

PRODUCT TEARDOWN

blinkit

Feature ~ Bookmarked Recipe

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Blinkit, formerly known as **Grofers**, is an Indian quick-commerce company founded in December 2013 by **Albinder Dhindsa and Saurabh Kumar**

Blinkit specializes in delivering groceries and everyday essentials within minutes. In 2022, it was acquired by Zomato (now Eternal) for \$568 million

Daily Orders
Approximately 1 million

Average Order Value (AOV)
₹625 as of June 2024

Gross Order Value (GOV)
₹4,923 crore in Q1 FY25, a 130% year-on-year growth

Dark Stores
639 as of June 2024, with plans to expand to 2,000 by 2026

Value Proposition



Blinkit's key value is **ultra-fast grocery delivery** in just **10–20 minutes**



Blinkit's app makes ordering easy with **voice search, filters, and quick reordering**



This speed and convenience cater to the **immediate needs of urban consumers**



Blinkit **eases daily decision fatigue**, not just with fast delivery but smart solutions.



Product Range: Up to **25,000 SKUs**, from groceries to electronics



Technology: Blinkit uses AI for **smart inventory, demand forecasting, and delivery routing**

Business Model

Blinkit operates on a dark store-based quick-commerce model, focusing on small fulfillment centers strategically located to ensure rapid deliveries

Components



Dark Stores: Micro-warehouses stocking high-demand products, typically **2,000–3,000 sq. ft.** in size



Technology: Leverages AI for demand forecasting, inventory management, and route optimization



Delivery Partners: Employs **gig workers** incentivized based on delivery volumes



Order Strategy: Encourages small, frequent orders to align with **spontaneous purchasing behavior**

Key Partners



Zomato (Eternal): Parent company providing strategic support and integration opportunities

Local and National Brands:

Collaborates with various FMCG and grocery brands for product offerings



Delivery Partners: Relies on a network of gig workers for last-mile delivery

Technology and Payment Providers:

Partners with tech firms for app development and payment processing



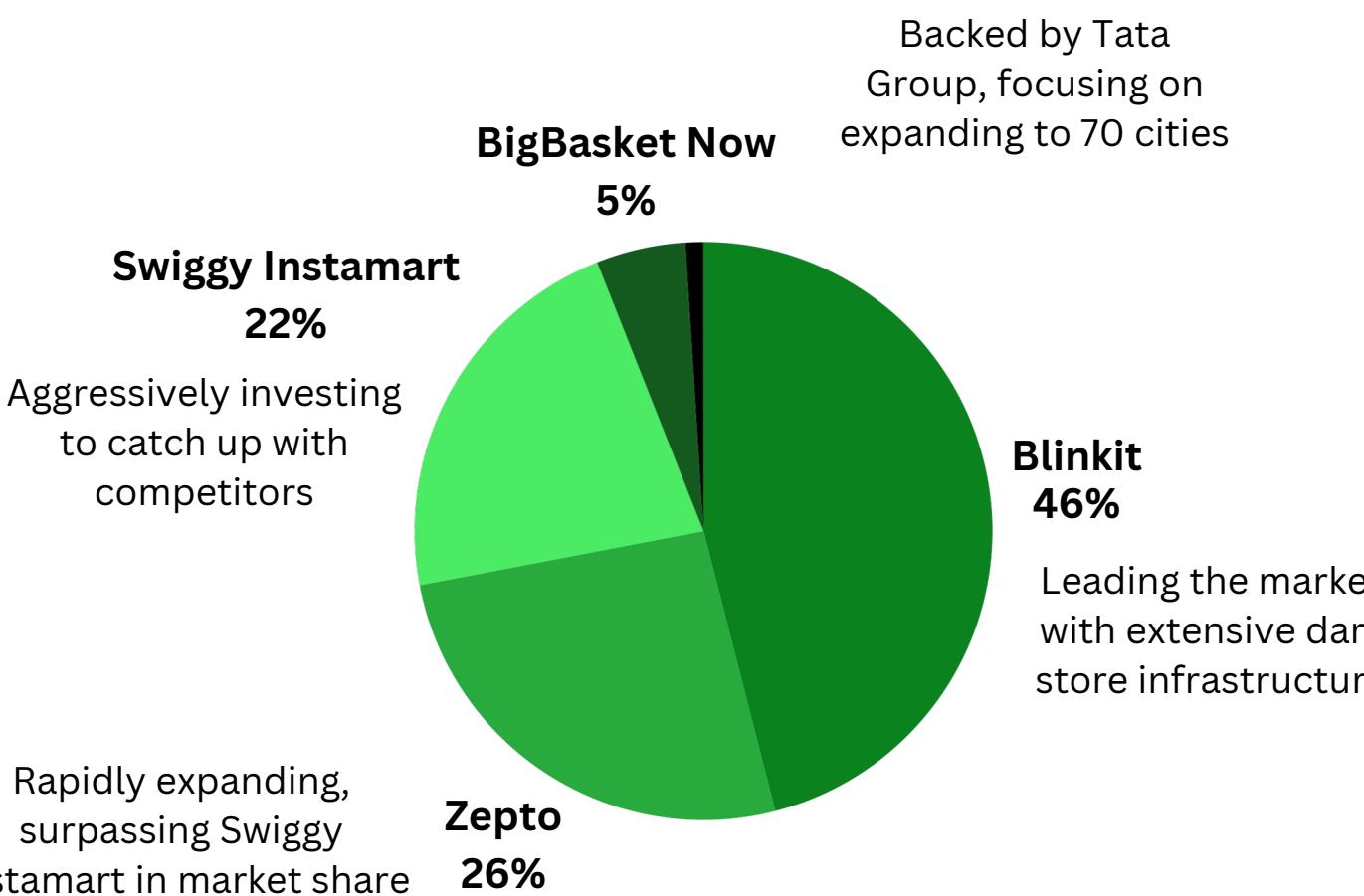
Chuk (Sustainable Packaging)



Partnered to offer eco-friendly, compostable tableware – supporting Blinkit's sustainability efforts

Demographics

Market Analysis



Target Customers

Blinkit primarily serves urban consumers seeking convenience and speed in their shopping experience

Urban Residents: Especially in metros and Tier-1 cities

Busy Professionals and Families: Individuals with limited time for traditional shopping

Tech-Savvy Users: Comfortable with app-based ordering and digital payments

Revenue Streams

Blinkit's revenue is diversified across several streams

1

Product Sales: Earnings from the sale of groceries and other items

2

Subscription Services: Offers "Blinkit Prime" for benefits like free delivery and exclusive discounts

3

Private Labels: Sells its own branded products to improve profit margins

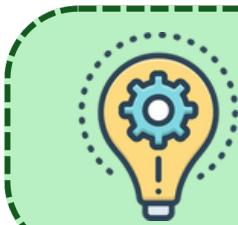
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Delivery Charges: Nominal fees charged per order

5

Advertising and Promotions: Generates income through sponsored listings and in-app advertisements

Recipe Rover: Blinkit's generative AI recipe engine



Let's understand how Blinkit Generates Recipes Using Recipe Rover (Step-by-Step)

1



User Intent Detection

- Input:** User searches or browses for recipes using keywords like “healthy breakfast” or “paneer dish.”
- Tool Used:** NLP models (**OpenAI's GPT-3.5 and GPT-4**) process the input to understand user preferences, dietary restrictions, and intent.

