

Eternal | BUY

Playing in a league of its own

We believe Blinkit will continue to report meaningful market share gains (in NOV terms) in quick commerce in the near term on the back of its fast-growing quality customer base and accelerated pace of supply chain (dark stores + mother hubs) expansion across 100+ cities. The business also remains on track to break-even in 3QFY26 on the back of scale benefits and the recent shift to an inventory-led business model. In Zomato (food delivery) too, NOV growth seems to have bottomed out and YoY trends could see some acceleration 2QFY26 onwards on the back of an easing base. Further, food delivery margins are likely to be stable, within the sustainable range of 5-6% as % of NOV, as adverse impact of lowering of MOV will likely be offset by platform fee increase. Overall, we believe Eternal is likely to report improving trends across both its key businesses in the near term. We, therefore, reiterate our bullish view on Eternal with a revised Sep'26 TP of INR 400 that values its stock at 80x NTM EPS (75x earlier).

- Blinkit to continue to gain market share:** Our recent checks suggest Blinkit remains on track to add 200-250 dark stores each quarter, which would ensure that the business will have ~2,000 operational stores by Dec'25 and 3,000 stores by end-FY27. Such accelerated supply chain (dark stores + mother hubs) investments could drive meaningful competitive benefits, especially at a time when its nearest competitors seems to have slowed down their network expansion plans to focus on profitability improvement. Blinkit also stands out due to the superior quality of its customer base that enables it to drive growth without having to compromise on profitability ([refer below for more details](#)). These factors make us believe that Blinkit will continue to gain significant NOV market share in the near term. The business also remains on track to break-even in 3QFY26 on the back of operating leverage and the recent shift to an inventory-led business model, in our opinion.
- Zomato's NOV growth seems to have bottomed-out:** We believe Zomato will report sequential improvement in NOV growth trends (on a YoY basis) in 2QFY26, having earlier reported 4 consecutive quarters of moderating growth due to macro challenges. In fact, there could be further improvement in trends in 2H as the company lowered its MOV on subscription-based orders to INR 99 from INR 199 earlier sometime in Aug'25. Further, margins are likely to be stable, within the sustainable range of 5-6% as % of NOV, as adverse impact of lowering of MOV will likely be offset by platform fee increase.
- Reiterate 'BUY' with a revised TP of INR 400:** We restructure our financial model as we move from GOV-driven forecasting to NOV forecasting in B2C businesses. We also factor in the impact of Blinkit's business model change. In our model, we raise NOV estimates for Blinkit by ~7%-20% and Zomato by ~1%-5% over FY26-28 due to the aforementioned reasons. While we have lowered Blinkit's Adj. EBITDA margin by 2-22bps (% of NOV) over FY26-28 to factor in accelerated growth investments, we raise Zomato's margin by ~12-26bps. While Consol. EBITDA estimates change by 3%+/8.4%/8.3% over FY26/27/28, respectively, lower treasury income expectations on account of higher working capital investments and capex lead to EPS cuts by ~18% in FY26. FY27 and FY28 EPS estimates however have been raised by 4-8%. We also raise our target PER multiple to 80x and roll-forward for a revised Sep'26 TP of INR 400.



Swapnil Potdukhe

swapnil.potdukhe@jmfl.com | Tel: (91 22) 62241876

Sachin Dixit

sachin.dixit@jmfl.com | Tel: (91 22) 66303078

Avnish Sharma

avnish.sharma@jmfl.com | Tel: (91 22) 66303054

Atul Borse

atul.borse@jmfl.com | Tel: (91 22) 66303134

Recommendation and Price Target

Current Reco.	BUY
Previous Reco.	BUY
Current Price Target (12M)	400
Upside/(Downside)	18.4%
Previous Price Target	320
Change	25.0%

Key Data – ETERNAL IN

Current Market Price	INR338
Market cap (bn)	INR3,260.4/US\$36.7
Free Float	100%
Shares in issue (mn)	9,650.4
Diluted share (mn)	9,650.4
3-mon avg daily val (mn)	INR14,851.5/US\$167.3
52-week range	344/190
Sensex/Nifty	81,927/25,108
INR/US\$	88.8

Price Performance

%	1M	6M	12M
Absolute	2.6	61.2	27.0
Relative*	1.2	46.0	26.5

* To the BSE Sensex

Financial Summary					
Y/E March	FY24A	FY25A	FY26E	FY27E	(INR mn)
Net Sales	1,21,150	2,02,430	4,98,896	8,92,010	10,64,476
Sales Growth (%)	71.1	67.1	146.5	78.8	19.3
EBITDA	430	6,370	17,872	47,231	74,800
EBITDA Margin (%)	0.4	3.1	3.6	5.3	7.0
Adjusted Net Profit	3,520	5,270	12,025	37,665	59,444
Diluted EPS (INR)	0.4	0.6	1.2	3.9	6.2
Diluted EPS Growth (%)	0.0	41.9	117.2	213.2	57.8
ROIC (%)	-7.3	-1.7	2.8	18.4	29.0
ROE (%)	1.8	2.1	3.8	10.9	14.7
P/E (x)	836.0	589.2	271.3	86.6	54.9
P/B (x)	14.4	10.1	10.1	8.8	7.5
EV/EBITDA (x)	7,300.5	482.5	172.4	64.9	40.1
Dividend Yield (%)	0.0	0.0	0.0	0.0	0.0

Source: Company data, JM Financial. Note: Valuations as of 07/Oct/2025

JM Financial Research is also available on: Bloomberg - JMFR <GO>, FactSet, LSEG and S&P Capital IQ.

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

- Preview for 2QFY26:** In **Zomato (FD)**, normal seasonality should play-out and hence we see sequential NOV growth of 6% with MTUs expanding to 23.2mn in 2Q versus 22.9mn in 1Q. On a YoY basis, NOV growth will be ~15%, slightly better than 13% reported in 1Q on account of an easing base. Take-rates (as % of NOV) are likely to improve to 25.6% from 25.2%/24.3% in 1QFY26/2QFY25, respectively, due to recent platform fee increase that in turn should drive revenue growth of 8% QoQ (+21% YoY). While contribution margin (as % of NOV) can improve ~20bps QoQ to 10.1%, Adj. EBITDA margin (as % of NOV) expansion will be limited to ~10bps due to wage hikes. In **Blinkit**, we expect sequential NOV growth of 28% led by robust increase of 23% in order volumes (that in turn should be driven by MTU increase to 20.0mn from 16.9mn in 1Q). Due to the recent pivot to inventory led model, we expect sharp jump in revenue by 175% QoQ (470% YoY). We see contribution margin expanding to 4.4% (as % of NOV) versus 3.9% in 1Q, on the back of scale benefits and the recent shift to an inventory-led business model. Adj. EBITDA margin (as % of NOV) can expand c.98bps sequentially to -0.8% due to contribution margin expansion as well as fixed cost leverage. At a **consolidated** level, we expect reported EBITDA to improve to INR 2.52bn vs. INR 1.15bn in 1Q whereas PAT is expected to improve to INR 784mn vs. INR 250mn in 1Q.

Exhibit 1. Eternal: JMFe vs. Consensus (Qtrly)

