

Product Teardown

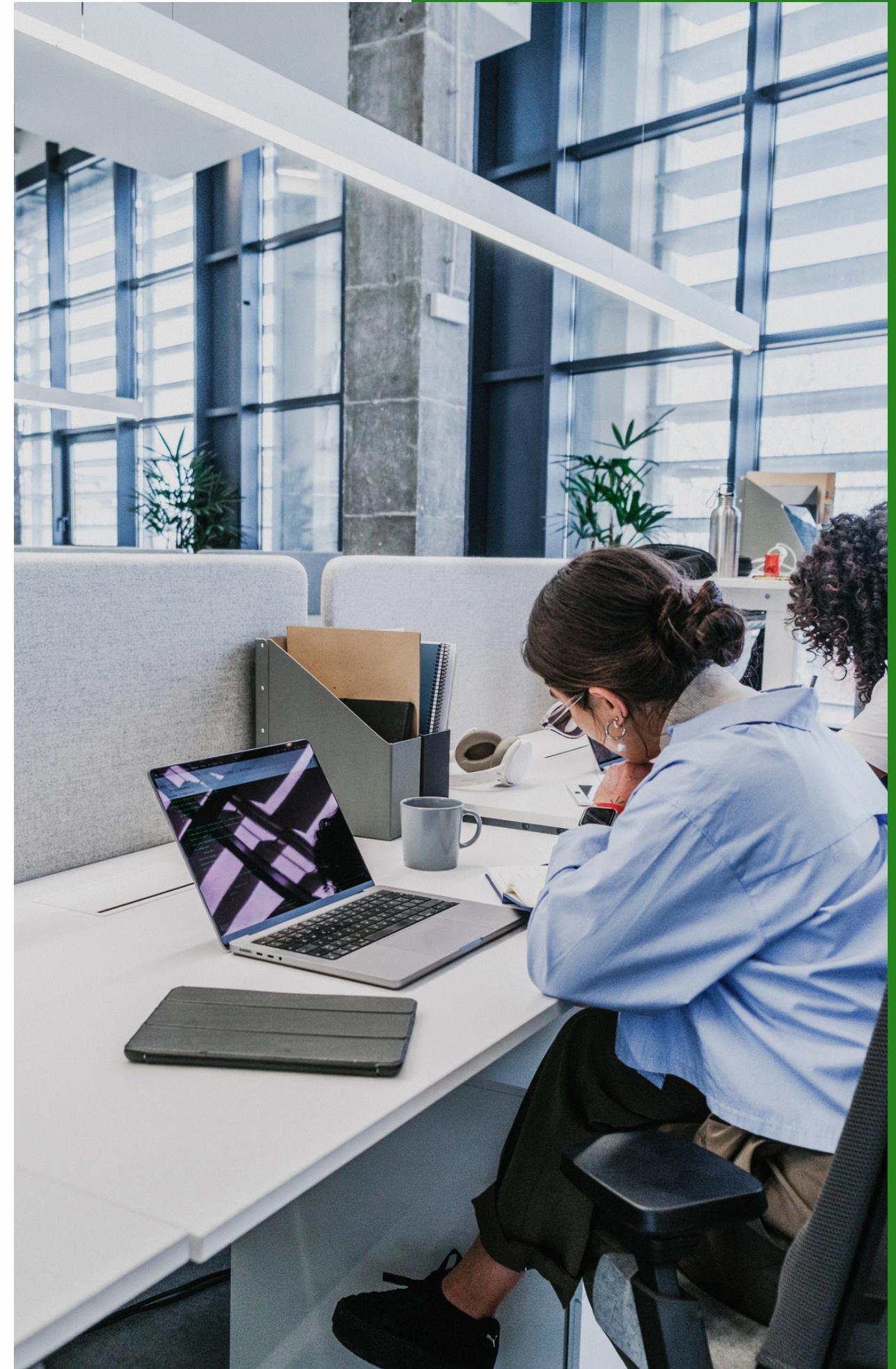
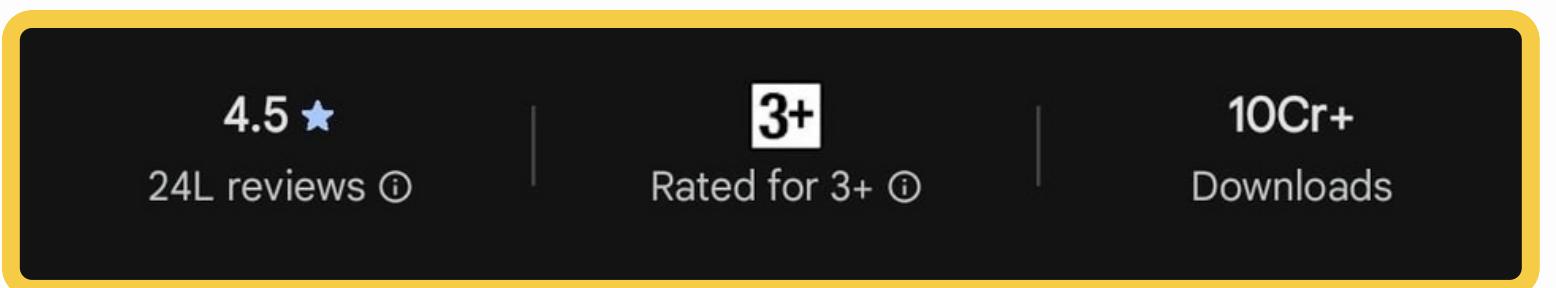
By: Kavya Kumari Gupta