3



Ingredient Matching with Blinkit Catalog

- Vector Search** is used to map each recipe ingredient to **Blinkit's live inventory** using **product catalog APIs**
- Users are shown **available brands, package sizes**, and alternatives for missing items

**blinkit**

2



Recipe Content Generation

- Tool Used:** The core models are used to generate the vast number of recipes along with the title, ingredients list & step-by-step instructions.
- Blinkit's internal data:** Leveraged to understand customer preferences & tailor recipe suggestions

4



Visual Generation

- Stable Diffusion 1.5 and Midjourney** create visually appealing recipe images. This helps users get a visual cue of the final dish
- Elastic search system:** Their existing search infrastructure where recipe data is integrated

5



Instant Add-to-Cart Integration

- With one tap, users can add all recipe ingredients to their cart
- Smart logic avoids duplicates or items already in the cart

6



Personalization & Bookmarking

- Based on user history, Blinkit suggests new or seasonal recipes
- Users can bookmark recipes for future reference, enabling them to build a personal cookbook within the app

Feature - Bookmarked Recipes

- The "Bookmarked Recipes" feature in the Blinkit app allows users to **save their favorite recipes** for easy access
- Users can **view these recipes later** and **add all necessary ingredients** to their cart with a single click, streamlining the cooking process

Benefits



Convenience: Simplifies meal planning and grocery shopping



Personalization: Offers tailored recipe suggestions based on user preferences



Increased Engagement: Encourages users to spend more time within the app



Boosted Sales: Promotes the purchase of additional items through suggested recipes



Persona 1

Shyama – The Caring Homemaker

Shyama is a 45-year-old homemaker living in Delhi. She loves cooking for her family and takes pride in making delicious meals at home

Needs

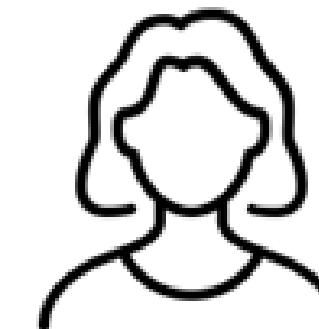


- She wants to **follow recipe steps easily** without remembering all ingredients
- She prefers having **simple instructions to follow** while cooking
- She likes to **save her favorite recipes** to make them again later

Pain points



- She finds it tiring to **list and order ingredients** every time she cooks a new recipe
- She struggles when the cooking steps are not clearly shown in one place

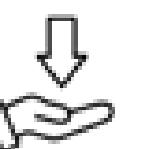


Persona 2

Sunita – The Busy Health-Conscious Professional

Sunita is a 35-year-old software engineer living in Bangalore. She is health-conscious and likes to eat nutritious meals

Needs

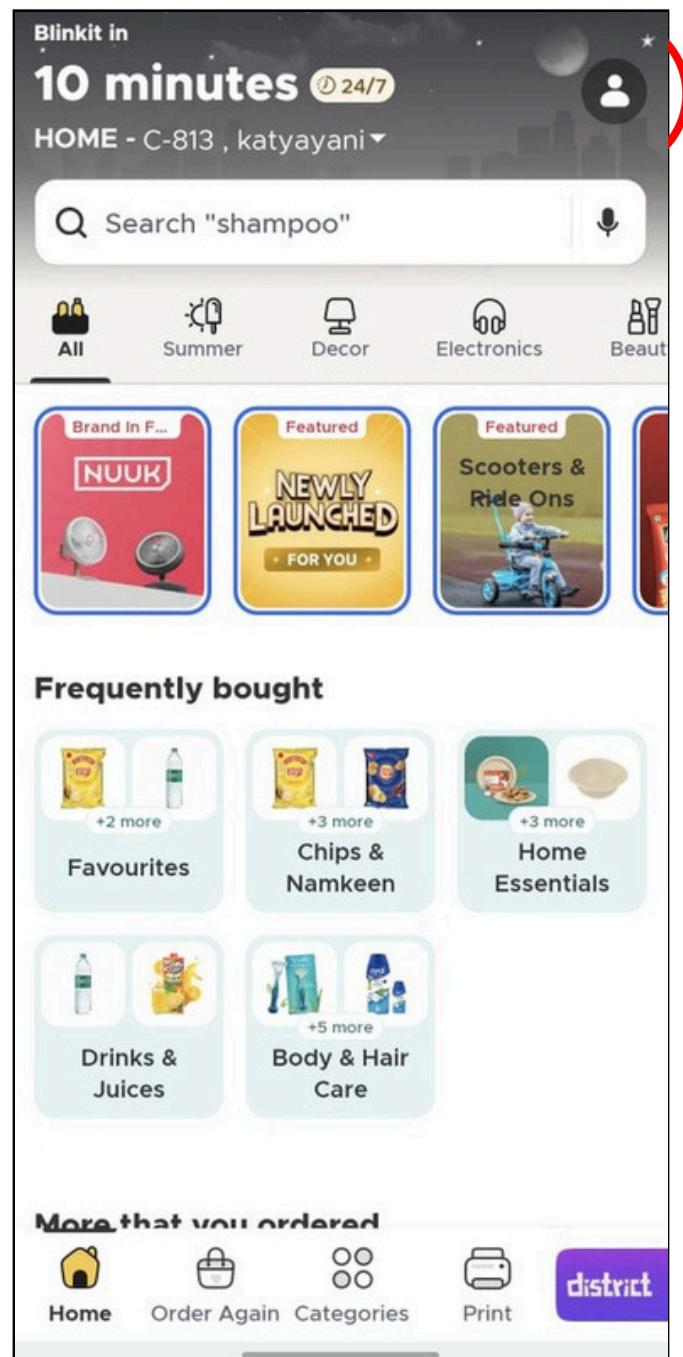


- She wants to **view nutrition info** before trying a recipe. She doesn't want to search for each brand or ingredient separately. She prefers **quick recipes with ingredient filters** to save time.

