

THE ECONOMIC TIMES

Zomato partners with FarEye to gain logistics visibility and enhance restaurant compliance

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E-Paper

Zomato has partnered with digital logistics company, FarEye, to help restaurants stay compliant with Food Safety and Standards Authority of India's (FSSAI) guidelines.



FarEye, which facilitates over 10 million transactions per day, enabling more than 100 enterprises across 20+ countries is now set to enable logistics excellence to the Zomato, with its intelligent route optimisation engine to reduce cost of pickups and deliveries.

“We are certain that Zomato’s knowledge and expertise in India's food industry combined with FarEye’s technical competence will have a positive impact on the way restaurants execute their delivery and logistics operation. Our data-driven and intelligent logistics visibility platform will empower Zomato to deliver delightful customer experiences”, Kushal Nahata, co-founder and CEO, FarEye, said.

Zomato holds a track record of having over 22 million monthly orders, and now aims to further bolster its strength. FarEye with its machine learning platform will help Zomato gain end-to-end visibility of logistics activities and boost KPI management of 3rd party logistics providers.

FarEye will be a key enabler for Zomato in multiple ways such as third-party integrations; electronic proof of deliveries (ePoD); dynamic slot booking; easy-to-use mobile application; instant alerts and notifications via SMS and WhatsApp; and easy to navigate dashboards for KPI management.