

**GharSe**

**Novel Food delivery**

**Niharika**

**Avinash**

**Niharika**

# Agenda

**Introduction to GharSe**

**Our Business Plan**

**Feedback**

# GharSe

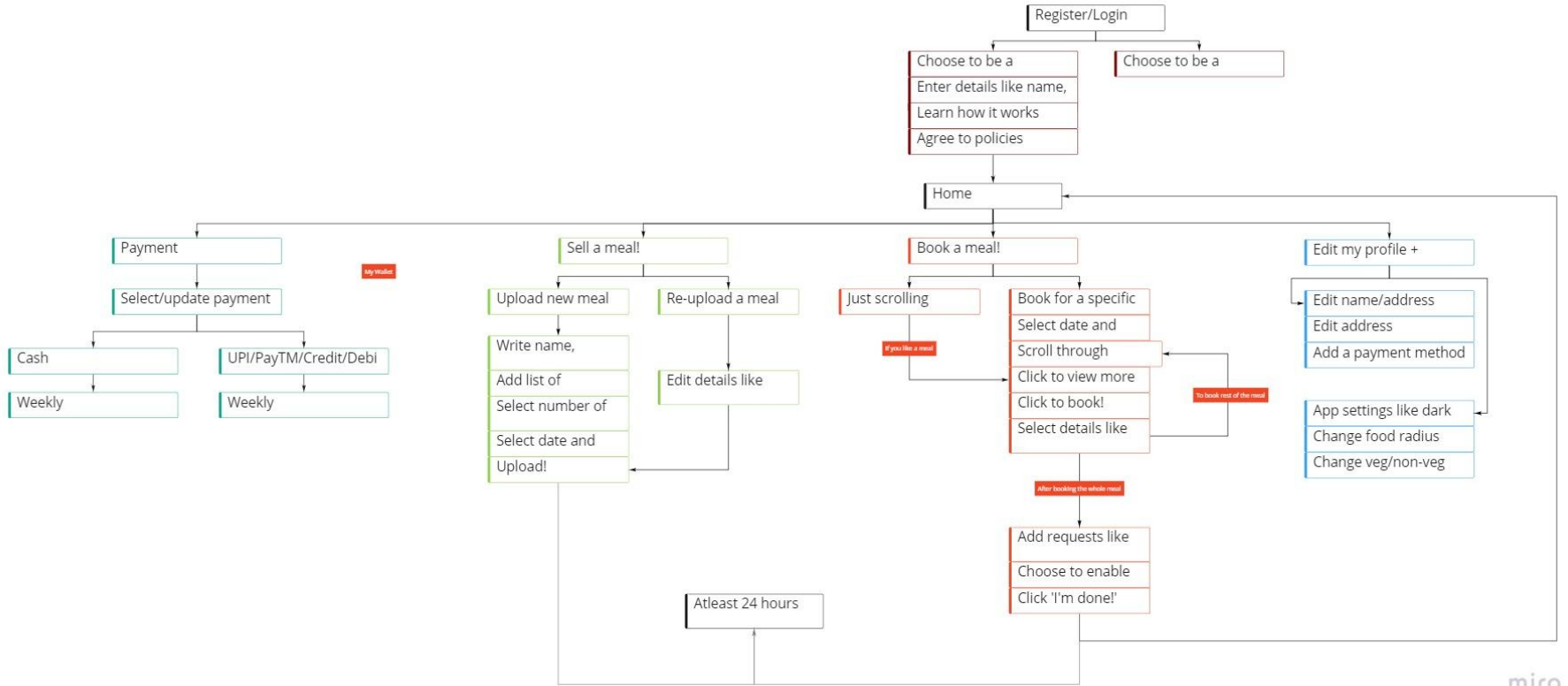
**A food delivery system  
and branding project**