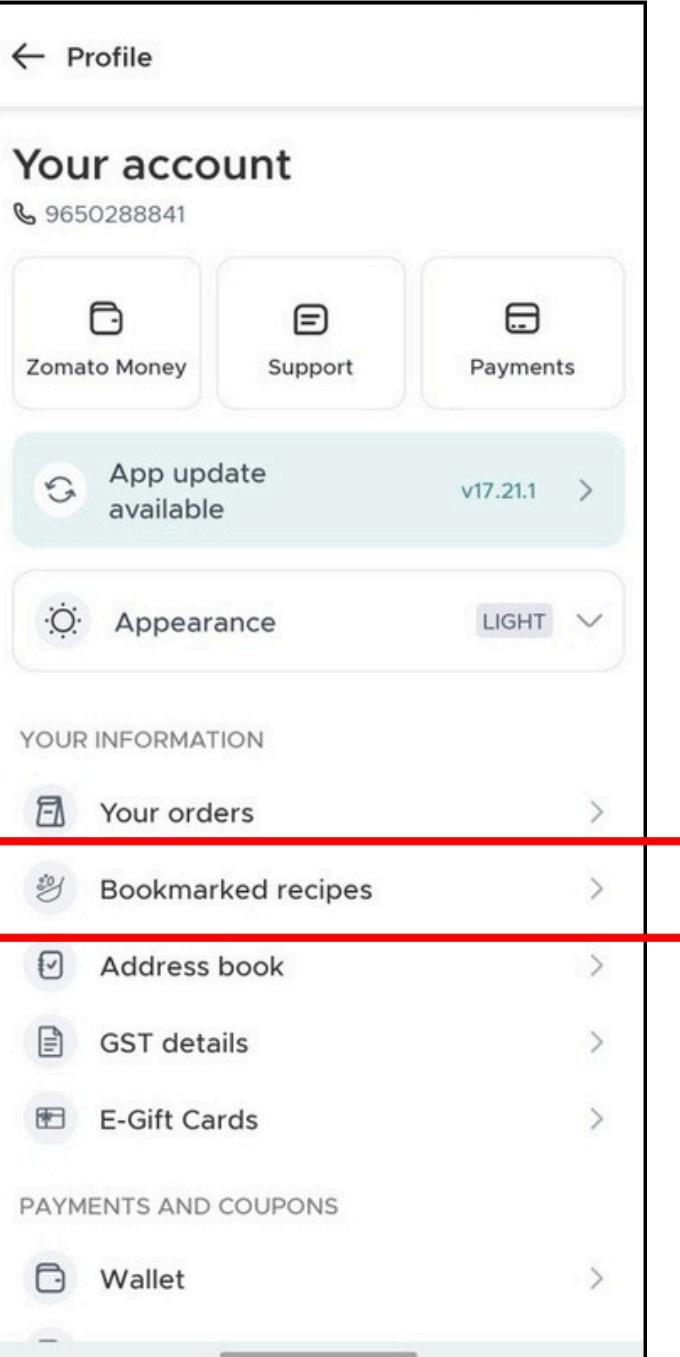
Pain points



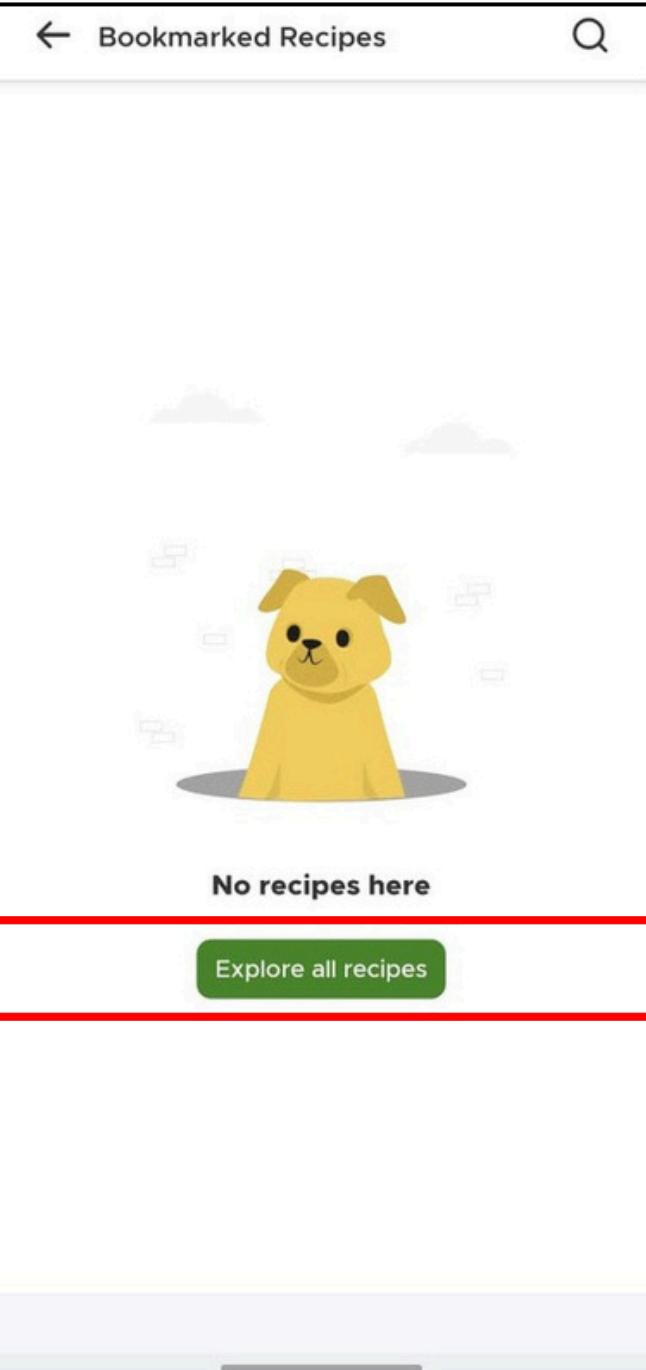
- It's hard for her to **find healthy recipes** quickly
- She often **wastes time** every morning deciding what to cook for breakfast and lunch

