MealMap

Personalised weekly meal plan + grocery list app for Indian families using a kirana-friendly local-cuisine database. Where Western meal-planning apps (Mealime, PlateJoy) miss Indian food entirely, MealMap is built around dal-roti-sabzi reality.

Category	Set 5 · Vertical/Creator
Customer	Indian families (urban, middle-class, dual-income or single-income) wanting structured meal planning that respects Indian cuisine + dietary preferences
Monetisation	■399/mo Solo · ■699/mo Family (multi-user) · ■2,499/yr annual prepay
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

MealMap is a meal-planning app built for Indian families. The structural gap: Western meal-planning apps (Mealime, PlateJoy, Yummly, Eat This Much) are built around Western cuisine (pasta + salads + sheet-pan dinners), Western ingredients (kale + quinoa + arugula), and Western grocery infrastructure (Whole Foods + Trader Joe's). They are essentially unusable for Indian families whose meals are dal-roti-sabzi-rice with regional cuisine variation (South Indian sambar-rice, Bengali fish, Marathi varan-bhaat, Gujarati thali, North Indian rajma-chawal).

MealMap's approach. Per-family profile setup captures: regional cuisine preference (South / Bengali / Marathi / Gujarati / North / mixed), vegetarianism status (strict-veg / non-veg / Jain / vegan / eggetarian), specific dietary needs (diabetic-friendly / low-sodium / pregnancy / weight-loss), kitchen comfort (basic / intermediate / advanced), weekly grocery budget. MealMap then generates weekly meal plans + consolidated grocery lists, with recipes appropriate to skill + budget + season + regional preference. Grocery list is kirana-friendly (uses Indian SKU naming + quantities — '500g toor dal', '1kg basmati rice' — and integrates with Instamart / Blinkit / Amazon Fresh / BigBasket for one-tap reorder).

Year-1 target: 6,000 paying families generating ■2.4 crore annual revenue against ■52 lakh costs. Cash-positive month 3-4. The wedge against Western meal-planning apps is India-cuisine depth. The wedge against generic Indian recipe apps (Sanjeev Kapoor, Tarla Dalal, etc. — recipe-focused but not planning) is the planning + grocery-list-automation workflow.

The Problem

An Indian family — typical profile: dual-income couple in Hyderabad with 2 young children + occasional grandparent visit — faces a recurring meal-planning problem. Each Saturday: 'what do we cook this week?' Each evening: 'what should I cook for dinner?' Each shopping trip: 'what's in the pantry vs. what do we need?'. The mental overhead of meal decisions runs into hundreds of hours per year per family.

Existing solutions are weak. Western meal-planning apps (Mealime, PlateJoy, Yummly) recommend pasta + salads + sheet-pan dinners — nothing the family wants to cook. Indian recipe websites (Sanjeev Kapoor, Tarla Dalal, Hebbar's Kitchen) have recipes but no planning workflow — the family must construct their own week from scattered recipes. Generic note-taking apps (Notes / Trello / Notion) work for organised families but require manual maintenance + offer no recipe + grocery integration.

The middle gap: a planning-first product calibrated to Indian cuisine reality that respects regional + dietary + budget + skill variation, integrates with how Indian families actually shop (kirana + Instamart + Blinkit), and reduces the weekly mental overhead of meal decisions.

The Solution

MealMap's flow. Onboarding: family profile setup — regional cuisine preference + vegetarianism status + dietary needs + kitchen skill + weekly grocery budget + household composition (adults / children / dietary outliers). 10-minute setup.

Weekly meal plan: every Sunday morning, MealMap generates the upcoming week's meal plan — typically 3 meals per day across 7 days = 21 meal slots. Plan respects cuisine + dietary + budget + skill + seasonal-ingredient availability + occasion (Saturday lunch can be slightly more involved; Tuesday dinner is quick). User reviews, swaps individual meals if desired, approves.

