

NLYTEN



Case Study

Sudarshan

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The Legacy Paradox

Sudarshan has been part of Mumbai's neighbourhood food memory for decades. Dine-in equity is real and earned. But delivery was thin — Swiggy-only, under-invested, no Zomato listing, no operating rhythm.

Phase 0 — Channel build-out (2024)

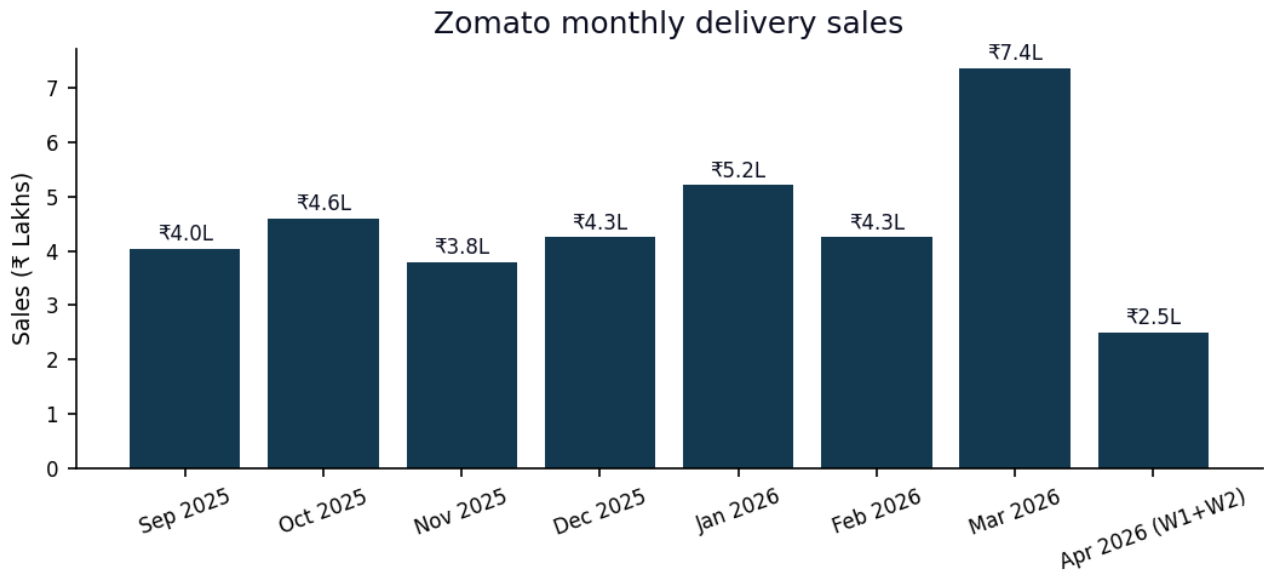
As part of an informal effort during the Vanilla Miel engagement, Nlyten onboarded Sudarshan to Zomato in 2024. The plumbing was in place — but with no discipline behind it, the listing did little.

Activation — September 2025

Official engagement began. Working with the Sudarshan team, the playbook was put behind both aggregators: listing hygiene, photography, menu re-architected for delivery, ad infrastructure stood up, ratings discipline established.

Phase 1 — Plant the Flag

From Oct 2025 through Jan 2026 the team invested deliberately — discounting and ads tuned to win visibility in the catchment. Volume climbed quickly; margin was intentionally compressed in the build phase.



Phase 2 — Harvest Margin

From Feb 2026 the team dialled back. Discount % was reduced and ad ROAS tightened. Volume held at a much higher base than where it started, but margin per order recovered meaningfully.

Where Sudarshan is now

Delivery is no longer an afterthought — it's a measured channel running to a weekly cadence, generating reliable contribution that sits alongside the long-standing dine-in business.

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