

Free guide for restaurant owners

Your customers. Your money.

A simple plan to get more orders on your own channel, and pay less to marketplaces.

✓ 6 easy steps

📅 Results in 30 days

📄 Starts with a small card in the bag

THE PROBLEM

You cook the food. The marketplace keeps the customer.

And a big part of your money too. Let us see it with one kitchen.

📍 **EXAMPLE KITCHEN**

Meera's Kitchen, Hyderabad

🔄 600 orders a month

₹ Each order is ₹450

📦 The marketplace keeps 30%

Meera pays every month

₹81,000

a month

600 × ₹450 × 30% = ₹81,000. That is **₹9.7 lakh a year.**

📱 You do not get the customer's phone number.

🗉 You cannot thank them or call them back.

👁️ The app decides who sees your food.

⚠️ Fees and rules can change any day.

Why do owners not move?

Because moving looks like 4 big jobs:

🖥️ A website that takes orders

📄 Orders that reach the kitchen

🚲 A way to deliver, with no rider team

💬 Someone to answer customers

🏠 These 4 jobs are exactly what Ghar Tak takes off your plate.

WHAT WE DO

Ghar Tak means “all the way to the door”.

We help your kitchen sell on its own site, and we handle everything after the order. **Your brand stays on the order. The customer stays yours.**

🔗 **Connect your site**

Already have a website? We connect it.

🖥️ **Build your site**

No website? We build one. Extra cost.

📈 **SEO and ads**

Google and Instagram ads that bring orders. Extra cost.

📱 **POS link**

Orders go straight into your POS. No typing.

🚲 **Delivery**

We book the rider and send live tracking.

💬 **Customer help**

AI answers on WhatsApp. A person helps when needed.

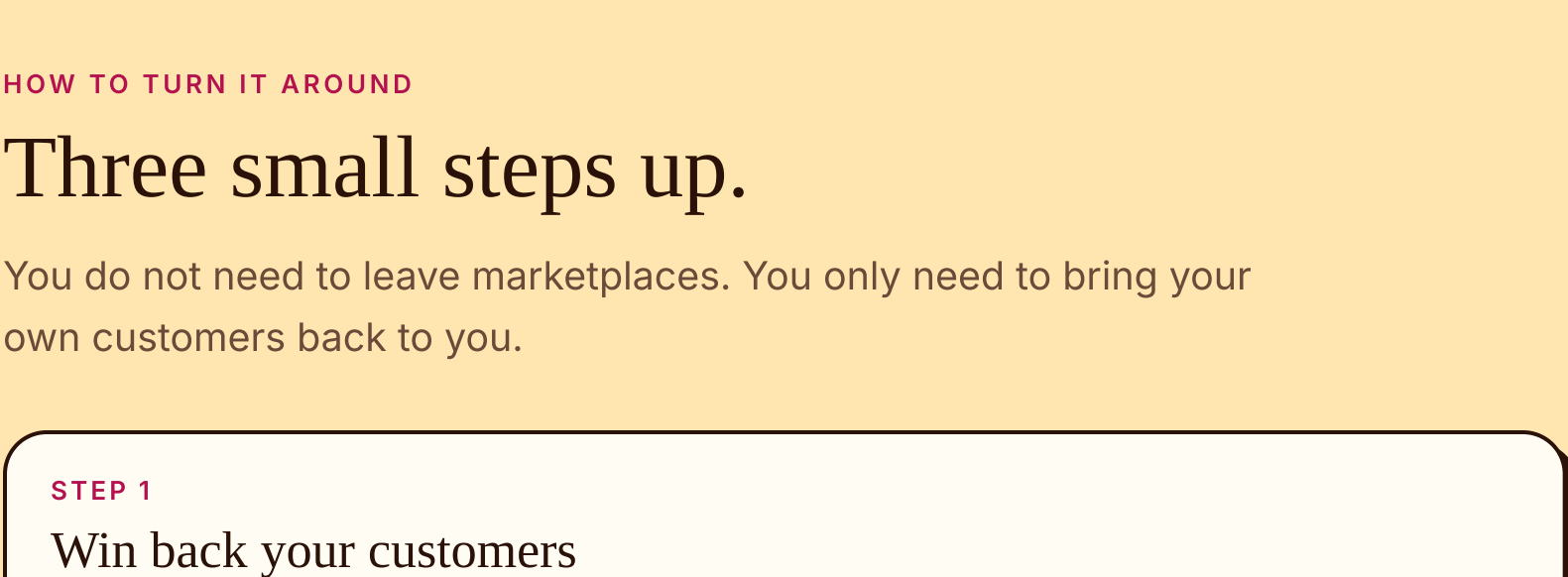
You pick only what you need. Stays yours: your brand, your prices, your customers, your profit.