Food delivery	2QFY26E	2QFY25	YoY	1QFY26	QoQ	2QFY26 Cons.	JMFe vs Cons.
NOV (INR bn)	95	83	15.1%	90	6.3%	na	na
Adj. Revenue (INR bn)	28	23	20.9%	27	6.5%	29	-2.1%
Take-rate (% of NOV)	29.7%	28.3%	143bps	29.6%	6bps	na	na
Reported Revenue (INR bn)	24	20	21.2%	23	7.9%	24	3.6%
Take-rate (% of NOV)	25.6%	24.3%	130bps	25.2%	38bps	na	na
Contribution margin (% of NOV)	10.1%	8.9%	122bps	9.9%	22bps	8.2%	186bps
Adj. EBITDA (INR bn)	4.9	3.4	43.4%	4.5	8.4%	4.8	2.7%
Adj. EBITDA margin (% of NOV)	5.1%	4.1%	101bps	5.0%	10bps	na	na
Quick Commerce	2QFY26E	2QFY25	YoY	1QFY26	QoQ	2QFY26 Cons.	JMFe vs Cons.
NOV (INR bn)	118	49	138.9%	92	27.9%	na	na
Reported Revenue (INR bn)	66	12	469.9%	24	174.5%	61.9	6.5%
Take-rate (% of NOV)	56.0%	23.5%	3250bps	26.1%	2988bps	na	na
Contribution margin (% of NOV)	4.4%	4.7%	-35bps	3.9%	49bps	na	na
Adj. EBITDA (INR bn)	-0.9	-0.1	1047.3%	-1.6	-43.3%	-0.9	2.5%
Adj. EBITDA margin (% of NOV)	-0.8%	-0.2%	-62bps	-1.8%	98bps	na	na
Consol.	2QFY26E	2QFY25	YoY	1QFY26	QoQ	2QFY26 Cons.	JMFe vs Cons.
Revenue (INR bn)	102	48	112.3%	72	42.2%	105	-3.0%
Reported EBITDA (INR bn)	2.5	2.3	11.7%	1.2	119.6%	2.5	3.0%
Reported EBITDA Margin (as % of revenue)	2.5%	4.7%	-223bps	1.6%	87bps	2.3%	14bps
Adj. EBITDA (INR bn)	2.8	3.3	-14.6%	1.7	63.9%	2.9	-1.7%
Adj. EBITDA Margin (as % of revenue)	2.8%	6.9%	-411bps	2.4%	37bps	2.7%	4bps
Adj. PAT (INR bn)	0.8	1.8	-55.5%	0.3	213.5%	1.3	-37.3%
Diluted EPS (INR)	0.1	0.2	-59.2%	0.0	213.5%	0.1	-26.2%

Source: Visible Alpha, JM Financial

Exhibit 2. Eternal: JMFe vs. Consensus (Annual)

Particulars	JMFe			Cons.			JMFe vs Cons.		
Food delivery	FY26	FY27	FY28	FY26	FY27	FY28	FY26	FY27	FY28
NOV (INR bn)	383	461	551	na	na	na	na	na	na
Adj. EBITDA (INR bn)	20	25	31	20	27	33	-2.3%	-6.6%	-4.7%
Adj. EBITDA margin (% of NOV)	5.2%	5.5%	5.7%	na	na	na	na	na	na
Quick Commerce	FY26	FY27	FY28	FY26	FY27	FY28	FY26	FY27	FY28
NOV (INR bn)	520	832	989	na	na	na	na	na	na
Adj. EBITDA (INR mn)	3	20	37	-2	18	43	na	12.8%	-15.3%
Adj. EBITDA margin (% of NOV)	0.5%	2.4%	3.7%	na	na	na	na	na	na
Consol.	FY26	FY27	FY28	FY26	FY27	FY28	FY26	FY27	FY28
Revenue (INR bn)	499	892	1,064	489	965	1248	2.0%	-7.5%	-14.7%
Reported EBITDA (INR bn)	18	47	75	14	43	77	32.3%	10.5%	-3.3%
Reported EBITDA Margin (as % of revenue)	3.6%	5.3%	7.0%	2.8%	4.4%	6.2%	82bps	86bps	82bps
Adj. EBITDA (INR mn)	19	46	72	17	47	83	11.2%	-1.0%	-12.6%
Adjusted EBITDA Margin (as % of revenue)	3.7%	5.2%	6.8%	3.4%	4.8%	6.6%	31bps	34bps	16bps
Adj. PAT (INR bn)	12	38	59	9	25	54	38.0%	52.6%	9.5%
Diluted EPS (INR)	1.2	3.9	6.2	0.9	2.6	5.5	40.0%	52.5%	11.6%

Source: Visible Alpha, JM Financial

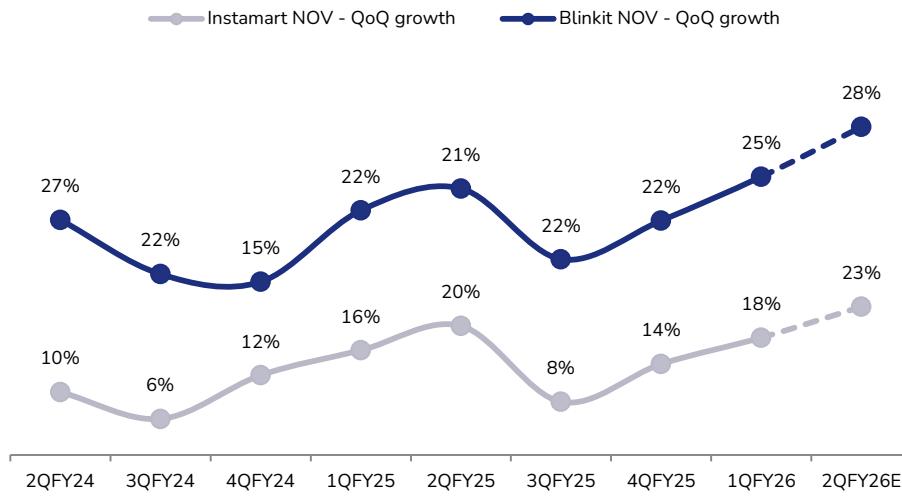
Exhibit 3. Eternal: Key operating metrics and financial assumptions

Mar YE (INR bn)	FY26E	FY27E	FY28E	FY29E	FY30E
Food Delivery					
Orders (million)	971	1,131	1,306	1,492	1,658
NAOV (INR)	394	408	422	437	452
NOV (INR bn)	383	461	551	652	750
Revenue (INR bn)	98	118	141	167	192
Take rate (% of NOV)	25.5%	25.6%	25.6%	25.6%	25.6%
Contribution Profit (INR per order)	39.8	41.3	42.8	44.5	46.7
% of NAOV	10.1%	10.1%	10.1%	10.2%	10.3%
Adj. EBITDA (INR bn)	19.9	25.2	31.3	38.4	45.8
% of NOV	5.2%	5.5%	5.7%	5.9%	6.1%
Blinkit					
Orders (million)	953	1,478	1,707	2,022	2,354
NAOV (INR)	546	563	579	597	615
NOV (INR bn)	520	832	989	1,207	1,447
Revenue (INR bn)	339	714	849	1,036	1,242
Contribution Profit (INR per order)	28.0	36.6	45.4	48.6	51.3
% of NAOV	5.1%	6.5%	7.8%	8.1%	8.3%
Adj. EBITDA (INR bn)	2.7	20.0	36.7	50.9	66.7
% of NOV	0.5%	2.4%	3.7%	4.2%	4.6%
Hyperpure					
Revenue (INR bn)	50	40	48	55	62
Adj. EBITDA (INR bn)	-0.6	-0.4	0.0	0.1	0.4
% of revenue	-1.3%	-0.9%	-0.1%	0.2%	0.6%
Going-Out					
NOV (INR bn)	96	139	167	197	233
Adj. EBITDA (INR bn)	-1.9	2.5	4.9	7.4	9.4
% of NOV	-2.0%	1.8%	2.9%	3.7%	4.0%
Others					
Revenue (INR mn)	192	576	864	1,296	1,503
Adj. EBITDA (INR mn)	-1,478	-1,008	-648	-518	-376
% of revenue	-770%	-175%	-75%	-40%	-25%
Group					
Revenue (INR bn)	499	892	1,064	1,290	1,534
Adj. EBITDA (INR bn)	19	46	72	96	122
Adj. EBITDA margin (% of revenue)	3.7%	5.2%	6.8%	7.5%	7.9%
EBITDA (INR bn)	18	47	75	100	127
EBITDA margin (% of revenue)	3.6%	5.3%	7.0%	7.8%	8.3%
Depreciation & amortisation (INR bn)	13	15	16	17	19
EBIT (INR bn)	4	33	59	83	109
PBT	15	42	70	96	126
PAT	12	38	59	72	94

