

So you want to own a

Cloud kitchen

The reels say a cloud kitchen starts under ₹10,000 and pays ₹1 lakh a month. J tries it with one biryani brand on Zomato and Swiggy and follows a single ₹450 order through commission, GST, payment fees, ads and a coupon he pays for. He ends up with about ₹63, before rent, cooks, gas and electricity.

THE REEL'S PROMISE

₹1 lakh a month

Start under ₹10,000 and make ₹1 lakh a month from one small room.

WHAT J DID NOT KNOW YET

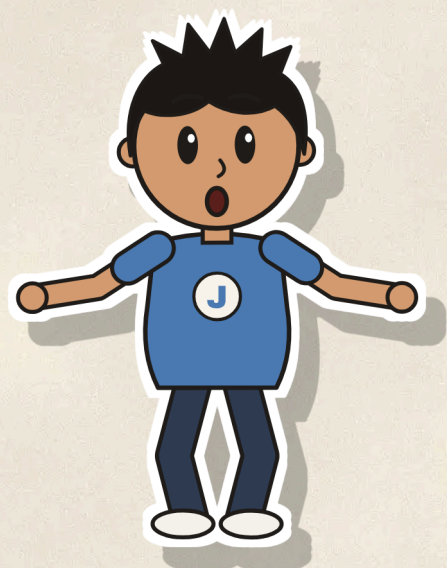
The flaw

Commission, GST on the commission, payment fees, ads and a coupon J pays for: about 47% of every order is gone before the food.

THE REAL BILL

Order	₹450
App's cut	-₹212
Food + box	-₹175

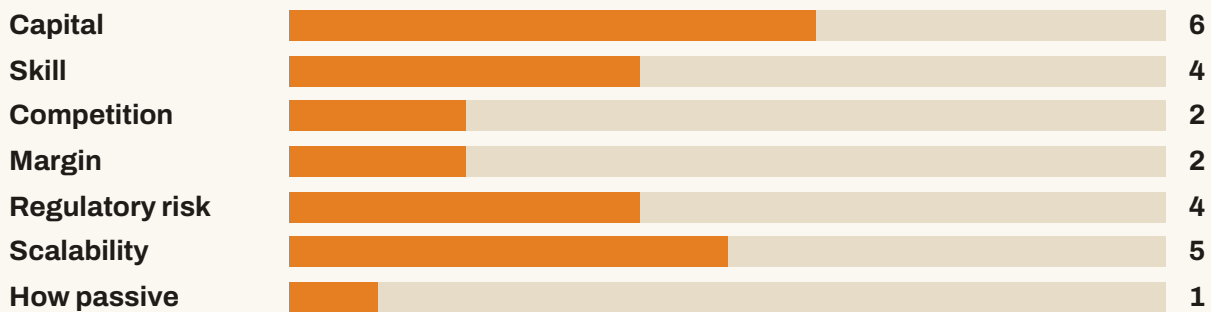
You keep **₹63** per ₹450 order



CHAPTERS • 17:36

0:00	Previously
0:37	Before we start
1:09	The ₹5 lakh room
2:35	A restaurant with no tables
3:41	Before the first order
5:08	The commission
6:23	The ad auction
7:51	One biryani, all the way
8:59	A real month
10:15	The big kitchens
11:29	The other side of the app
12:54	Two years, run two ways
14:16	The scorecard
15:44	Back to the question
16:44	Next stop: J's Wall

The scorecard: **24/70**



Ten points each, higher is better. Season average per question: Capital 5.4 · Skill 4.6 · Competition 2.6 · Margin 3.6 · Regulatory risk 2.6 · Scalability 5.6 · How passive 2.6.

Two years, run two ways **ILLUSTRATION**

The good version

A brand people search for by name, fewer coupons, own orders: break-even of about 85 orders a day beaten.

The realistic version

37 orders a day at about ₹63 each: about ₹70,000 a month, against rent and salaries of about ₹1.6 lakh.

J's checklist before you start

1. Read the commission % on the actual contract screen, then add 18% GST on it.
2. Budget ads at 5–8% of sales from day one.
3. Decide who pays for each coupon before you switch it on.
4. Work out your break-even orders a day before you sign the rent.
5. Keep a second, direct way for regulars to order.

