We aim to enhance the earnings and savings for at least 1 million partners by supporting income and savings growth from deliveries and access to relevant schemes and programs.

The average monthly earnings for our delivery partners (calculated for delivery partners who logged-in for at least eight hours per day and 26 days per month) has increased to ~INR 28,000 in CY24. Even after accounting for estimated fuel cost (~INR 5,000 per month), it is 10-70% higher than alternate income opportunities for self-employed and salaried Indians as per recent studies released by the government.

Scholarships

We facilitate scholarships for children of eligible delivery partners through funds dedicated by our founder. By January 2025, over 830 scholarships covering annual educational costs from class 1 to class 12 were awarded to children of eligible delivery partners.

Financial Awareness Campaigns/Workshops for Delivery Partners

We collaborate with various organizations including the National Stock Exchange in India, to help educate delivery partners on ways to manage their finances and generate wealth from savings. Delivery partners attend sessions available in different languages on topics like budgeting, saving, investing, and future planning. Till February 2025, we have empowered over 10,000 delivery partners with financial literacy across 35 cities through 103 workshops.

Access to Government Schemes

Most delivery partners are eligible to receive benefits from multiple government schemes but find it challenging to understand and access them. We partnered with a social enterprise, Haqdarshak, to drive awareness for government schemes, and make registering for relevant schemes easier. During the pilot we enabled delivery partners to sign up at select rest points and via camps. This exercise unlocked benefits worth INR 36 crores for 1,331 delivery partners and we are working to scale this up.