Source: Company, JM Financial estimates

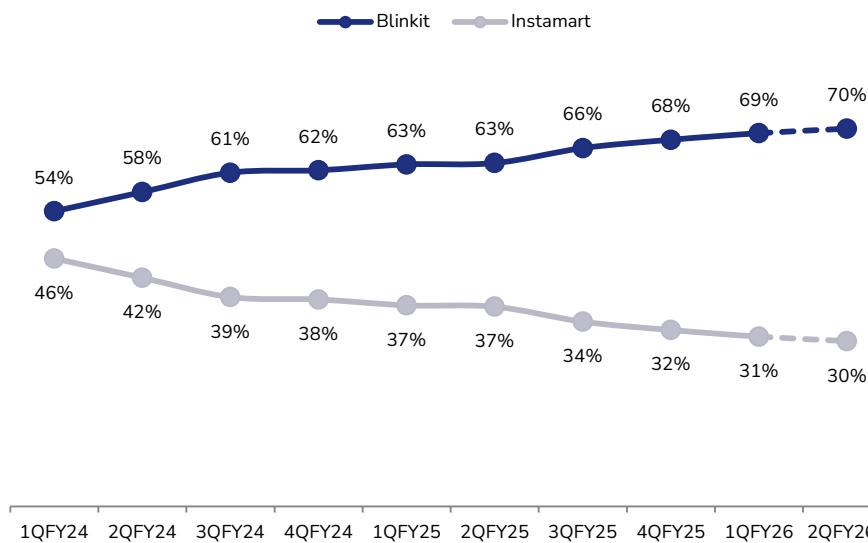
- **Blinkit's quality of growth is much superior to Instamart:** Since 4QFY24, Blinkit reported NOV CQGR of 22.5% on the back of robust expansion of its customer base. Its MTU expanded to 16.9mn from 6.4mn in 4QFY24, translating to a CQGR of 21.4%. Importantly, despite such accelerated expansion in its transacting base, the business did not see any dilution in average NOV as well as average ordering frequencies, both of which have improved marginally during this period (refer exhibit 7 and 9). On the other hand, despite Instamart reporting decent MTU CQGR of 18.7% along with NOV expanding on average to INR 455 from INR 411; its NOV CQGR was just 15.3% during the comparable period. This is primarily because there has been significant dilution in ordering frequencies of Instamart during this period from 3.56x to 2.77x. Here, it is also pertinent to note that Blinkit's outperformance vs. Instamart continues despite per order loss (Adj. EBITDA) increasing marginally from INR 6 in 4QFY24 to INR 9 as of 1QFY26 compared to Instamart's per order loss, which jumped from INR 61 to INR 97. Put together, these trends suggest the quality of Blinkit's growth is much superior to that of Instamart.

Exhibit 4. Blinkit has outperformed Instamart in all reported qtrs. till now



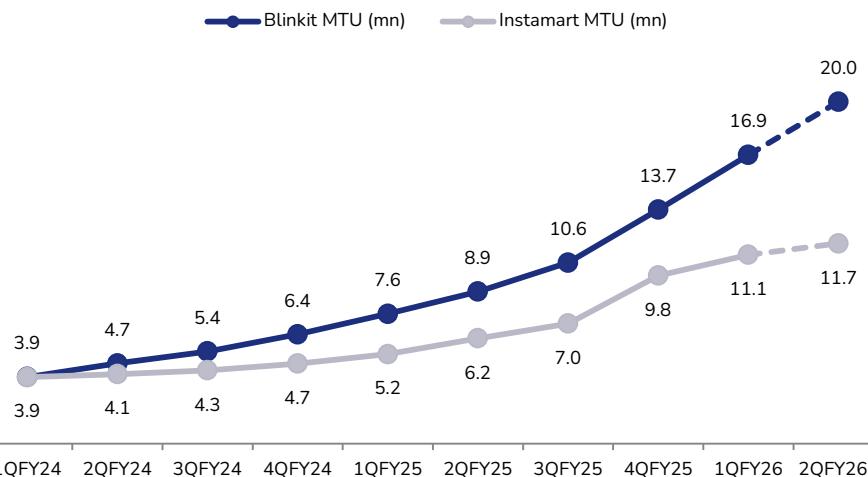
Source: Company, JM Financial estimates

Exhibit 5. Blinkit has consistently been gaining relative market share from Instamart, on NOV basis



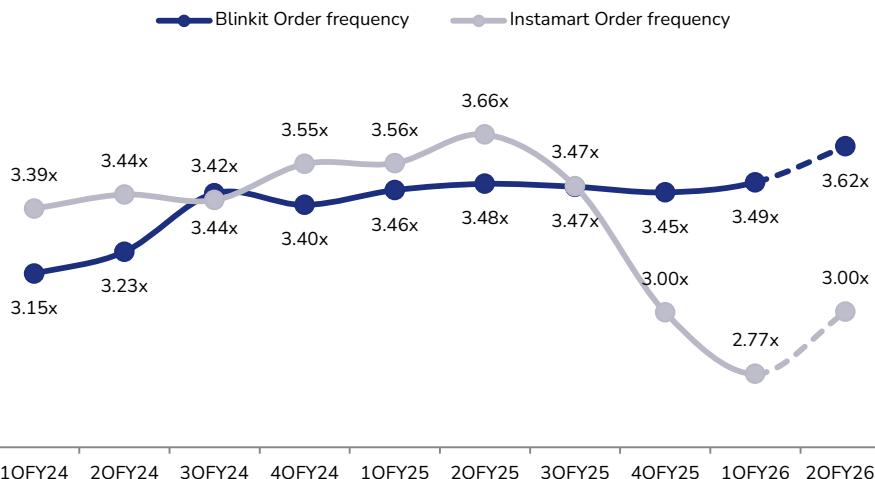
Source: Company, JM Financial estimates

Exhibit 6. Blinkit vs Instamart MTU gap continues to expand



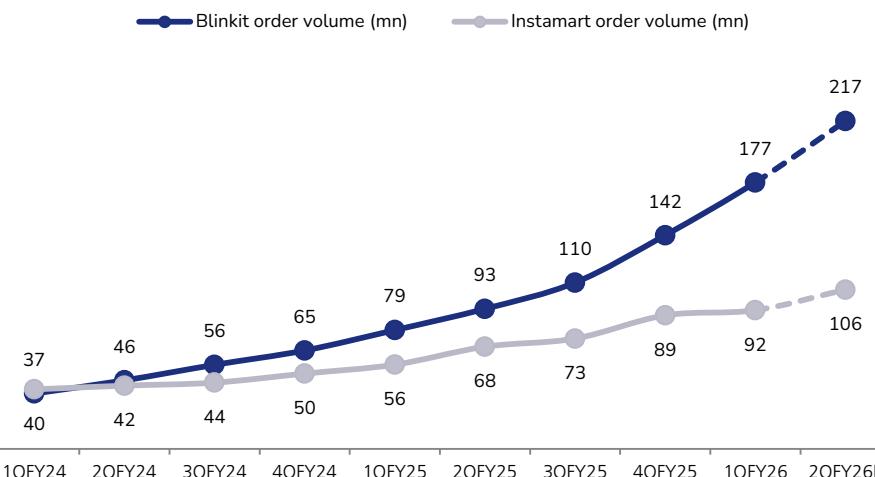
Source: Company, JM Financial estimates

Exhibit 7. While Blinkit has seen marginal improvement in ordering frequencies in recent qtrs. despite sharp increase in its MTU base, Instamart's order frequency have deteriorated



