



Team - um24348

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Problem statement

Expanding to Tier-2 cities is challenging due to smaller orders, higher price sensitivity, and lower digital adoption.

Gap in Existing Model

- High-cost, speed-focused model misaligned with Tier-2 price sensitivity



- Limited local product assortment



- Digital-first approach creates trust barriers



- Payment systems not adapted for COD preferences



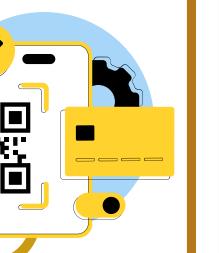
- Lack of emotional engagement and collectible experiences



Tier-1 Priorities

Blinkit's 10-Minute Delivery Model

- Higher digital payment adoption



- Premium pricing acceptance



- Convenience over value

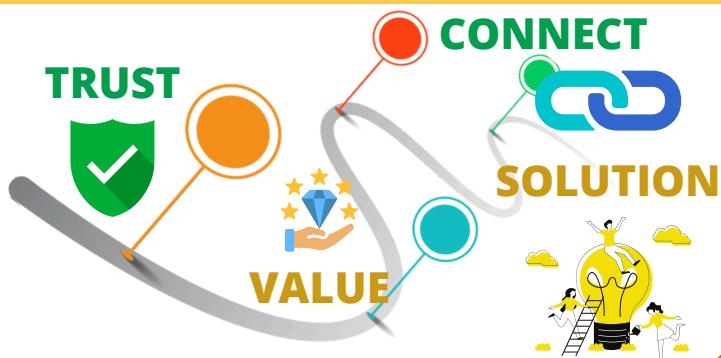


Why it Matters?

- 60%+ new online shoppers since 2020 from Tier-2/3 cities
- 13% higher spend growth vs metros in 2024
- Only 15% GMV share from non-metros → huge headroom
- Digital payments booming (RBI Index: 465.33)
- Cricket & emotion-led marketing highly effective

Our Solution

Transform Blinkit from a speed-focused platform to a **trust-first, value-oriented, emotionally-connected, locally-integrated quick commerce solution** for Tier-2 markets through strategic product, pricing, payment innovations, and collectible experiences.



Key Pain Points



High price sensitivity



Digital trust deficit



Payment barriers



Emotional disconnect

Blinkit's Current Positioning

Market leader with 45-46% share in Q-commerce



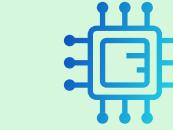
Strong brand recognition and operational expertise



Established supply chain and vendor relationships



Technology platform capable of scaling



Competitive Landscape

Quick Commerce in India

India's quick commerce market is mainly dominated by three players- Blinkit, Swiggy Instamart, and Zepto. The market value is expected to expand to \$5.5 billion by 2025.



39%



blinkit
Zomato-backed Blinkit is the market leader in India's quick commerce space

37%

Instamart has been able to grow distribution by tapping into Swiggy's customer base.



Subscribe to finshots.in

Others
4%

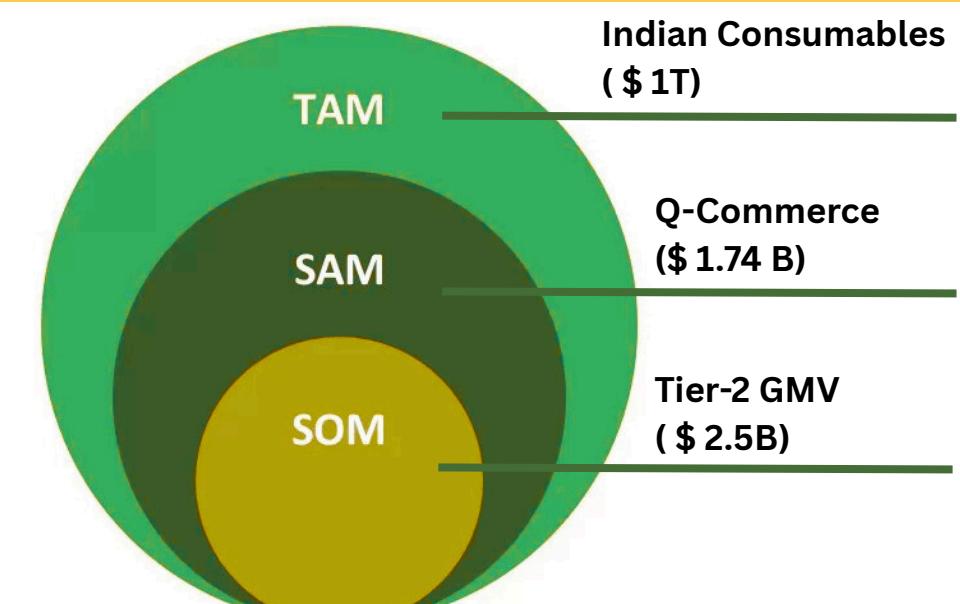
Tata-backed Big Basket and Reliance-backed Dunzo make up this segment of the market.

