



Press Release

Zeta introduces deep analytics to digitized corporate cafeteria solution

Launches Zeta Express® Insights - an advanced data analytics solution

Mumbai, April 2nd, 2018: Zeta, India's leading fintech player in the space of corporate employee benefits has expanded its automated cafeteria portfolio to offer advanced deep analytics - Express Insights.

The Insights feature is a first-of-its-kind solution in the automated cafeteria industry that will offer corporates and cafeteria vendors detailed analysis to enable better food management and enhance overall cafeteria experience.

Corporates using Zeta Express® can now access Express Insights to pull out information on employee purchase behaviour, vendor ratings and performance, settlement reports and even draw comparisons amongst various cafeterias across office locations for overall performance.

Insights also provides detailed analysis on employee preferences such as favourite food items, least selling items, thereby helping cafeteria vendors manage inventory better and control overall food wastage.

“Data Analytics today is the bedrock of any business. Most companies are now-a-days looking at real-time analytics for decision-making and Zeta Express® Insights will provide them with the required data for taking such decisions” said **Ramki Gaddipati, Zeta co-founder & CTO**. “With this solution companies can better manage their cafeteria inventory, get an insight into employees’ spend patterns, see live menu, check vendor performance and conduct feedback surveys to understand the needs of their employees regarding facilities and cafeteria”, he added.

Zeta has also introduced desktop-enabled POS solution for vendors that is capable of accepting orders, payments and providing receipts - all in one device. The POS accepts payments via Zeta's payment suite comprising Super ID, Super Tag and Zeta app. It can also accept payments via select third party apps.



Zeta Express® offers a complete suite of digital solutions to automate corporate cafeterias - right from order management to payment. Corporates can choose the solutions most apt for their unique set up from Zeta's wide spectrum of options.

Zeta Express® has powered 250+ cafeterias across 110+ corporates in India including SBI Life, Tata Motors, BNP Paribas and Honeywell. The automated cafeteria solution has also been deployed in several educational institutions as well such as Oberoi International school, École Mondiale World School and IIM Lucknow. The youngest user of Zeta's cafeteria solution are children of 6 years which says something about the simplicity of the product offering.

About Zeta www.zeta.in

Zeta, co-founded by Bhavin Turakhia (CEO) and Ramki Gaddipati (CTO), is a leading fintech company on a mission to digitise employee benefits, cafeteria solutions, and rewards and recognition solutions.

Zeta started this journey by launching an innovative cloud-based enterprise benefits suite called Zeta Tax Benefits in January 2016. The tax benefits suite includes smart solutions such as digitised meal vouchers, fuel and communications card, medical reimbursements, gadget card, gift card and LTA card.

Zeta's offerings also include Zeta Express®, an innovative payment solution aimed at making corporate cafeterias cashless. The suite includes the Zeta Super Tag™, Zeta Express® Kiosk, Express Remote and Zeta Super ID. Zeta also offers a rewards & recognition programme, which is a one-stop gifting solution called Zeta Spotlight.

Zeta has over 400 employees spread over 11 Indian cities: Mumbai, New Delhi, Hyderabad, Bangalore, Chennai, Pune, Kolkata, Nashik, Baroda, Kochi, and Ahmedabad. Our corporate clientele includes over 1300 clients across industries ranging from large conglomerates to small start-ups.

Zeta is ISO certified and PCI-DSS compliant. Zeta has also forged strong partnerships with market leaders like Sodexo, RBL Bank, IDFC Bank, Kotak Mahindra Bank, ADP India, Excelity Global and Aon Hewitt.

Zeta was recognized as one of India's most innovative product companies at NASSCOM Emerge 50 awards 2017. The brand was also named the Fintech Rising Star for 2017 at the India FinTech forum.

To know more about Zeta, log on to www.zeta.in or follow Zeta on [Twitter](#), [Facebook](#), and [LinkedIn](#) to stay updated about the company.

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