



EQUITIES RESEARCH

Head-to-Head: Quick Commerce & Food Delivery

Zomato vs Swiggy

October 2024



Aditya Suresh
Macquarie Capital
aditya.suresh@macquarie.com

Please refer to page 26-28 for important disclosures and analyst certification, or on our website www.macquarie.com/research/disclosures

Head-to-Head: Zomato versus Swiggy

Summary Takeaways

Swiggy has filed its draft prospectus with listing plans in Nov-24. We stack-up how key metrics for Swiggy compares with Zomato. At a headline level, Swiggy appears 4-6 quarters behind Zomato in Food Delivery and Quick Commerce. For Swiggy, the path to catch-up in Food Delivery is relatively more straightforward (expand MTU), while that for Quick Commerce is more complex (AOV, mix, ads, sourcing, opex). For Blinkit, the key dynamic is to maintain current breakeven unit economics in the face of sharply rising competitive intensity and its geographic expansion outside NCR.

Quick Commerce

- Blinkit has a faster growing, larger MTU base (7.6mn) than Instamart (5.2mn). While Blinkit has improved to adj EBITDA margin breakeven, Instamart remains loss-making even at the Contribution Margin level.
- Path to CM breakeven for Instamart = higher AOV (mix) + higher take-rate (ads and higher share of direct sourcing) + higher customer fees + lower dark store cost. Further for adj EBITDA margin breakeven, GOV needs to “catch-up” to absorb larger absolute central marketing and employee costs.

Food Delivery

- Swiggy's Gross Order Value (GOV) of US\$3.3bn (FY25 ann) is c.25% below leader Zomato. Swiggy's monthly transacting users (14mn) lag Zomato (20mn), while order frequency is in-line and average order value is slightly higher.
- Swiggy's contribution margin is c.100bps behind Zomato due to higher discounts. Adj EBITDA margin has improved to +3.5% for Zomato with scope for further 50-150bps gains; up to 400bps potential Δ for Swiggy.

Head-to-Head: Zomato versus Swiggy

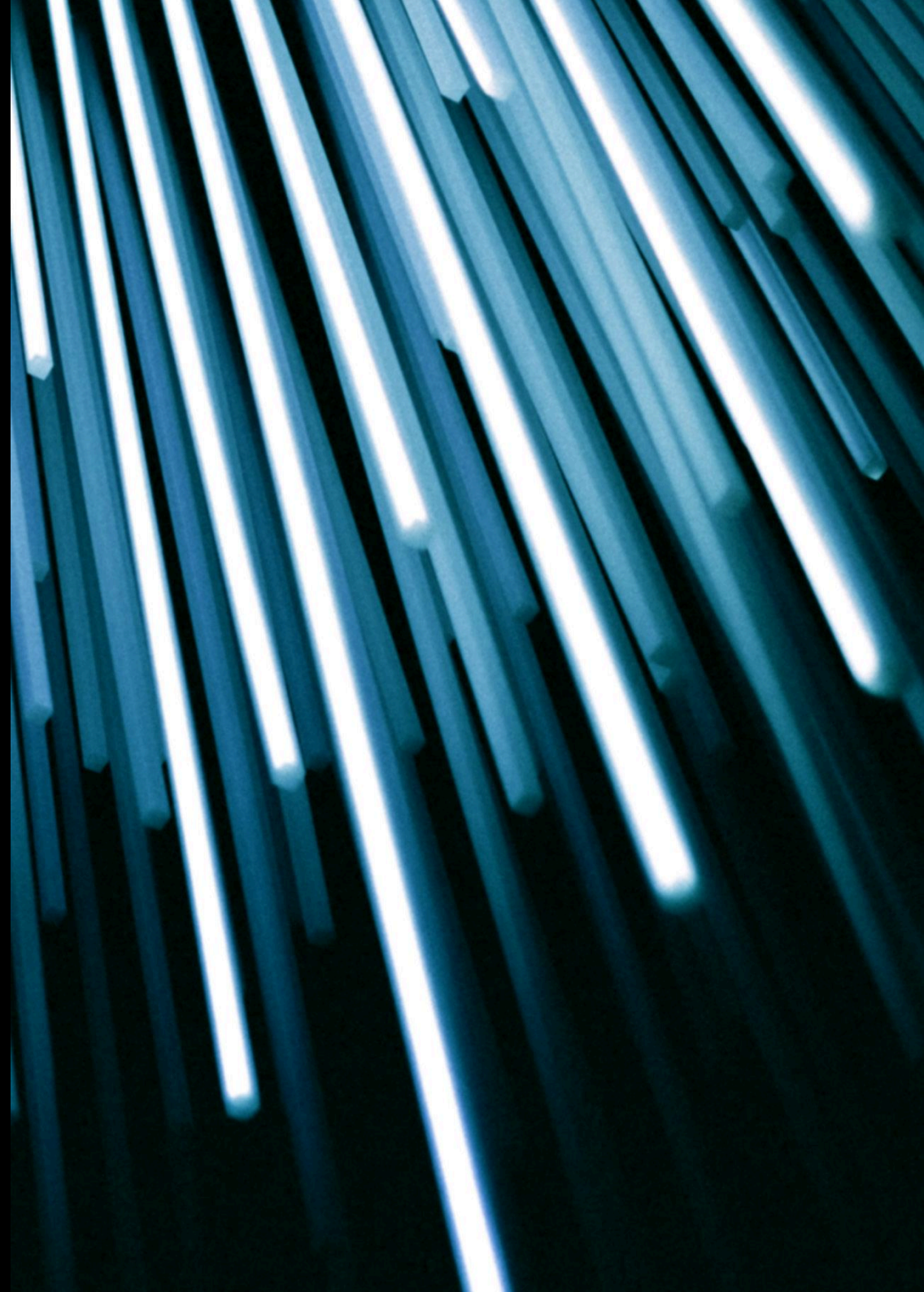
Summary

	Zomato				Swiggy			
	FY22	FY24	FY25e	FY28e	FY22	FY24	FY25e	FY28e
<i>All in US\$, bn</i>								
Market Cap (period-end)	8.6	19.0	29.1	-	10.7	12.2-12.7	13.3-15.0	
Gross Order Value	3.0	5.8	8.3	13.7	2.7	4.2	4.9	
...Food Delivery	2.9	3.9	4.7	6.7	2.5	3.0	3.3	
...Quick Commerce	0.0	1.5	2.9	5.6	0.2	1.0	1.3	
Monthly Transacting Users (mn)								
...Food Delivery	14.7	18.4	21.0	28.0	9.9	12.7	14.0	
...Quick Commerce	0.0	5.1	9.1	15.2	1.1	4.2	5.2	
Revenue	0.6	1.5	2.3	3.9	0.8	1.4	1.6	
...Food Delivery	0.5	0.8	1.0	1.4	0.5	0.6	0.7	
...Quick Commerce	0.0	0.3	0.6	1.2	0.0	0.1	0.2	
...Others	0.1	0.4	0.7	1.4	0.3	0.6	0.6	
Adjusted EBITDA	-0.13	0.04	0.17	0.54	-0.43	-0.22	-	
...Food Delivery	-0.05	0.11	0.17	0.32	-0.19	-0.01	-	
...Quick Commerce	0.00	-0.05	0.01	0.21	-0.12	-0.16	-	
...Others	-0.08	-0.02	-0.01	0.01	-0.13	-0.06	-	
EBIT	-0.3	-0.1	0.1	0.5	-0.5	-0.3	-	
Net Profit	-0.2	0.0	0.2	0.5	-0.5	-0.3	-	
Cash from Operations	-0.1	0.1	0.1	0.4	-0.5	-0.2	-	
Capex	-0.0	-0.0	-0.1	-0.1	-0.0	-0.0	-	
Free Cash Flow	-0.1	0.1	0.1	0.3	0.0	-0.2	-	
Net Debt / (Cash)	-2.0	-1.4	-1.3	-1.9	-1.5	-0.7	-	

Source: Company data, Macquarie Research, October 2024. Note: Swiggy Mkt Cap based on PE investor carrying value as on date. FY25e for Swiggy is based on Q1FY25 Annualised

1

Quick Commerce



Blinkit (Zomato) vs Instamart (Swiggy)

Blinkit much ahead of Instamart on Transacting Users, AOV (helped by geographic and SKU mix), Efficiency (higher dark store throughput), Take-Rate (higher ads, direct brand sourcing)

Key Metrics - Quick Commerce

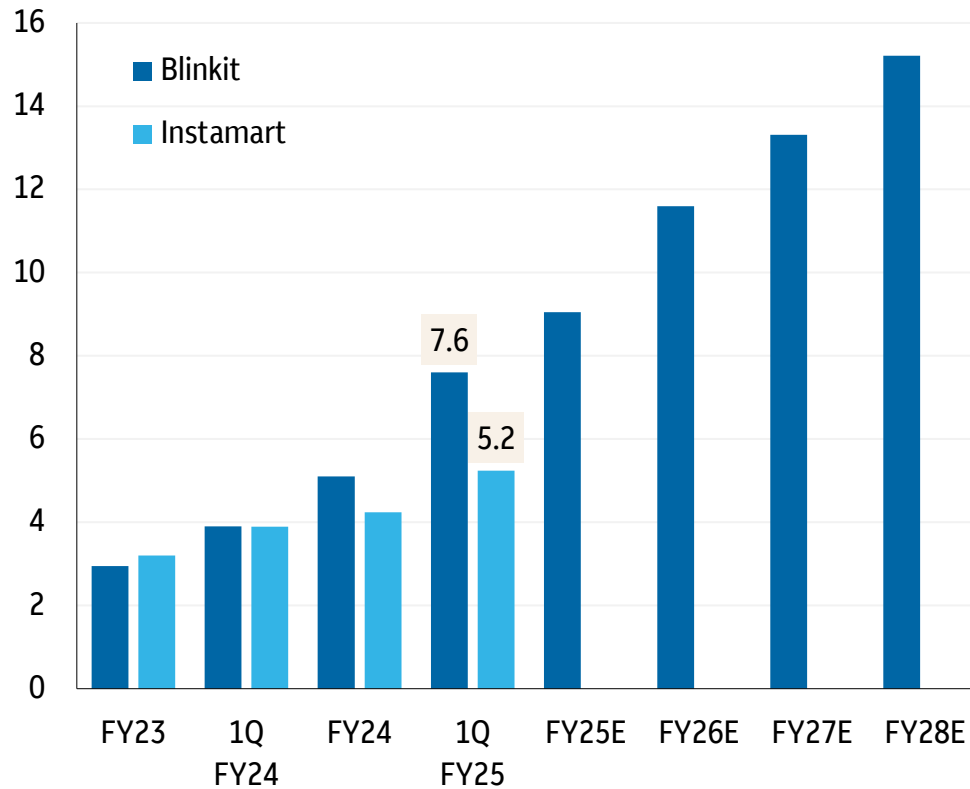
Quick Commerce	Blinkit (Zomato)			Instamart (Swiggy)			Swiggy vs Zomato		
	FY23	FY24	Q1FY25	FY23	FY24	Q1FY25	FY23	FY24	Q1FY25
Monthly Transacting Users (mn)	3.0	5.1	7.6	3.2	4.2	5.2	8%	-18%	-32%
Order Frequency (# Orders/month)	3.4	3.3	3.5	3.3	3.5	3.6	-1%	5%	4%
Total Number of Orders (million)	119	203	79	128	175	56	8%	-14%	-29%
Avg Order Value (Rs/order)	541	613	625	398	460	487	-26%	-25%	-22%
Number of Dark Stores	364	486	572	421	523	557	16%	8%	-3%
Avg Dark Store Th'put	897	1,145	1,513	836	919	1,103	-7%	-20%	-27%
Gross Order Value (US\$ mn)	799	1,502	593	634	972	328	-21%	-35%	-45%
Take Rate (% of GOV)	16%	18%	19%	8%	11%	13%			
Q-Comm Revenue (US\$ mn)	132	277	113	56	118	45	-58%	-57%	-60%
Adj EBITDA (US\$ mn)	-126	-46	0	-251	-158	-38			
Adj EBITDA Margin (% of GOV)	-16%	-3%	0%	-40%	-16%	-12%			
Contribution Margin (% of AOV)	-8%	2%	4%	-24%	-6%	-3%			

Monthly Transacting Users

Transacting user growth at Blinkit has sharply accelerated in the past five quarters

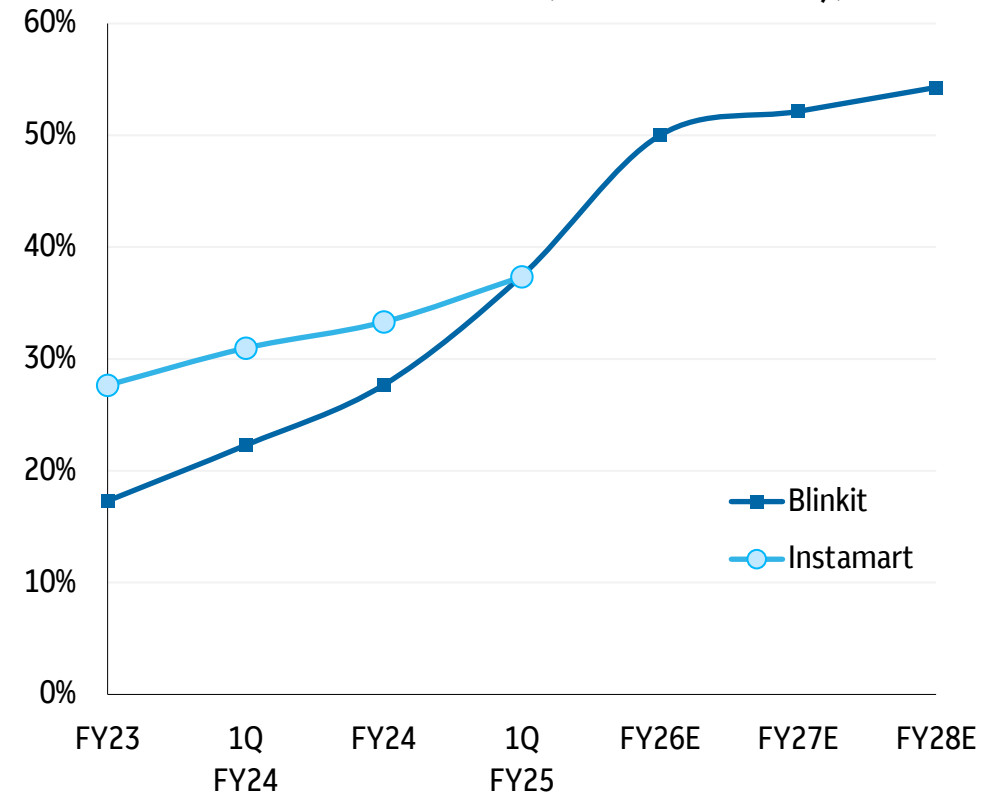
Both platforms had similar MTU in FY23, but Blinkit has seen faster growth recently