THE NUMBERS

Same order. Two ways.

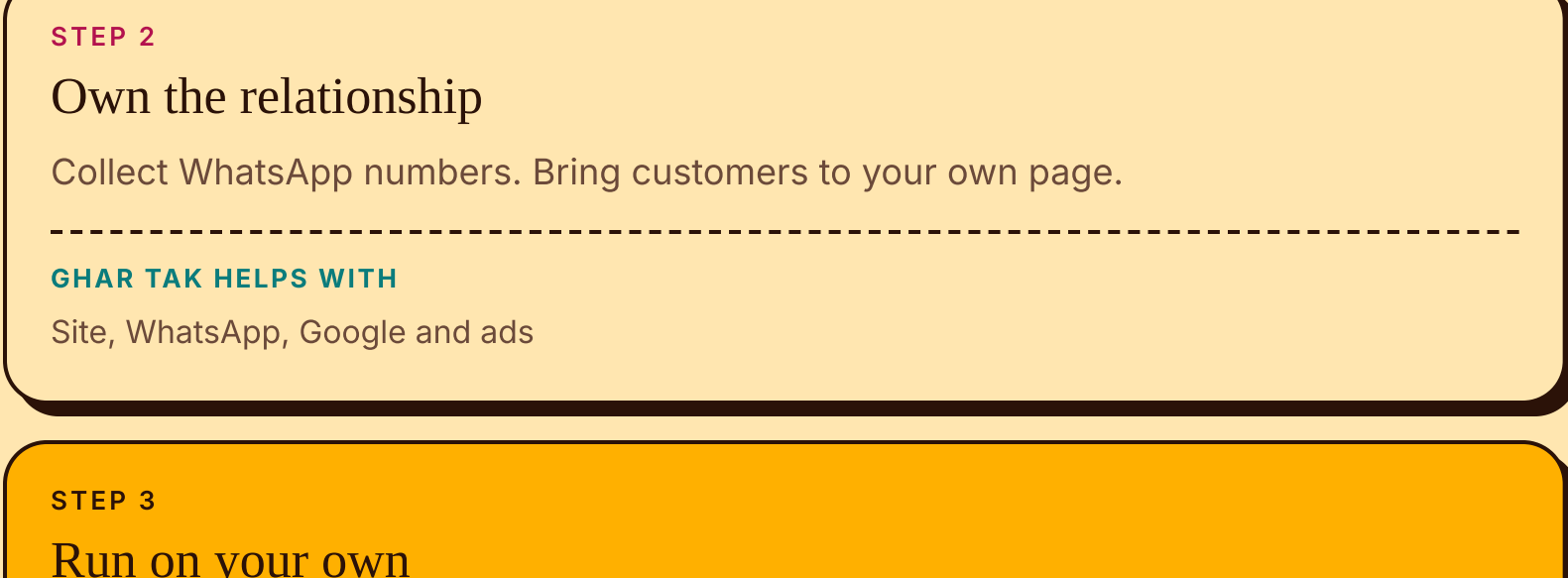
Meera's ₹450 order. First on a marketplace. Then on her own channel with 10% off.