20%



Zepto has left behind players like Dunzo, Big Basket despite entering the market after them.

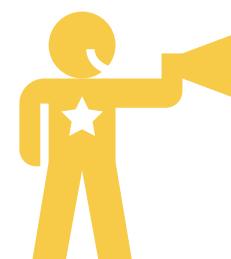
Opportunity Size

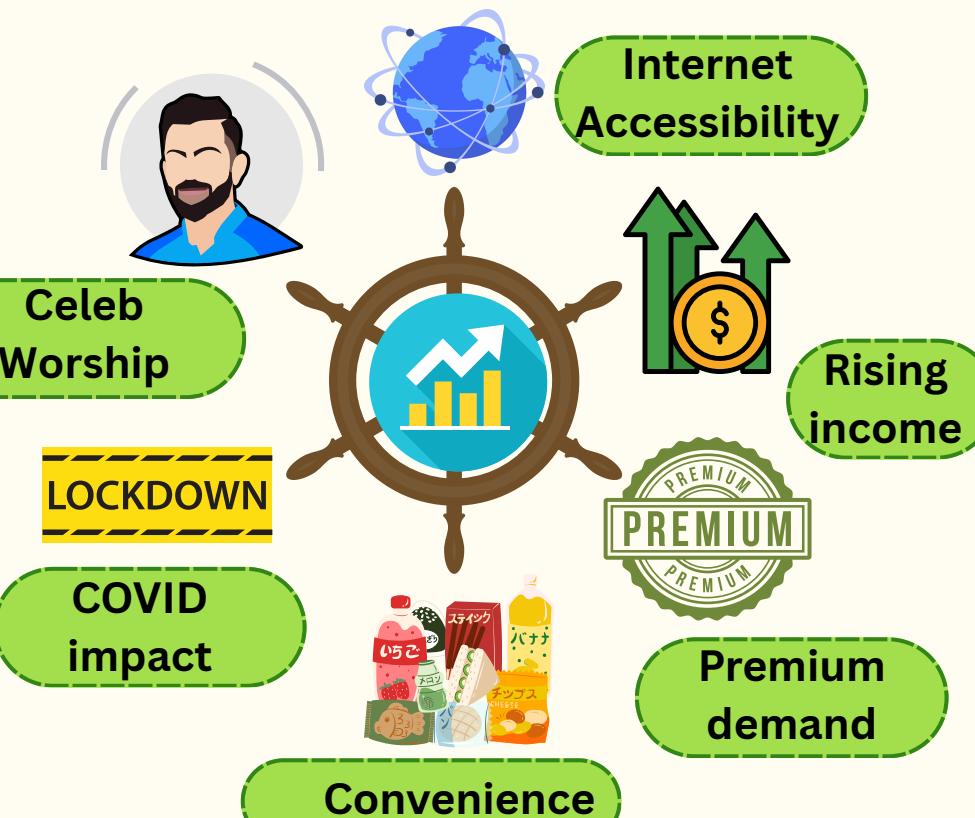
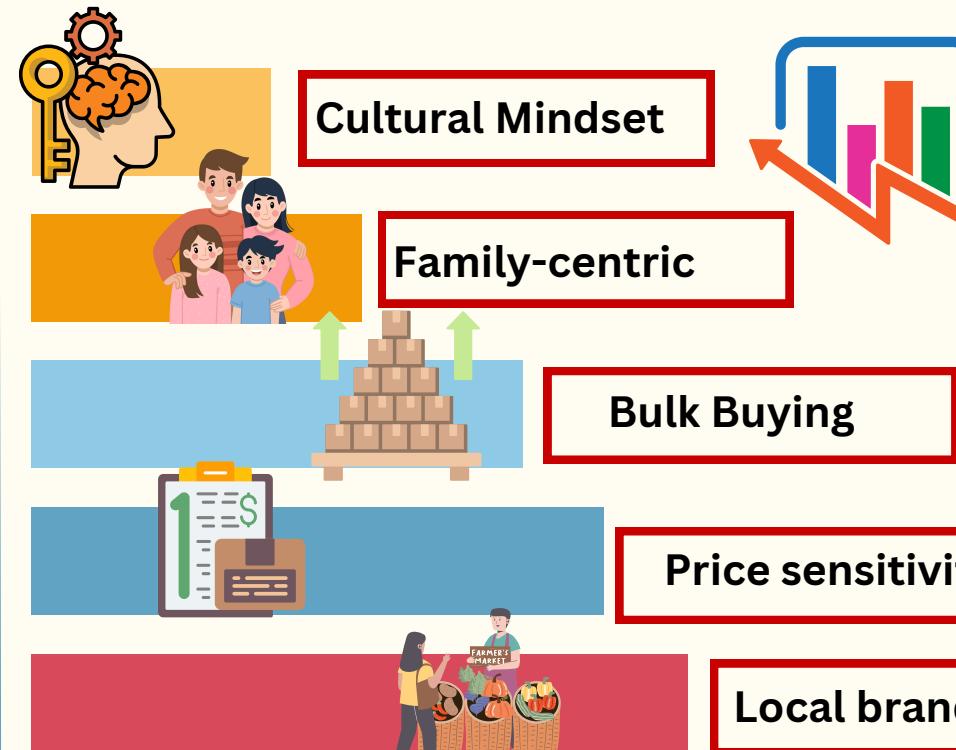