**STEP 1:**

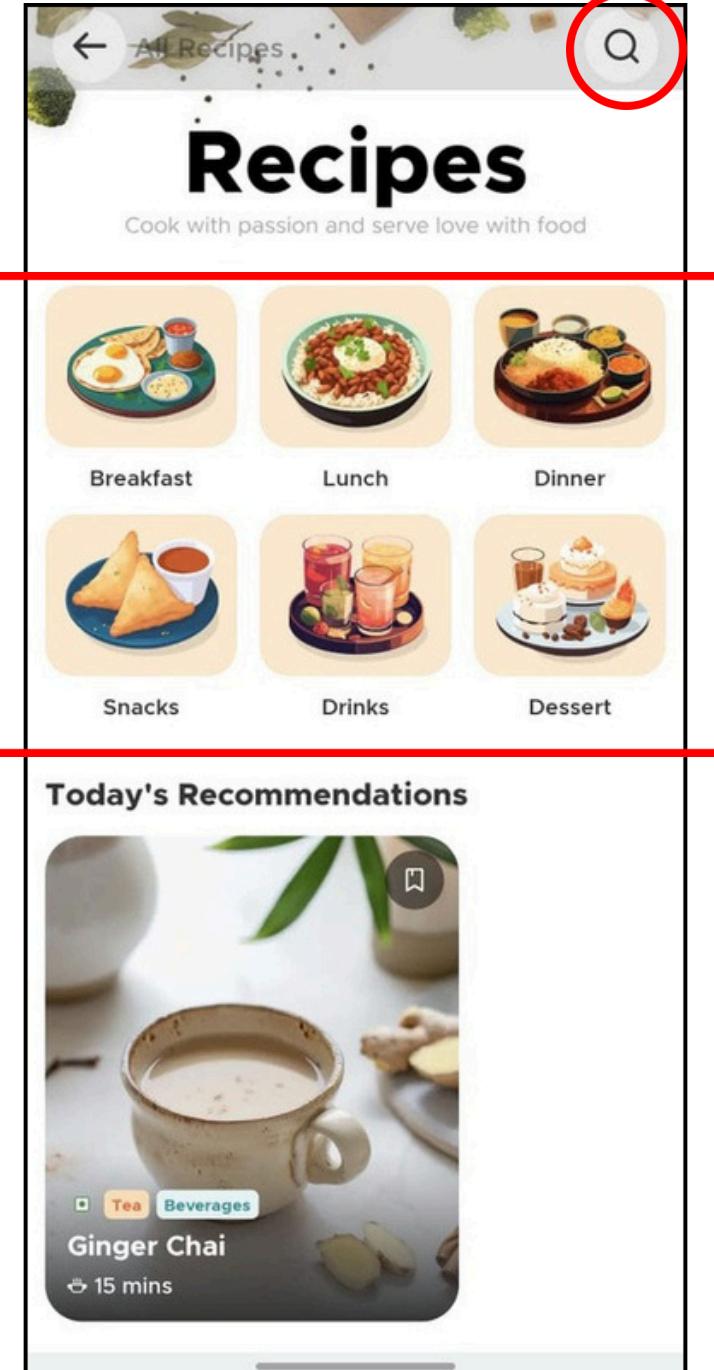
Click on User Profile Tab

**STEP 2:**

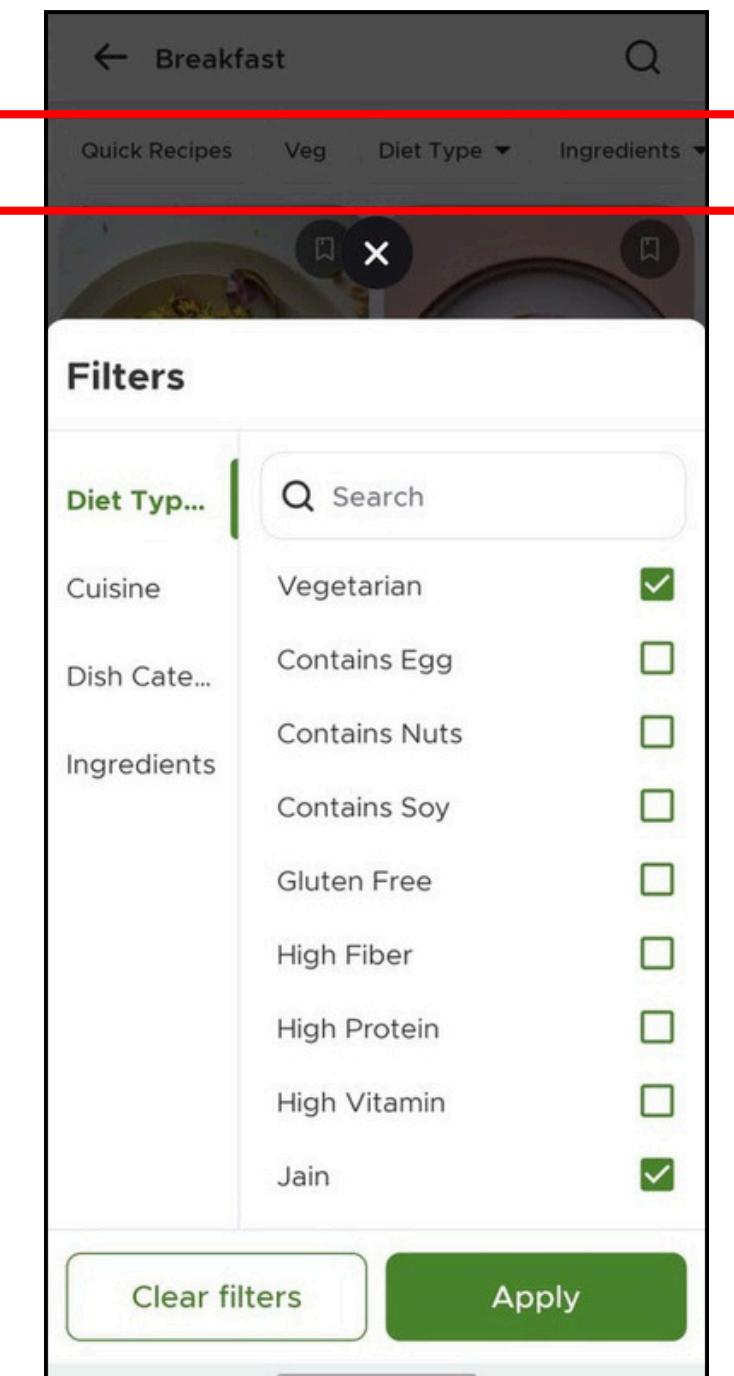
Click on the BookmarkedRecipes tab in Your Information section