Quick Commerce MTU (mn)



Interestingly, Quick Commerce MTU is now 37% of Food Delivery MTU for both platforms

Quick Commerce MTU (% of Food Delivery)

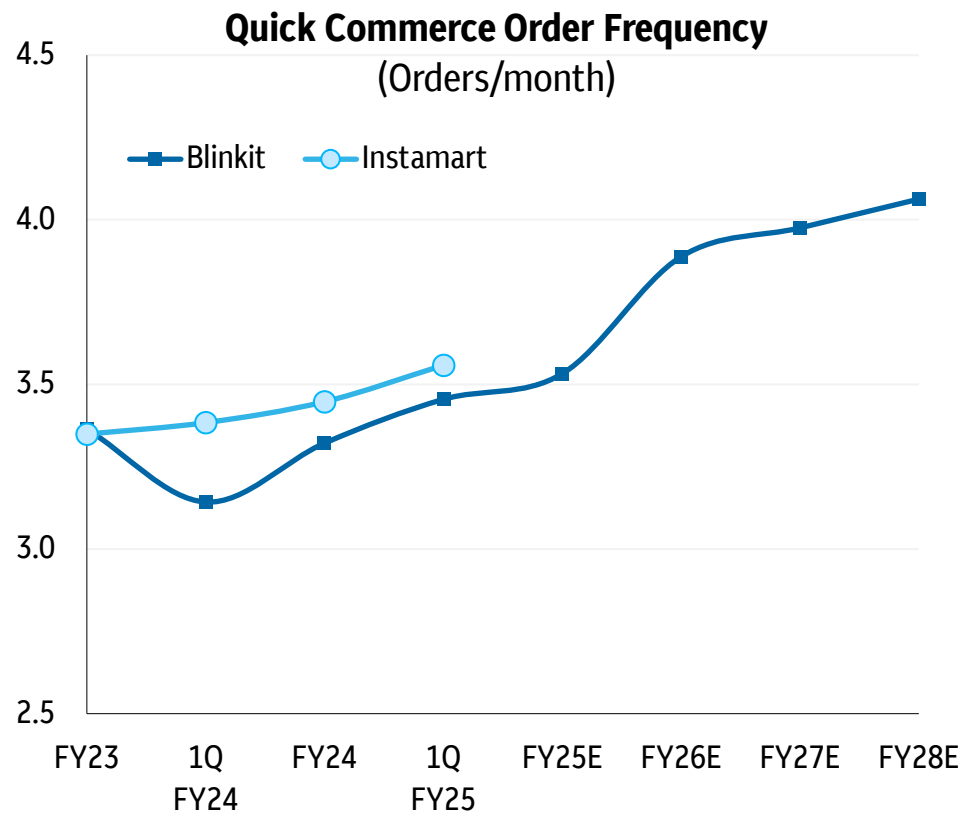


Source: Company data, Macquarie Research, October 2024. MTU = Number of unique transacting users that have completed at least one Quick Commerce order in a month, averaged for the months in the period.

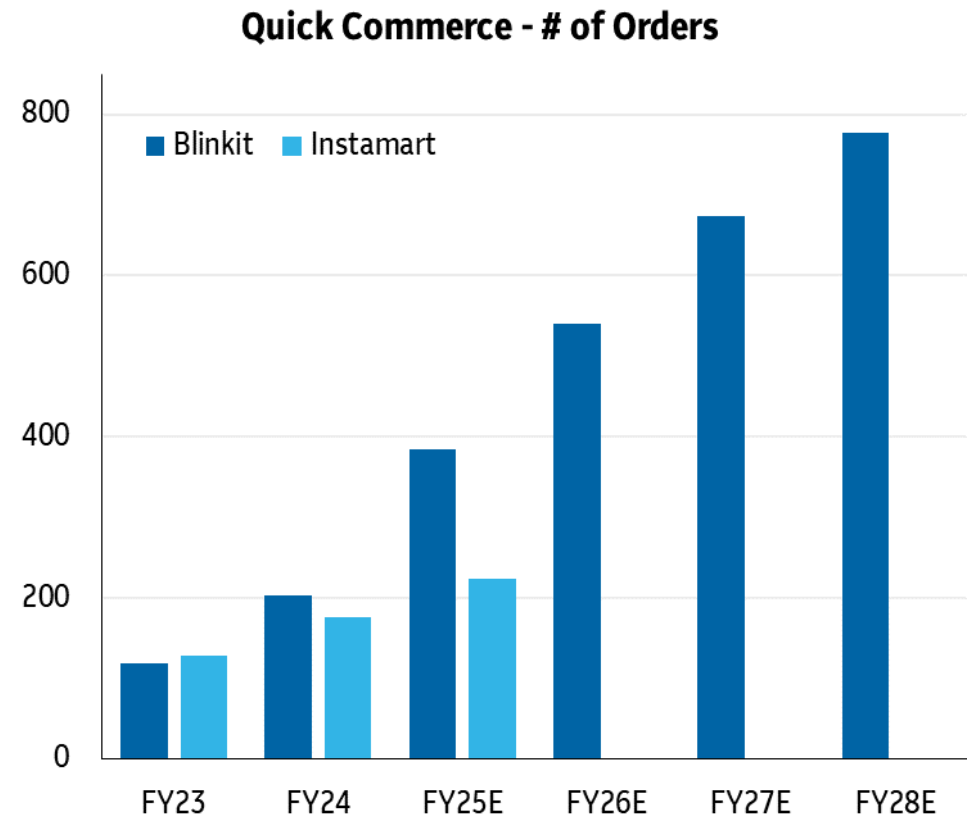
Order Frequency, # of Orders

Blended average order frequency for Q-Comm similar to Food Delivery; real-time engagement patterns suggest ample headroom

Average order frequency at ~3.5x for both platforms



Number of Orders at Blinkit ~400mn FY25e, FY24-28 CAGR MQe 40%; Instamart ~30% below



Source: Company data, Macquarie Research, October 2024. Note: *FY25 for Instamart based on 1Q annualized

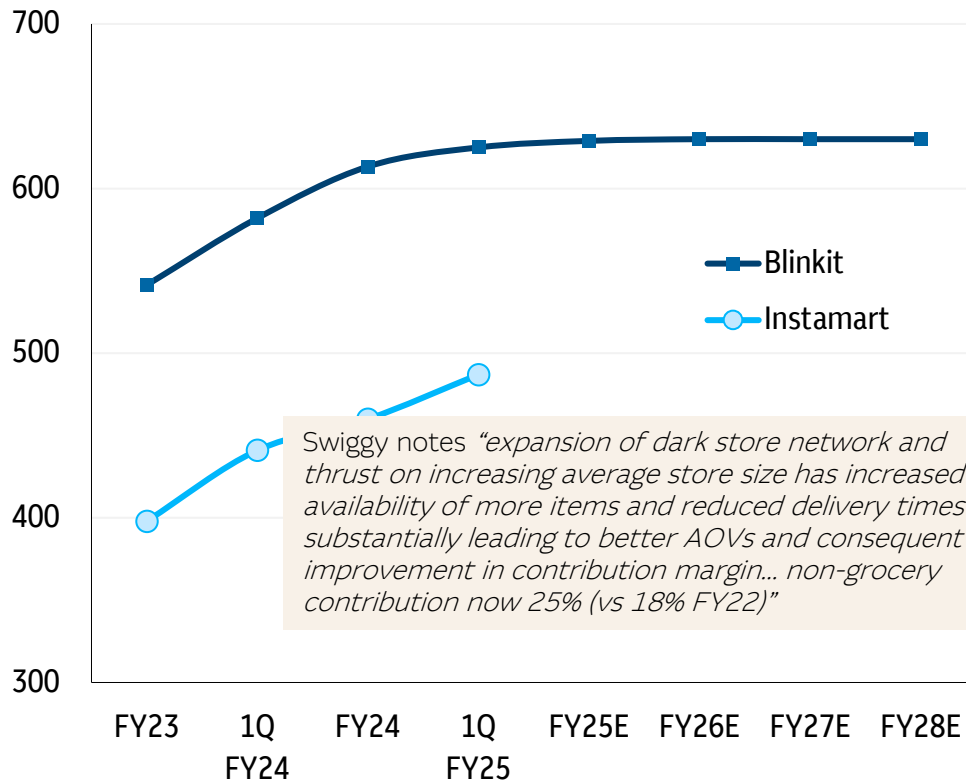
Gross Order Value

Blinkit AOV is ~25% above other peers due to higher contribution from Delhi NCR with higher non-grocery share (key reason for current better-than-peers unit economics)

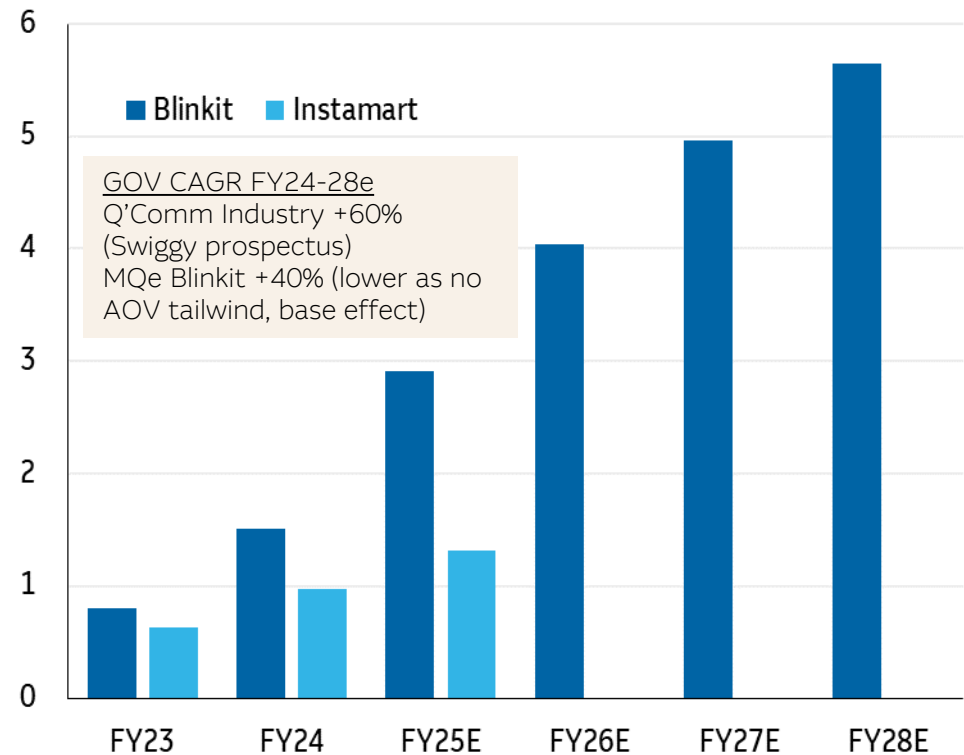
One of the main reasons why Blinkit's unit economics look better is a much stronger starting revenue line versus peers

Blinkit GOV ~US\$3bn in FY25e, MQe 40% CAGR FY24-28e vs 60%-80% industry growth referenced in Swiggy prospectus

Quick Commerce AOV (Rs/Order)



Quick Commerce GOV (US\$ bn)



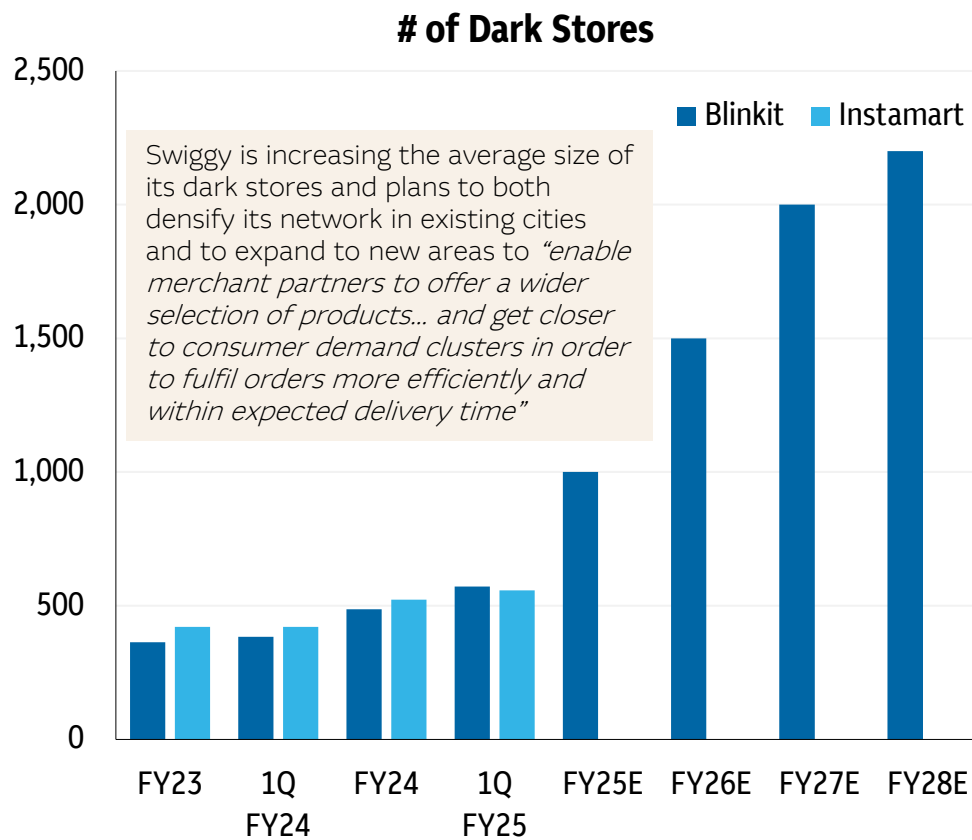
Source: Company data, Macquarie Research, October 2024. Note: *FY25 for Instamart based on 1Q annualized.