- Market Size: Around \$700 million currently, expected to grow to \$5.5 billion by 2025.

- Key Players: Dominated by Blinkit, Swiggy Instamart, and Zepto.

- Blinkit leads as the market leader**



Growth Drivers**Tier-2 Consumption Trends****Customer Segmentation (Personas)**

Households	<ul style="list-style-type: none"> Demographics: 35-55 yrs, ₹6-10L income Behavior: Price-sensitive, bulk buyers Digital: Moderate literacy, COD preferred Motivation: Value, product range Cricket: Family fans, memorabilia 	Youngsters	<ul style="list-style-type: none"> Demographics: 18-28 yrs, student/early career Behavior: Convenience, brand-conscious Digital: Fluent, digital-first, social media Motivation: Status, trends, convenience Cricket: Active fan, social collectibles 	Elderly	<ul style="list-style-type: none"> Demographics: 55+, household influencer Behavior: Familiar brands, relationship-based Digital: Low literacy, assisted ordering Motivation: Trust, reliability Cricket: Traditional fan, keepsakes
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Payment Behavior (COD vs Digital)

- COD:** Strong due to trust concerns
- Digital:** Growing, RBI Index 465.33
- Incentives:** Cashback & discounts boost adoption
- BNPL:** Rising among youth for big purchases
- Collectibles:** Cricket items drive higher carts & digital use

Average Order Value Patterns

- Households:** ₹400-600 (bulk essentials, value packs) - Target for cricket collectibles: ₹500+
- Youngsters:** ₹150-300 (impulse), ₹5,000+ (aspirational purchases) - Target for cricket collectibles: ₹300+
- Elderly:** ₹100-200 (frequent top-ups, trusted brands) - Target for cricket collectibles: ₹200+

What is Blinkit currently doing in Tier II?

WHAT?!