**STEP 3:**

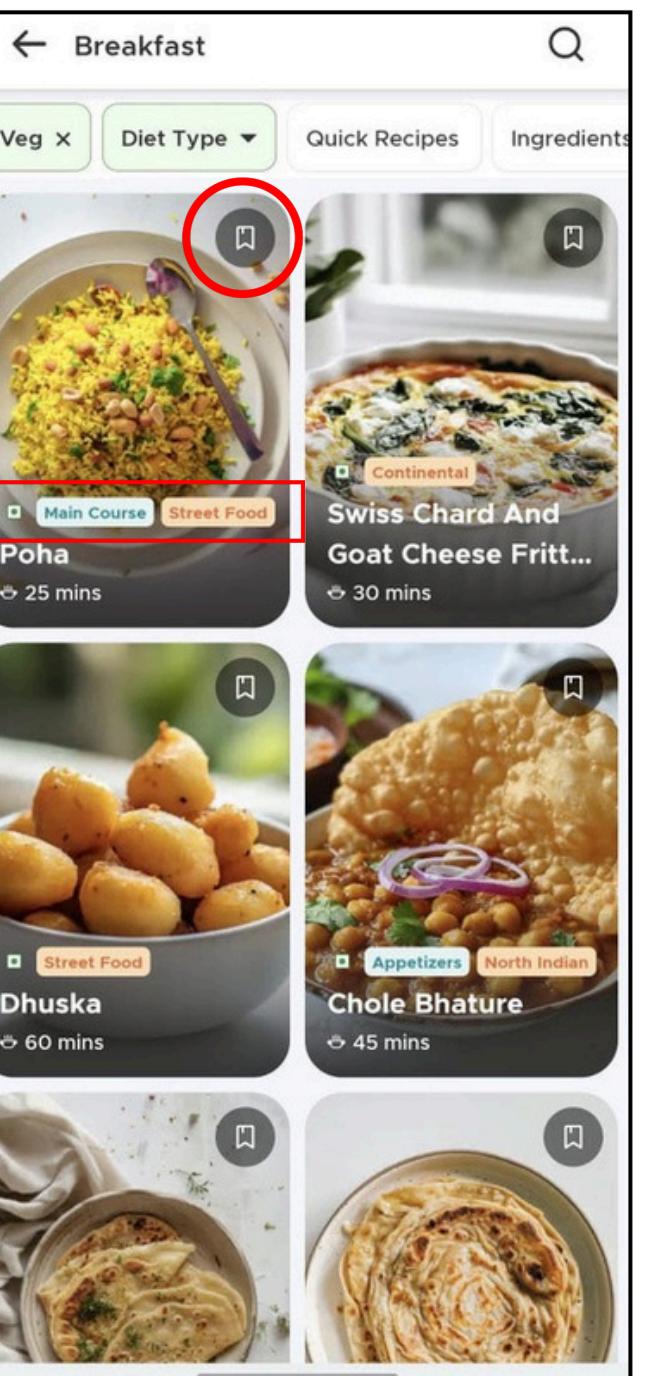
Click on Explore all recipes if initially no recipe is bookmarked

**STEP 4:**

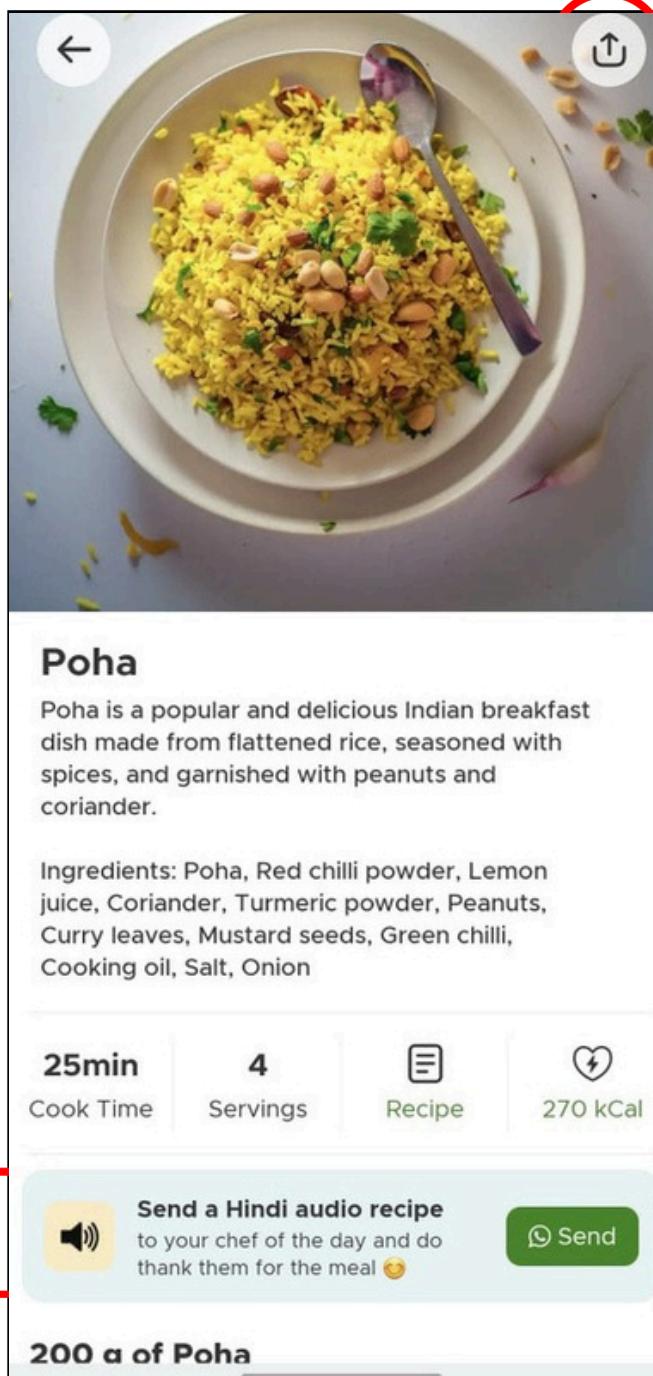
Explore recipes by searching or by selecting a meal course

