

India: New Trends, New Platforms



DID YOU KNOW?



- The number of gig workers in the IT sector has increased by **40 %** in 2023. (Source: [BusinessStandard](#))
- Compared to pre-pandemic levels, India showed **13X** increase in demand for gigification. (Source: [THEHINDUBUSINESSLINE](#))
- Despite a **36.45 %** drop in the rate of hiring in the past six months, the demand for gig workers earning more than **₹15,000** per month increased by **21.38 %**. (Source: [THEHINDUBUSINESSLINE](#))

10-minute delivery's BTS

- **Blinkit** rolled out its **new payout** structure, which slashed the minimum payout per delivery to ₹15 from ₹25. As a result, it lost around **1000** delivery partners to rival platforms.
- The **new payout** structure of **Zepto** is forcing drivers to drive rashly to get incentives. Without incentives, the salary is too meager.

Platform's New Premiums to Have the Upper Edge

- **Ola** launched 'Prime Plus' in Bengaluru to remove cancellation or operational issues. Source: [TIMESOFINDIA](#)
- **Swiggy** expanded its **premium** food delivery service Gourmet to 31 cities. Source: [BusinessStandard](#)
- **Uber** partnered with the government e-marketplace (**Gem**) portal to offer taxi services to government offices, agencies, and PSUs at a **fixed** price. Source: [EconomicTimes](#)

Trends: New Platforms to Counter Giants

Company Name	Objective
<u>WAAYU</u>	<ul style="list-style-type: none"> • Employing a software as a service (SaaS) model, WAAYU does not charge any commission fees. • This will allow the restaurants to price their dishes competitively and pass the savings on to customers.
<u>Namma Yatri</u>	<ul style="list-style-type: none"> • Auto union launches 'Namma Yatri' app to counter Ola, Uber. • It aims to tap into the market with affordable fares for customers by removing the intermediaries.
<u>Tokree</u>	<ul style="list-style-type: none"> • Offers better working conditions. • Pays more per delivery than Swiggy or other top giants.

'Gigification' refers to breaking down critical work into smaller tasks, thus eliminating the challenge of talent utilization.

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