GOV = Total monetary value of completed orders at maximum retail price ("MRP") of goods sold (except for instances where MRP is not applicable such as fruits and vegetables wherein final selling price is used instead of MRP) and gross of any discounts, plus (i) user delivery charges (net of any discounts, including free delivery discounts provided for Swiggy One membership program), plus (ii) packaging charges, plus (iii) fee from users, plus (iv) taxes, excluding tips. AOV = Quick Commerce GOV divided by Quick Commerce Total Orders.

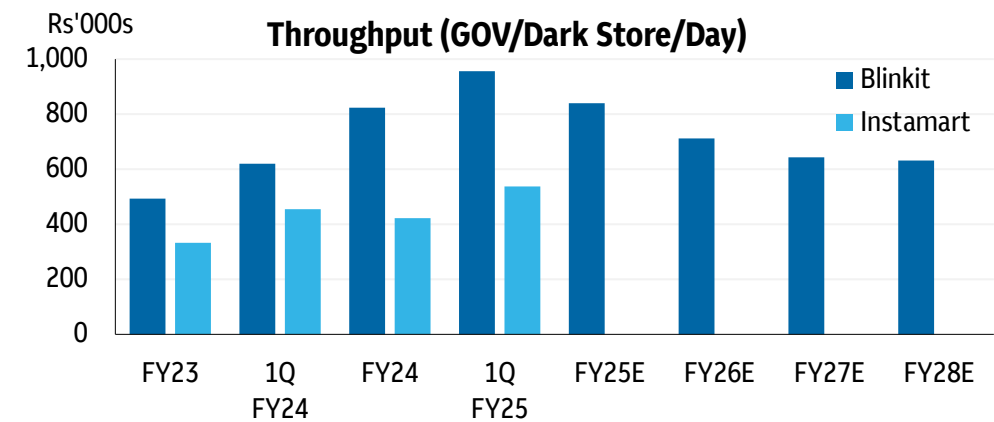
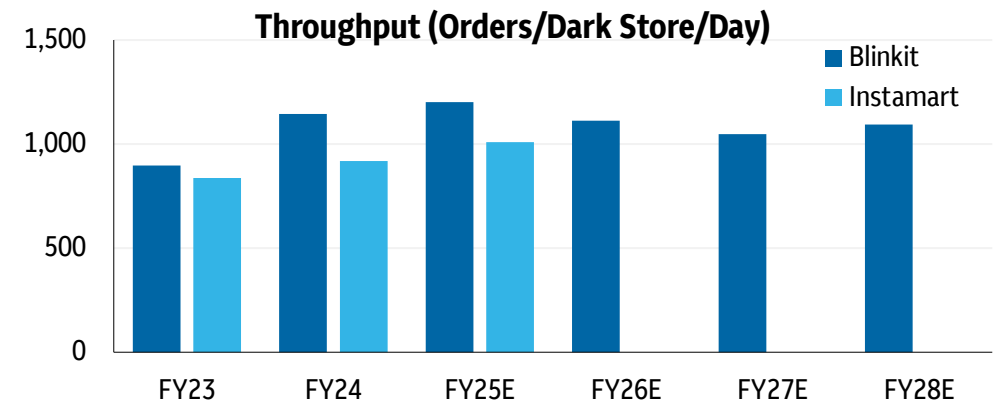
Dark Store Network & Efficiency

Blinkit and Instamart are level on number of dark stores, but Blinkit's throughput (GOV/store) is higher which in-turn drives down dark store operations costs

of Dark Stores for both platforms is ~525



Blinkit > Instamart in Throughput per Dark Store

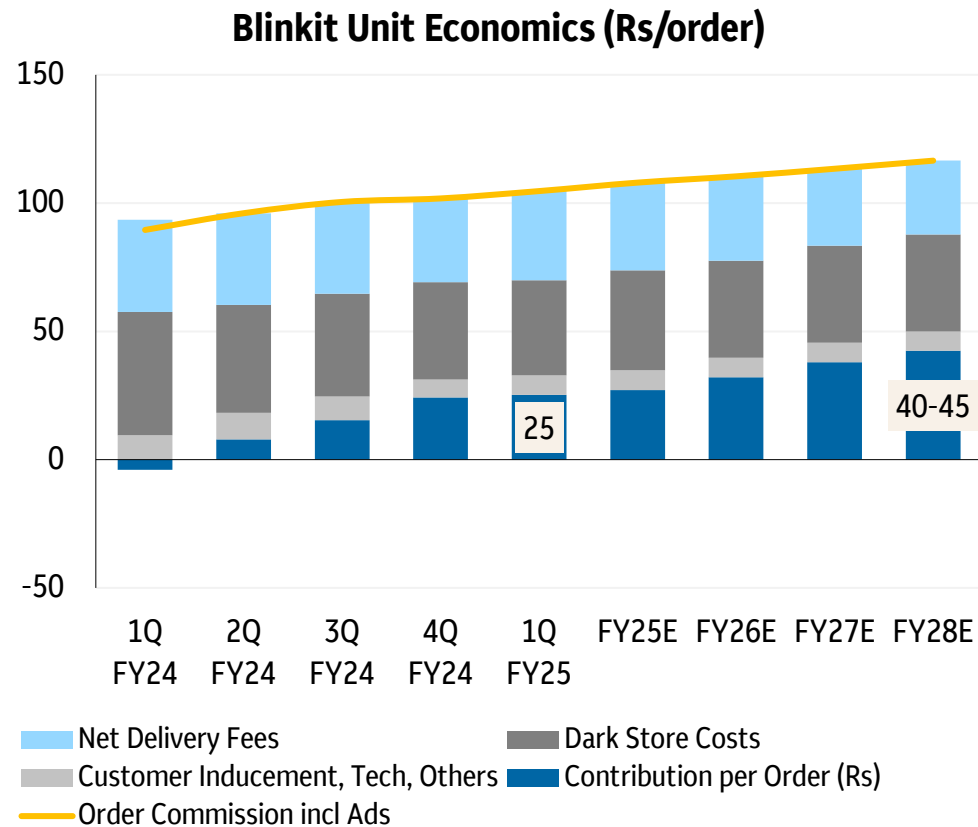


Source: Company data, Macquarie Research, October 2024. Dark Stores are micro-logistics facilities, which stock and manage a variety of SKUs owned by the merchant partners.

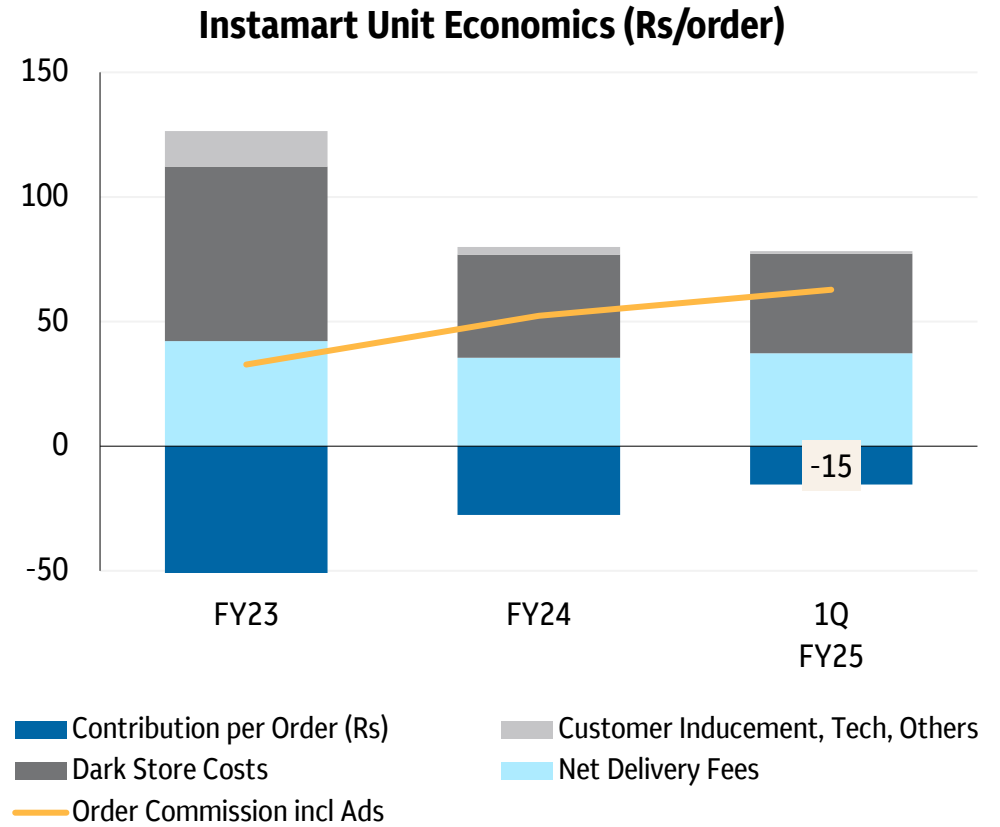
Q-Comm: Contribution Margin

Blinkit Rs25 per order or 4% contribution margin (CM) versus Instamart still negative; Blinkit helped by higher AOV + take-rate (ads, direct sourcing) + customer fees and lower opex

Blinkit Contribution Margin already at 5% of AOV



Instamart yet to achieve contribution margin breakeven



Source: Company data, Macquarie Research, October 2024

Q-Comm: Unit Economics

Path to CM breakeven for Instamart = higher AOV (mix) + higher take-rate (ads and higher share of direct sourcing) + higher customer fees + lower dark store cost; improving AOV key metric

Blinkit

Unit Economics (Rs per Order)	FY23	1Q FY24	FY24	1Q FY25	FY25E	FY26E	FY27E	FY28E
Order Commission incl Ads	75	90	98	105	108	110	113	117
Customer Fees	14	15	15	15	16	16	16	16
Total Delivery Costs	-57	-51	-50	-50	-50	-48	-46	-45
Dark Store Costs	-69	-48	-42	-37	-39	-38	-38	-38
Customer Inducement, Tech, Others	-5	-10	-9	-8	-8	-8	-8	-8
Contribution per Order (Rs)	-43	-4	11	25	27	32	38	42

Instamart

Unit Economics (Rs per Order)	FY23	FY24	1Q FY25
Order Commission incl Ads	33	52	63
Customer Fees	10	10	9
Total Delivery Costs	-52	-45	-47
Dark Store Costs	-70	-41	-40
Customer Inducement, Tech, Others	-14	-3	-1
Contribution per Order (Rs)	-94	-28	-15

Unit Economics (% of AOV)	FY23	1Q FY24	FY24	1Q FY25	FY25E	FY26E	FY27E	FY28E
Order Commission incl Ads	14%	15%	16%	17%	17%	18%	18%	19%
Customer Fees	3%	3%	2%	2%	2%	2%	3%	3%
Total Delivery Costs	-11%	-9%	-8%	-8%	-8%	-8%	-7%	-7%
Dark Store Costs	-13%	-8%	-7%	-6%	-6%	-6%	-6%	-6%
Customer Inducement, Tech, Others	-1%	-2%	-1%	-1%	-1%	-1%	-1%	-1%
Contribution per Order (% of AOV)	-8%	-1%	2%	4%	4%	5%	6%	7%
Adj. EBITDA (% of GOV)	-16%	-6%	-3%	0%	0%	1%	3%	4%

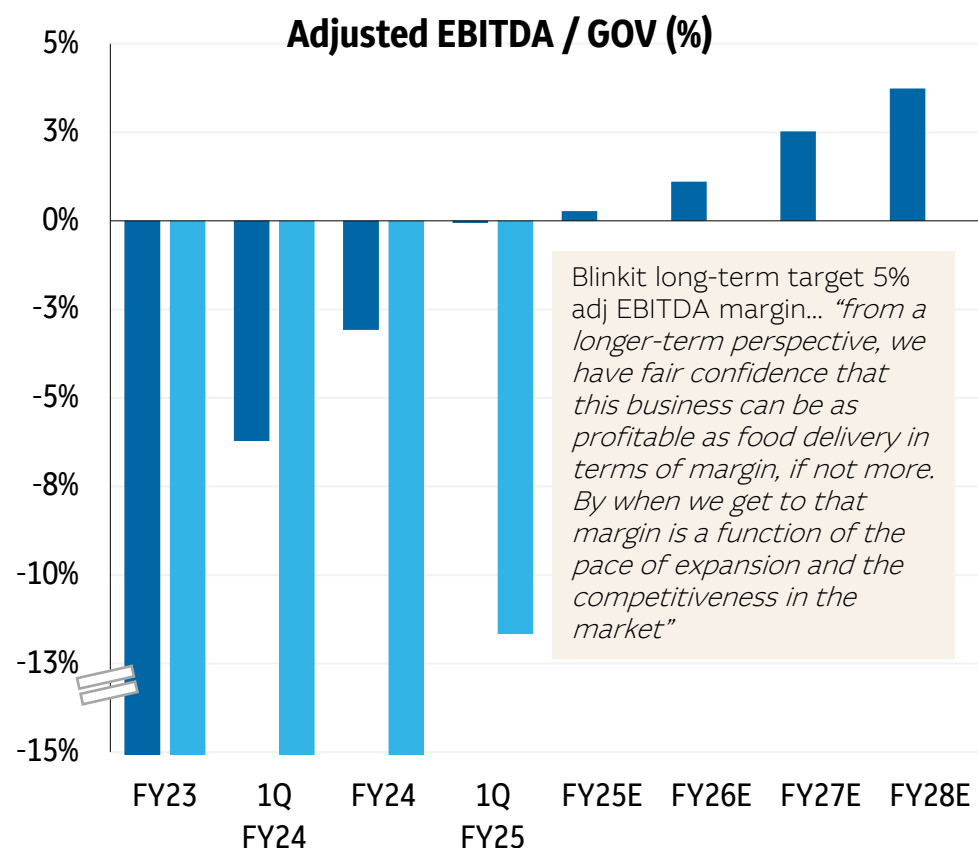
Unit Economics (% of AOV)	FY23	FY24	1Q FY25
Order Commission incl Ads	8%	11%	13%
Customer Fees	2%	2%	2%
Total Delivery Costs	-13%	-10%	-10%
Dark Store Costs	-18%	-9%	-8%
Customer Inducement, Tech, Others	-4%	-1%	0%
Contribution per Order (% of AOV)	-24%	-6%	-3%
Adj. EBITDA (% of GOV)	-40%	-16%	-12%

