

NLYTEN

DATA & OPERATIONS · F&B

THE NLYTEN PLAYBOOK · CASE 02

Sudarshan. The coupon ladder.

How segmentation discipline — not ad spend — took a heritage vegetarian brand to 3,877 monthly delivery orders at 7.6× Swiggy ROAS.

3,877

MONTHLY ORDERS
APRIL 2026

7.62×

SWIGGY ROAS
PORTFOLIO BEST

2.1×

ZOMATO GROWTH
IN FIVE MONTHS

BEFORE

A heritage kitchen whose delivery channel was an afterthought.

Sudarshan is a heritage South Indian vegetarian institution on Andheri-Kurla Road — a kitchen that has fed the neighbourhood for decades. The dine-in equity is the kind earned slowly: regulars who know the menu by heart, an owner who reads the room.

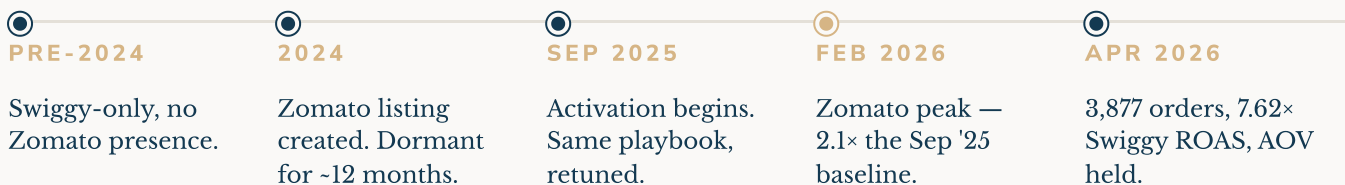
Delivery had never been treated with the same care. The Swiggy listing pulled a flat line of orders month after month — no calendar, no ad rhythm, no segmentation by customer state. The Zomato listing was technically alive — created in 2024 — and then dormant for roughly twelve months. No photography, 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 brand existed; the demand existed. The opportunity was to wire delivery up to a vegetarian, higher-velocity, lower-AOV product mix — and tune every dial for that shape, from the first week onwards.

SEPTEMBER 2025 · STARTING POSITION

- Heritage neighbourhood brand
- Swiggy-only — flat sales
- Not on Zomato (listing dormant since 2024)
- Vegetarian, lower AOV, higher volume — different segmentation challenge

FIVE STOPS, ONE TRAJECTORY



ACTIVATION · SEP 2025

The activation playbook is portable. The tuning is not.

Activation isn't a launch event. It's a sequence of small, durable changes that turn a passive listing into a measured channel. In the first two months we worked with the Sudarshan team on four of them — listing hygiene, a segmented ad calendar, a cohort-specific coupon ladder, and a weekly operating review. The vegetarian mix and the higher order velocity meant the dials moved in different places than they would on a non-veg or higher-AOV brand.

01 LISTING HYGIENE

Photography rebuilt across both aggregators. Item descriptions tightened. The menu re-architected for delivery — fewer items, organised around what travels well, not the dine-in card carried over wholesale.

03 COUPON LADDER

Five coupons, each one designed to do one job for one specific customer cohort — new-user, lapsed, repeat, volume, premium. The detail is on page 05 and it is the page worth lingering on.

02 AD CALENDAR

Breakfast was an early hypothesis — Sudarshan is dosa-and-poha territory and the morning slot was under-served on the listing. The bet was validated inside thirty days; breakfast is now an 8.5× ROAS slot.

04 WEEKLY OPERATING REVIEW

Standing meeting with the kitchen team. Rating-rejection items addressed at the line where they happen, not in a deck after the fact. Slow enough to be calm, frequent enough to compound.

“No two kitchens are the same. The plan we build is the one your numbers ask for.”

