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BITSoM, Mumbai



Team Dash



**Sidhant
Bishnoi**

*Startup &
Non-Profit
Founder*



**Shipika
Arora**

*Marketeer &
Travel Content
Creator*



**Abhishek
Bagri**

*Sports Enthusiast
& State-level
Cricket Player*



Campus Context & Student Insights

→ Campus Overview: BITS- Mumbai

- A **premium residential School** with 3 colleges including MBA, Design and Law. A total of **1200+** Students (Expected to grow to **1600+** by 2026)
- Diverse age group of students from 16 yr to 32 yr
- **All the students reside on campus:** a captive market with **limited external access**
- Delivery window constraints (the security gate closes around 11 p.m.) - **reliability becomes critical**
- **3 dominant meal peaks:** Lunch (12–2 p.m.), Dinner (8–10 p.m.), Late-night snacks (10–1 a.m.) during exams

→ Student Food Behaviour & Cultural Insights

- **Food = Fuel + Friendship.** 60% students prefer ordering with 2–4 friends
- **Late-Night Spike:** ~45% of student orders placed between 10 PM – 2 AM.
- **High Repeat Users:** 55% of students order at least 2–3 times per week
- **Dine-out is Social:** 58% students dine out at least once/week, mostly for celebrations, club outings, and fests.
- **Cuisine Consistency:** Top 3 cuisines (North Indian, Chinese, Fast Food) account for ~70% of orders.
- Preference for **affordable shared meals** (combo boxes, pizza, rolls, biryani)

→ Pain Points

- **Gate Delays:** 30–35% of late-night orders face >10 min handoff lag.
- **Failed/Cold Orders:** 30% post-10 PM orders delayed or cancelled or cold.
- **Offer Irrelevance:** 70% say discounts don't match late-night or group use.
- **Combo Gap:** No structured late-night meal bundles despite 45% PG orders coming post-10 PM.
- **Dine-out Visibility Gap:** 58% students dine out weekly yet lack curated options or event tie-ins.
- **Low Personalization:** Explore tab feels generic; no campus-specific categories (e.g., Mess-off Monday, All-Nighter Meals).

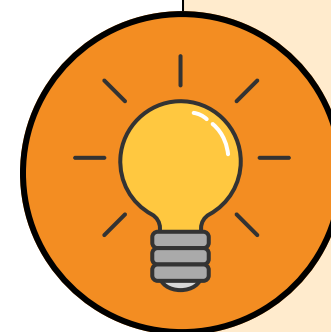
Students don't just want food; they want **reliable, affordable, and emotionally connecting food moments**. There's whitespace for a brand that understands their rhythms, moods, and constraints.

Growth Opportunities on Campus

Theme	Current Gap	Opportunity	Impact
Delivery Speed & Reliability	Avg. delivery 55–65 min ; 40–50% monsoon delays	Campus-first “Owl Lanes” , express slots & lockers	↓ turnaround by 25–30% (to 40–45 min) + ↑ reliability
Late-Night Demand	45% orders post 10 PM; no structured options	“Campus Cravings Combos” + surge slot coverage	Increase in night orders by 15–20%
Dining-out Discovery	58% students dine out weekly; low awareness of cafés	Dineout “Campus Circuits” (group booking + festive offers)	Increase in dine-out GMV by 20–25%
Community Engagement	60% order in groups ; no gamification or sharing incentives	Gamified “Hostel Leaderboards” + referral coins	Increase in repeat orders by 10-15%
Personalized Discovery	Too generic recommendations	“Explore for Campus Moments” with tags like After-match meals	Increase conversion by 15-18%

Quantitative Context (based on surveys/estimates)

- **55% students** order at least twice a week; **58%** dine out weekly
- Average monthly food spend ≈ ₹3,000-₹3,500/student (₹15L+ monthly campus GMV)
- **Only 40%** use Swiggy consistently - huge share gain potential



The next wave of growth =
Student-first design + Event-led discovery + Habit-forming affordability



Idea 1: Swiggy Campus Pass (Delivery Growth Engine)

A student-only integrated membership combining PocketHero affordability and Swiggy One convenience, tailored to campus life.