Hey Surat!
Ready for 10 minute delivery?
blinkit
India's Last Minute App

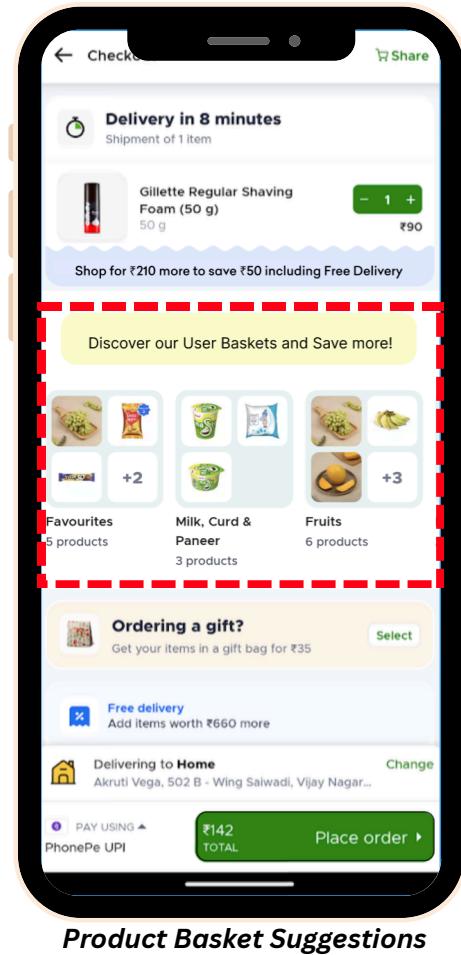
Kochi!
Ready for 10 minute delivery?

Tier-2 focus: Trust > Speed – reliability, COD, and local connect matter more than 10-min delivery.

Digital Adoption Trend**Regional Basket Preferences**

Staples & Cooking Essentials: (dominant category)	Dairy & Bakery	Fresh Produce	Regional Specialties	Personal Care	Entertainment & Collectibles

Product Strategy through UI



Vernacular-First Interface

- Complete app interface in regional language
- Voice Search and Ordering capabilities
- Cultural Adaption of Product Description

Trust Features

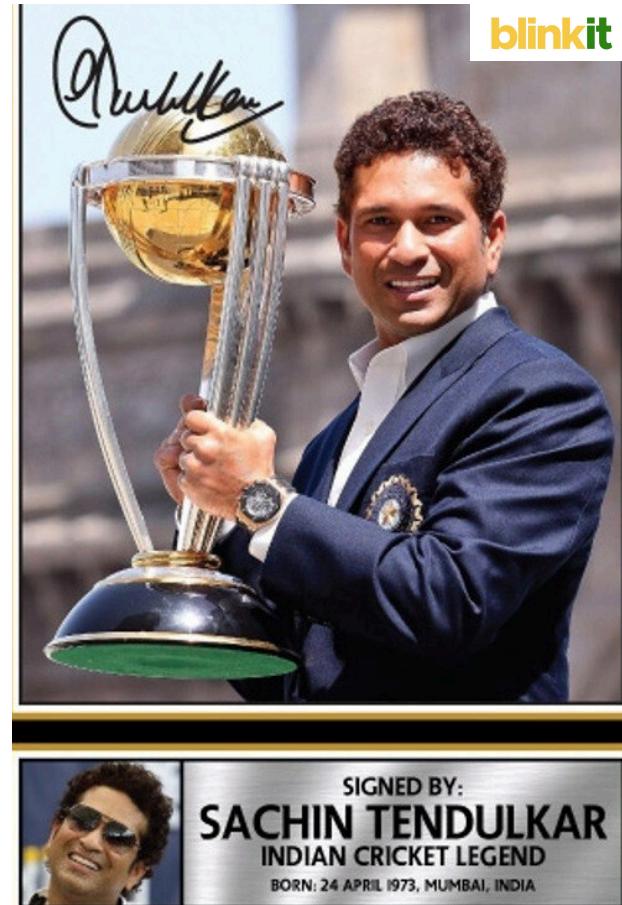
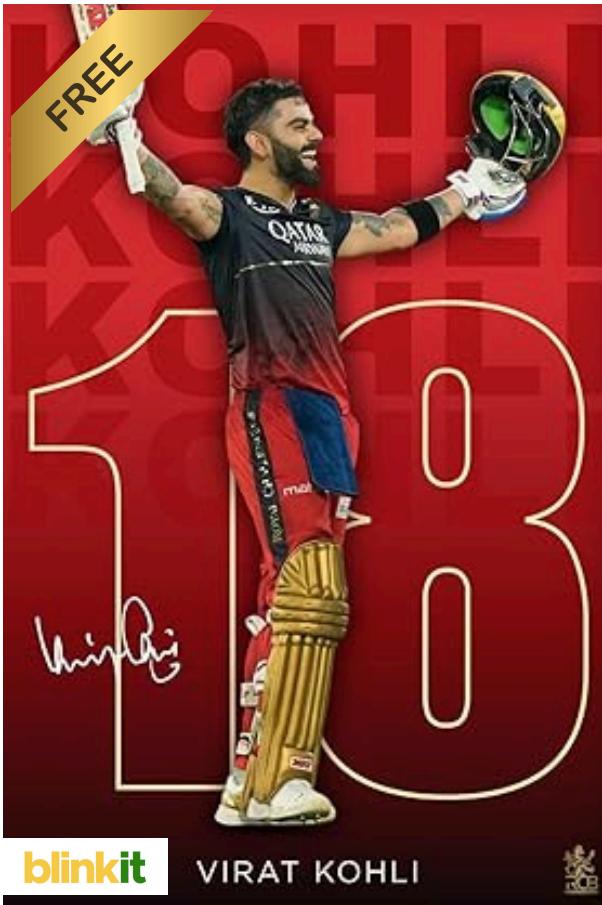
- Transparent product information
- Quality Guarantee Programs with easy returns
- Customer reviews with local language

