

# NLYTEN

DATA & OPERATIONS · F&B

THE NLYTEN PLAYBOOK · CASE 01

# Chakra. Since 1985.

How a 40-year heritage dine-in brand turned a dormant Zomato listing into a 2.1× growth engine — then harvested margin without losing volume.

**2.1×**

ZOMATO GROWTH  
SEP '25 → JAN '26

**1.9×**

APR '26 GMV  
VS SEP '25 BASELINE

**6.98×**

SWIGGY ROAS  
APRIL 2026

BEFORE

# A legacy brand whose delivery was an afterthought.

Chakra is a neighbourhood institution in Sakinaka — a North-Indian kitchen that has fed Mumbai since 1985. Forty years of dine-in equity, a kitchen that runs without supervision, an owner who knows half the regulars by name.

Delivery never got the same attention. The Swiggy listing existed and pulled a flat line of orders month after month — no calendar, no ad rhythm, no segmentation by customer state. The Zomato listing had been created in 2024 as a courtesy and then sat dormant for roughly twelve months: no photography, no merchandising, no spend.

When we began formal engagement in September 2025, the channel was an asset on paper and a non-entity in practice. The opportunity wasn't to invent demand — Chakra already had a brand. The opportunity was to wire delivery up to it.

SEPTEMBER 2025 · STARTING POSITION

- Brand since 1985 — strong dine-in equity
- Swiggy-only — sales flat for years
- Not on Zomato — listing dormant since 2024
- No ad infrastructure, no coupon ladder, no rhythm

FORTY YEARS, ONE INFLECTION



ACTIVATION · SEP 2025

# Sixty days. Four moves.

Activation isn't a launch event. It's a sequence of small, durable changes that turn a passive listing into a measured channel. The team and we worked through four of them in the first two months.

## 01 LISTING HYGIENE

Photography rebuilt across both aggregators. Item descriptions tightened. The menu re-architected for delivery — fewer items, structured around what travels well, not a carbon copy of the dine-in card.

## 03 COUPON LADDER

Not blanket discounting. A five-rung ladder where each coupon targets a specific customer state — trial, repeat, dormant, snacking. The economics differ by rung. The detail is on page 05.

## 02 MONTHLY AD CALENDAR

One calendar, segmented two ways: by timeslot — Dinner, Lunch, Snacks, Late-Night — and by user state — New, Repeat, Lapsed. Each cell has a budget and a job. Spend stops being a monthly average and starts being a daily decision.

## 04 WEEKLY OPERATING REVIEW

A standing meeting with the kitchen team — rating-rejection items, complaint patterns, ad ROAS by slot. Slow enough to be calm, frequent enough to compound. The single most undervalued lever in the work.

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*“We don't sell ads. We run channels.”*