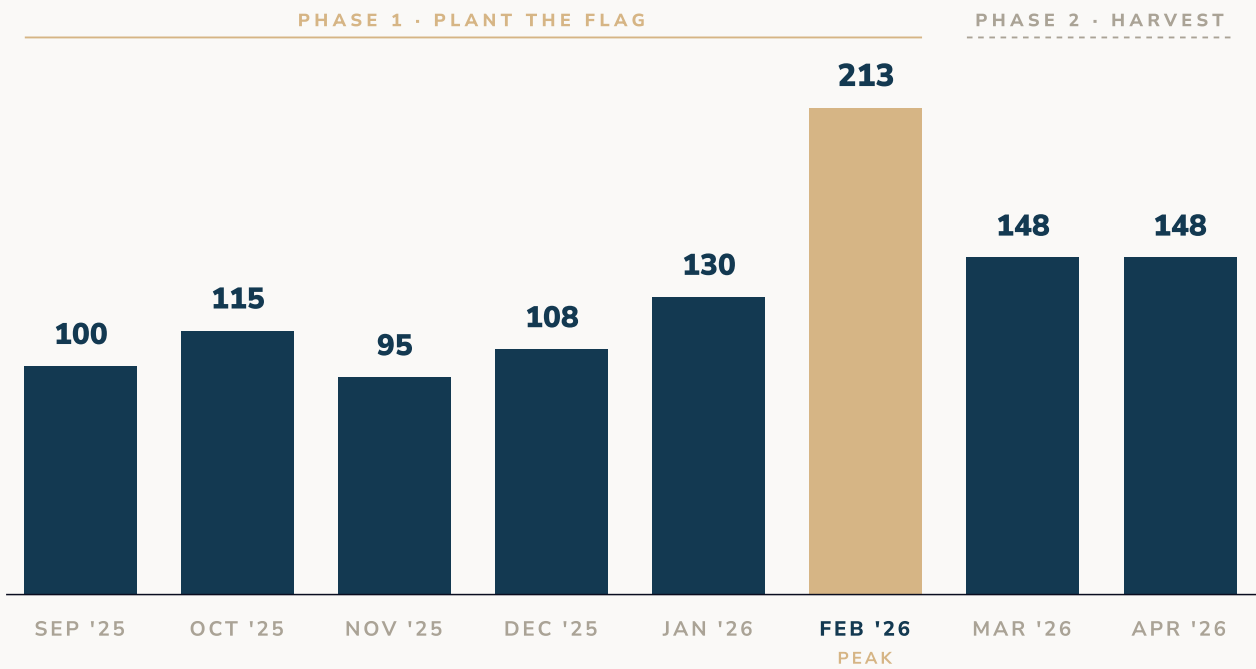
— NLYTEN OPERATING PRINCIPLE

THE TRAJECTORY · SEP '25 — APR '26

Volume first. Margin next.

The first six months were Phase 1 — disciplined aggression: full coupon ladder, full ad calendar, a willingness to absorb a higher discount percentage in exchange for share and frequency. February was the share-of-voice peak. From March onwards the work shifted to defending volume at lower discount intensity — Phase 2, in motion.

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. Feb '26 is the all-time Zomato peak — 2.1x baseline in five months.

THE PLAYBOOK · DISCOUNT WITH INTENT

Every coupon has a job.

Blanket discounting subsidises customers who would have ordered anyway. Sudarshan runs a five-rung coupon ladder — and each rung targets a specific customer state with surgical precision. The cohort-purity in the middle column is the proof.

COUPON	APR ORDERS	NEW / REPEAT / DORMANT	AOV · VS BRAND	ITS JOB
TRYNEW	166	166 / 0 / 0	0.75x	Pure new-user acquisition
MISSEDDYOU	111	0 / 1 / 110	0.84x	Pure lapsed reactivation
SWIGGYIT	244	0 / 244 / 5	0.84x	Pure repeat engagement
FLAT125	271	101 / 170 / 54	1.29x	Volume workhorse
FLAT200	46	17 / 29 / 18	3.21x	Premium-AOV coupon

COHORT PURITY

100% of TRYNEW orders were brand-new customers.

99% of MISSEDDYOU orders were dormant returnees.

Every rupee of discount knew which cohort it was buying.

April discount-to-revenue ratio: 18.1% across the full ladder. Source: Swiggy coupon export, April 2026; absolute rupee figures withheld at client's request.

THE PLAYBOOK · ADS BY TIMESLOT

Concentrated, not sprayed.

Sudarshan's 7.62x Swiggy ROAS is the highest in our portfolio — not because we spent more, but because we placed every rupee where it would compound. Spend follows ROAS; ROAS follows the meal occasion the brand actually owns.

SWIGGY ROAS BY TIMESLOT — ■ PEAK SLOT ■ OTHER
APRIL 2026



Source: Swiggy Ads timeslot report, April 2026. ROAS = revenue ÷ spend. Across four timeslots: 7.62x blended ROAS — the highest in our portfolio.

ZOMATO AD MECHANICS

One campaign. Three cohorts.

100% of Zomato spend in April went to Customer Affluence targeting — a single campaign that reaches new, repeat and lapsed users with copy and creative tuned per cohort, and a margin we measure separately for each.