blinkit

Overview

- ▶ **About Blinkit** : Blinkit is a quick commerce app that delivers groceries and essentials in minutes through a network of dark stores. Founded as Grofers in 2013, it rebranded to Blinkit in 2021 and was acquired by Zomato in 2022.
- ▶ **Business Model** : Blinkit follows a quick commerce model using dark stores, earning through delivery fees, brand promotions, and high-margin essentials. Post its 2022 Zomato acquisition, it also benefits from ecosystem-level cross-selling and increased user retention.



Companies

- 1. Zepto,
- 2. Swiggy Instamart
- 3. BigBasket Now
- 4. Amazon Fresh,

Keys

10-min average delivery promise
\$568M acquisition by Zomato in 2022
Operates in 20+ cities
4,000+ product SKUs in dark stores

Target Users

- 1. Urban working professionals
- 2. Students in hostels/PGs
- 3. Households needing instant items
- 4. Age group: 18–45
- 5. Locations: Metro cities with high density (Bangalore, Delhi NCR, Mumbai, Pune, etc.)

User Reviews



Shuaib Syed

★★★★★ 04/01/25

A very versatile app that makes planning more convenient and accessible. I started this app to get items for wedding favors and was impressed by the nice packaging, prompt delivery and overall good customer experience. My one complaint is that there are way too many options that are always unavailable. it seems more like a marketing strategy than anything else. Anyways keep up the good work.

11,211 people found this helpful

Was this review helpful?

Blinkit 04/01/25

Hi, thank you for your valuable feedback. We have noted it for due considerations. Do write us at socialsupport@blinkit.com for any help required. ~AS

Shama khanum Khan

★ ★ ★ ★ ★ 09/06/25

--- ★ 1 Star – Very Disappointed with Blinkit I had a really bad experience with Blinkit. The delivery was delayed way beyond the promised time, and when it finally arrived, some items were missing or completely wrong. On top of that, the support team was unhelpful and slow to respond. I expected quick and reliable service, but this was frustrating and disappointing. Not what I'd expect from an instant i ordered paneer and it was totally different

89 people found this helpful

Was this review helpful?