Key Features

- **Free campus delivery** (zero fees in campus radius)
- **₹149 study meal bundles** - rotating “Exam Fuel Combos”
- **Group Order Mode** - split payments, shared delivery slots
- “Safe Night” Delivery - **mapped pickup lockers + trained riders**
- Loyalty Multiplier - earn **Swiggy Coins** redeemable on Dineout events

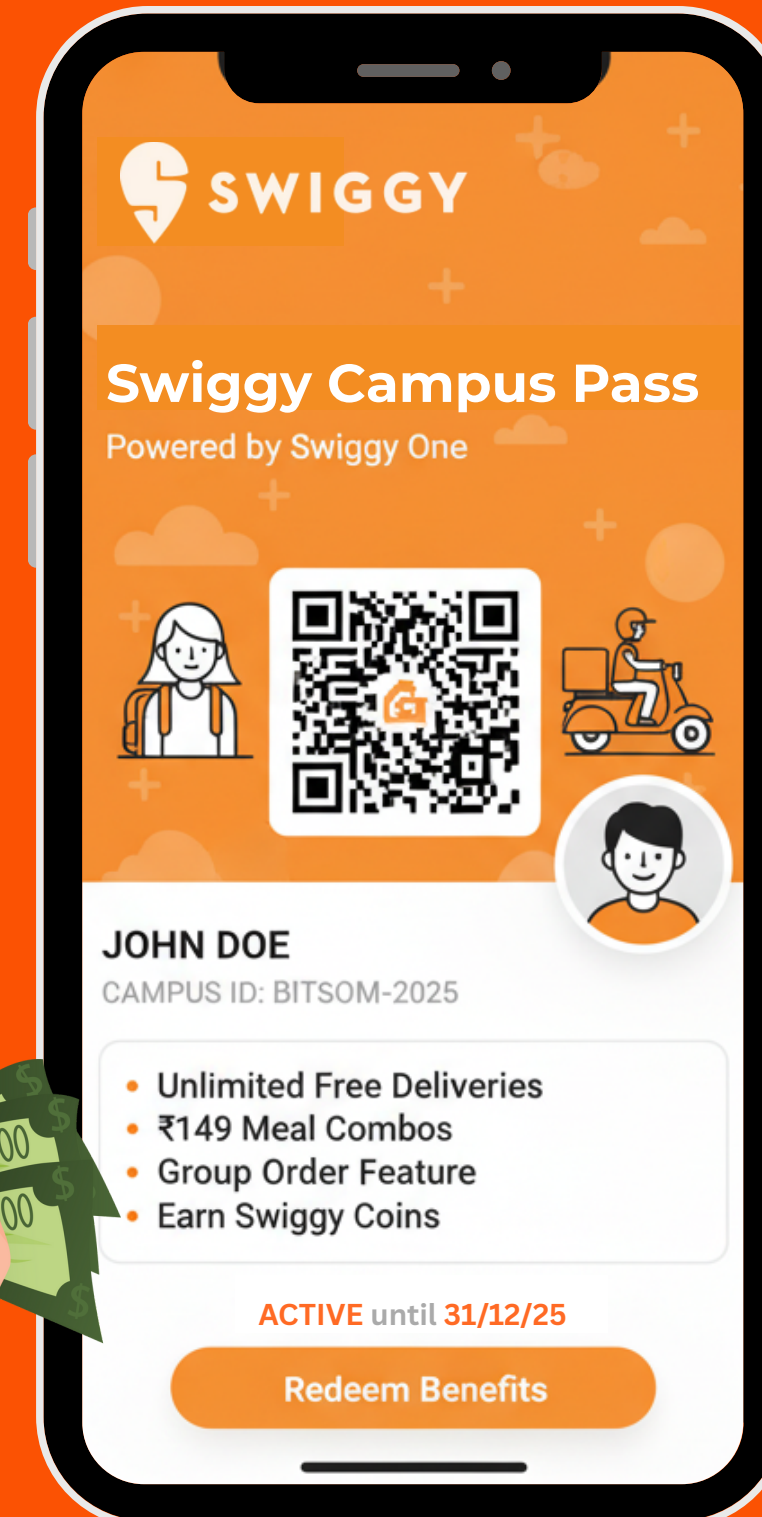
Why it works

- **Economic flywheel:** Low CAC + predictable value → higher LTV, less promo burn.
- **Network effect:** More group orders = fewer riders per order = better unit economics
- Positions **Swiggy as the campus partner**, not just a delivery app

Execution Feasibility

- **Tech** — Leverage One backend; create campus geofence & auto-detect mode.
- **Marketing** — Campus ambassador program, hostel leaderboard launches, referral bonuses.
- **Phase 1: 2-week pilot** at BITSom - measure AOF, NPS, adoption

