

NLYTEN



Case Study

Chakra (Since 1985)

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The Legacy Paradox

Chakra has anchored Sakinaka's dine-in scene since 1985. Strong walk-in equity, decades of operations — but delivery sat as an afterthought. Swiggy-only, under-invested, no Zomato presence, no operating discipline behind the channel.

Phase 0 — Channel build-out (2024)

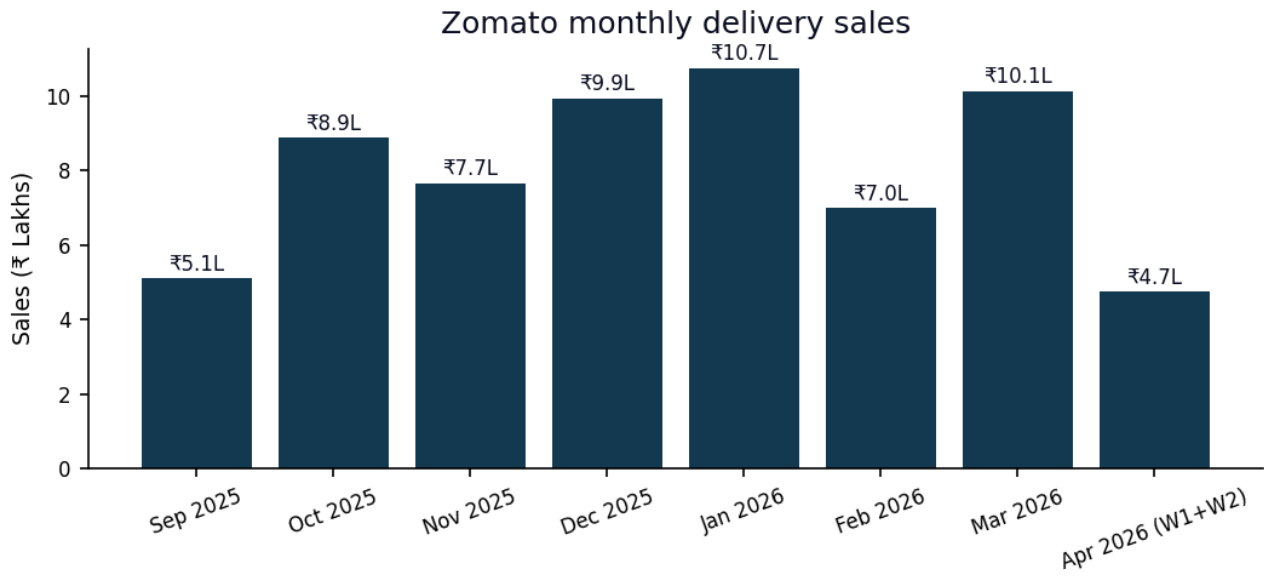
Nlyten onboarded Chakra to Zomato in 2024 as an informal gesture while running Vanilla Miel. The listing existed but stayed dormant — no operating rhythm, no ad infrastructure, no merchandising plan behind it.

Activation — September 2025

Formal engagement began. The team worked with Chakra's leadership to put real operating discipline behind both aggregators: listing hygiene, photography, menu architecture for delivery, ad infrastructure stood up, ratings discipline.

Phase 1 — Plant the Flag

Through Oct 2025 – Jan 2026 the playbook leaned in: deliberate discount and ad investment to win catchment share. Topline climbed; margin compressed by design. The bet was that share earned now would compound later.



Phase 2 — Harvest Margin

From Feb 2026 the team dialled discount % back and tightened ad ROAS. Topline normalised; volume held. The result is a more profitable channel running at a sustainable steady-state rather than a subsidised peak.

Where Chakra is now

Delivery is a live, instrumented channel that sits alongside the dine-in business — operated to a weekly cadence with clear visibility on share, margin, and customer feedback.

Shared with client consent. Numbers reflect aggregator-reported data; absolute margin figures withheld for confidentiality.