

Strategic Transformation through Acquisitions and its Outcomes: A Case Study of Zomato in Indian Digital Commerce

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Abstract: Indian E-commerce organizations consciously go for strategic transformation through acquisitions. Among the major players in online food delivery platforms, Zomato has been recognized for its strategic move from being a restaurant finding online platform to being an online delivery of food items. Zomato's growth path has been strongly influenced by 16 acquisitions in total, and two of its most significant deals include the acquisition of Blinkit in 2022 and Uber Eats India in 2020. The main objectives of this research are to evaluate service quality dimensions in post-acquisition period and to compare Zomato's financial performance in pre- and post-acquisition period.

Keywords: Strategic Transformation, Digital Commerce, Customer Satisfaction, Financial Indicators, Post-Merger Integration

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