

Product Teardown

By: Kavya Kumari Gupta



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.

4.5 ★
24L reviews ⓘ

3+
Rated for 3+ ⓘ

10Cr+
Downloads



blink+

Companies

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


Keys

10-min average delivery
promise\$568M
acquisition by Zomato in
2022Operates in 20+
cities4,000+ 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

Positive:

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

 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?

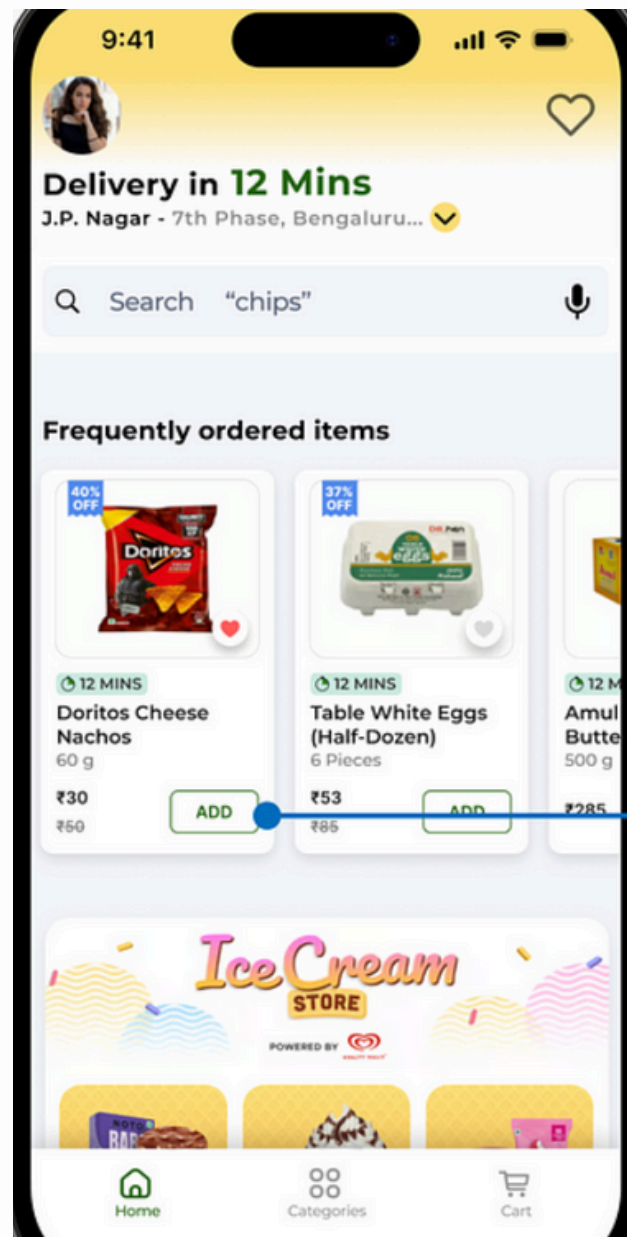
Blinkit 10/06/25

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

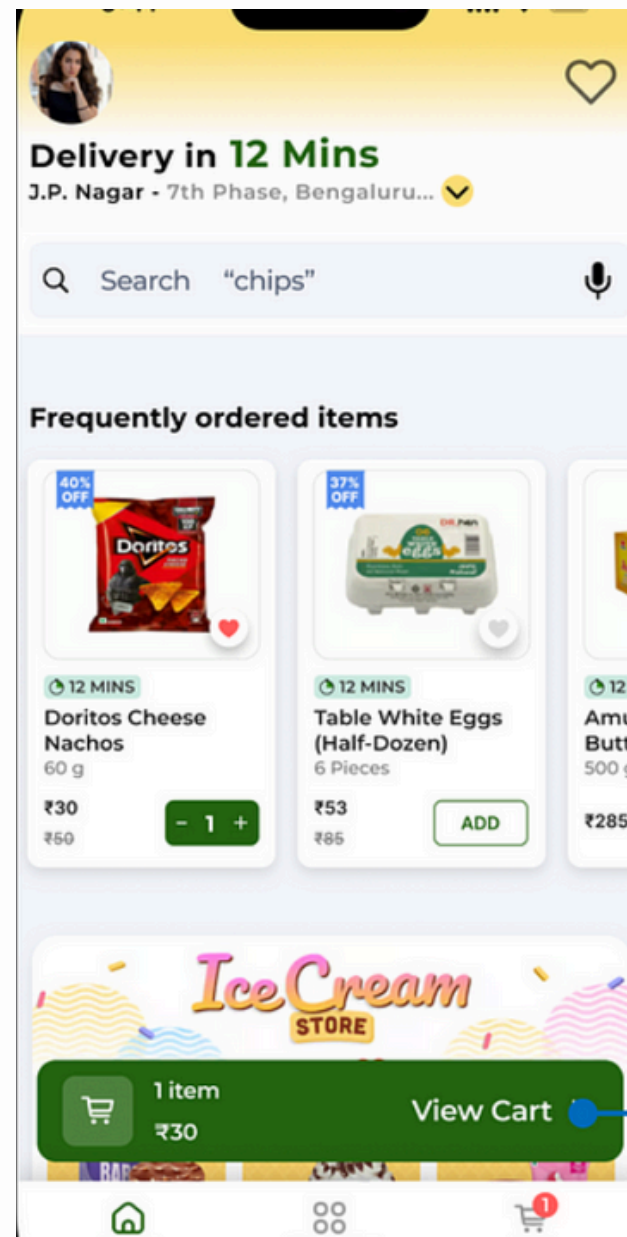
Negative:

- 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

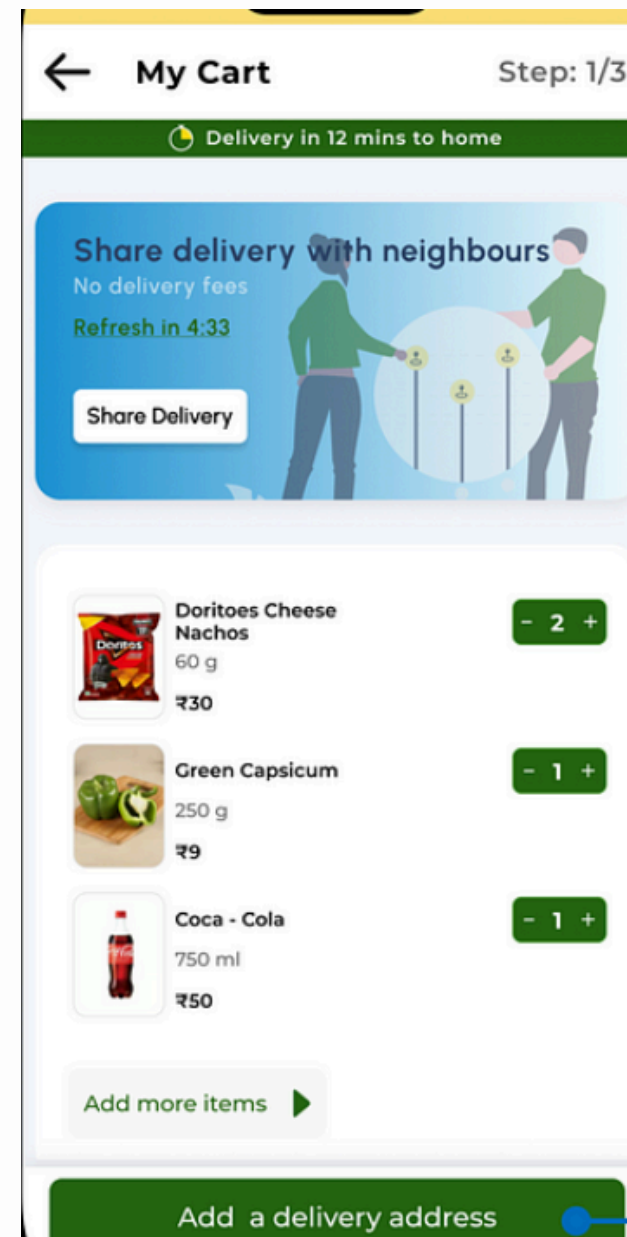
User flows