Source: Company data, Macquarie Research, October 2024. Quick Commerce Gross Revenue, less (i) cost of delivery, less (ii) platform funded discounts, less (iii) cost of fulfilment services, less (iv) other variable costs, as a percentage of GOV

Q-Comm: Adjusted EBITDA margin

All else equal, if Instamart's AOV improves to ~Rs600 then CM would breakeven; in addition, for adj EBITDA to breakeven, GOV needs to catch-up along with higher take rate and customer fees

Blinkit has improved to breakeven adj EBITDA while Instamart remains deeply in the red

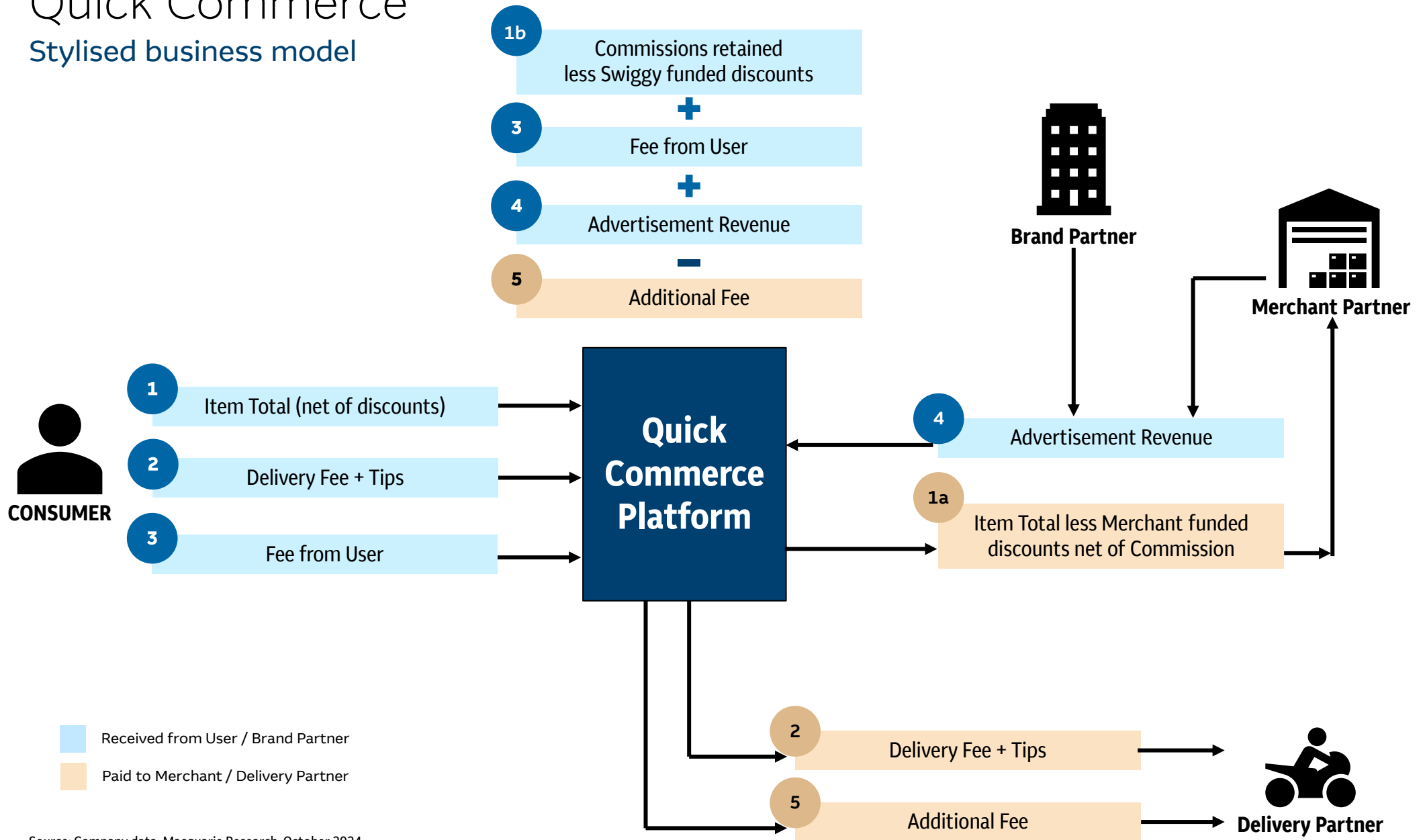


Primary levers to improve Instamart's margin as noted in the prospectus -

- **AOV, Mix.** *Continue optimising our category mix by adding more premium product offerings on our platform, to improve the average order value of the transactions.*
- **Ads.** *Increase the contribution of advertising revenue further by enhancing our advertising tools such that our partners can continue to leverage our integrated platform to run unique and customised advertising campaigns.*
- **Fees.** *Reducing the net discounts provided to consumers on delivery costs.*
- **Costs.** *As we increase the scale of our offerings, user base, partner base and logistics network, we believe that we will be able to further optimise net delivery costs by lowering the distance travelled by delivery partners per order and improving delivery fleet utilisation.*

Source: Company data, Macquarie Research, October 2024. Adjusted EBITDA is calculated as loss for the period as per consolidated statement of profit and loss plus (i) tax expenses; plus (ii) finance costs; plus (iii) depreciation and amortisation expense; less (iv) other income; plus (v) share-based payments; plus (vi) exceptional items; plus (vii) share in net loss of an associate and less (viii) rental expenses pertaining to Ind AS 116 leases.

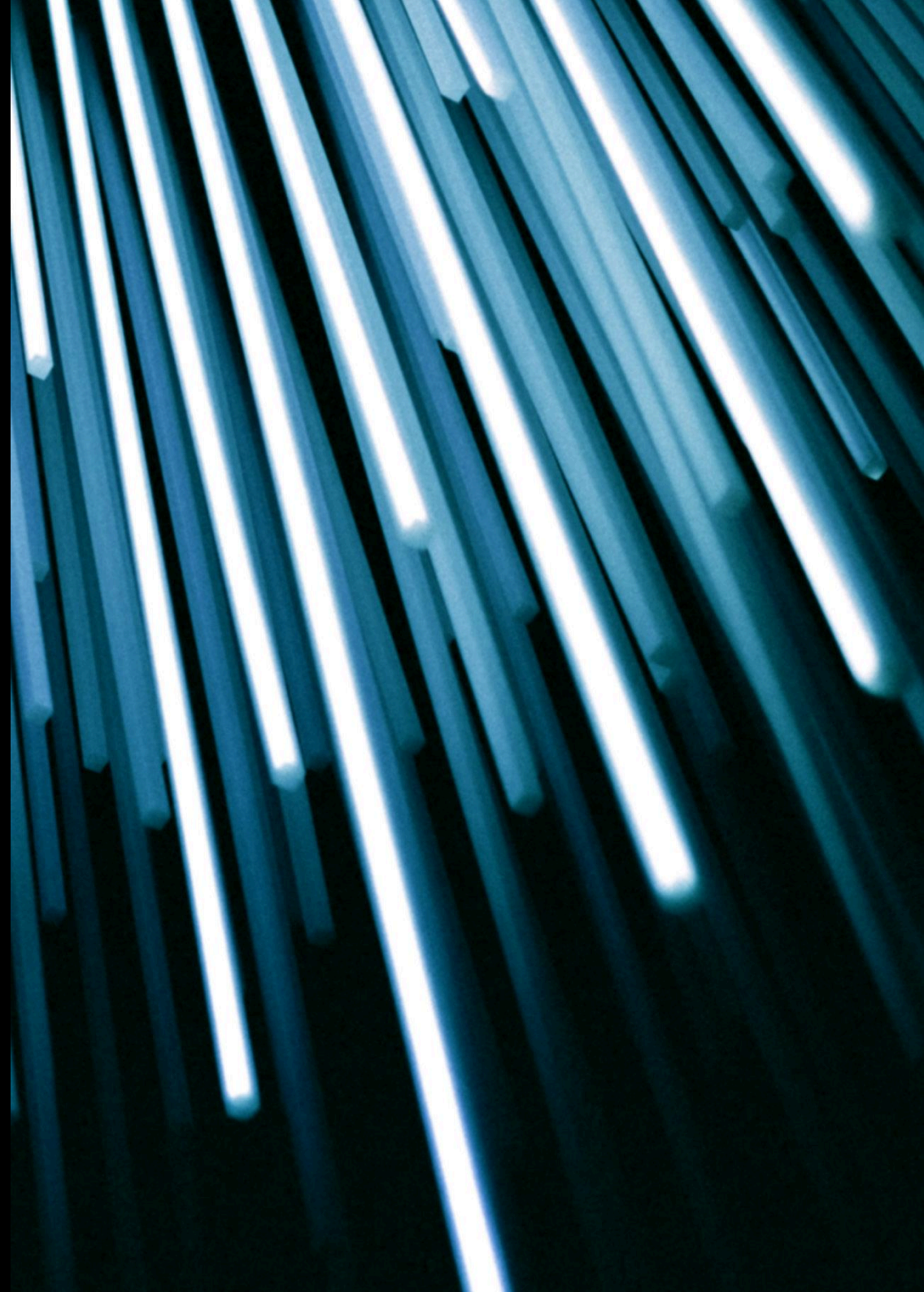
Quick Commerce Stylised business model



Source: Company data, Macquarie Research, October 2024

2

Food Delivery



Food Delivery: Zomato vs Swiggy

Swiggy appears 4-6 quarters behind Zomato; apart from a higher transacting base for Zomato, other key metrics are similar for both platforms

Key Metrics - Food Delivery

Food Delivery	Zomato			Swiggy			Swiggy vs Zomato		
	FY23	FY24	Q1FY25	FY23	FY24	Q1FY25	FY23	FY24	Q1FY25
Monthly Transacting Users (mn)	17.1	18.4	20.3	11.6	12.7	14.0	-32%	-31%	-31%
Order Frequency (# Orders/month)	3.2	3.5	3.6	3.7	3.8	3.7	18%	9%	4%
Total Number of Orders (million)	646	764	218	517	578	156	-20%	-24%	-28%
Average Order Value (Rs/order)	407	422	425	416	428	436	2%	2%	3%
Restaurant Partners ('000s)	215	270	276	175	196	224			
Delivery Partners ('000s)	327	400	469	323	393	457			
Gross Order Value (US\$ mn)	3,260	3,882	1,116	2,666	2,978	820	-18%	-23%	-27%
Take Rate (% of GOV)	17%	20%	21%	18%	19%	20%			
Food Delivery Revenue (US\$ mn)	562	766	234	512	622	183	-9%	-19%	-22%
Adj EBITDA (US\$ mn)	-1	110	38	-128	-6	7			
Adj EBITDA Margin (% of GOV)	0%	3%	3%	-5%	0%	1%			
Contribution Margin (% of AOV)	5%	7%	7%	3%	6%	6%			

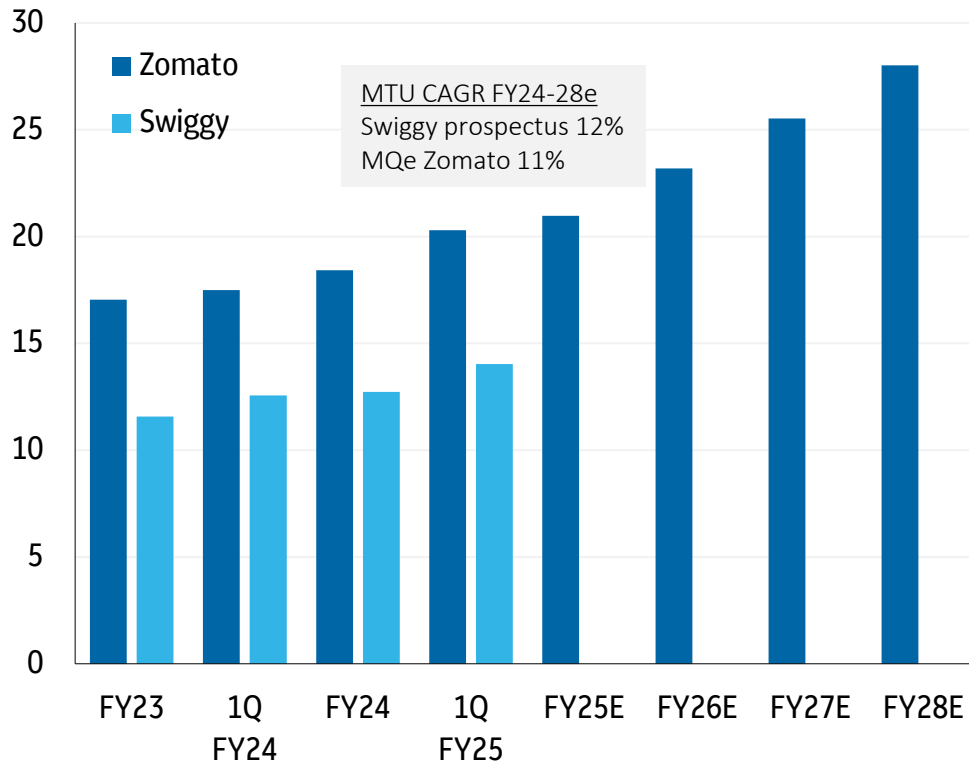
Source: Company data, Macquarie Research, October 2024

Monthly Transacting Users (MTU)

Overall Annual Transacting User base of 80-85mn across platforms; Swiggy has lagged Zomato by c.30%; ratio of MTU to ATU at 25%-30%; ~80% of MTU reside in the top-60 cities