Blinkit 10/06/25

Hi Shama, we're sorry for the trouble you faced. This isn't the experience we want for our customers. Please email us at socialsupport@blinkit.com with your registered mobile

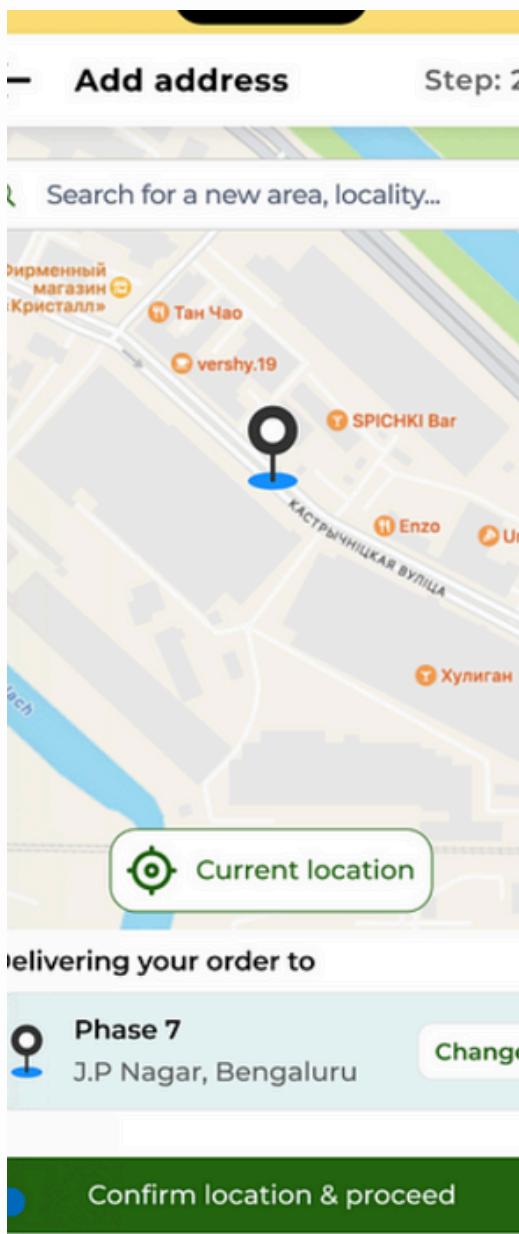