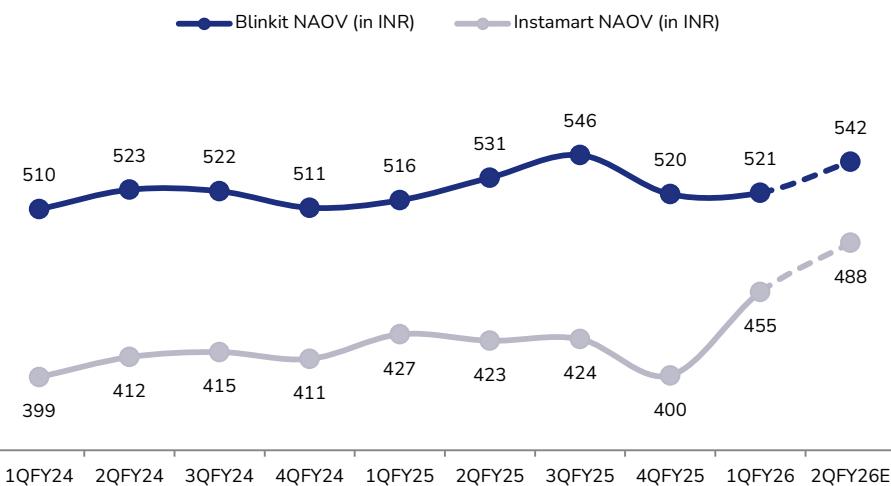
Source: Company, JM Financial estimates

Exhibit 8. Blinkit order volumes gap between Instamart continues to widen



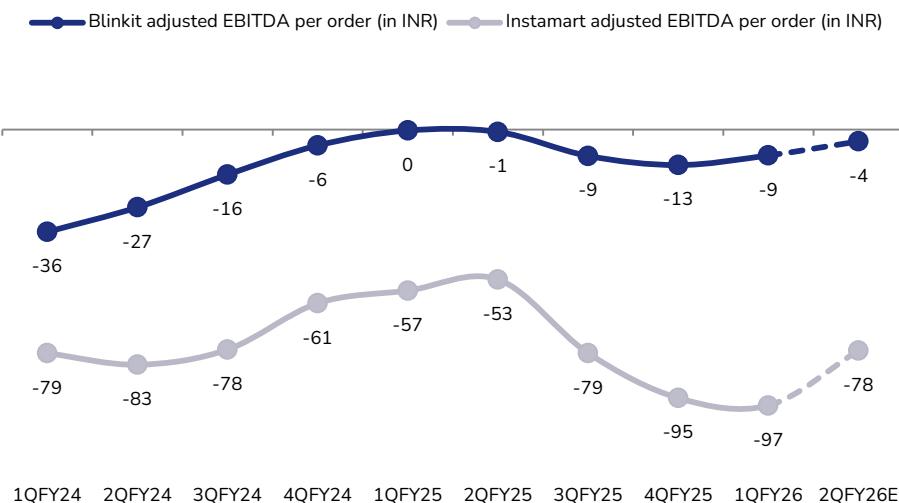
Source: Company, JM Financial estimates

Exhibit 9. Instamart has narrowed down NAOV gap with Blinkit, albeit it has affected its volume growth



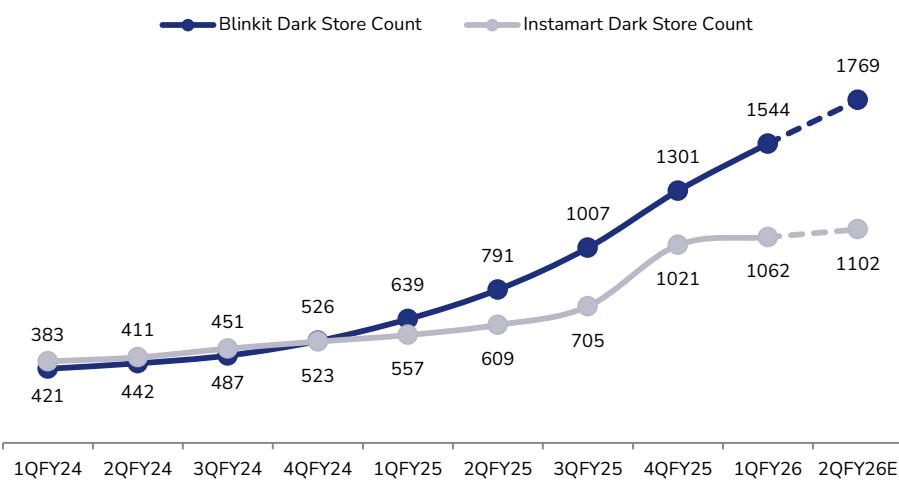
Source: Company, JM Financial estimates

Exhibit 10. Blinkit adjusted EBITDA per order has been significantly better than Instamart



Source: Company, JM Financial estimates

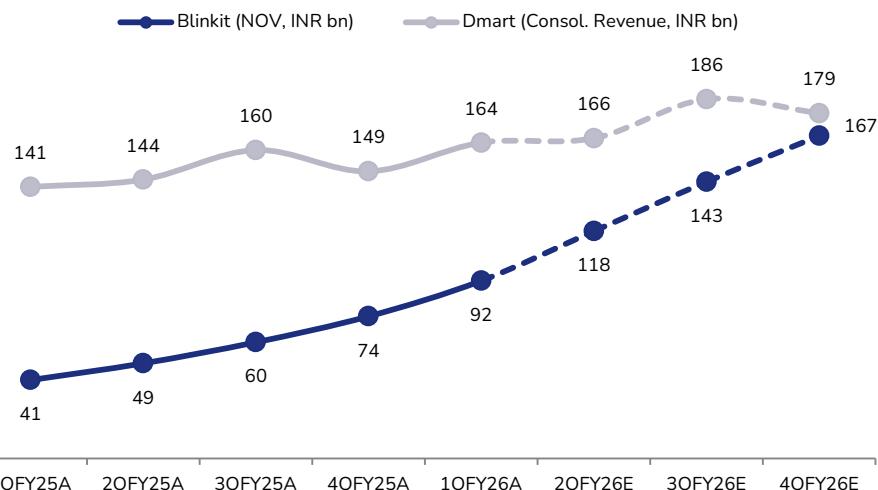
Exhibit 11. With Instamart slowing down its supply chain network expansion, Blinkit will likely continue to gain relative market share in forthcoming quarters



Source: Company, JM Financial estimates

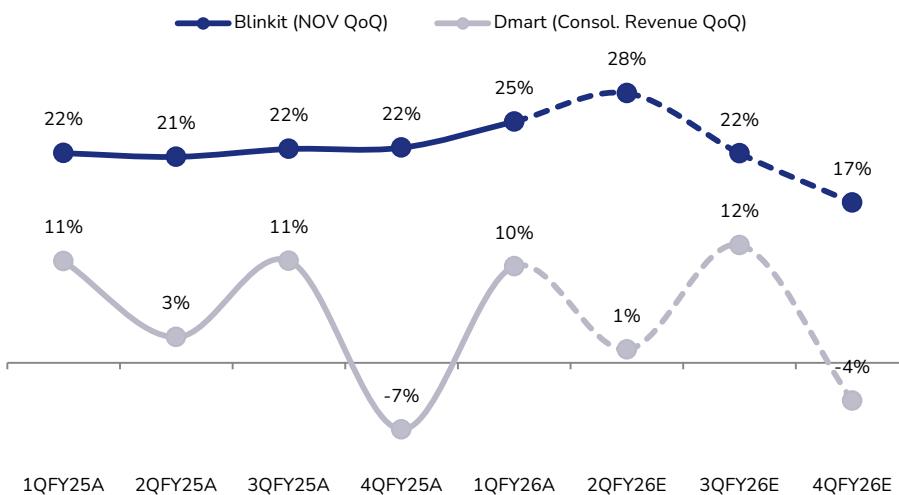
- Blinkit will soon be bigger than DMart as well:** We expect Blinkit's exponential NOV growth to sustain over the medium term on the back of continued expansion of its MTU base and accelerated pace of supply chain (dark stores + mother hubs) expansion across 100+ cities. Accordingly, we forecast the business to report NOV CQGR of ~20%+ between 1QFY26 and 1QFY27. This means that not only Blinkit is on track to extend its lead over other incumbent quick commerce platforms, it could outsize DMart's Consol. revenue by 1QFY27 itself.

Exhibit 12. Blinkit's NOV will soon catch the DMart's Consol. Revenue



Source: Company, DMart estimates basis Bloomberg Consensus, Blinkit estimates as per JM Financial

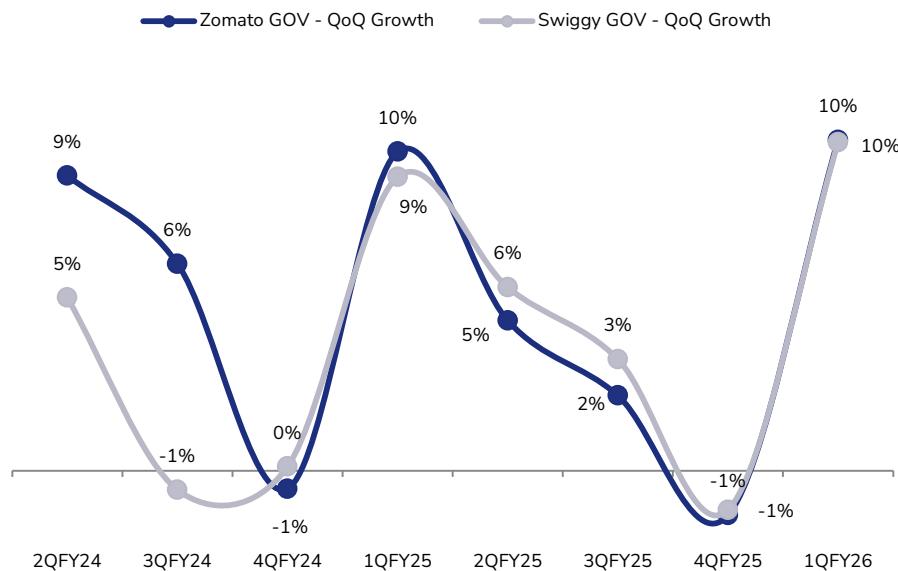
Exhibit 13. Blinkit's NOV QoQ growth rates vs DMart's Consol. Revenue QoQ growth rates



