

CloudKitch

Multi-platform order aggregation + inventory + costing for cloud kitchens. Operations across Swiggy + Zomato + own-channels is chaos; CloudKitch unifies. ■2,499/mo per kitchen.

Category	Set 7 · Verticals & Creator
Customer	Indian cloud kitchen + dark kitchen operators (single-kitchen + 2-10 kitchen networks) selling through Swiggy + Zomato + own channels
Monetisation	■2,499/mo per kitchen Solo · ■6,999/mo Multi-kitchen (3-10 kitchens) · ■15,999/mo Network (10+ kitchens + analytics)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

CloudKitch is a vertical SaaS for India's cloud kitchen sector — the dark kitchens producing food delivered via Swiggy + Zomato + own channels. The sector grew rapidly through 2020-2026 (driven by online food delivery + lower capex than dine-in restaurants); estimated 50,000+ cloud kitchens operating in India by 2026. Each kitchen typically operates 3-8 brand-identities across multiple delivery platforms with complex operations: ingredient inventory + multi-platform order aggregation + per-platform menu management + delivery timing + customer feedback aggregation + per-brand profitability tracking.

Product: unified dashboard aggregating orders across Swiggy + Zomato + own channels + ingredient inventory + per-recipe costing + per-brand profitability + customer feedback aggregation + per-platform menu management.

Year-1 target: 1,200 paying kitchens generating ■3.6 crore annual revenue against ■62 lakh costs. Cash-positive month 3-4.

The Problem

A typical cloud kitchen operator in 2026 runs 3-8 brand identities across Swiggy + Zomato + sometimes own ordering channels + sometimes Amazon Food + Magicpin + similar. Order management is currently chaos: each platform has its own dashboard + tablet; orders come in across multiple devices; kitchen staff must aggregate + route + track across systems. Inventory tracking is manual. Per-recipe costing (the foundational economics) is rarely done well. Per-brand profitability is opaque.

Existing solutions. Petpooja + UrbanPiper + Posist: established POS players with cloud kitchen modules, but expensive (\$150-500/mo with hardware) + complex onboarding + designed for dine-in restaurants with kitchen modules bolted on. Generic restaurant-management software doesn't fit cloud-kitchen-specific workflow (multi-brand + delivery-only + no dine-in).

Market gap: cloud-kitchen-specific SaaS at accessible monthly pricing without hardware lock-in.

The Solution

CloudKitch structured around cloud-kitchen-specific workflow. Multi-platform order aggregation: connect Swiggy + Zomato + Amazon Food + Magicpin + own channel APIs; unified order queue + KDS (kitchen display system) on standard tablet.

Multi-brand management: structured per-brand identity (separate menu + pricing per platform + delivery-timing + brand-specific operations) all running in single kitchen.

Ingredient inventory: real-time ingredient tracking + per-recipe BOM (bill of materials) + automatic deduction per order + reorder alerts + supplier integration.

Per-recipe costing: structured per-recipe cost calculation (ingredient + labour + packaging + platform commission + delivery + utilities) → per-recipe margin visibility → per-brand profitability.

Customer feedback aggregation: cross-platform feedback (Swiggy ratings + Zomato reviews + own-channel feedback) → unified review of customer experience + recurring-issue identification.

Per-platform menu management: change menu / pricing / availability across all platforms simultaneously without manually updating each platform.

Multi-kitchen tier (■6,999/mo for 3-10 kitchens): consolidated dashboard + cross-kitchen inventory + brand-management across locations.

Network tier (■15,999/mo for 10+ kitchens): advanced analytics + per-kitchen-per-brand profitability dashboards + supplier-negotiation power data.

Market Opportunity

Indian cloud kitchen sector: estimated 50,000+ active cloud kitchens by 2026. Subset in CloudKitch's addressable range (₹3-50 lakh/mo revenue per kitchen): ~30,000 kitchens. Penetration of vertical-specific SaaS currently below 10%.

At ₹40,000/yr blended ARPU, SAM is ₹1,200 crore. Realistic 3-year capture: 1-3% = ₹12-36 crore ARR.

Adjacent expansion. Year 2: cloud-kitchen-investor reporting tier (cloud-kitchen networks with outside investors need structured per-kitchen reporting). Supplier-financing integration (cloud kitchens have working-capital pressure; integrated supplier-finance reduces it). Year 3: data-marketplace tier (aggregated anonymised data on what dishes sell well in what cities).

Target Customer

Primary persona: a 36-year-old single-cloud-kitchen operator in Hyderabad running 4 brands (Indian Chinese + biryani + healthy bowls + desserts) all from same kitchen. ₹8 lakh/mo revenue. Will pay ₹2,499/mo Solo for unified operations.