Curated Regional Products

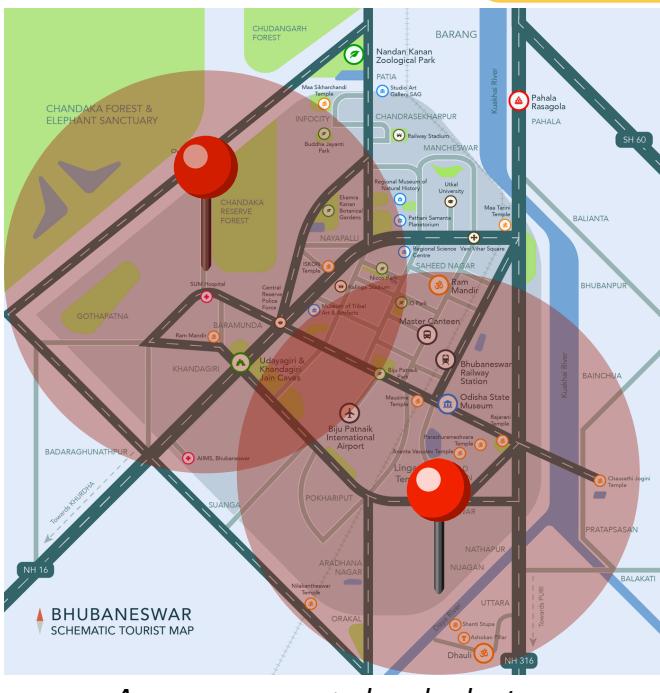
- Active Onboarding of Popular local and regional brands
- Varied Pack sizes from Sachets to Family packs
- Seasonal product collection

Emotional Engagement

- Cricket Collective Postcards featuring Popular players
- Regional Sports Memorabilia
- Limited Edition products from local events



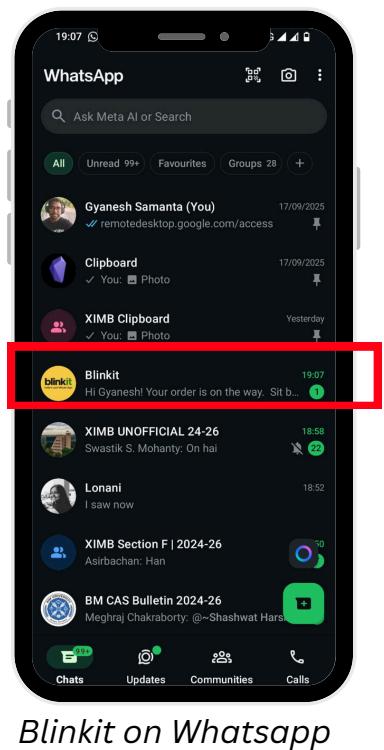
Convenience First Model



Primary Promise:
30 min Delivery
Peak Hours: 45 min Delivery
Rural Areas: 60 min Delivery

Operational Adjustments:

- Larger Dark Store with 5-6 km delivery radius
- Local Delivery partner recruitment