**STEP 5 :**

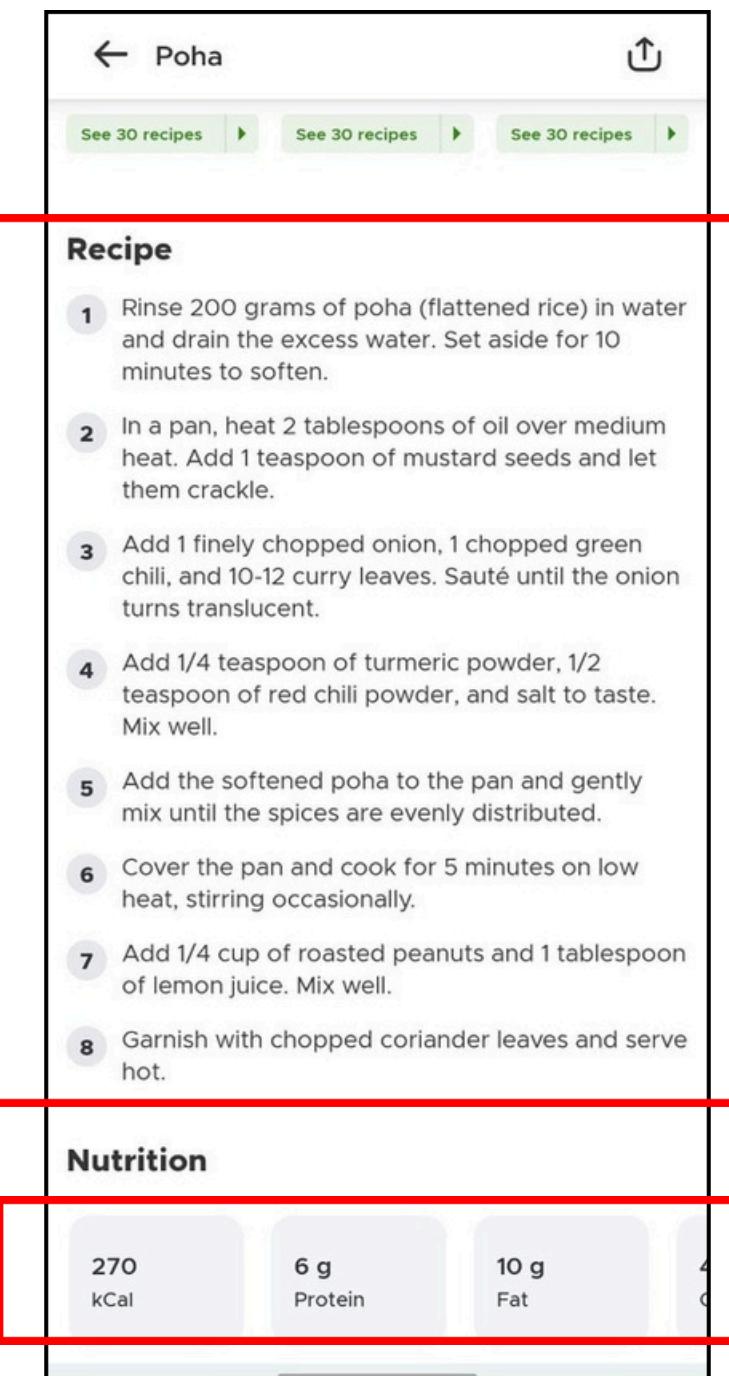
User can **apply filters** based on diet type, cuisine, dish category and ingredients using the **filter tab** present above the recieps and

**STEP 6 :**

User can **bookmark the recipe** by clicking the top right button .
View the recipe by clicking on the recipe

**STEP 7 :**

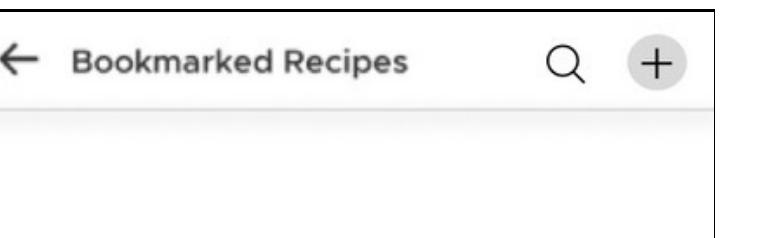
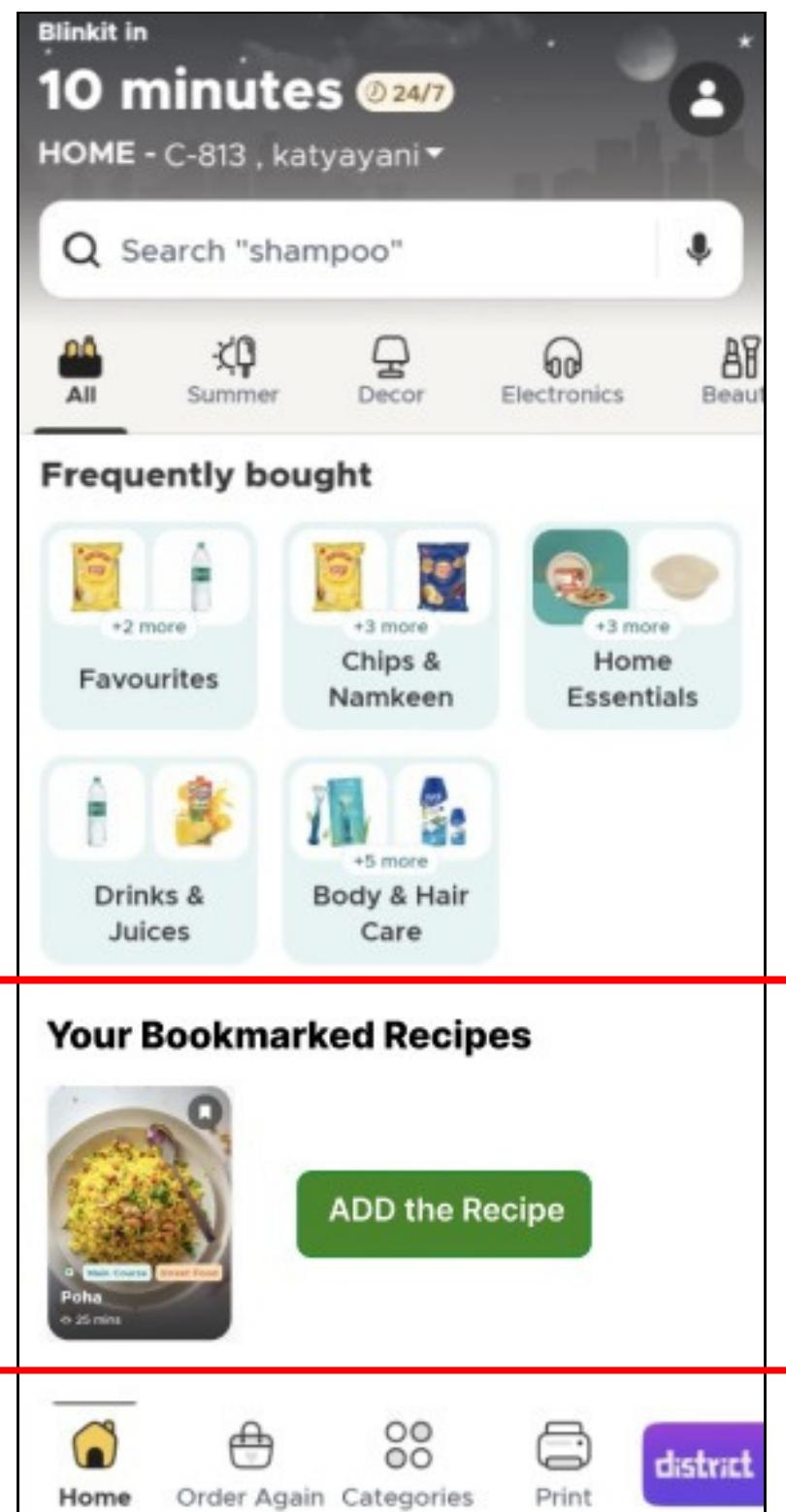
User can **share the recipe** using the top right share button.
Details related to recipe are given and also **add the ingredients** can be added in the cart