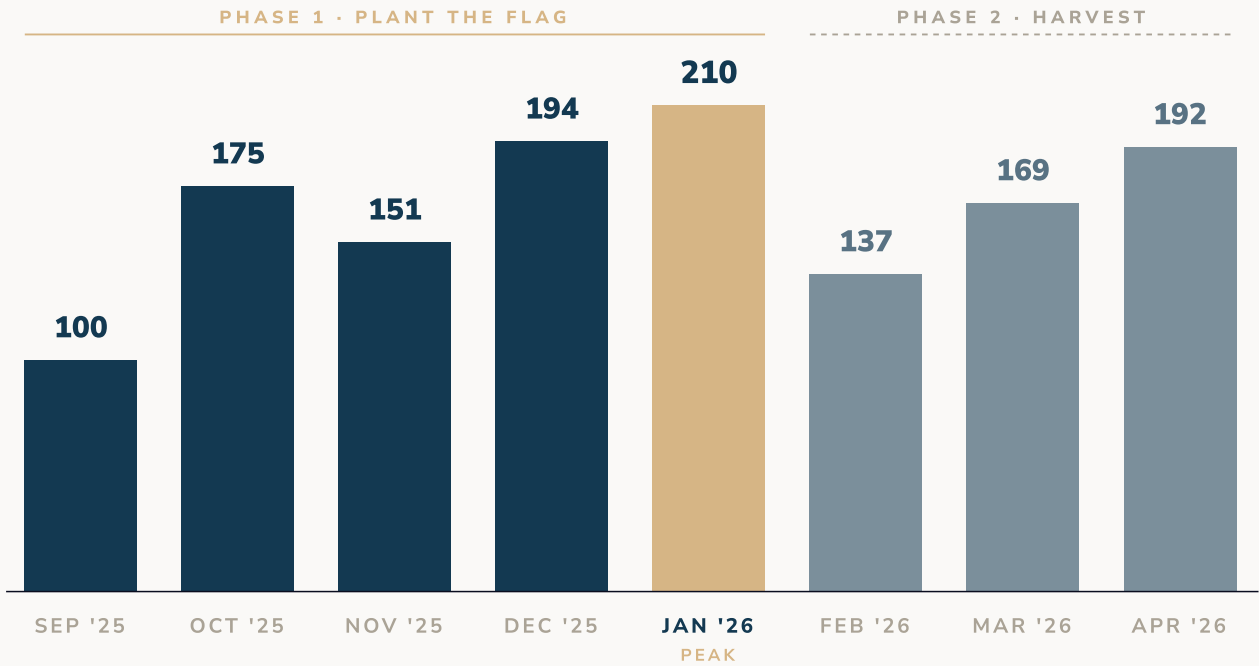
— NLYTEN OPERATING PRINCIPLE

PHASE 1 · OCT '25 — JAN '26

# Win catchment share first. Margin comes next.

Phase 1 was disciplined aggression. Visible spend on both aggregators, a full coupon ladder running, and a deliberate willingness to absorb a higher discount percentage in exchange for share. The bet was simple: share earned now would compound — and would be cheaper to defend later than to win later.

ZOMATO MONTHLY DELIVERY SALES — INDEXED (SEP '25 = 100) ■ MONTHLY ■ ALL-TIME PEAK



Source: Zomato Business Reports + dashboard daily JSON. Values indexed against the Sep '25 baseline; absolute rupee figures withheld at client's request. Phase 2 months shown at lower opacity — covered in detail on page 06.

THE PLAYBOOK · DISCOUNT WITH INTENT

# Every coupon has a job.

Blanket discounting subsidises customers who would have ordered anyway. Chakra runs a five-rung coupon ladder — each rung sized for a specific customer state, each one paying for a different outcome.

COUPON	APR ORDERS	NEW / REPEAT / DORMANT	AOV · VS BRAND	ITS JOB
FLAT150	138	55 / 83 / 34	1.65×	High-ticket repeat-customer driver
FLAT125	132	55 / 77 / 28	1.45×	Volume workhorse — balanced cohorts
SWIGGY6	71	30 / 41 / 15	0.55×	Low-ticket trial
SWIGGYBITE	61	25 / 36 / 7	0.56×	Snacking-occasion coupon
SAVEBITE	28	9 / 19 / 7	0.61×	Dormant reactivation

MARGIN RECOVERY · MAR → APR

April discount intensity: **12.6%** of discounted-order revenue.

March: 15.1%.

**Less discount, more revenue — that's margin recovery in motion.**

FLAT150 is the proof point. An AOV that runs ~1.6× the brand average on a discount line tells you the customer it pulls is not a price shopper — it's a repeat customer who would have ordered anyway, now ordering more. SAVEBITE, by contrast, costs us roughly as much per order but does a different job: it reactivates a dormant guest. Neither coupon is a markdown. Each one is a tool with a use.

PHASE 2 · FEB '26 ONWARDS

# Volume held. Margin came back.

Phase 2 is the part most operators never get to. With share won, the work shifts from buying visibility to defending it cheaply. February dialled the same calendar back — same rhythm, less spend per outcome.