Pricing Strategy

Value Oriented Pricing

- Competitive pricing vs local Kirana
- Bulk purchase discounts
- price-match guarantees

AOV Enhancement

- Strategic MOQ implementation
- "₹10 gap" strategy: Free delivery when cart exceeds target by ₹10

Promotional Framework

- Cricket Collectible thresholds: Postcards
- Festive specific mega sales
- "Collectible Weekends"

Payment Innovations

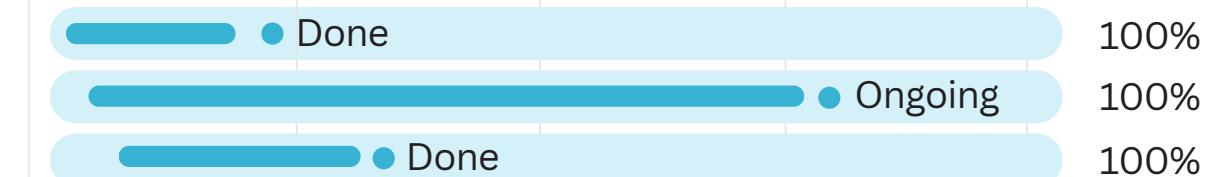
- Seamless COD
- BNPL Integration for Aspirational Purchases
- Flexible EMI Options

Timeline

Q1 Q2 Q3 Q4

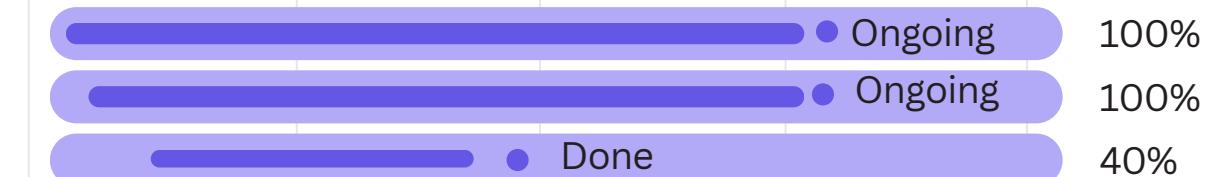
Trust Acquisition

- User Acquisition
Trust Building
Collectible program launch



Scaling and Differentiation

- Market Expansion
Service Enhancement
Champions League Collection



Market Leadership

- Further Platform innovation
Ecosystem Partnerships
Tier 3 expansion



Kirana Partnership Program

- Selection Criteria:** High footfall, trusted community presence, tech-openness
- Onboarding Process:** Training, technology setup, trial period
- Revenue Model:** 2-3% commission on facilitated transactions
- Support System:** Dedicated relationship managers and technical support
- Collectible Integration:** Kiranas as authorized cricket card distribution centers

TRUST ACQUISITION

- Focus:** User Acquisition, trust building, collectible program launch
- Cities:** 3-5 selected tier-2 cities
- Key Activities:** Launch MVP, Kirana Partnership, Debut Collection of 50 cricket cards featuring popular players.

Phase 1

SCALING AND DIFFERENTIATION

- Focus:** Market Expansion, Service Enhancement
- Cities:** 10-15 additional Tier-2 Cities
- Key Activities:** Expand Kirana integration, BNPL, Voice Ordering, Introduce “Champions League Collection”

Phase 2

MARKET LEADERSHIP

- Focus:** Category Leadership, Sustainability, Collectible Mastery
- Cities:** 35-50 Tier-2 Cities
- Key Activities:** Drive Platform Innovation, ecosystem partnerships, Launch “Legends Collection” for historical cricket greats.

Phase 3

Regional Campaigns

Nayi Shuruat, Bharosemand, suvidha aur Cricket ke Saath

- Tactics:**
 - Local Celebrity endorsements
 - Community leader partnerships
 - Neighborhood Demonstration events
 - Local Newspaper and Radio Ads
- Cricket Themed Campaigns:**
 - Collect the Champions
 - Match Day Magic
 - Local Heroes
 - Cricket Kahani

Sorry Pak fans
We can't deliver a TV
to you in 10 minutes

blinkit

A photograph of a yellow rectangular sign mounted on a utility pole. The sign has black text on it. A small, clear rectangular camera device is attached to the bottom right corner of the sign. The background shows a clear blue sky and some utility wires.

Thank you