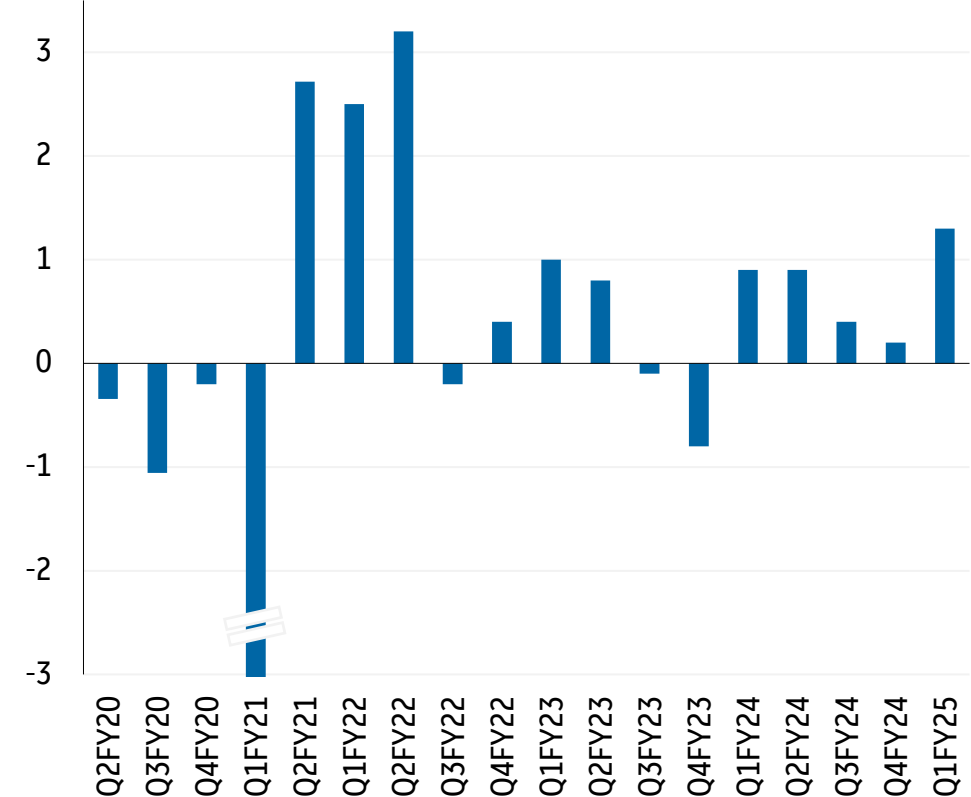
Zomato MTU 20mn > Swiggy 14mn

Food Delivery MTU (mn)



Q-o-Q MTU momentum lacking impetus

Zomato Monthly Transacting User Adds (QoQ)

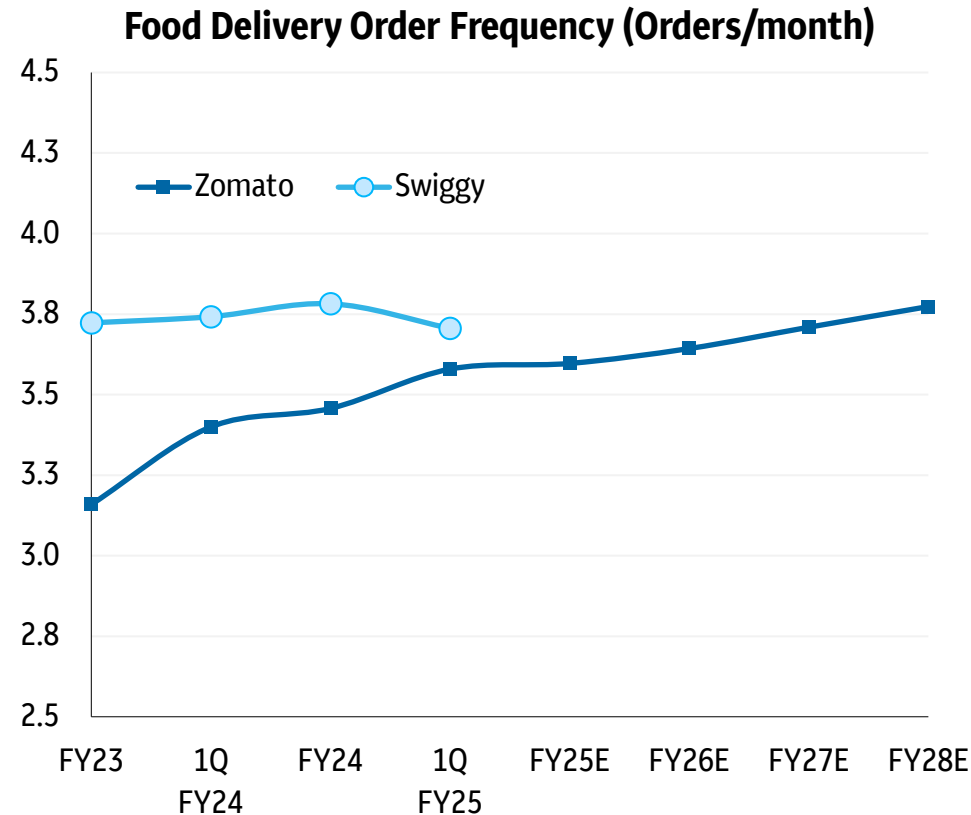


Source: Company data, Macquarie Research, October 2024. MTU = Number of unique transacting users that have completed at least one Food Delivery order in a month, averaged for the months in the period/year

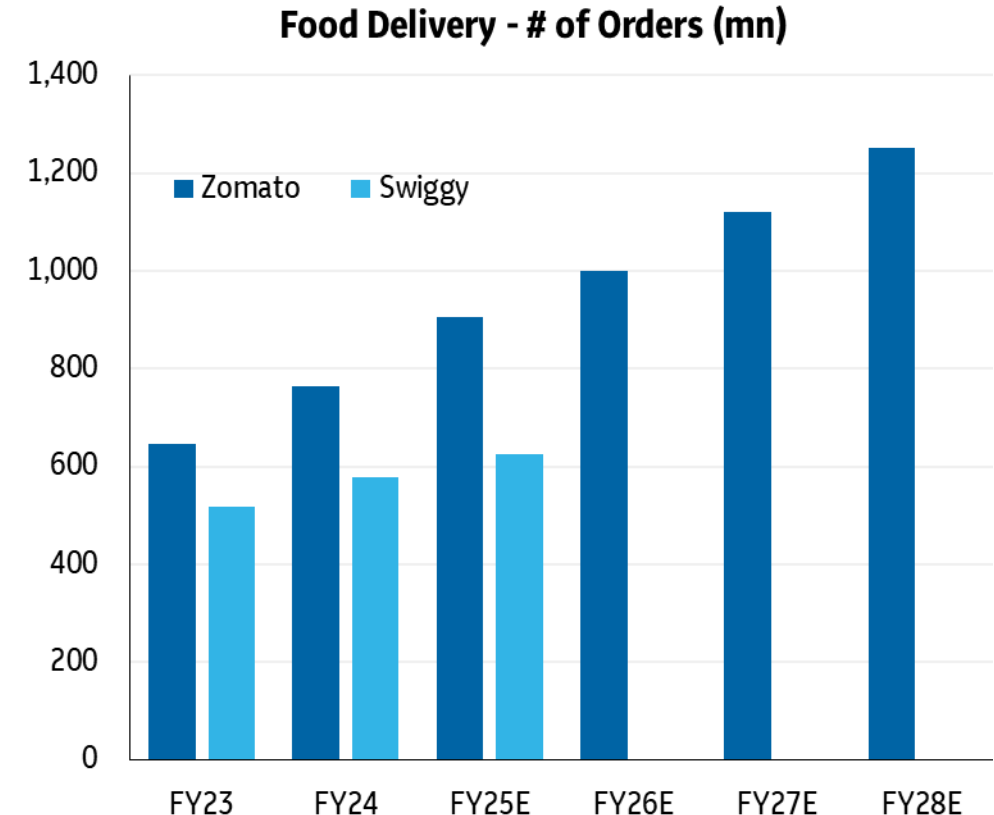
Order Frequency, # of Orders

Swiggy order frequency mildly ahead of Zomato, suggesting a mildly better albeit smaller MTU cohort; c.1bn annual orders for Zomato in FY26e; MQe FY24-28 Order CAGR 13% for Zomato

Swiggy leads in Order frequency, but Zomato catching up



c.900mn orders for Zomato in FY25e; Swiggy c.25% below



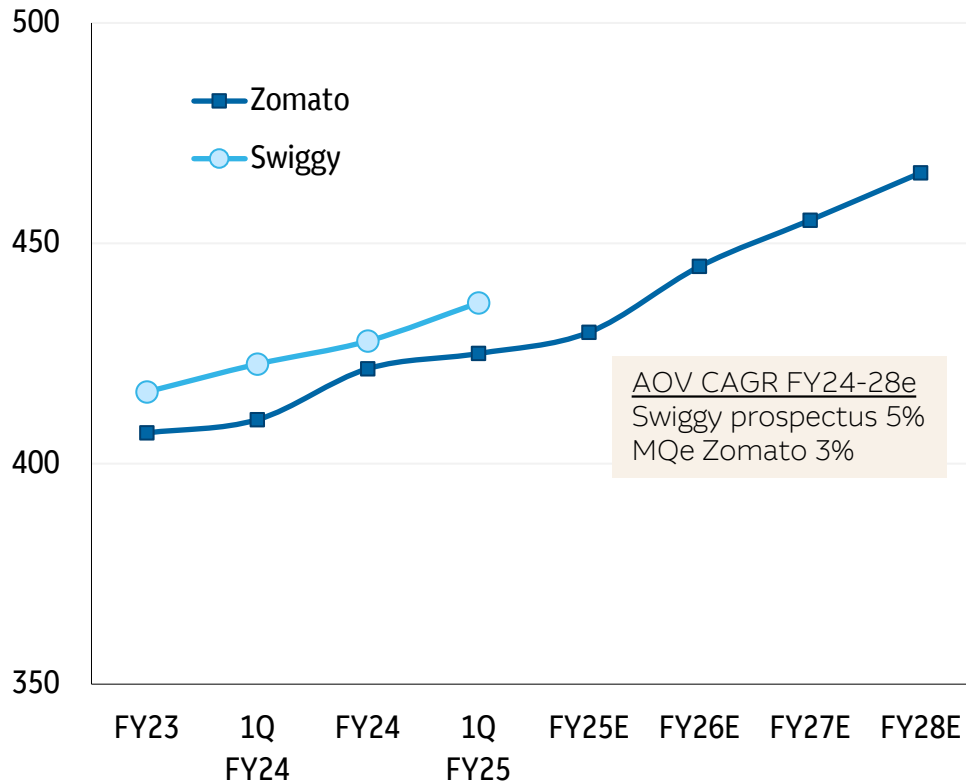
Source: Company data, Macquarie Research, October 2024. Note: *FY25 for Swiggy based on 1Q annualized

Gross Order Value

Similar AOVs; Gross Order Value US\$4.8bn FY25e for Zomato, FY24-28e CAGR MQe 16%; Swiggy lags on GOV by ~25% or by about six quarters at the current pace of growth

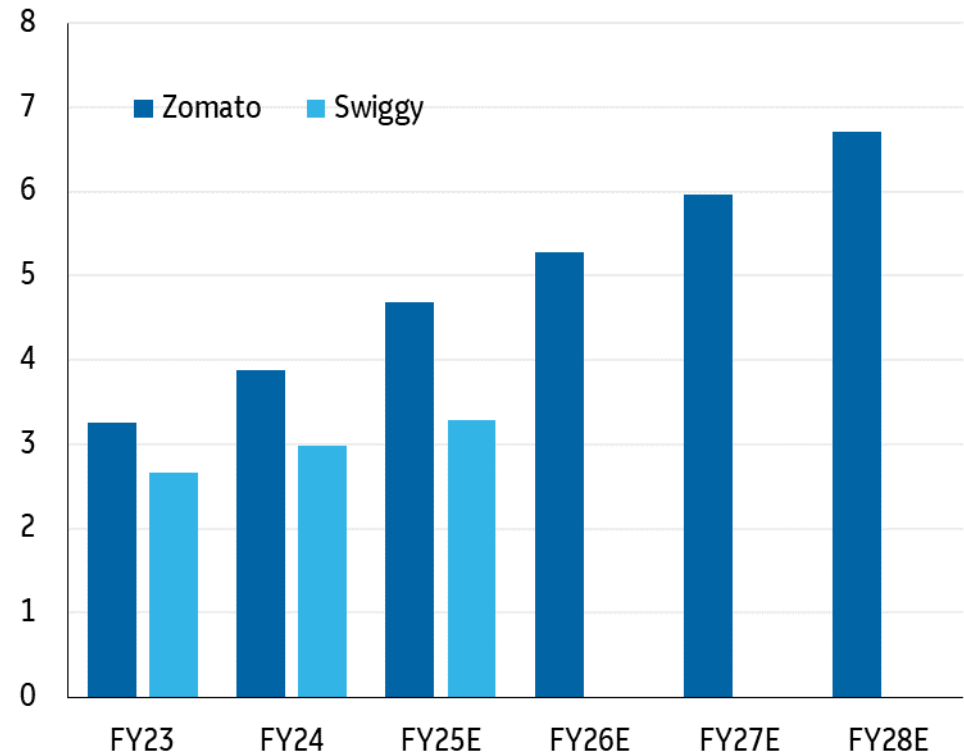
Swiggy mildly above Zomato on AOV

Food Delivery AOV (Rs/Order)



Food Delivery GOV (Zomato + Swiggy) at ~US\$8bn FY25e

Food Delivery GOV (US\$ bn)



Source: Company data, Macquarie Research, October 2024

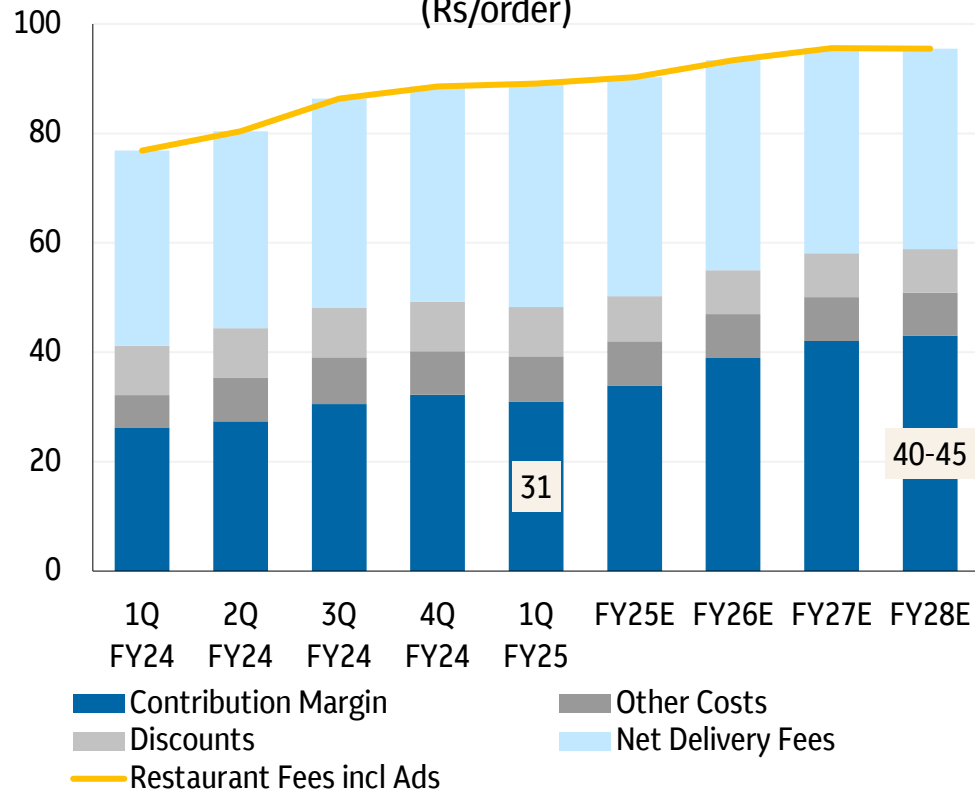
Note: *FY25 for Swiggy based on 1Q annualized. GOV = Total monetary value of completed Food Delivery orders (gross of any discounts) plus (i) user delivery charges (net of any discounts, including free delivery discounts provided for Swiggy One membership program), plus (ii) packaging charges, plus (iii) fee from users, plus (iv) taxes, excluding tips. Average Order Value AOV = Food Delivery GOV divided by Food Delivery Total Orders.