J's Wall after 5 stops

#1	Exporting	31/70
#2	Importing from China	28/70
#3	Selling abroad	27/70
#4	Car wash	25/70
#5	Cloud kitchen	24/70

Where the numbers come from

COMPANY FILINGS AND RESULTS

- Swiggy Annual Report FY25 (food AOV ₹458; ad tool used by 65%+ of transacting restaurant partners)
- Swiggy Q2 FY26 shareholder letter (food ads more than 4% of GOV; delivery cost 12–13% of AOV vs 5–6% paid by users)
- Swiggy Q1 FY27 shareholder letter (LPG supply disruption led to restaurant cancellations)
- Swiggy Q2 FY27 shareholder letter, 22 Oct 2026 (take rate 26.1% of GOV; adjusted EBITDA 3.4% of GOV; 2.66 lakh average monthly transacting restaurant partners)
- Eternal (Zomato) Q1 FY27 and Q2 FY27 shareholder letters (food NOV FY26 ₹37,993 crore; adjusted EBITDA 5.5% of NOV)
- Entracker: Rebel Foods FY26 (revenue ₹1,951.6 cr, loss ₹281.8 cr, commissions ₹317.7 cr, advertising ₹193.9 cr); Curefoods FY26 (revenue ₹916.2 cr, loss ₹192.2 cr; 281 cloud kitchens; IPO approved, on hold); Rebel Foods Series G, Dec 2024 (450+ kitchens); Swiggy sells Access Kitchens to Kitchens@, Mar 2023; newer apps 1–2% of restaurants' delivery demand, Apr 2026

RULES, TAXES, COSTS

- GST Council, 45th meeting (5% GST on restaurant services paid by e-commerce operators under section 9(5) from 1 Jan 2022)
- ClearTax, FSSAI registration and licence thresholds and fees
- IOCL price page and Business Standard, 1 Oct 2026 (19 kg commercial LPG, Delhi ₹2,810)
- Business Standard, 2026 (LPG shortage after the West Asia war)
- Business Standard, 30 Jul 2026 (commission 15–30%; marketing 5–8%; food cost 30–35%; packaging ₹15–35; Bengaluru restaurants' demands)
- Business Standard/PTI, 9 Aug 2026 (boycott deadline moved; OTP opt-in for promotions, per NRAI Bengaluru head Ananth Narayan)
- Business Standard, 14–15 Jul 2026 (CCI investigation since 2022; no final order)

VIDEOS (TITLES EXACTLY AS PUBLISHED)

- Rohit Singh Vlog, "How to Start a Cloud Kitchen in 2026 Under ₹10,000 | Full Guide #cloudkitchen #businessideas"
- Shubham Kathuria, "90% Cloud Kitchens FAIL | Here's Why (And How To Survive)"
- StartUp With Sid, "Start A Cloud Kitchen Business From Home | Earn 1 Lakh/Month | Swiggy & Zomato Delivery"
- Foodiee Home, "Cloud Kitchen Setup Cost – Asli Numbers Jo Koi Nahi Batata #cloudkitchen #foodieehome" and "Zomato

vs Swiggy Cloud Kitchen – Real Truth & Full Comparison (With Proof) #cloudkitchen"

- Good 2 Great By Rahul Jain, "Zomato & Swiggy से Cloud Kitchen में कितना Profit होता है? | Biggest Mistakes & Reality | G2G"
- Flight Information, "Swiggy Restaurant Registration | Swiggy Cloud Kitchen Registration | Swiggy Partner Registration" (contract screen: 24%, ₹1,769)
- MyOnlineCA, "Zomato Restaurant Registration | Zomato Cloud or Home Kitchen Registration | Zomato Partner" (14–23% + 1.84%)
- Nikhil Kamath Clips, "Are Swiggy/Zomato Commissions Killing Restaurants?"
- CNN-News18, "Bengaluru Restaurants Warn of Swiggy, Zomato Boycott from August 15 Over High Commissions | News18"
- CNBC-TV18, "Bengaluru Restaurants Warn Swiggy, Zomato Of 'Boycott' From August 15"
- Boss Wallah (English), "Why Most Cloud Kitchens Fail & How You Can Succeed | Cloud Kitchen Secrets ft. Karthikeyan Selvaraj"
- Founder Thesis with Akshay Datt, "How to Scale Food Like Software - And Still Make Money | Jaydeep Barman (Rebel Foods)"

- ISN Originals, "Ankit Nagori on Building Curefoods, EatFit & India's Food Business | ISN Originals"

- IPO Review by Groww, "Curefoods IPO Review | Curefoods IPO business, strengths, risks and more | Curefoods IPO Analysis"

- About 260 recent YouTube videos reviewed (Oct 2026)

POSTS SHOWN ON SCREEN (QUOTED EXACTLY)

- r/swiggy, u/Electrical-Farm-9121, 12 Mar 2026
- r/Zomato, u/Odd_Vacation3815, 7 Jul 2026
- r/LegalAdviceIndia, u/mr_trendyy, 8 Mar 2026
- r/IndiaBusiness, u/dangerdx, 31 Dec 2025 and 2 Jan 2026
- r/Zomato, u/KrK99, 11 Aug 2025
- r/pune, u/AreaExpert692, 22 Feb 2026

MUSIC

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