## WHAT CHANGED IN FEB

Discount % dialled back across the ladder. Ad ROAS targets tightened — spend concentrated on the highest-return slots instead of spread across the day. New-acquisition coupons trimmed where the cohort had already converted.

## WHAT DIDN'T CHANGE

The weekly review with the kitchen team. The ratings discipline. The segmentation by timeslot and user state. The operating cadence we built in September stayed exactly as it was — that consistency is the asset.

## WHAT THIS PROVES

Phase 2 only works because Phase 1 earned the volume. They are not two strategies, they are one — investment then harvest. Skip the investment and there's nothing to harvest. Skip the harvest and the channel never pays.

### PEAK SUSTAIN

**100** JAN PEAK

**92** APR HELD

— **92% of peak retained**

### DISCOUNT SPEND

**100** MAR (INDEX)

**92** APR (INDEX)

↓ **8% — less paid out**

### DISCOUNTED REVENUE

**100** MAR (INDEX)

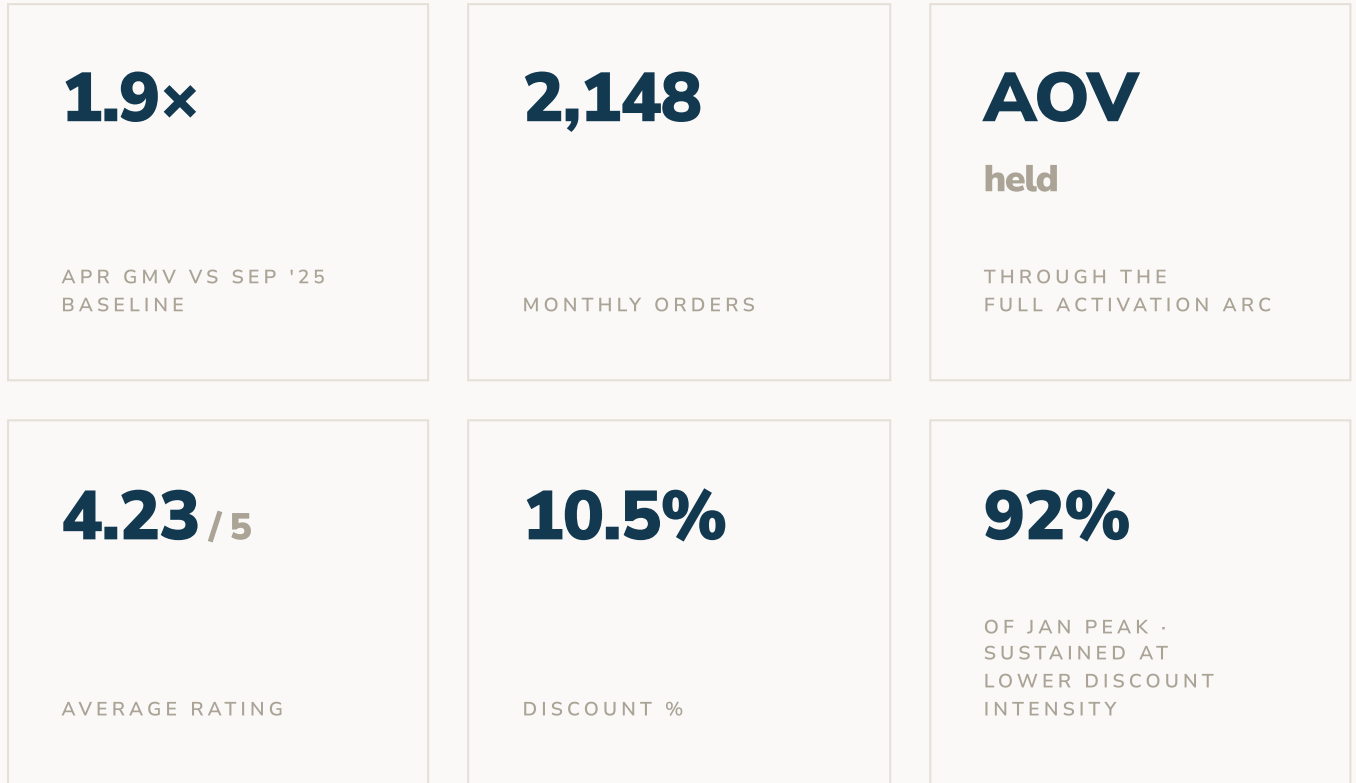
**110** APR (INDEX)