Unit Economics, Contribution Margin

Zomato contribution margin (CM) has improved to ~Rs30 per order or ~7.5% of AOV; Swiggy CM Rs3 per order below; scope for Rs10-15 improvement by FY28e driven by top-line (AOV, fees)

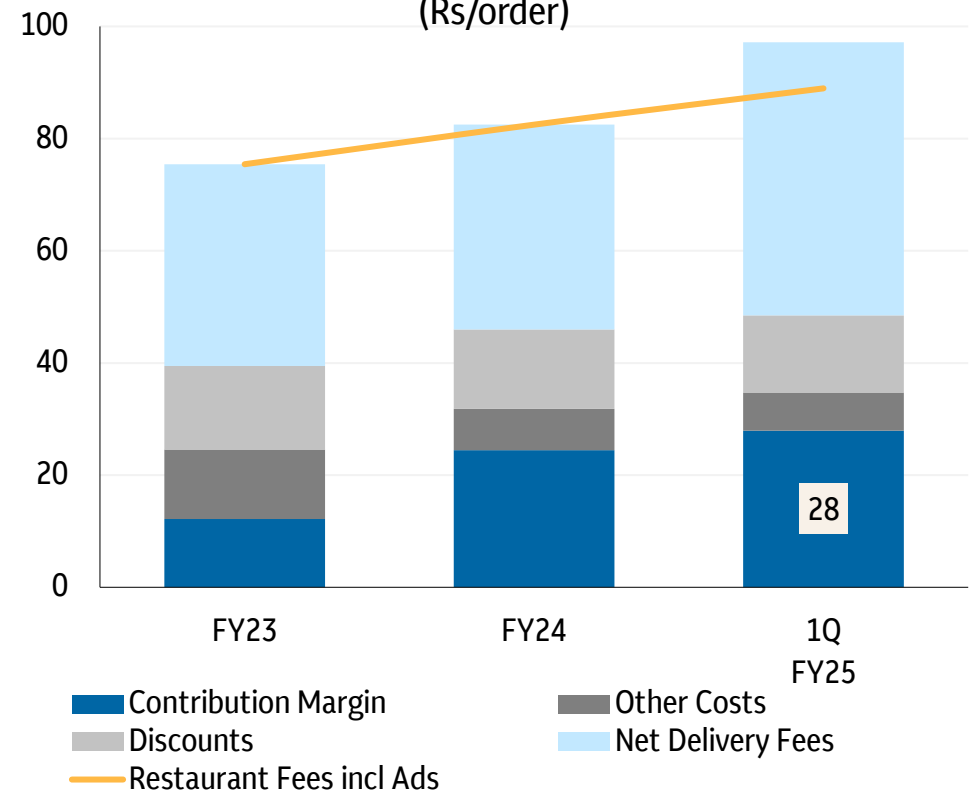
Zomato CM improvement levers = higher customer fees, AOV

Zomato Food Delivery Unit Economics (Rs/order)



Swiggy lags Zomato on delivery costs

Swiggy Food Delivery Unit Economics (Rs/order)



Source: Company data, Macquarie Research, October 2024

Food Delivery: Unit Economics

Main lever for Swiggy to reach 4-5% adj EBITDA margin is to lower delivery costs; Swiggy's absolute restaurant comms mirror Zomato while customer fees collected net of discounts is above

Zomato

Food Delivery Unit Economics (Rs/Order)	FY23	1Q FY24	1Q FY24	1Q FY25	FY25E	FY26E	FY27E	FY28E
	Restaurant Commissions (incl Ads)	70	77	83	89	90	93	96
Customer Fees	22	21	19	14	15	17	18	19
Delivery Costs	-56	-56	-56	-55	-55	-55	-56	-56
Discounts	-9	-9	-9	-9	-8	-8	-8	-8
Other Costs	-9	-6	-8	-8	-8	-8	-8	-8
Contribution Margin	19	26	29	31	34	39	42	43

Swiggy

FY23	FY24	1Q FY25
75	82	89
25	23	22
-61	-59	-62
-15	-14	-14
-12	-7	-7
12	24	28

Food Delivery Unit Economics (% AOV)	FY23	1Q FY24	1Q FY24	1Q FY25	FY25E	FY26E	FY27E	FY28E
	Restaurant Commissions (incl Ads)	17.2%	18.7%	19.7%	21.0%	21.0%	21.0%	21.0%
Customer Fees	5.5%	5.1%	4.4%	3.4%	3.5%	3.8%	4.0%	4.1%
Delivery Costs	-13.9%	-13.8%	-13.4%	-13.0%	-12.9%	-12.5%	-12.2%	-11.9%
Discounts	-2.2%	-2.2%	-2.1%	-2.1%	-1.9%	-1.8%	-1.8%	-1.7%
Other Variable Cost	-2.2%	-1.4%	-1.8%	-1.9%	-1.9%	-1.8%	-1.8%	-1.7%
Contribution Margin	4.6%	6.4%	6.9%	7.3%	7.9%	8.8%	9.2%	9.2%
Adj. EBITDA (% of GOV)	-0.1%	2.5%	2.8%	3.4%	3.7%	4.1%	4.6%	4.8%

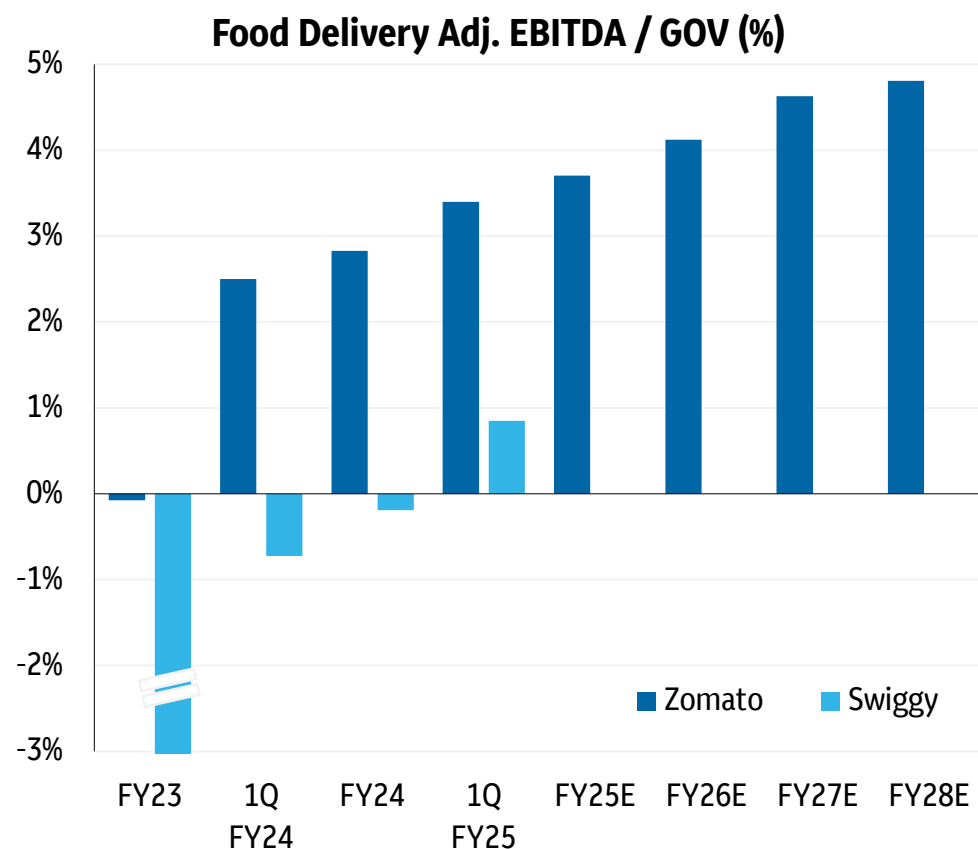
FY23	FY24	1Q FY25
18.1%	19.3%	20.4%
6.0%	5.3%	5.0%
-14.6%	-13.9%	-14.3%
-3.6%	-3.3%	-3.1%
-3.0%	-1.7%	-1.6%
2.9%	5.7%	6.4%
-4.8%	-0.2%	0.8%

Source: Company data, Macquarie Research, October 2024. Contribution Margin = Food Delivery Gross Revenue, less (i) cost of delivery, less (ii) platform funded discounts, less (iii) other variable costs, as a percentage of GOV.

Food Delivery: Adjusted EBITDA Margin

Adj EBITDA margin (CM adjusted for allocated central costs and leases) has improved to +3.5% for Zomato with scope for further 50-150bps improvement; up to 400bps potential Δ for Swiggy

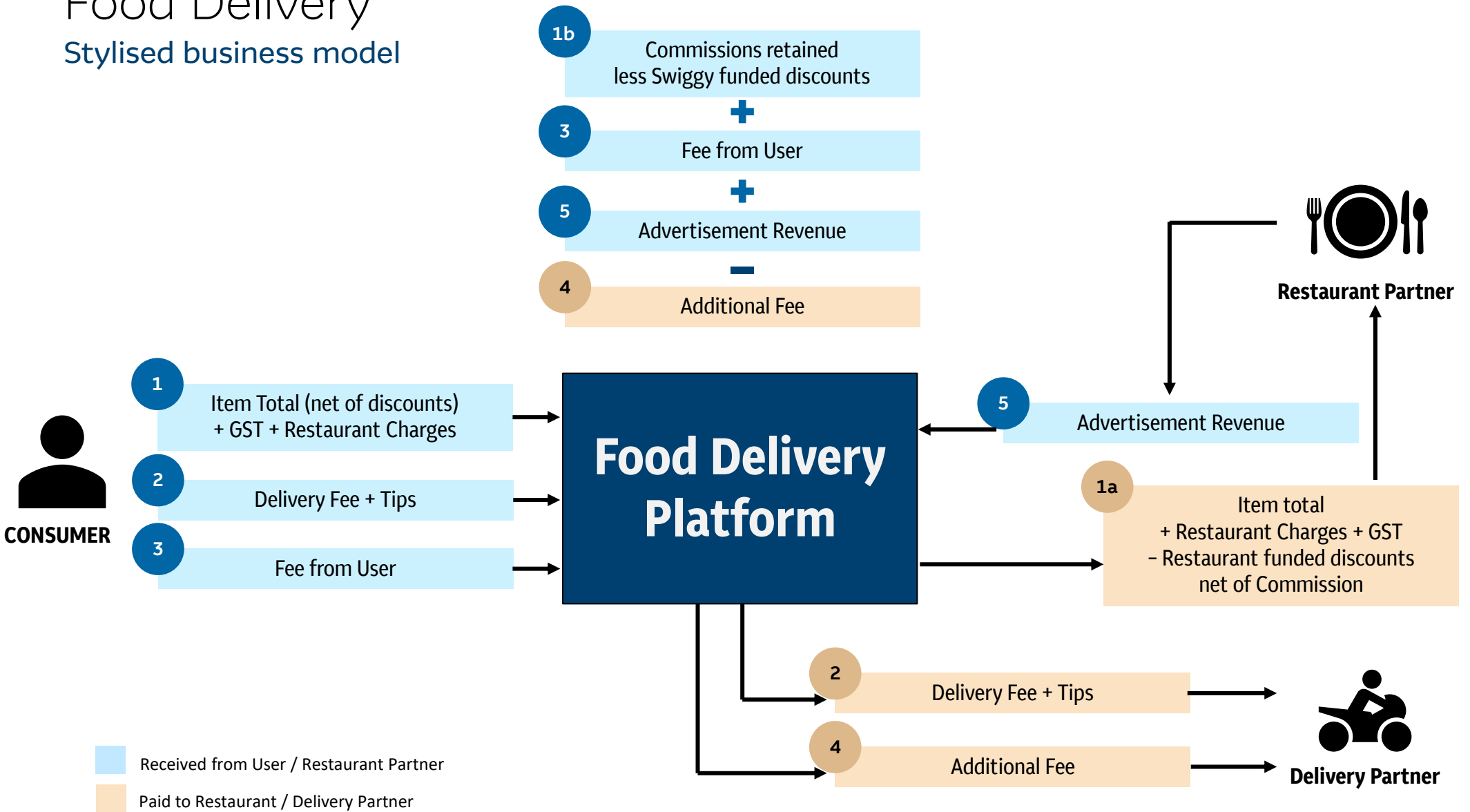
Zomato targets 4-5% adj EBITDA margin in Food Delivery



- Zomato's adjusted EBITDA/GOV margin increased from -3% in FY22 to +3.5% in 1QFY25, and the company sees 4%-5% in the next few quarters. This trajectory is already in consensus. Beyond this level, Zomato has [noted](#) that *“our mindset is to maintain margins at those levels, and invest any incremental gains into more aggressively improving the long-term health of the platform”*.
- Swiggy lags Zomato by ~100bps at the CM level, and a larger 260bps at the adj EBITDA margin level due to higher employee and marketing costs (higher absolute cost to absorb on a lower GOV base).
- In our view, 5% adj EBITDA margin implicitly assumes a sustained duopoly market structure. We believe the medium-term risk to this assumption is skewed to downside related to industry structure changes with ONDC, see [here](#).