Secondary persona: a 41-year-old cloud kitchen network founder with 6 kitchens across Bengaluru. Will pay ₹6,999/mo Multi-kitchen tier for consolidated visibility.

Tertiary persona: a 33-year-old founder of 22-kitchen network across 4 cities backed by VC. Will pay ₹15,999/mo Network tier for advanced analytics + investor-reporting infrastructure.

Product

Multi-platform order aggregation: Swiggy + Zomato + Amazon Food + Magicpin + own-channel.

Unified KDS: kitchen-display-system on tablet for order routing + tracking.

Multi-brand management: structured per-brand operations.

Ingredient inventory: real-time + BOM-linked + reorder.

Per-recipe costing: structured calculation including all cost components.

Customer feedback aggregation: cross-platform reviews + issue identification.

Per-platform menu management: simultaneous menu/pricing/availability updates.

Multi-kitchen consolidated dashboard.

Network tier advanced analytics + investor reporting.

Technical Architecture

Frontend: Next.js + React Native for kitchen-tablet KDS + manager-mobile dashboard.

Backend: Python on Hetzner cloud, Postgres.

Platform integrations: Swiggy + Zomato + Amazon Food + Magicpin + own-channel APIs (each requires partner-agreement work).

Inventory + recipe management: structured database with BOM relationships.

Payments: Razorpay for subscription.

Business Model & Unit Economics

Three tiers. Solo ₹2,499/mo or ₹24,999/yr (single kitchen). Multi-kitchen ₹6,999/mo or ₹69,999/yr (3-10 kitchens). Network ₹15,999/mo or ₹1,59,999/yr (10+ kitchens + advanced analytics).

Conversion: 14-day trial converts at 28% (high — operational pain is acute). Distribution: 55% Solo, 35% Multi-kitchen, 10% Network. Monthly churn under 3%.

Gross margin: 76%. Costs: platform-integration maintenance + infrastructure + customer support.

LTV: ₹29,988 × 28 mo = ₹83,966 (Solo); ₹83,988 × 36 mo = ₹2.5L (Multi-kitchen); ₹1,91,988 × 42 mo = ₹6.7L (Network).

Unit Economics (Year-1 base case)

Year-1 paying kitchens	1,200
Blended ARPU	₹30,000/year
Year-1 revenue	₹3.6 crore
Gross margin	76%
CAC	₹5,800
Year-1 all-in costs	~₹62 lakh
Year-1 net contribution	~₹2.1 crore

Go-to-Market

Channel 1 — Direct outreach to cloud-kitchen operators (40%): targeted outreach via cloud-kitchen-operator WhatsApp + Telegram communities + LinkedIn.

Channel 2 — Cloud-kitchen-investor partnerships (25%): partnerships with VCs funding cloud-kitchen brands (Rebel Foods + Box8 + Faasos pre-Curefoods + similar) for portfolio-company recommendation.

Channel 3 — Supplier + equipment-vendor partnerships (20%): partnerships with food-ingredient suppliers + kitchen-equipment vendors who reach operators.

Channel 4 — Content + SEO (15%): substantive content on cloud-kitchen operations + multi-brand strategy + delivery-platform optimisation.

Roadmap (first 12 months)

- Month 1-3: MVP with Swiggy + Zomato integration + inventory + recipe-costing + Solo tier. 100 paying kitchens.
- Month 4-5: Multi-brand management + customer-feedback aggregation + Multi-kitchen tier, 350 paying kitchens, ₹12 lakh MRR.
- Month 6-8: Amazon Food + Magicpin integration + per-platform menu management, 700 paying kitchens, ₹24 lakh MRR.
- Month 9-10: Network tier with advanced analytics + investor reporting, 1,000 paying kitchens.
- Month 11-12: 1,200 paying kitchens, ₹3.6 crore annualised.

Key Risks

- Platform API access changes: Swiggy + Zomato may restrict third-party API access. Mitigated by partnership-pursuit + manual-fallback workflows + multi-platform-source diversification.

- Petpooja + UrbanPiper + Posist response: incumbents could launch cloud-kitchen-specific tier. Mitigated by cloud-kitchen-specific focus + speed + no-hardware-lock-in pricing.
- Cloud kitchen sector volatility: sector has had funding-environment swings + brand-level failures. Mitigated by focused-on-operators-not-investors product + multi-brand-stickiness.
- Customer concentration: large network customers represent meaningful share. Mitigated by diversification across customer-size tiers.
- Integration maintenance: 4+ platform integrations require continuous engineering attention. Mitigated by dedicated integrations team.