# **The System**

**Consumers, Suppliers, and  
Deliverers**

**Collection, re-sorting and  
delivery**

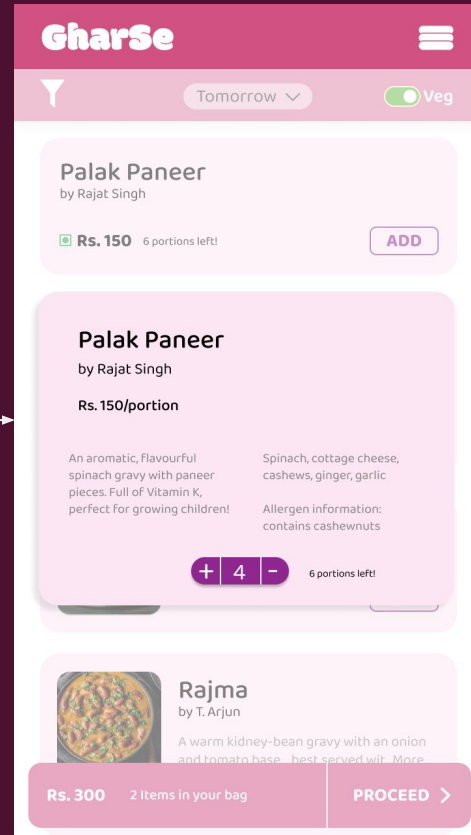
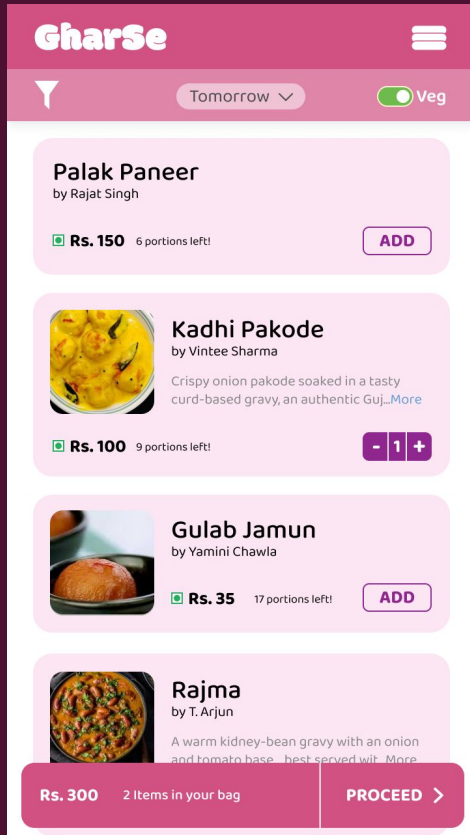


# Primary Scenarios




**GharSe**

Daily Home-cooked Meals



# Booking a meal



**Ghar Se** 

**UPLOAD NEW DISH**

OR

Re-upload old dish:


**Kadhi Pakode**  
Crispy onion pakode soaked in a tasty curd-based gravy, an authentic Guj...[More](#)


**Rs. 100** **EDIT** **UPLOAD**

**Butter Chicken**  
It's a classic, need I say more? But with my dish, get the dhaba flavour, in a safe, home-co...[More](#)

**Rs. 150** **EDIT** **UPLOAD**

**Aloo Methi**  
A simple, nutritious sabzi. Enjoy lightly roasted, soft potatoes with the distinct bitters of Fe...[More](#)

**Ghar Se** 



**Aloo Gob** 8/30

Enter a short description 0/250


No. of portions you can make:

Price (Rs/portion):

Add a list of ingredients 0/150

Additional comments (eg: very spicy) 0/100

**UPLOAD!**

**Ghar Se** 

**Aloo Gobi**  
by Seema Kaur  
**Rs. 65/portion**

Cheap, filling sabzi of aloo gobi - served mildly spicy with a garnishing of fresh coriander

Aloo, gobi, oil, salt, haldi, red chilli, jeera, coriander  
Pairs well with roti!

**SUCCESSFULLY UPLOADED!** ✓

4 of 10 portions booked

**EDIT DETAILS**

**UPLOAD ANOTHER**

**Selling a meal**

# **Our Business Plan**

## **Elevator Pitch**

**A home-to-home food  
delivery service**



# **Problems/ Opportunities**

- **People stuck in WFH - lack the time/skill to make meals**
- **Cannot eat restaurant food daily**
- **People out of jobs because of Covid**
- **Lack of choice in menu in existing tiffin services**

# Solutions

- **Mobilising home cooks**
- **Connecting consumers, suppliers and deliverers**
- **Creating trust by establishing a brand**

## **Current Status**

**Final concept - ready**

**Prototype**

# Unique Value Propositions

- **Home-cooked food**
- **Ability to mix-and-match**
- **Fun, refreshing, recognisable branding**

Dish name

**From**



Your name

**Ghar**  **घर**

**घ से चाइ**

**प्यार से,**



Your name

 **प्यार से** 





Palak Pancer

From

Seema Kaur



# **Competitive Advantages**

- **Home-cooked food - unexplored avenue - pioneers in the industry**
- **Post-covid situation in India**

# Customer Segments

## Consumers

- Anyone who cannot cook or does not have the time to - middle/upper class, use smartphones and have the expendable income to spend on buying food, eg: bachelors, families with all adults working, senior citizens

## Suppliers

- People who can cook and need another income source - lower/middle class, own and can use a smartphone, eg: maids out of jobs, housewives, cooking enthusiasts

# Channels

- **Website/app**
- **Advertisements and social media**
- **Word-of-mouth**

## App Icon



## **Costs**

- **Customer acquisition and retention**
- **App development and maintenance**
- **Hiring deliverers (Services) and other personnel**
- **Buying packaging and brand accessories**
- **Rental of a physical space**



## **Revenue Streams**

- **Service tax and delivery charges**
- **Weekly/monthly subscriptions (with decreased delivery charges)**
- **Third-party advertisements through packaging**



## **Key Metrics**

- **App users**
- **Meals being ordered**
- **Retained customers**
- **Subscribers**
- **Income through delivery charges and service tax**
- **Income through advertising**

## Future Steps

- Marketing the product, developing a customer base
- Prototyping and testing of product - roll out app
- Grow steadily organically
- Expand to more and more localities within Mumbai
- Start expanding to more cities like Delhi and Bangalore



# Acknowledgements

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