

WHY WE BUILT THIS

Your Neighbour's Kitchen Is a Restaurant. We Just Made It Official.

LocalEats started with a simple frustration — and a belief that the most trustworthy commerce happens between people who share a gate.

VAIBHAV · FOUNDER & CEO, LOCALEATS · THELOCALEATS.IN

There is a home chef in almost every housing society in Bengaluru. She makes biryani that her neighbours have been eating for years — not because she advertised it, but because someone told someone, and word spread inside the compound. No app. No rating. Just trust built at the gate.

We built LocalEats because that trust was being wasted — trapped inside WhatsApp groups, invisible to anyone who didn't already know who to ask. And the tools that existed — Zomato, Swiggy, even Instagram pages

— weren't built for this. They were built for restaurants, for scale, for strangers ordering from strangers.

That's exactly what we're not.

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The moment you know the person making your food lives three floors above you, the entire dynamic changes. That's not a feature. That's a foundation.

The Unit Is the Society, Not the City

Every other food platform treats the city as their canvas. We treat the residential society as ours. On LocalEats, a society is the anchor — everything else, home chefs, local restaurants within pickup distance, kirana stores, pharmacies, tiffin services, even classifieds and ads — is tagged to that society.

Think of it as a hub-and-spoke model, where the society is the hub. When a resident of Prestige Lakeside Habitat wants lunch, they aren't scrolling through ten thousand restaurants in Bangalore. They're seeing what's available in and around their own community first. When a neighbour is selling homemade ghee, her ad appears to fellow residents before anyone else. When a restaurant nearby wants to reach the society, they can — but they're a spoke, not the center.

This changes the trust equation fundamentally. Even for restaurants, there's a meaningful difference between a place you've physically walked past on your way home — where you might've done a pickup yourself — and a random listing a recommendation algorithm surfaced. Familiarity compounds trust. And trust, once built inside a community, doesn't erode the way platform ratings do.

Deceit Chances Are Low. That's Not an Accident.

When residents buy from residents, they know they'll see each other at the lift lobby. That social proximity is the most powerful quality signal we have — and no algorithm can manufacture it. People don't shortchange their neighbours. They don't send bad food to someone they'll run into at the society park.

This is the core insight behind LocalEats: community accountability is a feature, not a side effect. It's baked into the architecture because we chose the society as the unit — not because we got lucky.



How the Platform Actually Works

We built LocalEats to be frictionless — not just for buyers, but especially for sellers who aren't tech-savvy. You don't download an app to browse. Every society has its own page (for example: thelocaleats.in/your societ yname) that opens in a browser — no sign-up,

no installation, no friction. Residents get a link, tap it, and they're in their society's marketplace.

Sellers get a smarter setup. For sellers, we've built an Android app that works as a command centre – managing orders as they come in, updating menus, tracking earnings, and receiving instant notifications. It's built on technology that keeps everything fast and in sync, so a seller updating their menu is reflected live for every buyer browsing that moment.

UNDER THE HOOD – IN PLAIN LANGUAGE

- Buyers browse on any phone browser – no app download, no sign-up required. Just a link to their society page.

- Orders placed on the platform are captured automatically – the first time someone orders, they're added to the seller's buyer record. No spreadsheets, no manual entry.

- Sellers who already take orders on WhatsApp can paste a buyer's message directly into our system – it reads the message and converts it into a structured order. No habit change needed.

- The seller Android app gives a live dashboard of orders, revenue, and menu management, with real-time push notifications for every new order.

- Payments run through a trusted payment gateway – clean, trackable, with no cash handling required.

- Every business is tagged to its society – restaurants, home chefs, pharmacies, and ads all sit in one place, visible to the right people.

Why This Matters Now

India has tens of thousands of housing societies, each with a small, dense economy already running inside it — mostly informally. Home chefs, tutors, tailors, domestic services, local vendors. This informal economy runs on trust and word of mouth. It works, but it's leaky: sellers can't scale beyond who they personally know, and buyers can't discover what's available unless someone tells them.

LocalEats is infrastructure for this informal economy. We're not replacing WhatsApp — we're giving people a place to graduate to when WhatsApp groups get noisy and orders get lost. We're not competing with Zomato — we're serving a use case they were never built for.

The resident who always wanted to monetise her Sunday biryani finally has a storefront. The neighbour who always wondered where that amazing dosa smell came from can finally find out. And the society itself becomes a little more self-sufficient — a little more like a village inside a city.

That's what we're building. One society at a time.