

# NLYTEN



Case Study

## Vanilla Miel

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## **Where Vanilla Miel was — September 2023**

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A premium patisserie with a strong brand and an underdeveloped operation. Single outlet at Sakinaka (kitchen only, no cafe). Swiggy only. Revenue around ₹30,000 a month. No food-costing system; no plan for Zomato; no calendar playbook.

## **The luxury constraint**

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Premium AOV is the brand's asset. Always-on discounting would commoditise it. But aggregators reward discounting. Every move had to grow the business without eroding what made it premium.

## **Foundation work (2023 to 2024)**

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Nlyten worked with the Vanilla Miel team as a strategic partner to co-develop a food-costing system. The unglamorous backbone — but it's what made margin discipline, menu architecture, and the expansion that followed possible. Sakinaka was onboarded to Zomato in early 2024.

## **The Bandra cafe launch (~November 2024)**

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Vanilla Miel opened its first physical cafe — Pali Village in Bandra. Two outlets, both aggregators live. From day one, each outlet was operated with a posture that matched its customer mix rather than treating them as identical.

## **The September 2025 savoury chapter**

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The team explored a savoury menu extension — broadening beyond patisserie into new occasions, new dayparts, new ticket sizes. The bar was clear: extend without diluting the luxury core.

## **A calendar, not a coupon**

Tactical investment is concentrated on a handful of moments each year — Diwali, Christmas, Valentine's, Mother's Day, Father's Day, Rakhi, Eid Edit. Between them, growth comes from menu architecture, visibility, photography and ratings — not from discount.

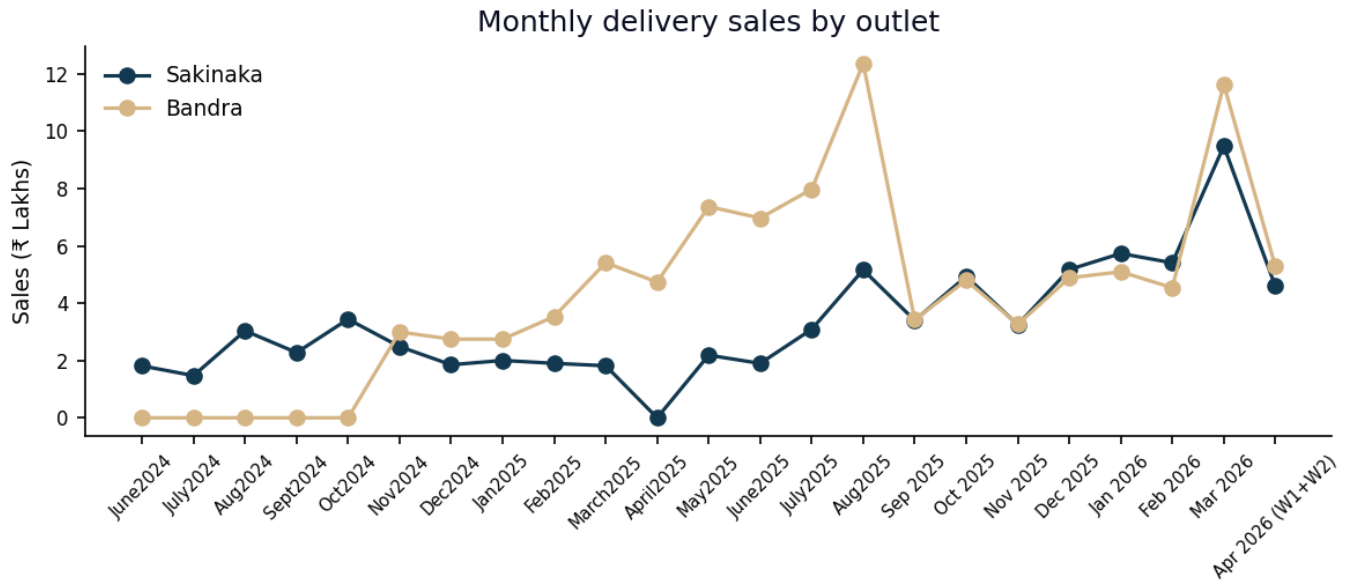
## **Outlet-level nuance**

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Sakinaka is delivery-led with a strong neighbourhood customer base. Bandra runs the cafe + delivery combination with a different mix. The same brand voice; two different operating playbooks.

## 2.5 years on

Vanilla Miel today is a meaningfully bigger and more complete business than it was in 2023 — two outlets, both aggregators, patisserie and savoury — while staying recognisably itself. The proof is in the retention.



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