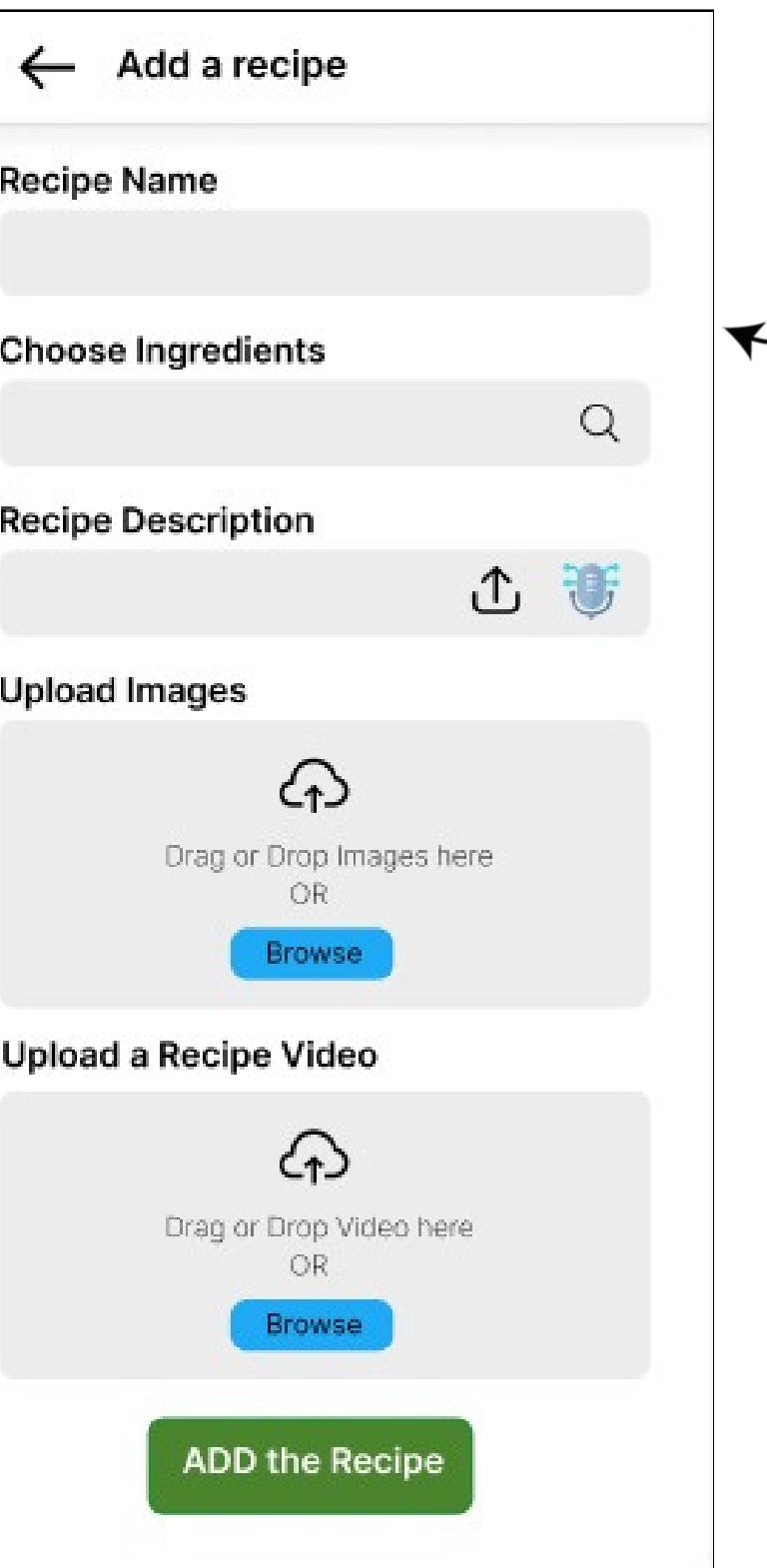
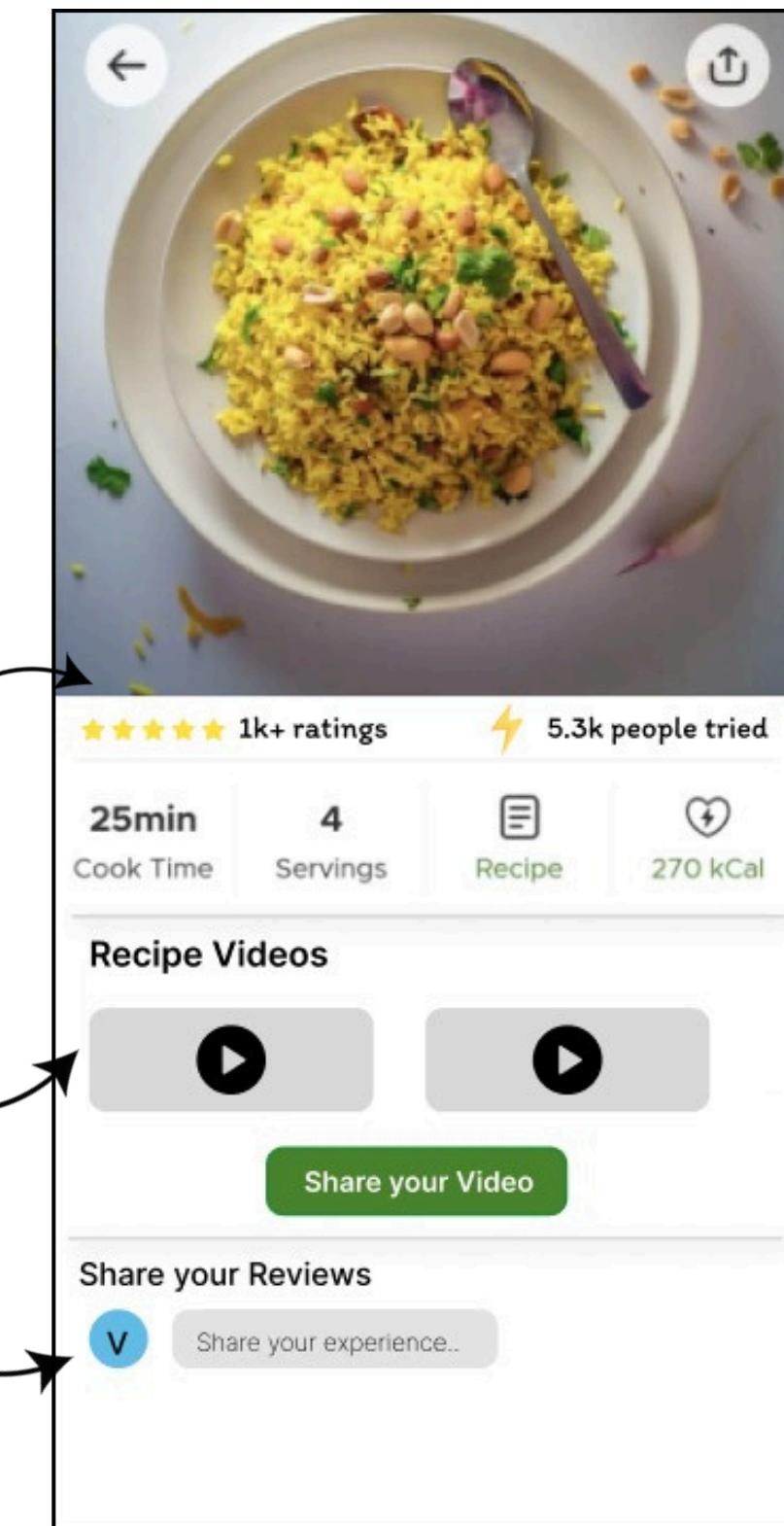
Recipe of the dish is also available and the **nutrition level** of the dish is visible at the bottom