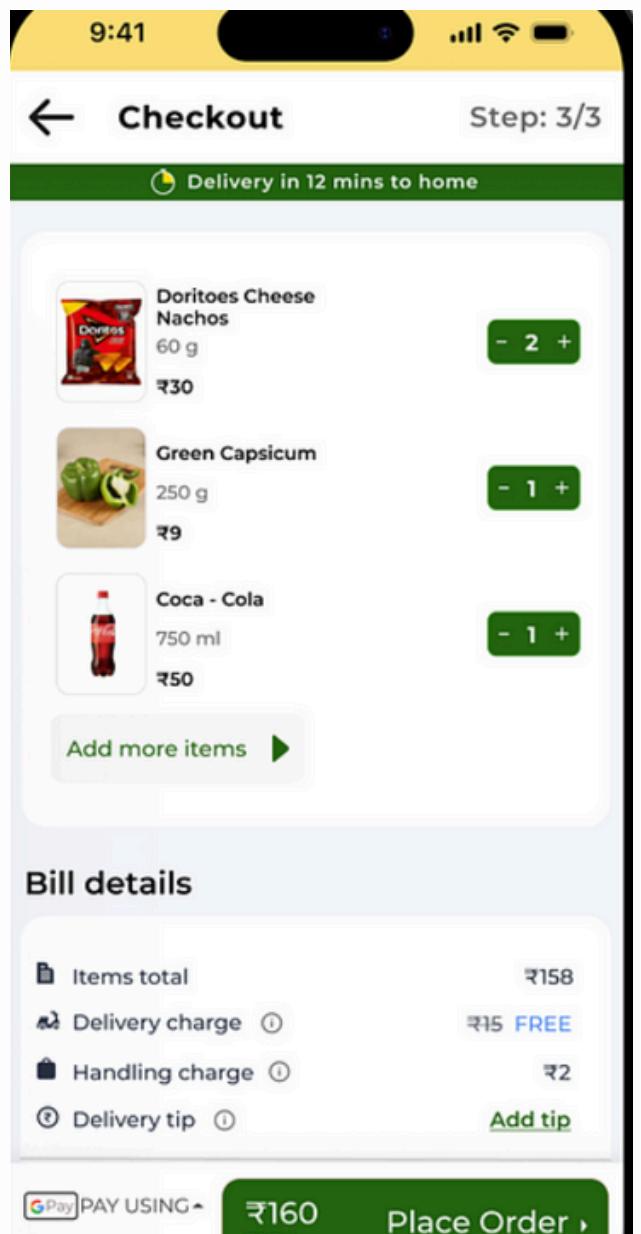
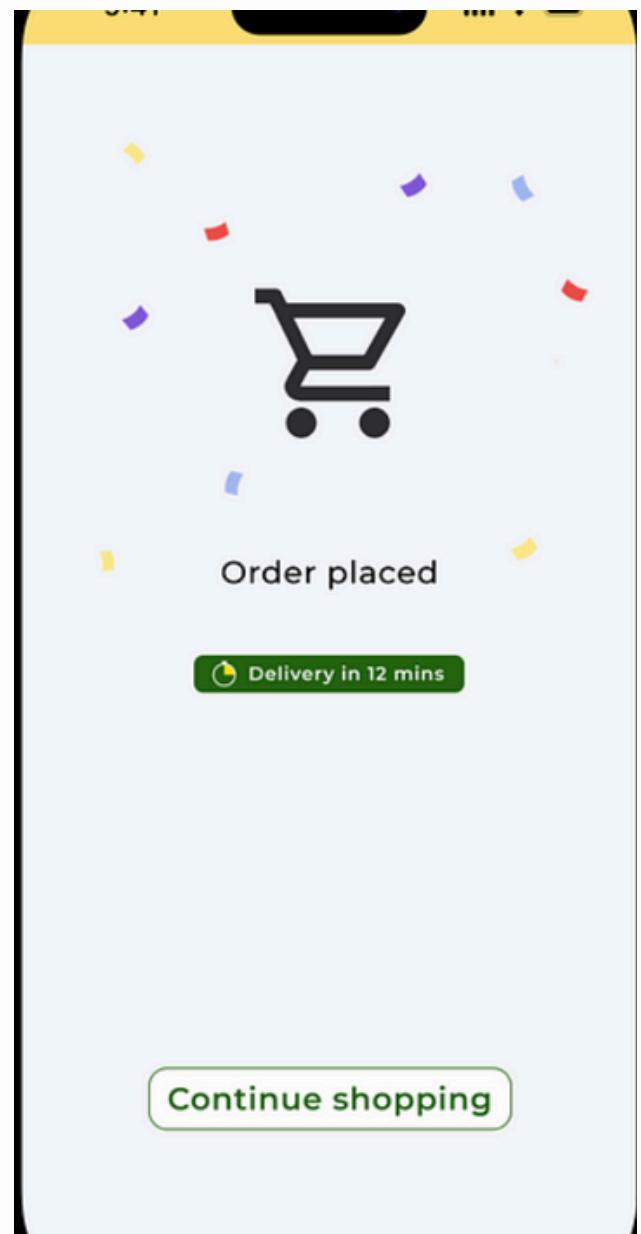
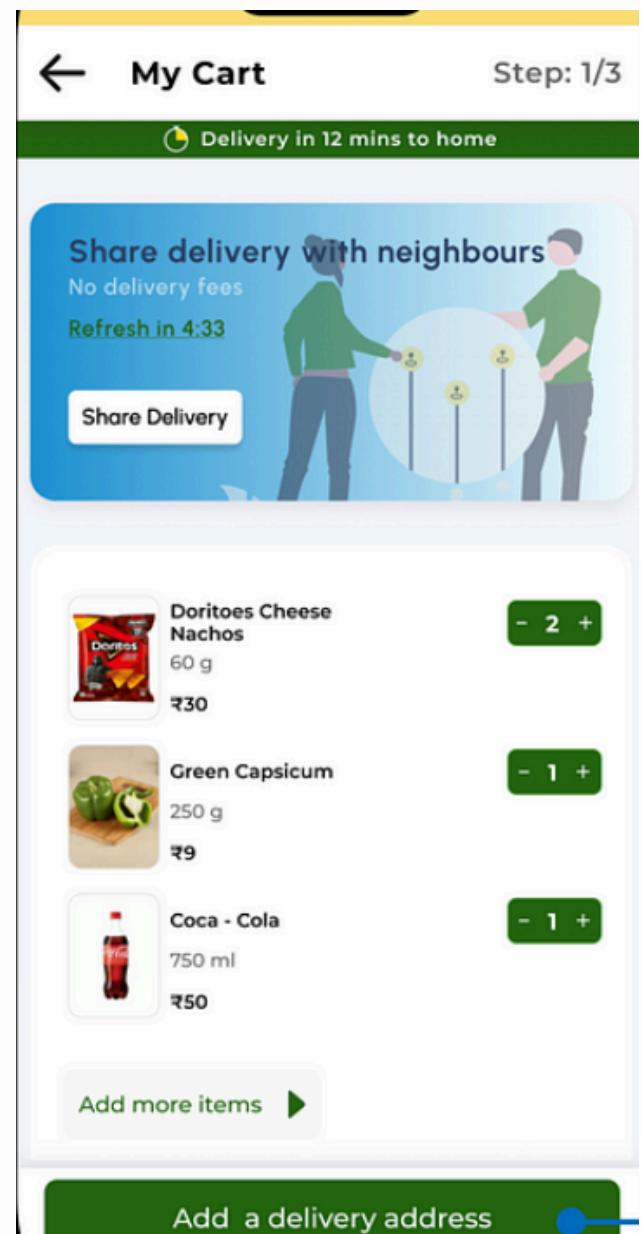