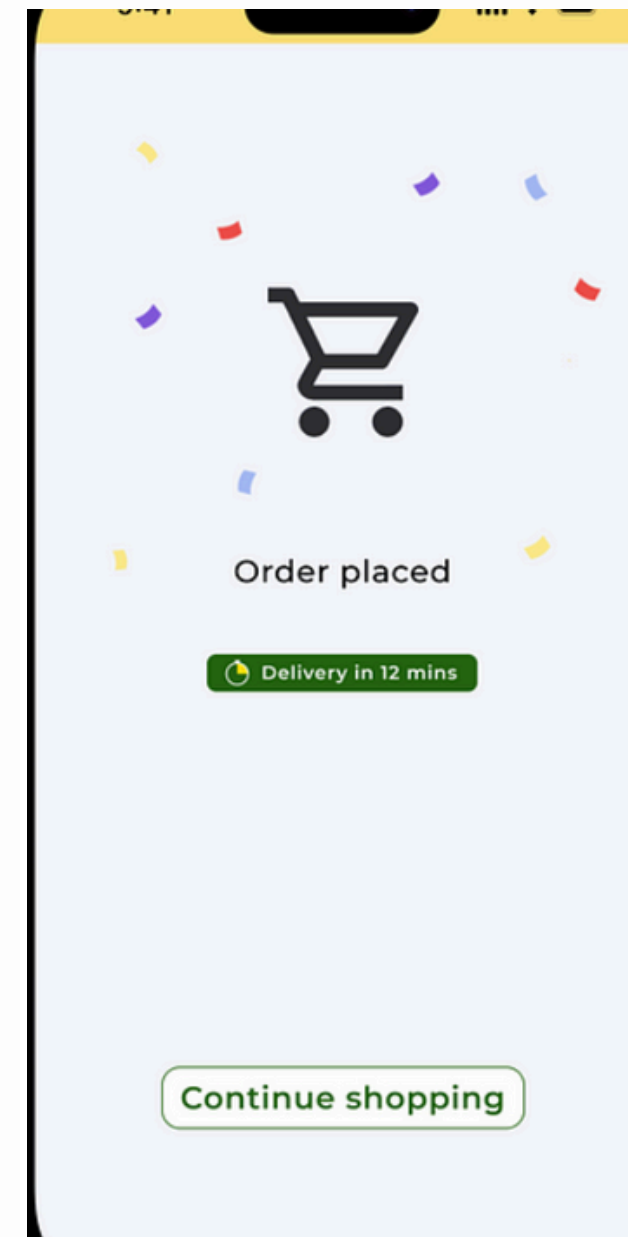
1



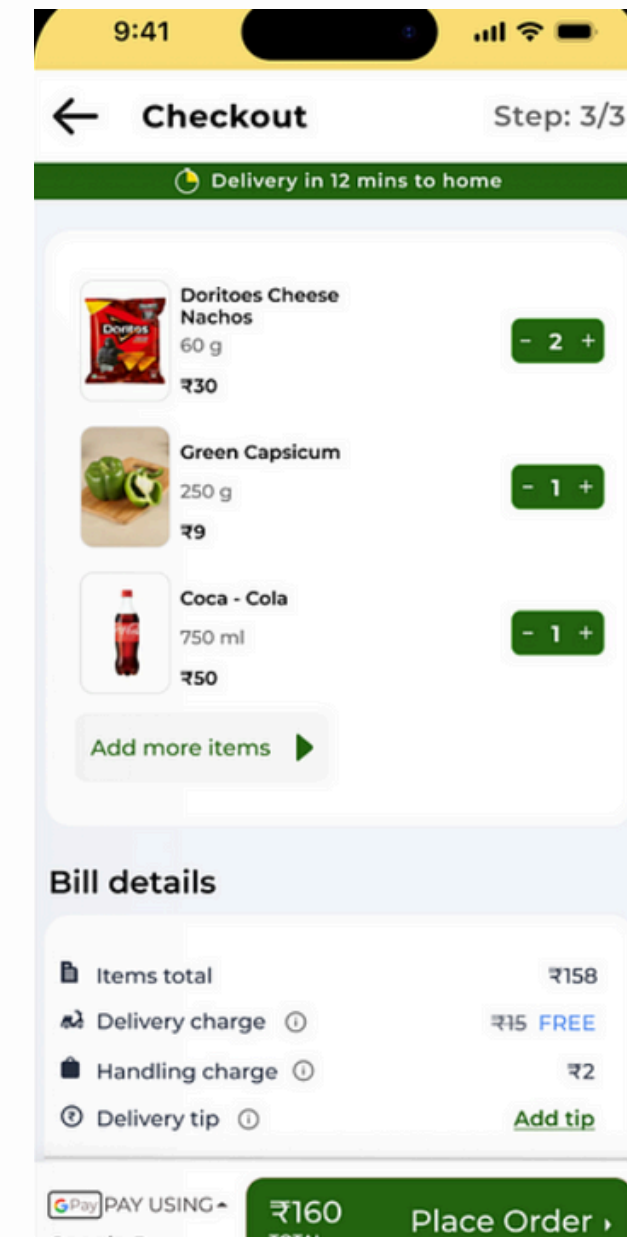
2