↑ **10% — more brought in**

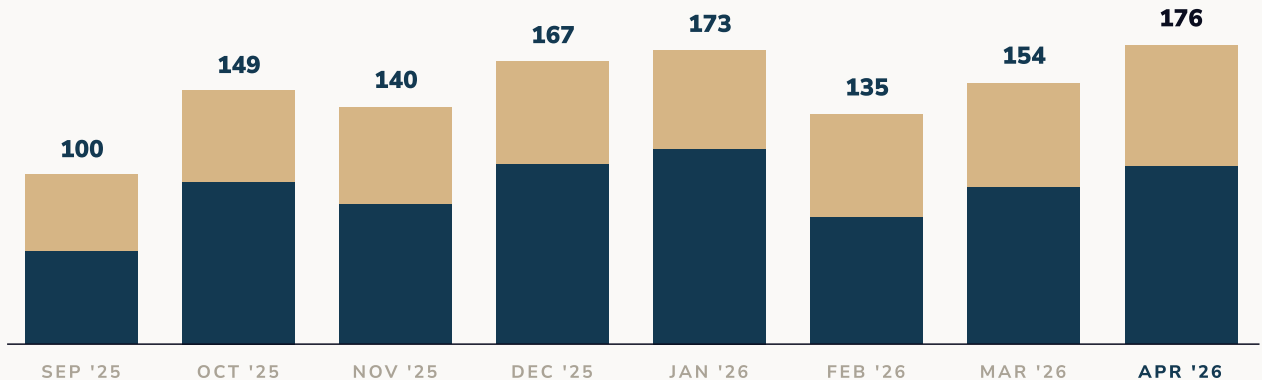
Read the three cells together. Volume holds within striking distance of peak. Discount spend falls. Discounted revenue rises. The arithmetic of margin recovery is mostly that boring — the harder part is having the discipline to dial back while the chart still goes up.

APRIL 2026 SNAPSHOT

# A measured channel.



COMBINED MONTHLY GMV — SWIGGY + ZOMATO (INDEXED, SEP '25 = 100) ■ SWIGGY ■ ZOMATO



In four months we turned a dormant listing into a 2.1x growth machine. Then we dialled back discount and ad intensity — and April came in at 92% of peak volume with 11–15% better ROAS on both aggregators. Delivery is now a measured channel, not a side bet.

## THE INVITATION

# Want this for your restaurant?

## 01

## Who we work with

F&B operators with real kitchens and real brands — from single heritage names re-finding the channel to national multi-outlet groups defending margin at scale. If delivery matters to your P&L, we should talk.

## 02

## How we work

In-house operator partner, not an agency. Weekly cadence with the team. Monthly review with leadership. A shared dashboard, a shared calendar, one set of numbers everyone is reading from.

## 03

## How to start

A consultation, a thirty-day diagnostic, then an engagement. By day thirty you have a written read of the channel, a calendar, and a phased plan — whether or not you choose to work with us.

## STEP ONE

### Consultation

A conversation. We look at your aggregator dashboards together, identify the obvious leaks, and tell you whether the channel is worth instrumenting.

## STEP TWO

### 30-day diagnostic

We rebuild your listings, run a controlled coupon ladder, instrument the ad calendar. At day thirty you get a written read and a phased plan.

## STEP THREE

### Engagement

If the read is right, we move to an operating partnership. Weekly cadence with the kitchen. Monthly review with leadership. Numbers everyone trusts.

## CONTACT

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## BASED

Mumbai · India

Shared with client consent. Trajectory values indexed against the Sep '25 baseline. Absolute revenue and margin figures withheld at client's request. © Nlyten 2026.