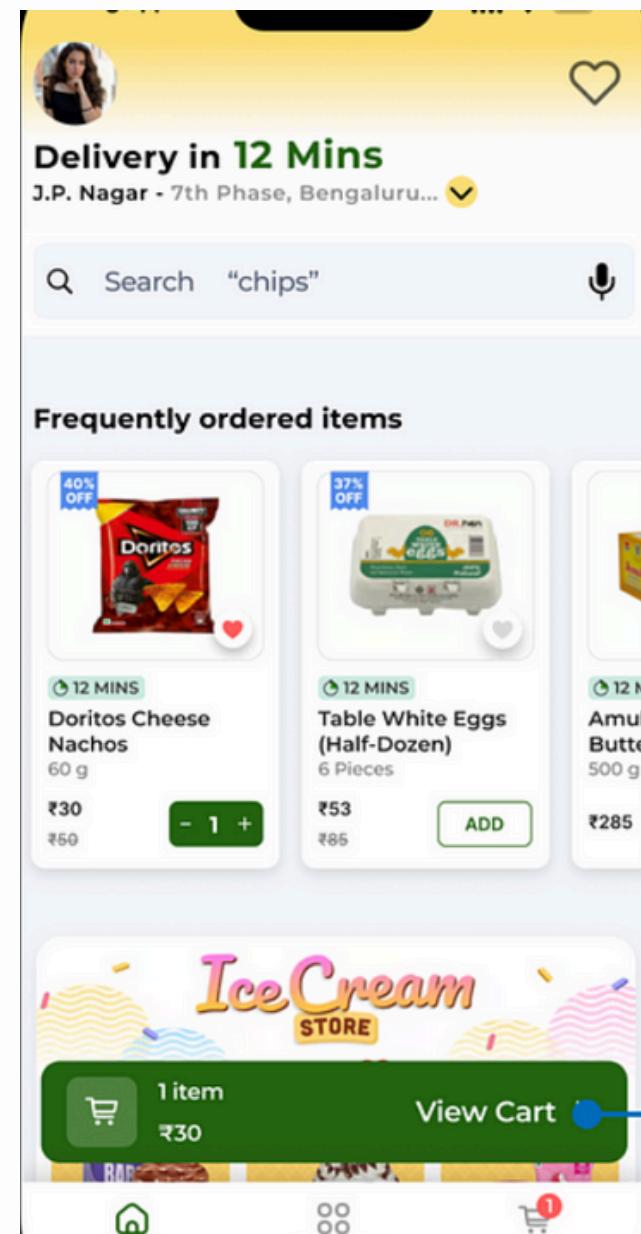
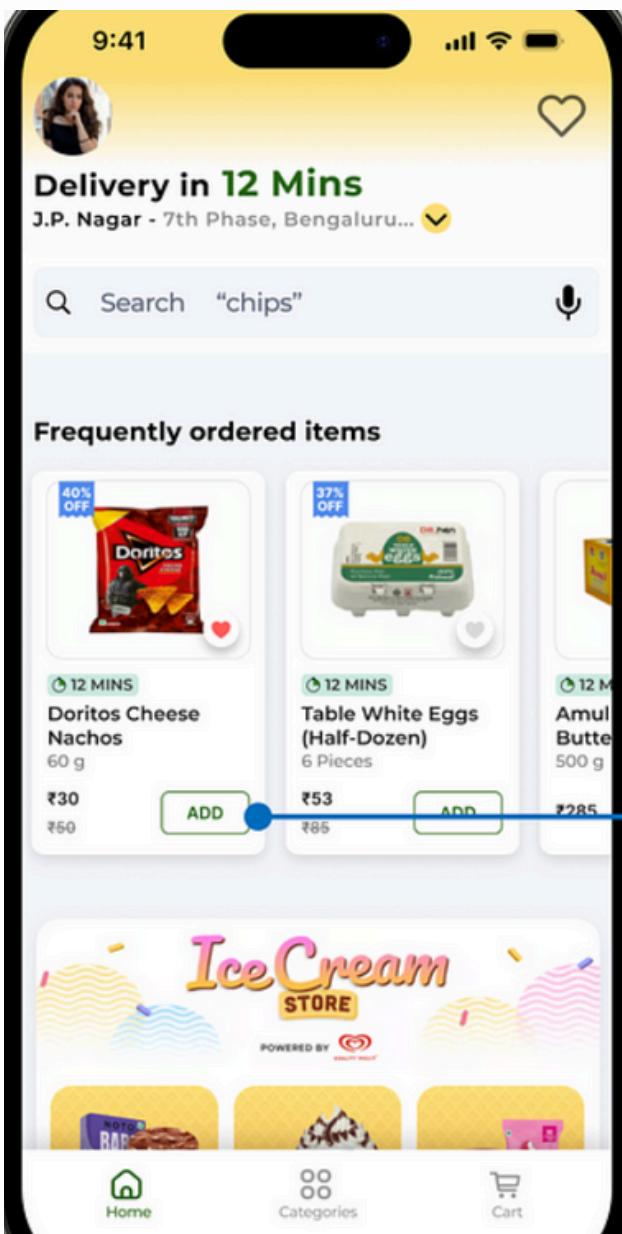
Positive:

- Lightning-fast delivery boosts satisfaction
- Smooth, clutter-free UI
- Accurate real-time tracking
- Convenient payment options
- Relevant recommendations and reordering

Negative:

- Limited stock in some areas
- Occasional price surges
- Delivery delays during peak hours or rain
- App performance issues on low-end phones
- Not available in Tier 2/3 cities

User flows



Our services

Steps

Taken by User

Thoughts

Emotions

Get Started

Visits app store/website, gets app overview

"This app looks fast and convenient!"

Neutral

Login

Logs in via mobile number or Google

"That was quick and easy."

Happy

Set Location

App auto-detects or user sets delivery address

"Works smoothly with my location."

Neutral

Track Order

Live order tracking with rider details

"Love watching it move in real time!"

Excited

UX & UI Breakdown

No clutter — speed is the hero



- 01 Clean UI with minimal text and vibrant visuals.
- 02 Fast-loading product images & categories
- 03 Priority to high-demand items on homepage
- 04 Gamified delivery ETA to build urgency

Product Improvements Needed

Inventory Transparency

Users often face stock-outs after adding items to cart; improve stock sync.

Notification Control

Provide better customization for alerts and delivery updates.

Delivery Slot Flexibility

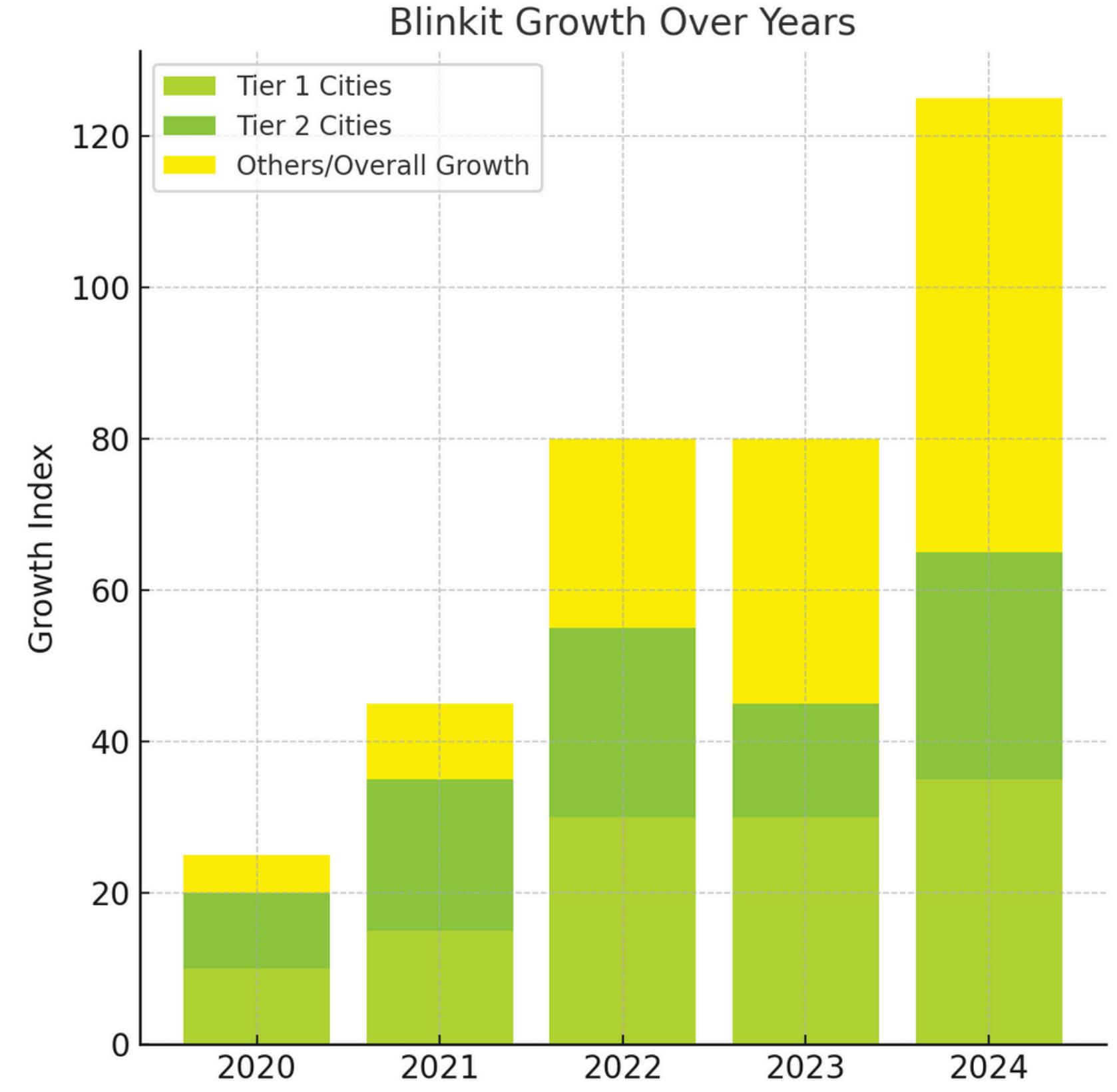
Allow users to schedule or delay delivery for convenience.