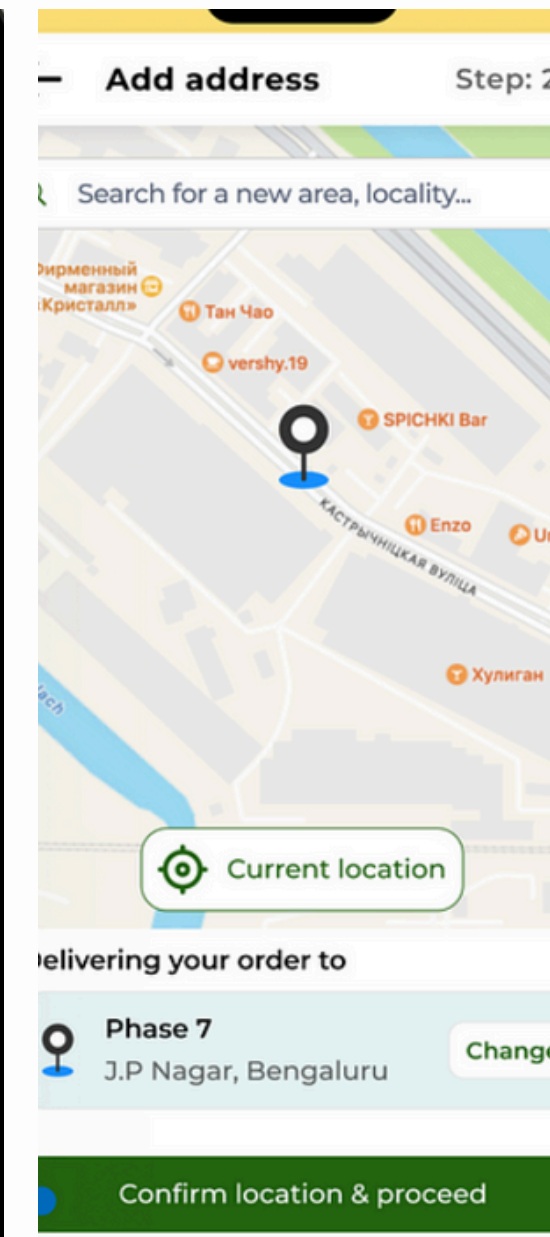
3



4



5



6

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.