Source: Company, DMart estimates basis Bloomberg Consensus, Blinkit estimates as per JM Financial

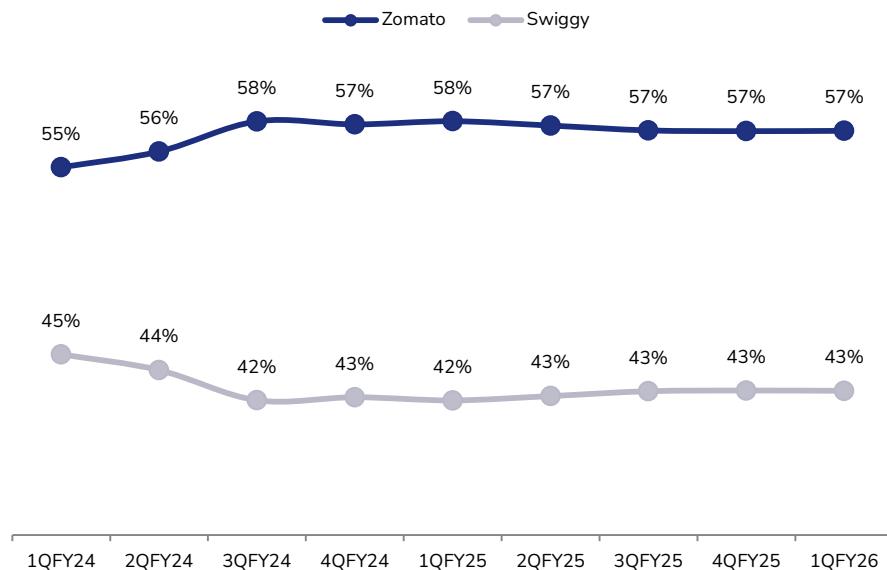
- **Zomato continues to dominate food delivery market:** Food delivery market continues to be stable duopoly between Zomato (57% relative market share as of 1QFY26 on GOV basis) and Swiggy (~43% share). Going ahead, the market share comparison will be difficult as Zomato will only report NOV, whereas Swiggy does not report NOV for its food delivery business.

Exhibit 14. Sequential GOV growth trends in recent quarters have broadly been similar for Zomato as well as Swiggy over the last couple of quarters



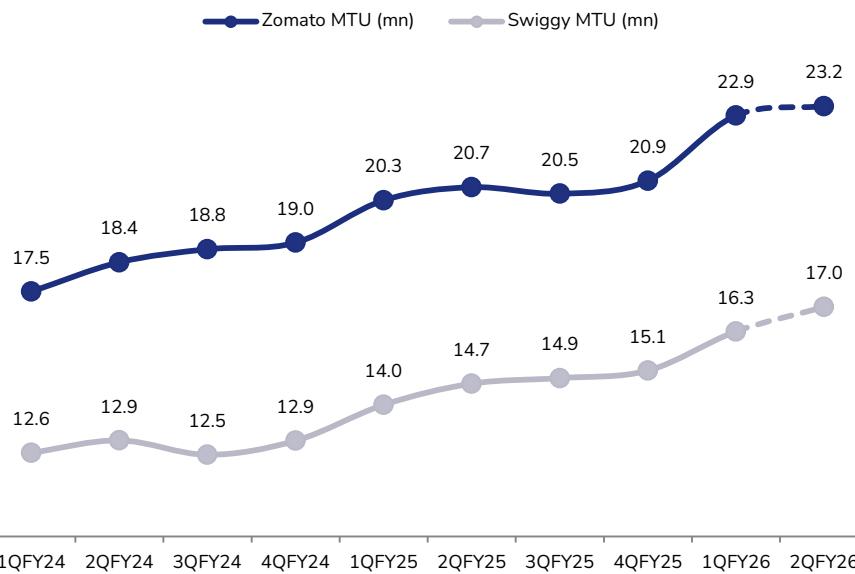
Source: Company, JM Financial estimates

Exhibit 15. Relative market share between Zomato and Swiggy has broadly been stable in recent quarters, on GOV basis



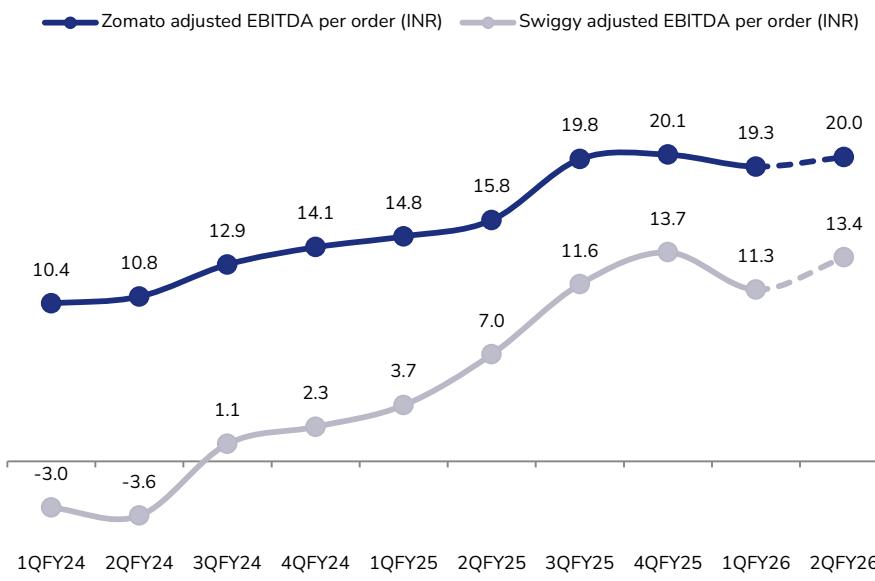
Source: Company, JM Financial estimates

Exhibit 16. Zomato continues to hold an edge in terms of MTU's as well



Source: Company, JM Financial estimates

Exhibit 17. Zomato's adjusted EBITDA per order continues to be better than Swiggy, albeit the latter has narrowed the gap in recent quarters



Source: Company, JM Financial estimates

Exhibit 18. Our current TP for Eternal stands at INR 400 basis 80x Sept FY27 PER. However, if were to value Eternal on SOTP basis our FV would have been INR 430 as shown below

Eternal Valuations	Valuation Metric	Target Multiple (x)	Metric	Sept'27 Estimate (INR bn)	Valuation (INR bn)	Per Share (INR)	Rationale
Zomato	EV/EBITDA	45x	Adj. EBITDA	28	1,271	132	Deserves premium valuations to listed QSRs due to negligible capex and negative working capital cycle business model. In addition, Zomato is a diversified play on the entire food services industry whereas QSR's are a play on just two or three cuisines. We also expect the company to grow 1.2x-1.5x of the underlying QSR industry over a sustainable period of time.
Blinkit	EV/NOV	2.75x	NOV	910	2,504	259	Blinkit due to its marketplace model operates on negative working capital cycle compared to other retailers. The business is also well-diversified as the NOV mix has a decent proportion of non-grocery. We see a long growth runway for the business as retail purchases will continue to move from unorganised to organised channels. We value the company at 2.75x NOV but see significant re-rating potential once it starts reporting meaningful profitability.
Going-out	EV/NOV	1x	NOV	153	153	16	Could be a 5-6% Adjusted EBITDA as % of NOV business when operating at scale
Hyperpure	EV/Sales	1x	Sales	44	44	5	Low margin trading business, will at best make mid-single digits EBITDA margin
Cash		1x	Net Cash	180	180	19	Book value (Mar'26)
Target Market Cap (INR bn)				4,151	430		
Current Market Price (INR)				338			
Upside from CMP (%)				27.3%			
Outstanding shares (bn)				9.65			Fully diluted shares including ungranted and unvested portion
TP (INR)				430			Fair value per share

Source: Company, JM Financial

Exhibit 19. Valuation comps: Eternal and Swiggy vs. leading internet peers/ QSRs/ retailers