Recipe library: 4,000+ Indian recipes across regional cuisines, each with: ingredients (with Indian quantities + alternative ingredients for substitutions), step-by-step preparation, cook time, skill level, nutritional info (calorie + macro breakdown), dietary tags (diabetic-friendly / Jain / low-sodium / etc.).

Grocery list: automated consolidation of week's meal-plan ingredients minus what's already in pantry (user maintains running pantry list). Output: kirana-friendly shopping list with categories (vegetables / dals + grains / spices / dairy / etc.) — printable or one-tap-export to Instamart / Blinkit / Amazon Fresh / BigBasket.

Pantry tracking: user maintains running pantry (optional but recommended); reduces over-ordering + waste; MealMap suggests meals using ingredients close to expiry.

Pro tier (■699/mo Family) adds: multi-user profile (different family members can edit meal plan + see grocery list), kid-friendly meal track (separate meal options for children), guest-meal planning (when relatives visit, plan adjusts for additional people + festive dishes), seasonal festival meal planning (Diwali / Eid / Christmas / Pongal etc. with traditional menu suggestions).

Market Opportunity

Indian middle-class household market: estimated 80M urban + tier-2 households earning ■6 lakh+/year. Of these, an estimated 35-50M households actively cook home meals daily (vs. those primarily ordering Swiggy / Zomato). Of cooking households, an estimated 5-8M are demographically aligned with MealMap (smartphone-native primary cook, willingness to consider paid meal-planning app).

At ■3,000-7,000/year ARPU across tiers, the SAM is ~■150-560 crore. Realistic 3-year capture: 0.2-0.6% = 10,000-30,000 paying families = ■4-15 crore ARR.

Adjacent expansion. Year 2: integration with Instamart + Blinkit for direct one-tap grocery purchase + commission on order value. Year 3: expansion into recipe + cooking video content (sponsored creator content as additional revenue). NRI-tier (Indian families abroad missing structured Indian-meal planning).

Target Customer

Primary persona: a 35-year-old working woman in Bengaluru (dual-income couple + 2 young children + monthly mother-in-law visit). Primary cook in household. Spends 8-12 hours/week on meal-planning + grocery + cooking decisions. Will pay ■399/mo Solo after seeing time-saving demo.

Secondary persona: a 41-year-old joint-family household in Pune (couple + 3 children + parents + occasional siblings visit). Multiple cooks share kitchen duties. Will pay ■699/mo Family tier for multi-user access + festival-meal-planning features.

Tertiary persona: a 28-year-old newly-married couple in Hyderabad with limited cooking experience trying to establish home-cooking routine. Will pay ■399/mo Solo for the skill-appropriate meal suggestions + step-by-step guidance.

Product

Onboarding profile: regional cuisine preference (South Indian / Bengali / Marathi / Gujarati / North Indian / mixed), vegetarianism status, specific dietary needs (diabetic / pregnancy / weight-loss / etc.), kitchen skill (basic / intermediate / advanced), weekly grocery budget, household composition.

Weekly meal plan generation: every Sunday morning, AI generates plan respecting all profile parameters + seasonal availability + variety (no same meal repeated within 2 weeks). User edits + approves.

Recipe library: 4,000+ Indian recipes with ingredients + steps + cook time + skill level + nutritional info + dietary tags. Continuously curated by in-house culinary team + community submissions.

Grocery list: automated consolidation minus pantry stock; kirana-friendly categorisation; one-tap export to Instamart / Blinkit / Amazon Fresh / BigBasket.

Pantry tracking: running pantry inventory (optional manual maintenance + barcode-scan support for packaged goods).

Cooking guidance (in-app during meal preparation): step-by-step recipe view with timer + voice instructions (hands-free during cooking).

Family-tier additions: multi-user editing, kid-friendly track, guest-meal-planning, festival-meal-planning, allergy-management.

Technical Architecture

Frontend: Next.js + Tailwind web app + React Native mobile (iOS + Android) — mobile primary use case.

Backend: Python on Hetzner cloud, Postgres on Neon.