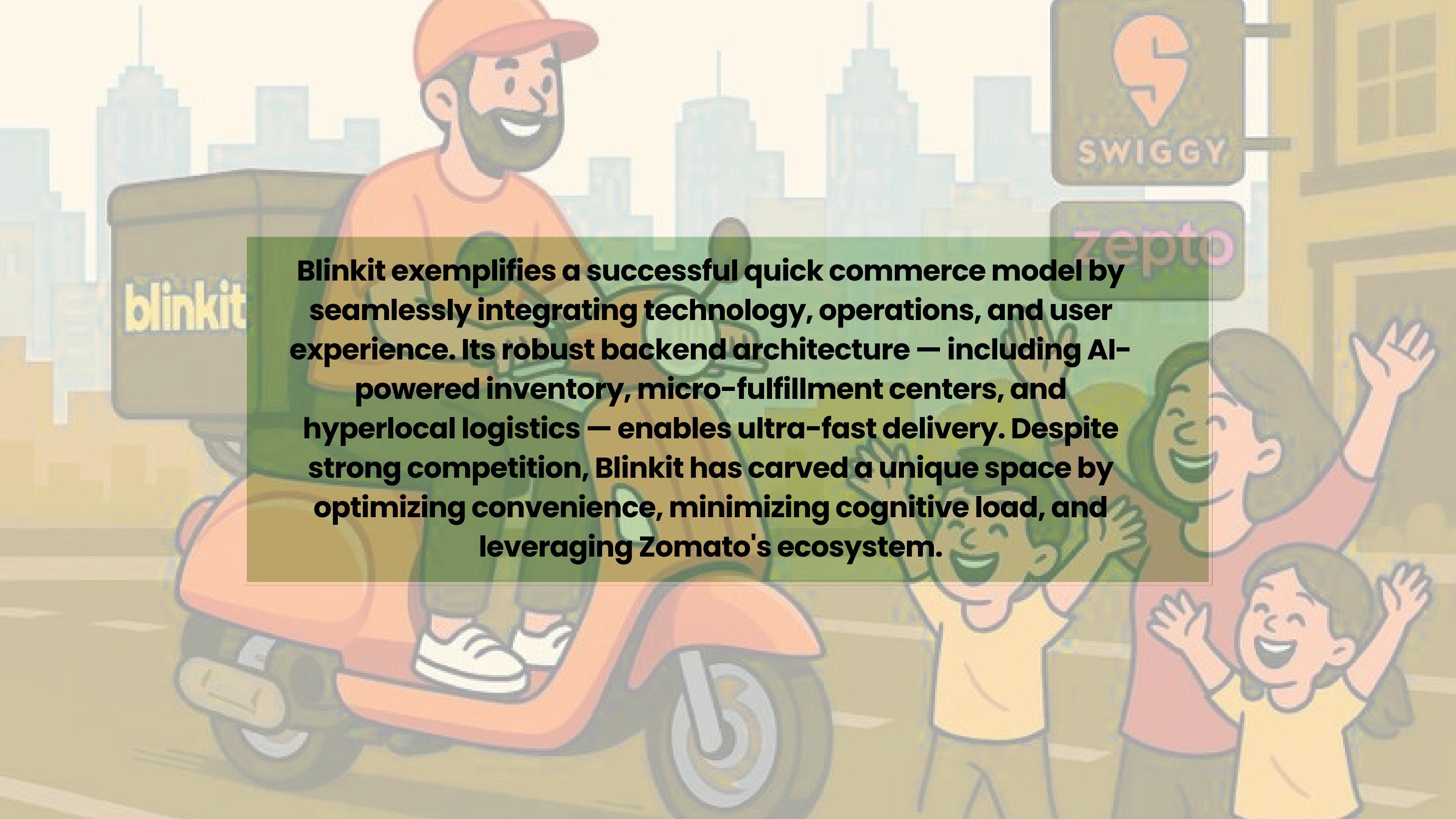
App Speed

Minor latency in some low-end devices; optimize for broader performance.

Expansion Needed

High demand in Tier 2 cities remains untapped.





Blinkit exemplifies a successful quick commerce model by seamlessly integrating technology, operations, and user experience. Its robust backend architecture — including AI-powered inventory, micro-fulfillment centers, and hyperlocal logistics — enables ultra-fast delivery. Despite strong competition, Blinkit has carved a unique space by optimizing convenience, minimizing cognitive load, and leveraging Zomato's ecosystem.

THANK YOU!



@CipherSchools

<https://blinkit.com/>