Company	Country	MCap (USD bn)	EV (USD bn)	EV / Revenue (x)			Rev CAGR	EV / EBITDA (x)			EBITDA CAGR	P / E (x)			EPS CAGR
				FY26E	FY27E	FY28E		26-28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	
Food tech															
Zomato	India	36.7	34.7	6.2x	3.5x	2.9x	46%	172x	65x	41x	105%	271x	86x	54x	122%
Swiggy	India	11.8	11.3	4.4x	3.6x	3.0x	21%	nm	nm	nm	nm	nm	nm	nm	nm
Internet Peers															
Nykaa	India	8.5	8.5	7.5x	6.0x	4.8x	25%	100x	64x	43x	52%	312x	141x	78x	100%
Firstcry	India	2.2	2.2	2.2x	1.9x	1.6x	16%	58x	27x	18x	77%	nm	116x	54x	nm
PB Fintech	India	9.1	8.7	11.7x	9.2x	7.4x	26%	136x	68x	44x	76%	126x	75x	52x	56%
Delhivery	India	3.9	3.7	2.9x	2.5x	2.2x	16%	30x	21x	16x	38%	60x	41x	30x	42%
Mean				6.1x	4.9x	4.0x	21%	81x	45x	30x	61%	73x	93x	53x	66%
QSR															
Jubilant Foodworks	India	4.6	5.1	4.9x	4.3x	3.7x	14%	25x	21x	19x	15%	107x	77x	60x	34%
Sapphire Foods	India	1.1	1.0	2.8x	2.4x	2.1x	16%	17x	13x	11x	28%	309x	96x	54x	140%
Westlife Foodworld	India	1.2	1.2	3.9x	3.4x	2.9x	16%	26x	19x	15x	30%	177x	74x	46x	95%
Devyani	India	2.3	2.4	3.7x	3.1x	2.6x	19%	22x	17x	13x	31%	355x	98x	57x	150%
Mean				3.8x	3.3x	2.8x	16%	22x	18x	14x	26%	237x	86x	54x	105%
Retailers															
Dmart	India	31.5	31.4	3.8x	3.5x	2.9x	14%	44x	45x	37x	8%	68x	74x	61x	6%
Trent	India	18.8	18.9	7.8x	6.2x	5.1x	24%	47x	37x	30x	25%	84x	65x	52x	27%
Titan	India	34.2	34.3	4.4x	3.8x	3.3x	16%	39x	34x	29x	16%	63x	52x	44x	20%
Mean				5.3x	4.5x	3.8x	18%	43x	39x	32x	17%	72x	64x	52x	18%

Source: Bloomberg consensus estimates for Jubilant Foodworks and Trent , JM Financial estimates for rest of the companies. Valuations are as of 7th Oct'25.

Maintain 'BUY'; TP raised to INR 400

Exhibit 20. What has changed in our forecasts and assumptions?

All numbers are in INR mn except EPS	Old			New			Change		
	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E
Food Delivery									
NOV	380,072	447,495	523,797	382,837	461,204	551,199	0.7%	3.1%	5.2%
Revenue	95,664	112,097	131,211	97,716	117,994	141,018	2.1%	5.3%	7.5%
Adj. EBITDA	19,756	23,904	28,381	19,882	25,184	31,298	0.6%	5.4%	10.3%
Adj. EBITDA Margin (as % of NOV)	5.2%	5.3%	5.4%	5.2%	5.5%	5.7%	0bp	12bp	26bp
Blinkit									
NOV	485,459	693,364	901,889	520,190	831,593	989,175	7.2%	19.9%	9.7%
Revenue	121,049	173,781	231,837	339,490	714,029	849,333	180.5%	310.9%	266.3%
Adj. EBITDA	2,601	18,149	34,641	2,701	19,991	36,676	3.8%	10.1%	5.9%
Adj. EBITDA Margin (as % of NOV)	0.5%	2.6%	3.8%	0.5%	2.4%	3.7%	-2bp	-21bp	-13bp
Hyperpure									
Revenue	94,489	118,111	141,734	49,568	39,654	47,585	-47.5%	-66.4%	-66.4%
Adj. EBITDA	-608	-172	81	-649	-361	-42	-6.8%	110.0%	-151.5%
Adj. EBITDA Margin (as % of revenue)	-0.6%	-0.1%	0.1%	-1.3%	-0.9%	-0.1%	-67bp	-76bp	-14bp
Dining-Out & Others									
NOV	95,976	139,164	166,997	96,014	139,221	167,065	0.0%	0.0%	0.0%
Adj. EBITDA	-1,980	2,092	4,477	-1,911	2,456	4,915	-3.5%	17.4%	9.8%
Adj. EBITDA Margin (as % of NOV)	-2.1%	1.5%	2.7%	-2.0%	1.8%	2.9%	7bp	26bp	26bp
Others									
Revenue	192	576	864	192	576	864	0.0%	0.0%	0.0%
Adj. EBITDA	-1,478	-1,008	-648	-1,478	-1,008	-648	0.0%	0.0%	0.0%
Adj. EBITDA Margin (as % of revenue)	-770.0%	-175.0%	-75.0%	-770.0%	-175.0%	-75.0%	0bp	0bp	0bp
Consolidated									
Revenue	407,370	543,730	672,643	582,980	1,011,473	1,205,865	43.1%	86.0%	79.3%
Adj. EBITDA	18,291	42,965	66,932	18,545	46,263	72,199	1.4%	7.7%	7.9%
Adj. EBITDA Margin (as % of revenue)	4.5%	7.9%	10.0%	3.2%	4.6%	6.0%	-131bp	-333bp	-396bp
EBITDA	17,344	43,557	69,050	17,872	47,231	74,800	3.0%	8.4%	8.3%
EBITDA Margin (as % of revenue)	4.3%	8.0%	10.3%	3.1%	4.7%	6.2%	-119bp	-334bp	-406bp
Adj. PAT	14,674	36,167	54,931	12,025	37,665	59,444	-18.1%	4.1%	8.2%
Diluted EPS (INR)	1.52	3.75	5.69	1.25	3.90	6.16	-18.1%	4.1%	8.2%

Source: Company, JM Financial

Key Risks

- Key upside risks to our price target are:** (1) Sharp rise in transacting users driven by growing share of working age digitally native millennial/GenZ population; (2) Better-than- expected AOV growth; (3) Synergy benefits from rapid expansion of Hyperpure and dining-out businesses and (4) Significant value accretion from organic/inorganic expansion in adjacent verticals.
- Key downside risks are:** (1) Slower-than-expected tech penetration in India; (2) Sharp increase in competitive intensity; (3) Continued stakeholder conflicts such as allegations of unfair trade practices from food services industry bodies such as NRAI, amongst others (4) Technology failures and data breaches (5) Regulatory risks: Uncertainty around the likely implications for tech-platforms such as Zomato if the new labour laws are implemented in India. (6) Organic/inorganic investments fail to deliver.

Financial Tables (Consolidated)