On a marketplace



₹ **Meera keeps ₹165**

On her own channel (10% off)



₹ **Meera keeps ₹230**

+₹65

more in her pocket on every direct order

+₹11,600

every month, if 180 of her 600 orders (3 in 10) come direct

▼ **How we worked this out**

Food cost, 30% of ₹450	₹135
Packing	₹15
Marketplace share, 30% of ₹450	₹135
Discount, 10% of ₹450	₹45
Own rider cost	₹45
Delivery fee paid by the customer	₹30
Payment fee, about 2.4%	₹10

These are example numbers, before paying for any help. Your own numbers will be different. Use your payout statement to find them.

HOW TO TURN IT AROUND

Three small steps up.

You do not need to leave marketplaces. You only need to bring your own customers back to you.

STEP 1

Win back your customers

Put an offer card in every marketplace bag.

GHAR TAK HELPS WITH

Card and code set-up

STEP 2

Own the relationship

Collect WhatsApp numbers. Bring customers to your own page.

GHAR TAK HELPS WITH

Site, WhatsApp, Google and ads

STEP 3

Run on your own

Orders, riders and help all work without you chasing them.

GHAR TAK HELPS WITH

POS, delivery, customer help

The next pages show Steps 1 and 2 in detail. You can do them yourself, or ask us to do them with you.

THE PLAYBOOK

6 steps. Start today.

1 Know your numbers

- ✓ Find 4 numbers from last month.
- ✓ Orders, average bill, what the marketplace kept, food cost.

💡 Look at the full payout, not just the commission. Ads and fees add up.

2 Make one simple offer

- ✓ First direct order only.
- ✓ Keep it small and clear.
- ✓ Rule: after the offer, you must still earn more than a marketplace order.

Free delivery

₹75 off on ₹350+

10% off, with a limit

Free dessert

💡 For Meera, the most she could give is about ₹110 off. Stay far below that.

3 Print a small card

- ✓ Print 100 to 150 cards for each app.
- ✓ A short personal note from the owner.
- ✓ Do not name Swiggy or Zomato on it.
- ✓ Scan the QR on a printed copy before printing all.

Meera's Kitchen

Loved your meal? Order direct next time and get free delivery on your first order.

MEERA-ZOM-A1

4 One code for each place

- ✓ A different code for Zomato, Swiggy and the counter.
- ✓ Then you know what works.

MEERA-ZOM-A1

Zomato bags

MEERA-SWG-A1

Swiggy bags

MEERA-STORE-A1

Counter and dine-in

150 cards printed

→

15 orders used the code (10%)

→

₹75 cost per order

Marketplace takes, per order : ₹135

Card route costs, per order : ₹75

💡 Example: 150 cards, ₹3 each = ₹450. 15 orders use the code with ₹45 off = ₹675. Total ₹1,125, so ₹75 an order.

5 Get the WhatsApp number

- ✓ Ask at checkout. The customer must say yes.
- ✓ Send order updates on WhatsApp.
- ✓ Not more than 2 offer messages a month.

SAME EVENING

Thank you for ordering! Reply here if anything was wrong.

AFTER 7 DAYS

Craving your favourite? Order again here. Use the code for a small treat.

AFTER 21 DAYS

We added a new dish! Reply STOP anytime and we will stop.

6 Use the free places

- ✓ Google Business Profile: add your order link.
- ✓ Instagram bio: put your order link.
- ✓ Counter QR poster for walk-in customers.
- ✓ WhatsApp status: post the offer once a week.

💡 Give each place its own code, like MEERA-GBP-A1.

WANT HELP?

Do it with us.

You can run this playbook yourself. Or spend your time in the kitchen, and let us do the cards, codes, WhatsApp, site, delivery and support.

- 1 Join the waitlist. Tell us about your kitchen in 2 minutes.
- 2 We call you and look at your numbers together.
- 3 We set up Step 1 with you. You see results from your own customers.

🏠 **Join the waitlist**

We are opening with a small first group of kitchens. ghartakdirect.in

Before you start

- 📖 Read your Swiggy and Zomato agreement. Check what it says about promoting your own channel.
- 📖 Ask your accountant how GST applies to discounts and delivery charges.
- 📖 Collect phone numbers only with the customer's yes.
- 📖 All numbers here are examples. Your own orders and costs decide what works.

A free guide from Ghar Tak. Everything after checkout.