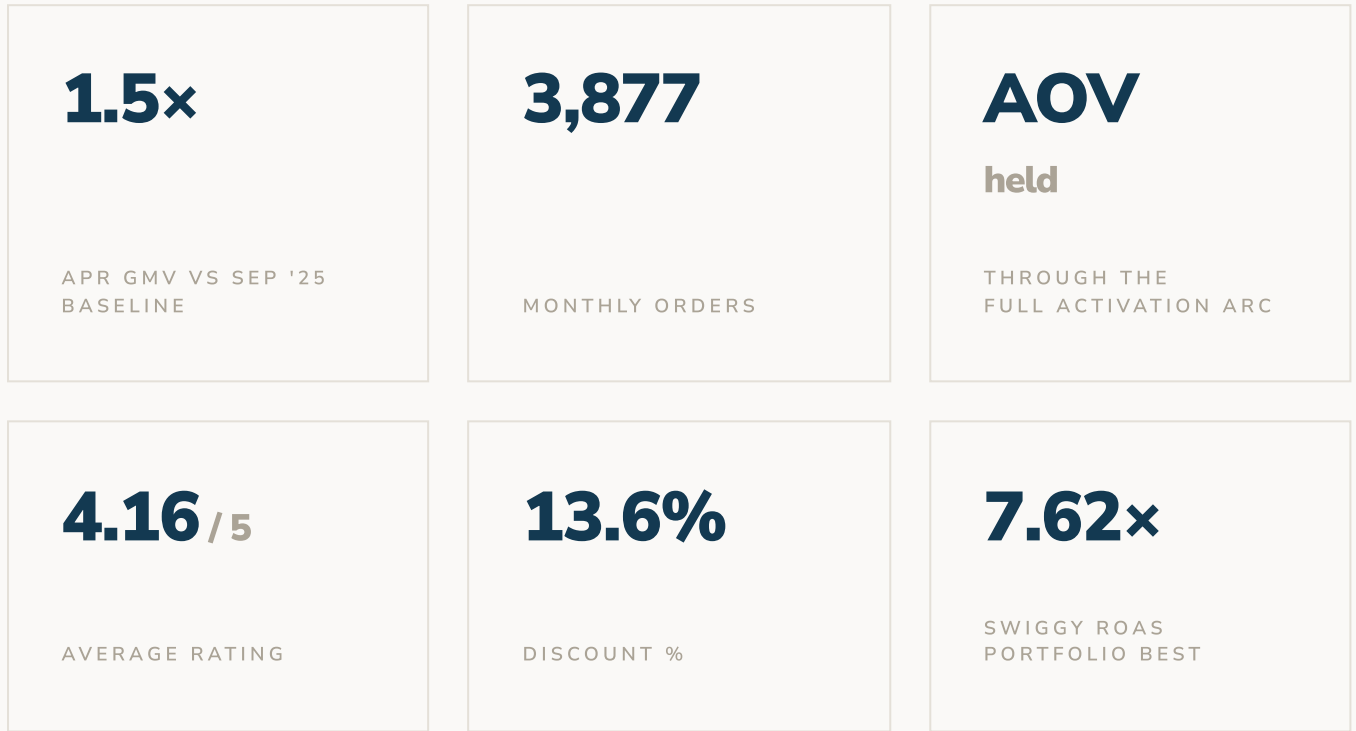
TARGETING	Affluence
BLENDED ROI	5.15x
SPEND SHARE	100%
NEW / REPEAT / LAPSED	130 / 72 / 22

“Sudarshan breakfast is a sleeper hit. A tenth of the Swiggy ad budget — ROAS came in at 8.5x.”

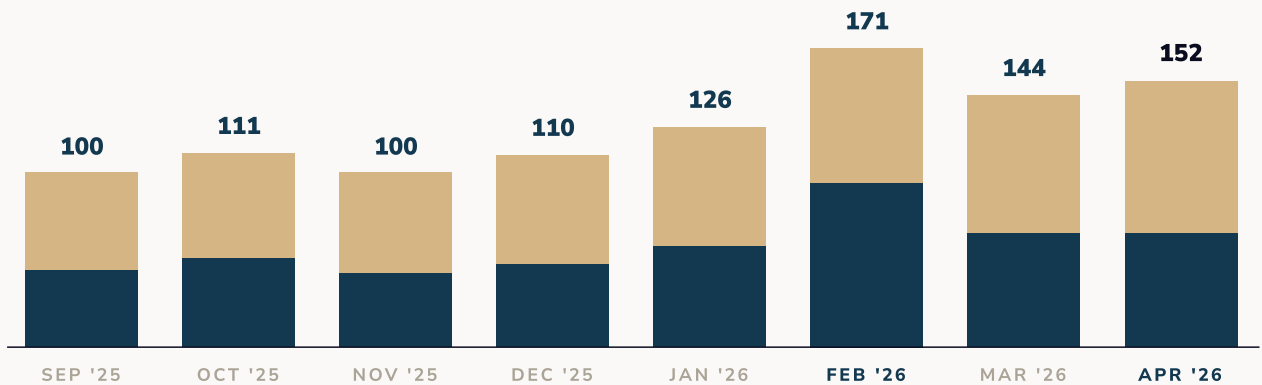
— APRIL 2026 SWIGGY ADS, TIMESLOT REPORT

APRIL 2026 SNAPSHOT

A high-velocity delivery business.



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



Nothing spent on "awareness". Every coupon, every ad-slot allocation knew exactly which customer cohort it was buying. The coupon ladder, the timeslot segmentation, and the weekly review compounded into 3,877 orders / month at 7.6x ROAS — the highest in our portfolio.

THE INVITATION

Want this for your restaurant?

01

Who we work with

Mid-market F&B operators — heritage single-outlet brands and multi-outlet groups alike. Vegetarian, non-vegetarian, dine-in heavy, delivery-first; the discipline is portable, the tuning is what we co-develop with your team.

02

How we work

In-house operator partner, not an agency. Weekly cadence with the kitchen and the marketing team. Monthly review with leadership. One dashboard, one 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.

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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.