

CASE STUDY

My Muscle Chef finally finds offshoring success with The Scalers



50% increase in development

70% reduction in tech debt

1M+ satisfied customers

► CHALLENGE

My Muscle Chef had tried traditional offshoring and outsourcing providers in the Philippines and India but they had major flaws: poor code quality, miscommunication, and a lack of integration into their own team and processes. This led to a two-tiered approach where the offshore team were only assigned low-priority tasks which the Australian team then had to fix, ultimately slowing down development rather than speeding it up. **They needed an offshore model that worked.**

► SOLUTION

The Scalers searched Bangalore, India's tech talent pool — **over 2 million strong** — for suitable candidates for My Muscle Chef's Fullstack Web Engineer roles. Within six weeks, they were onboarded and integrated into My Muscle Chef's technical environment.

The difference in the quality of engineers and the operating model was immediate. Soon, the new employees were **working on the core roadmap** following typical code review processes. **Work is now split on skill, not location** leading to a **dramatic increase in delivery**.

My Muscle Chef soon found the time difference to be an advantage. They still had half a day of crossover and **gained additional development time** helping them tackle the most pressing tasks faster.

A dedicated Chief Happiness Officer was assigned to instill My Muscle Chef's culture in the Bangalore team. This unique role engages team members every week and ensures they are happy and motivated, and is a big factor in **the low attrition rate**. **The Scalers are famous for.**

MY MUSCLE CHEF

LOCATION:
Sydney, Australia

INDUSTRY:
Food and Beverage Service

NUMBER OF EMPLOYEES:
250

PARTNERSHIP SINCE:
2021

My Muscle Chef is Australia's leading premium fresh ready-made meal and functional food and beverage company.

To me, typical offshoring or outsourcing is usually about cost saving and not scaling. I wanted a properly distributed model. We now have this in place and it is working very well.



Nishant Menon
Cofounder and CTO,
My Muscle Chef

TECHNOLOGIES



POSITIONS HIRED

- Senior Fullstack Web Engineer
- Mid Fullstack Web Engineer

► RESULTS

My Muscle Chef's team extension has become a **value-adding addition to their web development team**, accelerating development. With an offshore model that works, My Muscle Chef has been able to **leverage India's tech talent pool and time zone advantage** to deliver new features and critical fixes faster. My Muscle Chef is planning to shift to a new modern architecture and expand into new markets soon.

We had tried outsourcing but it always cost us more time and money to fix than it saved and increased tech debt.

The Scalers are completely different. The engineers they found work the exact same as our local ones and they have created our culture there. We finally have a cost-effective way to scale.



Nishant Menon

Cofounder
and CTO,
My Muscle Chef

LONG-TERM WINS:

Established
hub for future
global expansion

Increased
development
velocity

Increased agility
and focus on
customers, not code



Set up a world-class tech team in Bangalore

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