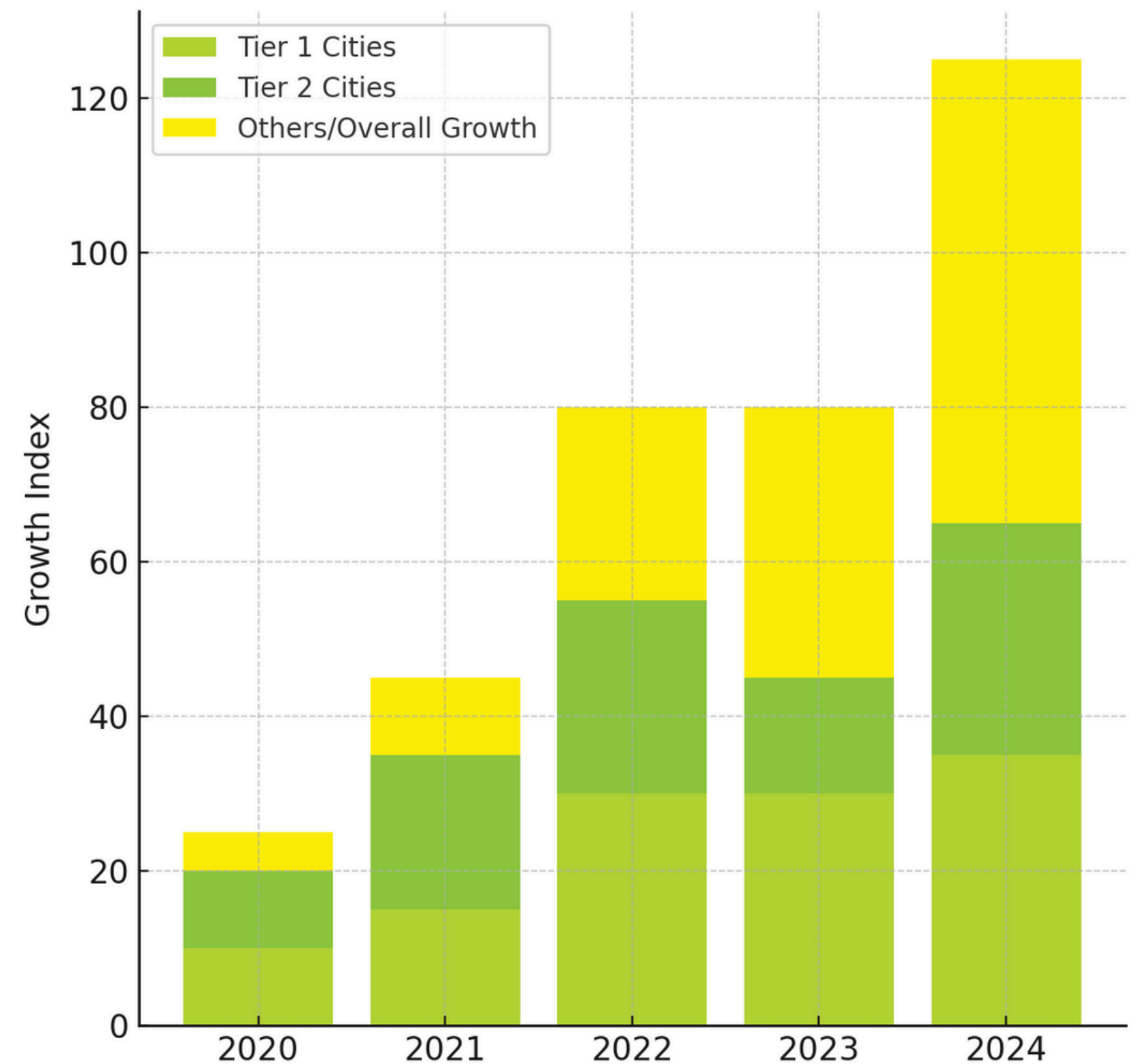
App Speed

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

Expansion Needed

High demand in Tier 2 cities remains untapped.

Blinkit Growth Over Years



An illustration of a delivery person wearing an orange cap and shirt, riding a red scooter with a large brown box labeled 'blinkit' on the back. The background shows a city skyline with various buildings. In the foreground, a woman and two children are cheering with their arms raised. To the right, there are signs for 'SWIGGY' and 'zepto'.

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/>