Metric	Baseline	After Campus Pass	Δ
Orders/week	450	670	+48%
AOV	Rs. 350	Rs. 400	+15%
Retention (60d)	45%	70%	+25%
Monthly GMV	Rs. 6.3 Lakhs	Rs. 10.72 Lakhs	+70%



Cost & ROI

- **Low fixed cost** (₹25/student/month acquisition)
- **Break-even by month 2** through increased frequency
- Adds **₹ 3.5L+ incremental GMV/month** for BITS Mumbai alone



Idea 2: Explore Campus Moments (Dine-out + Engagement Engine)

Transform the “Explore” tab into a campus-curated moment map, bridging delivery and dining-out.

Key Features

- **Personalized carousels** by occasion, not cuisine: “Mess-off Mondays” | “After-match Eats” | “Fest Afterparties” | “Date Night Spots”
- Integrated **GIRF + Dineout offers** near campus
- “Legendary near campus” badges - **social proof** for top-rated local cafes
- AI **nudges during peak times** (“It’s 11 p.m. - your hostel orders Maggi now!”)
- Top streak-holders **every 15 days** become **Campus Ambassadors**, curating real-time campus events in Explore

Why it works

- Converts browsing to orders by **reducing decision fatigue**
- Expands Swiggy from “ordering app” to “food lifestyle companion”
- Deepens **emotional engagement** via contextual relevance

Execution Feasibility

- Uses existing Explore recommendation engine; only needs localized tags
- Campus ambassadors maintain micro-content
- **Partnerships with student clubs/fests** for curated themes

Metric	Current	With Explore Moments	Δ
Engagement rate	25%	45%	+20pp
Av. order/session	1.1	1.5	+36%
Dine-out GMV	₹0.8L	₹1.8L	+125%



Execution Roadmap & Impact Summary

→ Swiggy Campus Rollout Journey

Phase 1: Pilot Launch (Month 1)

- Launch Campus Pass + Explore Moments and geofence 3–4 km radius
- Onboard 5–7 top local eateries (late-night + popular student picks)
- Appoint Campus Ambassadors (top streakers) to update campus events
- Run mess fatigue & late-night campaigns to boost initial order frequency

Phase 2: Deep Engagement & Partnership (Months 2–3)

- Launch weekend dine-out tie-ups with 2–3 local cafés/restaurants
- Expand Explore carousels (Fest Nights, Rainy Cravings, Hostel Favourites)
- Activate locker drop + safe night delivery for reliability
- Drive engagement through leaderboards, referrals & streak challenges

Phase 3: Scale & Integration (Months 4–6)

- Expand partnerships to 10–12 local outlets for variety and coverage
- Integrate academic + fest calendar directly into Explore
- Launch Campus Loyalty Rewards for top streak-holders
- Optimize delivery ops & event tie-ins to make Swiggy the default campus food app

Outcome (6-month Horizon)

- +47 % order frequency
- +25 pp retention gain
- +2.3× dine-out GMV
- Swiggy = “Food OS of Campus Life”

Strategic Payoff

- **Mindshare:** Swiggy = “Food OS” of campus life
- **Loyalty:** lifetime users post-graduation
- **Economics:** Low CAC, high LTV, scalable through existing rails.

REQUIRED ENABLERS

Tech:

- Activate geofencing within 3.5 km radius of campus
- Tag 10 partner outlets in Explore (late-night, combos, dining)

Partnerships:

- Onboard 10–12 local restaurants, targeting top mess-off and late-night slots.
- Include 2–3 dine-out cafés for weekend campus offers.

Marketing:

- Leverage leaderboard challenges & referral codes for more eng.
- Use WhatsApp, club collabs, and fest tie-ins for awareness

Ops:

- Install 2 delivery lockers at hostel entry for seamless handoff
- Deploy 6–8 dedicated night riders for post-8 p.m. delivery
- Mark safe delivery zones and integrate into routing system

EXPECTED BUSINESS IMPACT

Student-Centric Innovation

(PocketHero + Campus Pass + Explore Moments)

Behavioral Change

More frequent, safer, and community-driven ordering

Quantitative Uplift

~47% increase in orders/week

~2.3× growth in Dine-out GMV

Sustained Loyalty

Retention up by 25pp; increase in lifetime value

Brand Advocacy & Word of Mouth

NPS +15; organic adoption across campuses