Income Statement (INR mn)						Balance Sheet (INR mn)					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E	Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Sales	1,21,150	2,02,430	4,98,896	8,92,010	10,64,476	Shareholders' Fund	2,04,130	3,03,170	3,23,414	3,69,545	4,37,709
Sales Growth	71.1%	67.1%	146.5%	78.8%	19.3%	Share Capital	8,680	9,070	9,070	9,070	9,070
Other Operating Income	0	0	0	0	0	Reserves & Surplus	1,95,450	2,94,100	3,14,344	3,60,475	4,28,639
Total Revenue	1,21,150	2,02,430	4,98,896	8,92,010	10,64,476	Preference Share Capital	0	0	0	0	0
Cost of Goods Sold/Op. Exp	0	0	0	0	0	Minority Interest	-70	-70	-70	-70	-70
Personnel Cost	28,820	55,650	2,60,243	5,70,417	6,78,637	Total Loans	0	0	0	0	0
Other Expenses	91,900	1,40,410	2,20,781	2,74,362	3,11,039	Def. Tax Liab. / Assets (-)	-2,210	-1,290	-2,993	-5,352	-6,387
EBITDA	430	6,370	17,872	47,231	74,800	Total - Equity & Liab.	2,01,850	3,01,810	3,20,351	3,64,123	4,31,252
<i>EBITDA Margin</i>	0.4%	3.1%	3.6%	5.3%	7.0%	Net Fixed Assets	57,760	76,650	80,329	84,837	86,528
<i>EBITDA Growth</i>	0.0%	1,381.4%	180.6%	164.3%	58.4%	Gross Fixed Assets	5,290	13,450	24,011	35,788	45,391
Depn. & Amort.	5,260	8,630	13,462	14,506	15,875	Intangible Assets	54,710	66,490	63,190	60,219	57,249
EBIT	-4,830	-2,260	4,410	32,724	58,925	Less: Depn. & Amort.	2,420	3,800	7,382	11,679	16,622
Other Income	7,750	9,230	10,435	9,596	10,599	Capital WIP	180	510	510	510	510
Finance Cost	0	0	0	0	0	Investments	1,19,320	1,81,760	1,61,760	1,61,760	1,61,760
PBT before Excep. & Forex	2,920	6,970	14,845	42,320	69,525	Current Assets	54,270	96,530	1,65,384	2,41,514	3,24,302
Excep. & Forex Inc/Loss(-)	0	0	0	0	0	Inventories	880	1,760	31,220	47,740	56,809
PBT	2,920	6,970	14,845	42,320	69,525	Sundry Debtors	7,940	19,460	35,214	62,541	54,114
Taxes	-600	1,700	2,821	4,655	10,081	Cash & Bank Balances	3,090	6,660	18,244	34,000	1,01,824
Extraordinary Inc./Loss(-)	0	0	0	0	0	Loans & Advances	0	0	0	0	0
Assoc. Profit/Min. Int.(-)	0	0	0	0	0	Other Current Assets	42,360	68,650	80,707	97,233	1,11,556
Reported Net Profit	3,520	5,270	12,025	37,665	59,444	Current Liab. & Prov.	29,500	53,130	87,123	1,23,988	1,41,339
Adjusted Net Profit	3,520	5,270	12,025	37,665	59,444	Current Liabilities	18,260	37,940	72,188	97,285	1,09,473
Net Margin	2.9%	2.6%	2.4%	4.2%	5.6%	Provisions & Others	11,240	15,190	14,935	26,703	31,866
Diluted Share Cap. (mn)	8,705.8	9,186.6	9,650.4	9,650.4	9,650.4	Net Current Assets	24,770	43,400	78,261	1,17,525	1,82,963
Diluted EPS (INR)	0.4	0.6	1.2	3.9	6.2	Total - Assets	2,01,850	3,01,810	3,20,351	3,64,123	4,31,252
Diluted EPS Growth	0.0%	41.9%	117.2%	213.2%	57.8%						
Total Dividend + Tax	0	0	0	0	0						
Dividend Per Share (INR)	0.0	0.0	0.0	0.0	0.0						

Source: Company, JM Financial

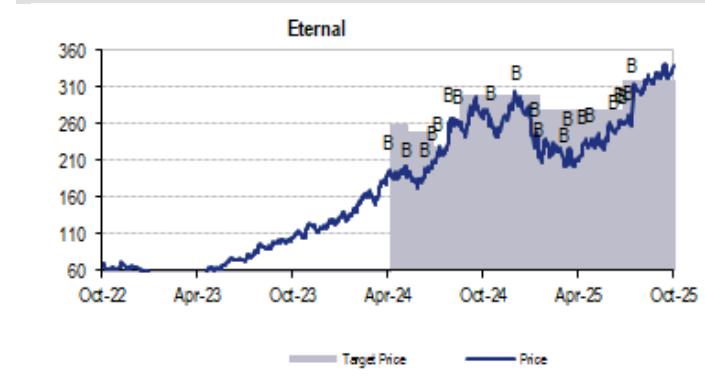
Cash Flow Statement (INR mn)						Dupont Analysis					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E	Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Profit before Tax	1,94,361	2,38,587	14,845	42,320	69,525	Net Margin	2.9%	2.6%	2.4%	4.2%	5.6%
Depn. & Amort.	21,874	23,589	13,462	14,506	15,875	Asset Turnover (x)	0.6	0.8	1.5	2.4	2.4
Net Interest Exp. / Inc. (-)	-5,790	-6,470	-10,435	-9,596	-10,599	Leverage Factor (x)	1.0	1.1	1.1	1.1	1.1
Inc (-) / Dec in WCap.	1,180	-10,930	-35,402	-39,610	-16,097	RoE	1.8%	2.1%	3.8%	10.9%	14.7%
Others	-2,04,115	-2,40,516	8,219	8,466	8,720						
Taxes Paid	-1,050	-1,180	-4,524	-7,014	-11,116						
Operating Cash Flow	6,460	3,080	-13,834	9,072	56,307						
Capex	-2,020	-9,310	-10,561	-11,776	-9,604						
Free Cash Flow	4,440	-6,230	-24,396	-2,704	46,703						
Inc (-) / Dec in Investments	-7,630	-58,760	20,000	0	0						
Others	6,180	-11,860	13,500	13,703	15,815						
Investing Cash Flow	-3,470	-79,930	22,939	1,927	6,211						
Inc / Dec (-) in Capital	220	84,470	0	0	0						
Dividend + Tax thereon	0	0	0	0	0						
Inc / Dec (-) in Loans	-1,690	-2,580	5,545	8,864	10,521						
Others	-600	-1,470	-3,065	-4,108	-5,216						
Financing Cash Flow	-2,070	80,420	2,480	4,756	5,306						
Inc / Dec (-) in Cash	920	3,570	11,584	15,755	67,824						
Opening Cash Balance	2,170	3,090	6,660	18,244	34,000						
Closing Cash Balance	3,090	6,660	18,244	34,000	1,01,824						

Source: Company, JM Financial

History of Recommendation and Target Price

Recommendation History

Date	Recommendation	Target Price	% Chg.
11-Apr-24	Buy	260	
14-May-24	Buy	250	-3.8
17-Jun-24	Buy	250	0.0
3-Jul-24	Buy	230	-8.0
12-Jul-24	Buy	230	0.0
2-Aug-24	Buy	260	13.0
22-Aug-24	Buy	300	15.4
23-Oct-24	Buy	300	0.0
11-Dec-24	Buy	300	0.0
16-Jan-25	Buy	300	0.0
21-Jan-25	Buy	280	-6.7
12-Mar-25	Buy	280	0.0
21-Mar-25	Buy	280	0.0
18-Apr-25	Buy	280	0.0
2-May-25	Buy	280	0.0
16-Jun-25	Buy	280	0.0
27-Jun-25	Buy	280	0.0
2-Jul-25	Buy	320	14.3
13-Jul-25	Buy	320	0.0
22-Jul-25	Buy	320	0.0



APPENDIX I

JM Financial Institutional Securities Limited

Corporate Identity Number: U67100MH2017PLC296081

Member of BSE Ltd. and National Stock Exchange of India Ltd.

SEBI Registration Nos.: Stock Broker - INZ000163434, Research Analyst - INH000000610

Registered Office: 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025, India.

Board: +91 22 6630 3030 | Fax: +91 22 6630 3488 | Email: jmfinancial.research@jmfl.com | www.jmfl.com

Compliance Officer: Ms. Ashley Johnson | Tel: +91 22 6224 1862 | | Email: ashley.johnson@jmfl.com

Grievance Officer: Ms. Ashley Johnson | Tel: +91 22 6224 1862 | Email: instcompliance@jmfl.com

Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

New Rating System: Definition of ratings	
Rating	Meaning
BUY	Expected return >= 15% over the next twelve months.
ADD	Expected return >= 5% and < 15% over the next twelve months.
REDUCE	Expected return >= -10% and < 5% over the next twelve months.
SELL	Expected return < -10% over the next twelve months.

Previous Rating System: Definition of ratings	
Rating	Meaning
BUY	Total expected returns of more than 10% for stocks with market capitalisation in excess of INR 200 billion and REITs* and more than 15% for all other stocks, over the next twelve months. Total expected return includes dividend yields.
HOLD	Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months.
SELL	Price expected to move downwards by more than 10% from the current market price over the next twelve months.

* REITs refers to Real Estate Investment Trusts.

Research Analyst(s) Certification

The Research Analyst(s), with respect to each issuer and its securities covered by them in this research report, certify that:

All of the views expressed in this research report accurately reflect his or her or their personal views about all of the issuers and their securities; and

No part of his or her or their compensation was, is, or will be directly or indirectly related to the specific recommendations or views expressed in this research report.

Important Disclosures

This research report has been prepared by JM Financial Institutional Securities Limited (JM Financial Institutional Securities) to provide information about the company(ies) and sector(s), if any, covered in the report and may be distributed by it and/or its associates solely for the purpose of information of the select recipient of this report. This report and/or any part thereof, may not be duplicated in any form and/or reproduced or redistributed without the prior written consent of JM Financial Institutional Securities. This report has been prepared independent of the companies covered herein.