Recipe data: curated Postgres-stored recipe database + structured ingredient + dietary metadata. ~■3-4 lakh content investment in year-1 to build initial 4,000 recipes.

AI meal-plan generation: GPT-4o-mini for plan generation given profile constraints (~■0.30/family/month at average usage).

Grocery export: integration with Instamart + Blinkit + Amazon Fresh + BigBasket cart-deep-link APIs (partnership work + technical integration).

Payments: Razorpay for subscription.

Business Model & Unit Economics

Three tiers. Solo (■399/mo or ■3,999/yr): single user, full meal-planning + grocery + recipe + pantry features. Family (■699/mo or ■6,999/yr): Solo + multi-user + kid-track + guest-meal + festival-meal-planning + allergy-management. Annual prepay reduces churn meaningfully.

Conversion economics: 14-day free trial converts at 22%. Distribution: 65% Solo, 35% Family. Annual prepay adopted by 38%. Monthly churn target under 5% on monthly; under 2% on annual.

Gross margin: 84% blended. Major cost: AI generation (~■15/family/month), content + recipe-database maintenance (~■8/family/month amortised), infrastructure (~■6/family/month).

Customer LTV: ■4,800/year × 22 months avg = ■8,800 at Solo; ■8,400/year × 28 months = ■19,600 at Family.

Unit Economics (Year-1 base case)

Year-1 paying families (target)	6,000
Blended ARPU	■5,500/year
Year-1 revenue	■2.4 crore
Gross margin	84%
Customer acquisition cost (CAC)	■420
Payback period	1.1 months
Year-1 all-in costs	~■52 lakh
Year-1 net contribution	~■1.5 crore

Go-to-Market

Channel 1 — Indian food + lifestyle creator partnerships (40%): partnerships with home-cooking YouTube creators (Sanjeev Kapoor's family-style channels, regional cooking creators) + Instagram lifestyle creators for sponsored demos.

Channel 2 — Content + SEO (30%): substantive content on meal-planning craft (weekly Indian meal plan templates, regional cuisine deep-dives, dietary meal planning).

Channel 3 — Family-community organic (20%): mother-focused Facebook groups + WhatsApp communities, parenting blogs, working-women publications.

Channel 4 — Grocery-app partnerships (10%): partnerships with Instamart + Blinkit + BigBasket for co-marketing (MealMap users get grocery cashback; Instamart users get MealMap discount).

Roadmap (first 12 months)

- Month 1-3: MVP — meal-planning + recipe library (initial 1,500 recipes) + grocery list + Solo tier launch. 400 paying families.
- Month 4-5: Recipe library to 2,800 recipes, pantry tracking, Instamart + Blinkit grocery export integration, 1,200 paying families.
- Month 6-8: Family tier launched with multi-user + kid-track + festival-meal-planning, 3,000 paying families, ■12 lakh MRR.
- Month 9-10: Recipe library to 4,000 recipes, cooking-guidance feature (timer + voice), 4,800 paying families.

- Month 11-12: 6,000 paying families, ■2.4 crore annualised revenue.

Key Risks

- Recipe-content quality discipline at scale: 4,000 recipes require careful curation; quality variance damages user trust. Mitigated by in-house culinary team + structured QA + user-feedback signals.
- Regional cuisine breadth: India has dozens of distinct regional cuisines; serving all at depth is operationally expensive. Mitigated by phased regional-cuisine launches + community-contribution model for less-mainstream regional content.
- Grocery-app integration friction: Instamart / Blinkit / BigBasket cart-deep-link APIs are not always partnership-stable. Mitigated by multi-platform integration + manual-grocery-list fallback.
- Western meal-planning apps adding India-cuisine support — possible. Mitigated by India-cuisine depth + India-pricing + India-specific grocery integration.
- Customer churn: meal-planning is one of those subscriptions users sign up enthusiastically + cancel after 2-3 months. Mitigated by Family tier features (festival + guest + kid-track) that increase stickiness + by annual prepay incentives.