Suggestion 1 : QuickPicks*Your saved recipes, one tap away*

Show the bookmarked recipes clearly on the main screen so users can **access them quickly**

**Suggestion 2 : My Recipe Hub***Your kitchen, your rules.*

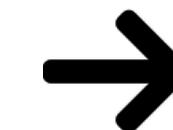
A personal space where users can **create, save, and organize** their own recipes right inside the Blinkit app

**Suggestion 3 : Recipe Pulse***Cook with confidence. Trusted by many.*

Tried by Users Count – See how many people have tried the recipe

Short Recipe Videos – Watch quick, easy-to-follow steps

Ratings & Reviews – Read real feedback and share your own experience



Acquisition

Immersive AR/VR Campaigns: Use AR-powered Instagram Reels and VR-based gamified recipe experiences to attract student engagement and app downloads through interactive, immersive content.

Content Collaborations: Collaborate with food influencers and creators for recipe-based videos and co-branded promotions to boost reach and brand engagement.

Strategic Promotions: Partner with student lifestyle brands (like Zomato, CRED, MyCaptain) for giveaways and referral-based promotions to incentivize sign-ups and increase awareness.

Social Media Advertising: Run targeted Instagram and YouTube ad campaigns with a strong focus on click-through rates (CTR), conversion, and recall among student users.

Influencer Marketing: Work with micro-influencers and travel content creators to promote the platform through authentic storytelling and targeted content for student communities.

Activation

- Onboarding Walkthrough:** Guide new users with a simple, interactive walkthrough of key app features.
- First-Action Reward:** Offer instant rewards (e.g. discount or free recipe) after the first activity like bookmarking or sharing.
- Gamified Milestones:** Unlock badges or points after completing specific actions (e.g. watching 3 recipe videos).
- Personalized Recommendations:** Suggest content based on user interests selected during sign-up.
- Welcome Email/Push:** Send a personalized welcome message with tips, trending recipes, and a referral code.

Retention

- Offer DAU-based travel discounts and rewards to boost engagement.**
- Align promotions with student academic schedules and booking patterns.**
- Introduce weekly loyalty features like Go Travel Clubs and Trip Budgets.**
- Share personalized yearly summaries with top viewed recipes and milestones.**
- Launch 30-day challenge campaigns to drive retention and repeat use.**

Referral

- Usage-Based Earnings:** Promote GoPass bookings to drive commission-based revenue.
- Premium Upselling:** Offer premium travel packages to boost average order value.
- Repeat Booking Incentives:** Encourage frequent use with loyalty points and discounts.
- Cross-Sell Bundles:** Partner with brands like Zomato or movie platforms for combo deals.
- Student Market Leadership:** Position Goibibo as the go-to travel app for students

Revenue

- Track Average Basket Value** from recipe-driven orders.
- Measure Conversion Rate:** Recipe viewed → Cart additions → Orders placed.
- Monitor Repeat Orders** from users bookmarking recipes.
- Analyze Uplift in Orders for suggested ingredients and private label items.**
- Increase Order Frequency** from users actively using the recipe feature.

THANK YOU