JM Financial Institutional Securities is registered with the Securities and Exchange Board of India (SEBI) as a Research Analyst and a Stock Broker having trading memberships of the BSE Ltd. (BSE) and National Stock Exchange of India Ltd. (NSE). No material disciplinary action has been taken by SEBI against JM Financial Institutional Securities in the past two financial years which may impact the investment decision making of the investor. Registration granted by SEBI and certification from the National Institute of Securities Market (NISM) in no way guarantee performance of JM Financial Institutional Securities or provide any assurance of returns to investors.

JM Financial Institutional Securities renders stock broking services primarily to institutional investors and provides the research services to its institutional clients/investors. JM Financial Institutional Securities and its associates are part of a multi-service, integrated investment banking, investment management, brokerage and financing group. JM Financial Institutional Securities and/or its associates might have provided or may provide services in respect of managing offerings of securities, corporate finance, investment banking, mergers & acquisitions, broking, financing or any other advisory services to the company(ies) covered herein. JM Financial Institutional Securities and/or its associates might have received during the past twelve months or may receive compensation from the company(ies) mentioned in this report for rendering any of the above services.

JM Financial Institutional Securities and/or its associates, their directors and employees may: (a) from time to time, have a long or short position in, and buy or sell the securities of the company(ies) mentioned herein or (b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) covered under this report or (c) act as an advisor or Lender/borrower to, or may have any financial interest in, such company(ies) or (d) considering the nature of business/activities that JM Financial Institutional Securities is engaged in, it may have potential conflict of interest at the time of publication of this report on the subject company(ies).

Neither JM Financial Institutional Securities nor its associates or the Research Analyst(s) named in this report or his/her relatives individually own one per cent or more securities of the company(ies) covered under this report, at the relevant date as specified in the SEBI (Research Analysts) Regulations, 2014.

The Research Analyst(s) principally responsible for the preparation of this research report and their immediate relatives are prohibited from buying or selling debt or equity securities, including but not limited to any option, right, warrant, future, long or short position issued by company(ies) covered under this report. The Research Analyst(s) principally responsible for the preparation of this research report or their immediate relatives (as defined under SEBI (Research Analysts) Regulations, 2014); (a) do not have any financial interest in the company(ies) covered under this report or (b) did not receive any compensation from the company(ies) covered under this report, or from any third party, in connection with this report or (c) do not have any other material conflict of interest at the time of publication of this report. Research Analyst(s) are not serving as an officer, director or employee of the company(ies) covered under this report.

While reasonable care has been taken in the preparation of this report, it does not purport to be a complete description of the securities, markets or developments referred to herein, and JM Financial Institutional Securities does not warrant its accuracy or completeness. JM Financial Institutional Securities may not be in any way responsible for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. This report is provided for information only and is not an investment advice and must not alone be taken as the basis for an investment decision.

This research report is based on the fundamental research/analysis conducted by the Research Analyst(s) named herein. Accordingly, this report has been prepared by studying/focusing on the fundamentals of the company(ies) covered in this report and other macro-economic factors. JM Financial Institutional Securities may have also issued or may issue, research reports and/or recommendations based on the technical/quantitative analysis of the company(ies) covered in this report by studying and using charts of the stock's price movement, trading volume and/or other volatility parameters. As a result, the views/recommendations expressed in such technical research reports could be inconsistent or even contrary to the views contained in this report.

The investment discussed or views expressed or recommendations/opinions given herein may not be suitable for all investors. The user assumes the entire risk of any use made of this information. The information contained herein may be changed without notice and JM Financial Institutional Securities reserves the right to make modifications and alterations to this statement as they may deem fit from time to time.

This report is neither an offer nor solicitation of an offer to buy and/or sell any securities mentioned herein and/or not an official confirmation of any transaction.

This report is not directed or intended for distribution to, or use by any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject JM Financial Institutional Securities and/or its affiliated company(ies) to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to a certain category of investors. Persons in whose possession this report may come, are required to inform themselves of and to observe such restrictions.

Additional disclosure only for U.S. persons: JM Financial Institutional Securities has entered into an agreement with JM Financial Securities, Inc. ("JM Financial Securities"), a U.S. registered broker-dealer and member of the Financial Industry Regulatory Authority ("FINRA") in order to conduct certain business in the United States in reliance on the exemption from U.S. broker-dealer registration provided by Rule 15a-6, promulgated under the U.S. Securities Exchange Act of 1934 (the "Exchange Act"), as amended, and as interpreted by the staff of the U.S. Securities and Exchange Commission ("SEC") (together "Rule 15a-6").

This research report is distributed in the United States by JM Financial Securities in compliance with Rule 15a-6, and as a "third party research report" for purposes of FINRA Rule 2241. In compliance with Rule 15a-6(a)(3) this research report is distributed only to "major U.S. institutional investors" as defined in Rule 15a-6 and is not intended for use by any person or entity that is not a major U.S. institutional investor. If you have received a copy of this research report and are not a major U.S. institutional investor, you are instructed not to read, rely on, or reproduce the contents hereof, and to destroy this research or return it to JM Financial Institutional Securities or to JM Financial Securities.

This research report is a product of JM Financial Institutional Securities, which is the employer of the research analyst(s) solely responsible for its content. The research analyst(s) preparing this research report is/are resident outside the United States and are not associated persons or employees of any U.S. registered broker-dealer. Therefore, the analyst(s) are not subject to supervision by a U.S. broker-dealer, or otherwise required to satisfy the regulatory licensing requirements of FINRA and may not be subject to the Rule 2241 restrictions on communications with a subject company, public appearances and trading securities held by a research analyst account.

Any U.S. person who is recipient of this report that wishes further information regarding, or to effect any transaction in, any of the securities discussed in this report, must contact, and deal directly through a U.S. registered representative affiliated with a broker-dealer registered with the SEC and a member of FINRA. In the U.S., JM Financial Institutional Securities has an affiliate, JM Financial Securities, Inc. located at 1325 Avenue of the Americas, 27th Floor, Office No. 2715, New York, New York 10019. Telephone +1 (332) 900 4958 which is registered with the SEC and is a member of FINRA and SIPC.

Additional disclosure only for U.K. persons: Neither JM Financial Institutional Securities nor any of its affiliates is authorised in the United Kingdom (U.K.) by the Financial Conduct Authority. As a result, this report is for distribution only to persons who (i) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended, the "Financial Promotion Order"), (ii) are persons falling within Article 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Financial Promotion Order, (iii) are outside the United Kingdom, or (iv) are persons to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of the Financial Services and Markets Act 2000) in connection with the matters to which this report relates may otherwise lawfully be communicated or caused to be communicated (all such persons together being referred to as "relevant persons"). This report is directed only at relevant persons and must not be acted on or relied on by persons who are not relevant persons. Any investment or investment activity to which this report relates is available only to relevant persons and will be engaged in only with relevant persons.

Additional disclosure only for Canadian persons: This report is not, and under no circumstances is to be construed as, an advertisement or a public offering of the securities described herein in Canada or any province or territory thereof. Under no circumstances is this report to be construed as an offer to sell securities or as a solicitation of an offer to buy securities in any jurisdiction of Canada. Any offer or sale of the securities described herein in Canada will be made only under an exemption from the requirements to file a prospectus with the relevant Canadian securities regulators and only by a dealer properly registered under applicable securities laws or, alternatively, pursuant to an exemption from the registration requirement in the relevant province or territory of Canada in which such offer or sale is made. This report is not, and under no circumstances is it to be construed as, a prospectus or an offering memorandum. No securities commission or similar regulatory authority in Canada has reviewed or in any way passed upon these materials, the information contained herein or the merits of the securities described herein and any representation to the contrary is an offence. If you are located in Canada, this report has been made available to you based on your representation that you are an "accredited investor" as such term is defined in National Instrument 45-106 Prospectus Exemptions and a "permitted client" as such term is defined in National Instrument 31-103 Registration Requirements, Exemptions and Ongoing Registrant Obligations. Under no circumstances is the information contained herein to be construed as investment advice in any province or territory of Canada nor should it be construed as being tailored to the needs of the recipient. Canadian recipients are advised that JM Financial Securities, Inc., JM Financial Institutional Securities Limited, their affiliates and authorized agents are not responsible for, nor do they accept, any liability whatsoever for any direct or consequential loss arising from any use of this research report or the information contained herein.