

How Much Does it Cost to Create an App Like Swiggy

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Food delivery apps have potentially become an interesting way to deliver food directly from local restaurants to customers' doorstep. They make people's life hassle-free as they can order food from the comfort of homes as well as outside.

There are many successful food delivery apps that have gained a strong position in this industry, such as Zomato, UberEats, Just Eat, Deliveroo, GrubHub, Door Dash, FoodPanda, Swiggy, PostMates and Domino's. Remarkably enough, Swiggy is recently recognized as the fastest emerging and **popular food delivery app** in urban settings in India.

Offering cuisines and dishes from many restaurants in 28 cities, Swiggy allows users to search for their favorite restaurants in the city and order food online.

The app service is still expanding in 16 more cities in India. For those thinking to launch food delivery startups like Swiggy, the good news is that there is a lot of promising space in this multimillion-dollar market.

| Read Also: [How To Make An App Like Swiggy](#)

Let's have a glance at Swiggy's success numbers before we discuss the estimated cost to create a Swiggy like app.

Swiggy's big success: Statistics and Facts

- Based in Bengaluru, Swiggy was launched in the year 2014.
- Swiggy was founded by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini.
- Swiggy works on food delivery with logistics support business model.
- Till October 2018, Swiggy associated with 40,000 numbers of restaurants.
- In 2019, Swiggy is operating 100 Indian cities.
- Till October 2018, around 60,000 deliverers were working for Swiggy.
- Till December 2018, the estimated value of Swiggy is \$3.3 billion and the amount for funding raised by Swiggy was \$1.27 billion.
- The Swiggy monthly online ordering volume is 14 million and average order value is about Rs. 380.

Key factors that determine the cost:

There are various factors in determining the expenses and cost to create an app like Swiggy. They are as follows:

1) App size

The app that matches Swiggy's standard contains many core user-oriented features. The app size will increase with the increasing number of features. But if the features are increased for the user's convenience, it will also impact the cost factor.

For instance, building in-app wallet or video streaming for increased accessibility can go beyond the expectations of core features. It is good to first launch an MVP of the application with core features following which you can make more improved version of the app.

2) App platform

Design an app for multiple platforms for maximum usage of your application. Since most users rely on Android and iOS devices, your app should unforgettably target these platforms as top priority. Addressing multiple platforms in trend may elevate cost to an extent but it is worth investing.

3) Data Gathering cost

Before you start developing the app, going through a thorough research is must. You will invest significantly in staff recruitment, conferences, competitors, and project requirement collection. Hiring a project analyst, marketers and talented strategists also adds to total sum.

4) Database and APIs

Since food delivery apps deal with loads of data being constantly updated from restaurants and eateries, the app needs a robust database with utmost security.

Also, APIs for payment integration and GPS tracking along with push notification feature take work, further increasing the cost.

5) Developer's expenses

App developers building the backbone of the mobile app demand certain fees. More features translate to higher cost paid to mobile software engineers.

The price for an engineer is \$100 per month which is again variable depending on the engineer's specialization and relevant experience.

6) UI/UX Design

A good portion of app cost to create swiggy is also impacted by the set of configurations and the work done by design engineers.

In fact, having attractive user interface and user experience design elements is the key to getting more customers on board since it is associated with first impression logic.

The company needs to develop the best design and the process also covers license fees (around \$300), the app hosting fees (about \$99) and designer's compensation.

7) Testing and publication

After incurring costs in development, research and design you need to spend a little more on its testing and publication as well.

The **testing of the application** is important before launching it in the market since it potentially ensures the software product is impeccable and free from bugs.

The set of automated Routine tests and essential QA tests make sure the application is ready to be deployed and published to the online app stores.

8) ASO and App Marketing



ASO (App Store Optimization) is a critical requirement for your app to be visible and discoverable to users looking to download similar app.

ASO is also a part of mobile app marketing though it is slightly different. A **mobile app development company** with versatile expertise can help you effectively market and advertise your app before and after its successful launch.

| **Read Also: [How To Develop A Food Delivery App Like Uber Eats](#)**

Key Features of Swiggy-like App:

The food delivery app like Swiggy needs various features for its customer, admin and owners's side:

1) Customer's panel

- Navigation menu
- Registration
- Place order
- Address book
- Sign up
- Restaurant details
- Current offers
- Coupons and rewards
- Restaurants filter according to cuisines

2) Admin panel

- Restaurant management
- Order management
- Application management
- Payment management
- Admin log-in
- Technical management

3) App Owner's panel

- Sign-in
- Checkout process
- Search food by filters
- Order status and tracking
- Choose the payment method
- Help and Support

Cost to Create an App like Swiggy:

In any given mobile app, the type of functionality and the number of features implemented usually decides the overall cost involved in the process. However, creating

the food delivery app like Swiggy does not always look as simple as it sounds.

Also an app like Swiggy contains high-volume of database, real-time tracking, video streaming (if integrated), payment integration and much more.

Owing to this, the overall challenges while developing a mobile app is likely to present complications for developers. The total cost to create a swiggy app also depends on whether or not it is designed for both iPhone users and Android devices.

Considering all of the relevant factors, resources needed and trending market scenario, total cost to develop the app is likely to hit the bracket of \$18,000-\$35,000.

| **Read Also: [How Much Does It Cost To Create An App Like Zomato](#)**

Important remarks

Overall, the growth in the food delivering apps is booming with 34-36% by 2020, which loudly suggests investing in creating an app like Swiggy is quite fruitful and lucrative.

Adding great features and promotions sounds like the best way to satisfy the taste buds of the app customers.

It is worth noting that to survive the ongoing competition in the niche, you have to stand out and distinguish yourself with a simple yet exquisite app design with a value proposition that is unbeatable.

Also, to attract more traffic in the first 12 months of the launch itself and retain them, you will require a whirlwind marketing knack – the challenge that only a versatile app development company can win over