Source: Company data, Macquarie Research, October 2024. Adjusted EBITDA is calculated as loss for the period as per consolidated statement of profit and loss plus (i) tax expenses; plus (ii) finance costs; plus (iii) depreciation and amortisation expense; less (iv) other income; plus (v) share-based payments; plus (vi) exceptional items; plus (vii) share in net loss of an associate and less (viii) rental expenses pertaining to Ind AS 116 leases.

Food Delivery Stylised business model

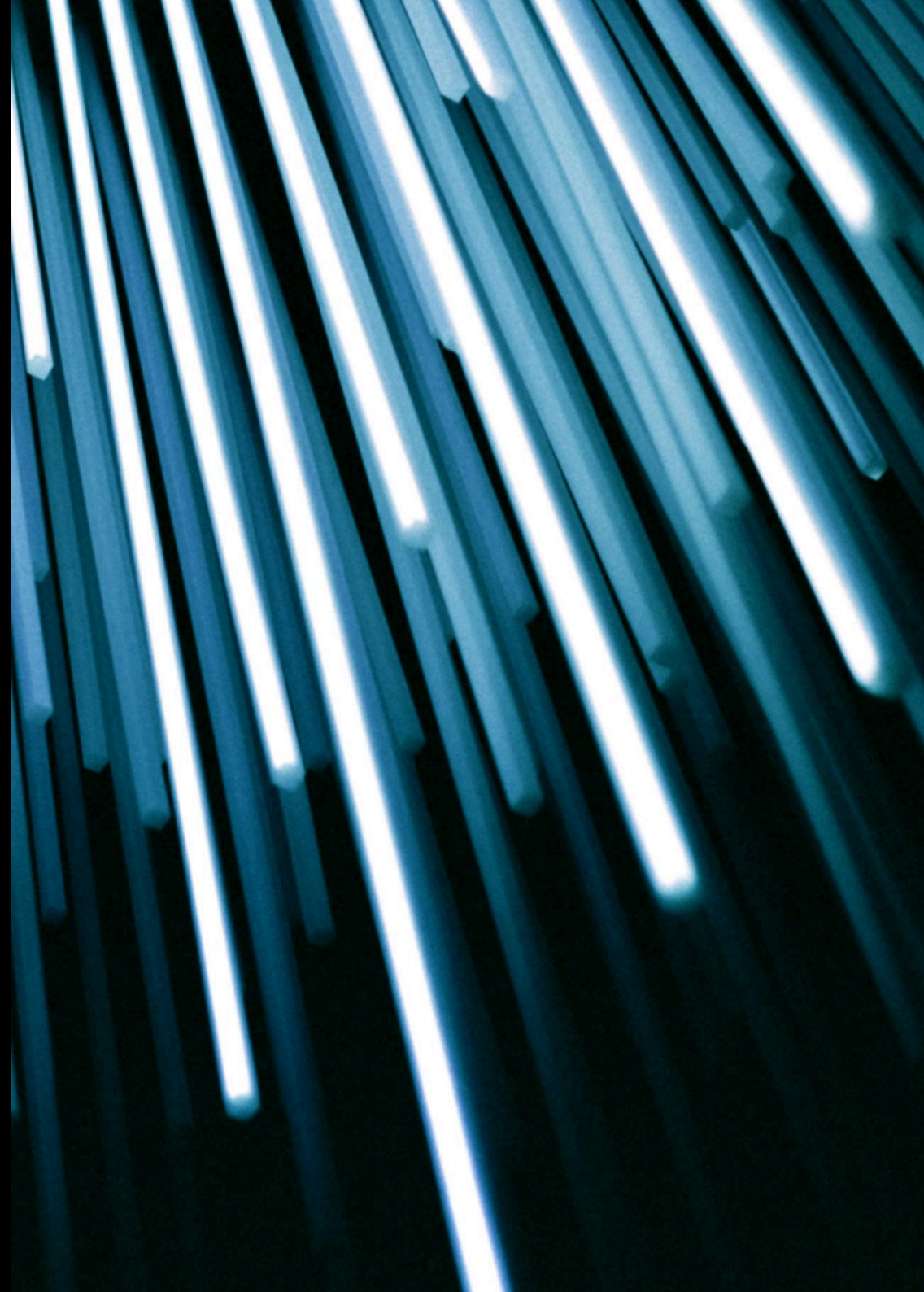


Source: Company data, Macquarie Research, October 2024

A

APPENDIX

Valuation Comps



Valuation Comps

Company	Ticker	Market Cap (US\$ bn)	EV (US\$ bn)	Reco.	Price (LC)	Price Target (LC)	Upside %	EV/Sales (FY2)	EV/EBITDA (FY2)	P/E (FY2)	Sales CAGR (FY1-FY3)	EBITDA CAGR (FY1-FY3)	PAT CAGR (FY1-FY3)	ROE (FY2)	ROCE (FY2)
Global Food Delivery and Quick Commerce															
Zomato Ltd.	ZOMATO IN	29	29	U/P	277.50	100.00	-64%	11.0x	96.6x	97.3x	29%	-	-	11%	11%
Meituan Class B	3690 HK	269	254	O/P	193.70	264.00	36%	2.8x	14.6x	18.6x	17%	65%	83%	30%	22%
DoorDash, Inc. Class A	DASH-US	62	57	NR	149.44	NR	NA	4.3x	21.5x	91.8x	19%	41%	-	7%	8%
Grab Holdings Limited Class A	GRAB US	14	10	O/P	3.65	3.90	7%	2.5x	14.9x	139.3x	11%	-	-	6%	5%
Maplebear Inc.	CART-US	11	10	NR	43.60	45.00	3%	2.4x	NR	32.8x	10%	21%	-	9%	-
Delivery Hero SE	DHER-DE	12	16	NR	38.75	NR	NA	1.1x	11.8x	nmf	12%	81%	-	3%	-2%
Just Eat Takeaway.com N.V.	TKWY-NL	3	4	NR	12.70	NR	NA	0.6x	5.5x	nmf	4%	27%	-	-4%	-2%
Deliveroo plc Class A	ROO-GB	3	2	NR	1.51	NR	NA	0.8x	9.7x	31.9x	8%	48%	-	15%	10%
India New Economy, Digital Platforms, Retail															
Indian Railway Catering & Tourism Corp. Ltd.	542830-IN	8	8	NR	889.10	NR	NA	12.3x	34.4x	45.6x	13%	14%	15%	31%	28%
Info Edge India Ltd.	INFOE IN	13	13	U/P	8,339.15	4,150.00	-50%	37.2x	84.9x	nmf	12%	17%	15%	4%	4%
One 97 Communications Ltd.	PAYTM IN	5	5	U/P	724.15	325.00	-55%	8.3x	nmf	nmf	-	-	-	-11%	-11%
FSN E-Commerce Ventures Ltd.	NYKAA IN	7	7	U/P	192.00	145.00	-24%	5.6x	77.5x	nmf	24%	40%	98%	13%	14%
MakeMyTrip Ltd.	MMYT US	11	11	N	100.99	74.00	-27%	9.7x	50.3x	74.8x	21%	47%	0%	12%	10%
PB Fintech Limited	POLICYBZ IN	9	8	N	1,636.20	1,220.00	-25%	13.5x	94.9x	88.4x	25%	-	-	13%	12%
Delhivery Limited	DELHIVER IN	4	3	O/P	411.30	460.00	12%	2.3x	49.5x	nmf	18%	92%	-	-1%	1%
IndiaMART InterMESH Ltd.	542726-IN	2	2	NR	3,011.00	NR	NA	8.6x	25.9x	34.9x	17%	25%	21%	22%	22%
Affle (India) Ltd.	542752-IN	3	3	NR	1,618.80	NR	NA	7.6x	34.5x	46.4x	22%	29%	27%	14%	14%
C.E. Info Systems Ltd.	543425-IN	1	1	NR	2,130.25	NR	NA	16.6x	40.6x	49.0x	33%	33%	31%	23%	23%
Nazara Technologies Ltd.	543280-IN	1	1	NR	923.75	NR	NA	3.4x	24.4x	53.3x	23%	37%	31%	6%	6%
Route Mobile, Ltd.	543228-IN	1	1	NR	1,563.60	NR	NA	1.6x	12.2x	19.2x	18%	20%	20%	18%	16%
RateGain Travel Technologies Ltd.	543417-IN	1	1	NR	737.40	NR	NA	5.6x	24.9x	32.8x	19%	27%	33%	14%	13%
India Discretionary Spends: Retail, QSR, Hotels															
Titan Company Limited	TTAN IN	37	38	O/P	3,475.10	4,100.00	18%	5.2x	44.4x	63.6x	16%	17%	18%	26%	25%
Avenue Supermarts Ltd.	DMART IN	35	35	O/P	4,572.35	5,600.00	22%	4.0x	46.7x	73.3x	21%	23%	26%	17%	16%
Trent Limited	500251-IN	35	35	NR	8,238.90	NR	NA	12.1x	76.0x	nmf	37%	39%	49%	29%	29%
Indian Hotels Co. Ltd.	500850-IN	12	12	NR	708.80	NR	NA	10.6x	nmf	51.5x	15%	19%	23%	15%	15%
Phoenix Mills Ltd.	503100-IN	7	8	NR	1,628.70	NR	NA	12.3x	nmf	36.0x	13%	18%	22%	13%	9%
Jubilant Foodworks Limited	JUBI IN	5	5	U/P	630.15	350.00	-44%	6.0x	27.2x	nmf	14%	18%	27%	15%	23%
Aditya Birla Fashion and Retail Limited	535755-IN	4	5	NR	340.15	NR	NA	2.2x	16.4x	nmf	13%	24%	-	-3%	-1%
Devyani International Ltd.	543330-IN	3	3	NR	182.00	NR	NA	3.9x	nmf	95.4x	25%	29%	90%	16%	11%
Westlife Foodworld Limited	WESTLIFE IN	2	2	O/P	880.55	940.00	7%	4.6x	27.6x	nmf	14%	18%	35%	18%	23%
PVR Inox Limited	532689-IN	2	3	NR	1,619.50	NR	NA	2.4x	NR	30.6x	12%	15%	-	6%	4%
Sapphire Foods India Ltd.	543397-IN	1	2	NR	371.10	NR	NA	3.3x	nmf	85.6x	17%	21%	59%	9%	9%
Lemon Tree Hotels Ltd.	541233-IN	1	2	NR	126.30	NR	NA	7.5x	nmf	33.0x	18%	24%	38%	20%	9%
Emerging Markets E-commerce Platforms															
Tencent Holdings Ltd.	700 HK	519	528	O/P	438.80	553.00	24%	5.1x	13.5x	18.1x	9%	21%	29%	22%	17%
PDD Holdings Inc. Sponsored ADR Class A	PDD US	201	155	O/P	144.76	224.00	54%	2.3x	6.4x	10.5x	41%	54%	44%	41%	34%
Alibaba Group Holding Limited Sponsored ADR	BABA US	264	240	O/P	110.14	143.30	30%	1.3x	5.8x	12.4x	8%	8%	32%	15%	12%
MercadoLibre, Inc.	MELI-US	106	105	NR	2,091.16	NR	NA	4.0x	22.3x	41.4x	29%	32%	51%	36%	23%
JD.com, Inc. Sponsored ADR Class A	JD US	60	52	O/P	43.83	60.00	34%	0.4x	6.9x	13.3x	3%	15%	23%	16%	14%
Coupage, Inc. Class A	CPNG US	46	44	O/P	25.70	30.00	17%	1.3x	22.4x	49.3x	16%	55%	9%	20%	11%
Sea Limited Sponsored ADR Class A	SE US	53	49	O/P	99.29	86.40	-13%	3.0x	17.6x	41.8x	18%	44%	-	32%	31%

Source: Factset, Macquarie Research, October 2024. Priced on 11-Oct, 2024

Related Research

[Zomato - Key expectations in charts; we remain guarded](#)

[Competitive intensity rising... re-purposed BigBasket](#)

[Competitive intensity rising... now Flipkart 'Minutes'](#)

[Competitive intensity rising... now JioMart](#)

[Competitive intensity rising... leveraging ONDC](#)

[India On-Demand Services - ONDC gaining traction](#)

[Head-to-Head: Global Food Delivery - Zomato vs Meituan vs Grab](#)

[China Internet: Improved fundamental visibility beyond rally](#)

[Meituan Asia TMT Conference 2024: Growth and earnings - You can have both](#)

[Meituan: Solid market dynamics to drive earnings upside](#)

[Grab Holdings: ASEAN Conference 2024: Expanding dominance in On-Demand Services](#)

[Grab Holdings 2Q24: Switching into user acquisition mode](#)

[ASEAN Digital: GRAB-GOTO merger unlikely in near term](#)

Important Disclosures:

Recommendation definitions	Volatility index definition	Financial definitions
<p>Macquarie - Asia and USA Outperform - expected return >10% Neutral - expected return from -10% to +10% Underperform - expected return <-10%</p> <p>Macquarie - Australia/New Zealand Outperform - expected return >10% Neutral - expected return from 0% to 10% Underperform - expected return <0%</p> <p>Note: expected return is reflective of a Medium Volatility stock and should be assumed to adjust proportionately with volatility risk</p>	<p>This is calculated from the volatility of historic price movements.</p> <p>Very high-highest risk - Stock should be expected to move up or down 60-100% in a year - investors should be aware this stock is highly speculative.</p> <p>High - stock should be expected to move up or down at least 40-60% in a year - investors should be aware this stock could be speculative.</p> <p>Medium - stock should be expected to move up or down at least 30-40% in a year.</p> <p>Low-medium - stock should be expected to move up or down at least 25-30% in a year.</p> <p>Low - stock should be expected to move up or down at least 15-25% in a year.</p> <p>* Applicable to select stocks in Asia/Australia/NZ</p> <p>Recommendation - 12 months</p> <p>Note: Quant recommendations may differ from Fundamental Analyst recommendations</p>	<p>All "Adjusted" data items have had the following adjustments made: Added back: goodwill amortisation, provision for catastrophe reserves, IFRS derivatives & hedging, IFRS impairments & IFRS interest expense Excluded: non recurring items, asset revals, property revals, appraisal value uplift, preference dividends & minority interests</p> <p>EPS = adjusted net profit /efpowa* ROA = adjusted ebit / average total assets ROA Banks/Insurance = adjusted net profit /average total assets ROE = adjusted net profit / average shareholders funds Gross cashflow = adjusted net profit + depreciation *equivalent fully paid ordinary weighted average number of shares</p> <p>All Reported numbers for Australian/NZ listed stocks are modelled under IFRS (International Financial Reporting Standards).</p>

Recommendation proportions for quarter ending 30 September 2024

	AU/NZ	Asia	USA	
Outperform	62.37%	64.19%	71.74%	(for global coverage by Macquarie, 2.06% of stocks followed are investment banking clients)
Neutral	32.06%	24.40%	25.00%	(for global coverage by Macquarie, 1.67% of stocks followed are investment banking clients)
Underperform	5.57%	11.41%	3.26%	(for global coverage by Macquarie, 0.00% of stocks followed are investment banking clients)

Important Disclosures:



Company-Specific Disclosures:

Important disclosure information regarding the subject companies covered in this report is available publicly at www.macquarie.com/research/disclosures. Clients receiving this report can additionally access previous recommendations (from the year prior to publication of this report) issued by this report's author at <https://www.macquarieinsights.com>.

