

ROLE OF FOOD BASED APPS IN INDIA**P. DADAPEER**

Research scholar, school of Management and Commerce

Career Point University, Kota, Rajasthan

Email: phatandada@gmail.com**Dr. N. RAMANJANEYULU**

Professor & Head, Department of MBA

Malla Reddy Engineering College (Autonomous), Hyderabad.

Email: ramanjimba09@gmail.com**ABSTRACT:**

Getting food through online food apps has gained momentum in recent times. Online tools have shown a new perspective on the food industry. Online allows consumers to choose the food of their choice anytime, anywhere. Facilities like net banking and digital wallet payments, cash on delivery and minimum order value attract the customer well. Distances between City and Village have been reduced due to the widespread use of smart phones. Companies are making their services available online according to the convenience and preference of the customer to keep pace with the changing times. Due to the present Covid-19 pandemic situation, the online food delivery system is gaining momentum. In this research, we will specifically look at the growth and significance of digital apps in food delivery systems operated by food companies in India in specific and some of the approaches they can accept for maintainable business in the coming days and challenges faced by the company.

Key words: *Foods Apps, Food Industry, Online Payments, Smart Phone Revolution, Customer Perception, Food technology.*