TO THE EXTENT THAT ANY COMPANY MENTIONED IN THIS COMMUNICATION IS A COMPANY LISTED IN THE ANNEX TO EXECUTIVE ORDER 14032 OF JUNE 3, 2021 FROM THE PRESIDENT OF THE UNITED STATES OF AMERICA ("EO14032") OR IN THE OFAC NON-SDN CHINESE MILITARY-INDUSTRIAL COMPLEX COMPANIES LIST AS UPDATED FROM TIME TO TIME AND YOU ARE A "UNITED STATES PERSON" AS DEFINED UNDER EO14032, YOU ARE REMINDED THAT YOU MAY BE PREVENTED BY EO14032 FROM TRADING THE SECURITIES OF SUCH A COMPANY.

Sensitivity Analysis:

Clients receiving this report can request access to a model which allows for further in-depth analysis of the assumptions used, and recommendations made, by the author relating to the subject companies covered. To request access please contact insights@macquarie.com.

Analyst Certification:

We hereby certify that all the views expressed in this report accurately reflect our personal views about the subject company or companies and its or their securities. The views were reached independently, without any attempt of influence from anyone outside of Macquarie's Research business. Any and all opinions expressed have a reasonable basis, which are the result of the exercise of due care and skill. To the best of our knowledge, we are not in receipt of, nor have included in this report, any information considered to be inside information. We also certify that no part of our compensation was, is or will be, directly or indirectly, related to the specific recommendations or views expressed in this report. The Analysts responsible for preparing this report receive compensation from Macquarie that is based upon various factors including Macquarie Group Ltd overall revenues, a portion of which are generated by Macquarie Group's Investment Banking activities.

General Disclaimers:

Other than Macquarie Bank Limited ABN 46 008 583 542 ("MBL"), any Macquarie Group entity noted is not an authorized deposit-taking institution for the purposes of the Banking Act 1959 (Commonwealth of Australia), and that entity's obligations do not represent deposits or other liabilities of MBL. Any investments are subject to investment risk including possible delays in repayment and loss of income and principal invested. MBL does not guarantee or otherwise provide assurance in respect of the obligations of that entity. This research has been prepared for the general use of the wholesale clients of the Macquarie Group and must not be copied, either in whole or in part, or distributed to any other person. If you are not the intended recipient you must not use or disclose the information in this research in any way. If you received it in error, please tell us immediately by return e-mail and delete the document. We do not guarantee the integrity of any e-mails or attached files and are not responsible for any changes made to them by any other person. MGL has established and implemented a conflicts policy at group level (which may be revised and updated from time to time) (the "Conflicts Policy") pursuant to regulatory requirements which sets out how we must seek to identify and manage all material conflicts of interest. Nothing in this research shall be construed as a solicitation to buy or sell any security or product, or to engage in or refrain from engaging in any transaction. In preparing this research, we did not take into account your investment objectives, financial situation or particular needs. Macquarie salespeople, traders and other professionals may provide oral or written market commentary or trading strategies to our clients that reflect opinions which are contrary to the opinions expressed in this research. Macquarie Research produces a variety of research products including, but not limited to, fundamental analysis, macro-economic analysis, quantitative analysis, and trade ideas. Recommendations contained in one type of research product may differ from recommendations contained in other types of research, whether as a result of differing time horizons, methodologies, or otherwise. Before making an investment decision on the basis of this research, you need to consider, with or without the assistance of an adviser, whether the advice is appropriate in light of your particular investment needs, objectives and financial circumstances. There are risks involved in securities trading. The price of securities can and does fluctuate, and an individual security may even become valueless. International investors are reminded of the additional risks inherent in international investments, such as currency fluctuations and international stock market or economic conditions, which may adversely affect the value of the investment. This research is based on information obtained from sources believed to be reliable but we do not make any representation or warranty that it is accurate, complete or up to date. We accept no obligation to correct or update the information or opinions in it. Opinions expressed are subject to change without notice. No member of the Macquarie Group accepts any liability whatsoever for any direct, indirect, consequential or other loss arising from any use of this research and/or further communication in relation to this research. Clients should contact analysts at, and execute transactions through, a Macquarie Group entity in their home jurisdiction unless governing law permits otherwise. The date and timestamp for above share price and market cap is the closed price of the price date. #CLOSE is the final price at which the security is traded in the relevant exchange on the date indicated. Members of the Macro Strategy team are Sales & Trading personnel who provide desk commentary that is not a product of the Macquarie Research department or subject to FINRA Rule 2241 or any other regulation regarding independence in the provision of equity research.

MSCI disclaimers:

Where this report contains any MSCI sourced information, such information is the exclusive property of MSCI Inc. (MSCI). Without the prior written permission of MSCI, this information and any other MSCI intellectual property may not be reproduced, disseminated or used to create any financial products, including any indices. This information is provided on an "as is" basis. The user assumes the entire risk of any use made of this information. MSCI, its affiliates and any third party involved in, or related to, computing or compiling the information hereby expressly disclaim all warranties of originality, accuracy, completeness, merchantability or fitness for a particular purpose with respect to any of this information. Without limiting any of the foregoing, in no event shall MSCI, any of its affiliates or any third party involved in, or related to, computing or compiling the information have any liability for any damages of any kind. MSCI and the MSCI indexes are services marks of MSCI and its affiliates.

Important Disclosures:



Country-Specific Disclaimers:

Australia: In Australia, research is issued and distributed by Macquarie Securities (Australia) Ltd (AFSL No. 238947), a participating organization of the Australian Securities Exchange. Macquarie Securities (Australia) Limited staff involved with the preparation of research have regular interaction with companies they cover. Additionally, Macquarie Group Limited does and seeks to do business with companies covered by Macquarie Research. There are robust information barriers in place to protect the independence of Macquarie Research's product. However, recipients of Macquarie Research should be aware of this potential conflict of interest. **New Zealand:** In New Zealand, research is issued and distributed by Macquarie Securities (NZ) Ltd, a NZX Firm. **United Kingdom and the EEA:** In the United Kingdom and the European Economic Area, research is distributed by Macquarie Capital (Europe) Ltd, which is authorised and regulated by the Financial Conduct Authority (No. 193905). **Hong Kong & Mainland China:** In Hong Kong, research is issued and distributed by Macquarie Capital Limited, which is licensed and regulated by the Securities and Futures Commission. In Mainland China, Macquarie Securities (Australia) Limited Shanghai Representative Office only engages in non-business operational activities excluding issuing and distributing research. Only non-A share research is distributed into Mainland China by Macquarie Capital Limited. **Japan:** In Japan, research is issued and distributed by Macquarie Capital Securities (Japan) Limited (Tokyo Branch), the Financial Instruments Business Operator, registered with the Financial Services Agency (Registration number: Kanto Financial Bureau (FIBO) No. 231), the member of the Tokyo Stock Exchange, Inc., Osaka Exchange, Inc. and the member of Japan Securities Dealers Association. Its Designated Dispute Resolution Institution is Financial Instruments Mediation Assistance Center ("FINMAC"). **Indonesia:** In Indonesia, research is issued and distributed by PT Macquarie Sekuritas Indonesia, a licensed securities company and regulated by Financial Services Authority (Otoritas Jasa Keuangan) and is a member of the Indonesia Stock Exchange. The securities discussed in this report may not be suitable for all investors. **Malaysia:** In Malaysia, research is issued and distributed by Macquarie Capital Securities (Malaysia) Sdn. Bhd. (Company registration number: 199801007342 (463469-W)) which is a Participating Organisation of Bursa Malaysia Berhad and a holder of Capital Markets Services License issued by the Securities Commission. Macquarie may be an Issuer of Structured Warrants on securities mentioned in this report. **Taiwan:** In Taiwan, research is issued and distributed by Macquarie Capital Limited, Taiwan Securities Branch, which is licensed and regulated by the Financial Supervisory Commission. No portion of the report may be reproduced or quoted by the press or any other person without authorisation from Macquarie. Nothing in this research shall be construed as a solicitation to buy or sell any security or product. The recipient of this report shall not engage in any activities which may give rise to potential conflicts of interest to the report. Research Associate(s) in this report who are registered as Clerks only assist in the preparation of research and are not engaged in writing the research. Macquarie may be in past one year or now being an Issuer of Structured Warrants on securities mentioned in this report. **Thailand:** In Thailand, research is produced, issued and distributed by Macquarie Securities (Thailand) Ltd. Macquarie Securities (Thailand) Ltd. is a licensed securities company that is authorized by the Ministry of Finance, regulated by the Securities and Exchange Commission of Thailand and is an exchange member of the Stock Exchange of Thailand. The Thai Institute of Directors Association has disclosed the Corporate Governance Report of Thai Listed Companies made pursuant to the policy of the Securities and Exchange Commission of Thailand. Macquarie Securities (Thailand) Ltd does not endorse the result of the Corporate Governance Report of Thai Listed Companies but this Report can be accessed at: <http://www.thai-iod.com/en/publications.asp?type=4>. Macquarie Securities (Thailand) Limited may be an issuer of derivative warrants on the securities mentioned in this report. **South Korea:** In South Korea, unless otherwise stated, research is prepared, issued and distributed by Macquarie Securities Korea Limited, which is regulated by the Financial Supervisory Services. Information on analysts in MSKL is disclosed at <http://dis.kofia.or.kr/websquare/index.jsp?w2xPath=/wq/fundMgr/DISFundMgrAnalystStut.xml&divisionId=MDIS03002001000000&serviceId=SDIS03002001000> **Singapore:** In Singapore, research is issued and distributed by Macquarie Capital Securities (Singapore) Pte Ltd (Company Registration Number: 198702912C), a Capital Markets Services license holder under the Securities and Futures Act to deal in securities and provide custodial services in Singapore. Pursuant to the Financial Advisers (Amendment) Regulations 2005, Macquarie Capital Securities (Singapore) Pte Ltd is exempt from complying with sections 34, 36 and 45 of the Financial Advisers Act. All Singapore-based recipients of research produced by Macquarie Capital (USA) Inc. represent and warrant that they are institutional investors as defined in the Securities and Futures Act. Singapore recipients should contact Macquarie Capital Securities (Singapore) Pte Ltd at +65 6601 0888 for matters arising from, or in connection with, this report. **United States:** In the United States, research is issued and distributed by Macquarie Capital (USA) Inc., which is a registered broker-dealer and member of FINRA. Macquarie Capital (USA) Inc. accepts responsibility for the content of each research report prepared by one of its non-US affiliates when the research report is distributed in the United States by Macquarie Capital (USA) Inc. Macquarie Capital (USA) Inc.'s affiliate's analysts are not registered as research analysts with FINRA, may not be associated persons of Macquarie Capital (USA) Inc., and therefore may not be subject to FINRA rule restrictions on communications with a subject company, public appearances, and trading securities held by a research analyst account. Information regarding futures is provided for reference purposes only and is not a solicitation for purchases or sales of futures. Any persons receiving this report directly from Macquarie Capital (USA) Inc. and wishing to effect a transaction in any security described herein should do so with Macquarie Capital (USA) Inc. Important disclosure information regarding the subject companies covered in this report is available at www.macquarie.com/research/disclosures, or contact your registered representative at 1-888-MAC-STOCK, or write to the Supervisory Analysts, Research Department, Macquarie Capital (USA) Inc, 660 Fifth Ave, 13th Floor, New York, NY 10103. **Canada:** In Canada, research is distributed by Macquarie Capital Markets Canada Ltd., a (i) member of the Investment Industry Regulatory Organization of Canada (IIROC) and the Canadian Investor Protection Fund, and (ii) participating organisation of the Toronto Stock Exchange, TSX Venture Exchange & Montréal Exchange. Important disclosure information regarding the subject companies covered in this report is available at www.macquarie.com/research/disclosures. IIROC Rule 3400 Disclosures can be obtained by writing to Macquarie Capital Markets Canada Ltd., 181 Bay St. Suite 3100, Toronto, ON M5J2T3. **India:** In India, research is issued and distributed by Macquarie Capital Securities (India) Pvt. Ltd. (CIN: U65920MH1995PTC090696), 92, Level 9, 2 North Avenue, Maker Maxity, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051, India, which is a SEBI registered Research Analyst having registration no. INH000000545. Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors. Any reference to the securities quoted in example in the report are only for illustration and are not recommendatory. During the past 12 months, Macquarie Group Limited or one of its affiliates may have provided securities services to companies mentioned in this report for which it received compensation for Broking services. Macquarie Group Limited together with its affiliates may have a beneficial interest in the debt securities of the companies mentioned in this report. Investments in securities market are subject to market risks. Read all the related documents carefully before investing.