



Best quality and price on fruits & vegetables

- ✓ Secured fresh, daily from the farm
- ✓ Four-step quality check
- ✓ Guaranteed return if damaged



Blinkit Business Summary Dashboard



- Blinkit is a leading Indian platform specializing in rapid grocery delivery. Launched in 2013 and based in Gurugram, Blinkit serves customers across multiple Indian cities. The platform offers an extensive selection of daily essentials, including groceries, fresh produce, household items, and personal care products — all accessible via its mobile app or website.
- Customers can conveniently browse and shop for products using the Blinkit mobile app or website, and their orders are quickly delivered right to their doorstep.
- When Blinkit was started, it was named Grofers. Grofers was just an online grocery app. The company took a pivot in its business strategy for the new-age consumers, shifted its focus on quick commerce, and became a 10-minute grocery delivery space.



blinkit

India's Last Minute App

Outlet Location...

All

Outlet Size

All

Item Type

All

blinkit

India's Last Minute App

10,000+ products
delivered in 10 minutes

**FREE
DELIVERY**



\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO OF ITEMS



3.9

AVG RATINGS



Total Sales

Avg Sales

No of items

Avg Rating

FAT CONTENT

Low Fat Regular



FAT BY OUTLET

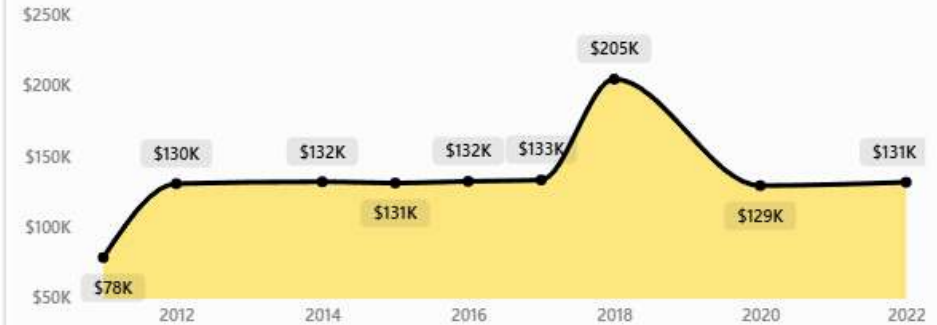
Low Fat Regular



ITEM TYPES

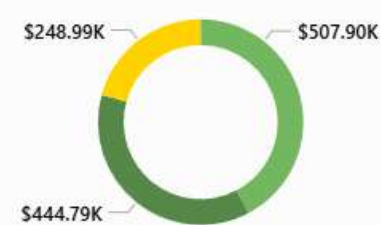


OUTLET ESTABLISHMENT

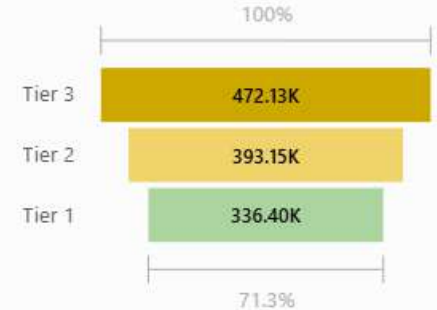


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sales	No of items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$151.9K	1083	\$140	4	0.10
Supermarket Type1	\$787.5K	5577	\$141	4	0.06
Supermarket Type2	\$131.5K	928	\$142	4	0.06
Supermarket Type3	\$130.7K	935	\$140	4	0.06

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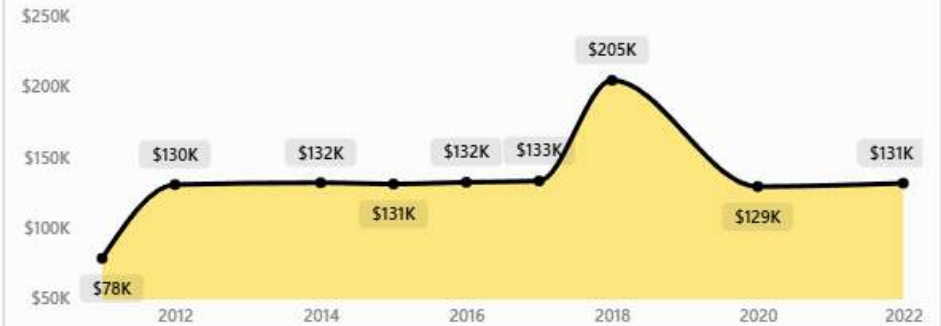
Low Fat Regular



ITEM TYPES

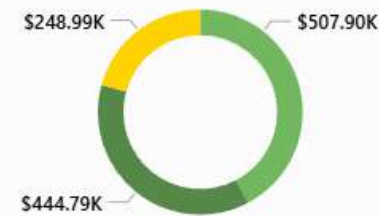
Househo...	\$149
Dairy	\$148
Starchy ...	\$148
Snack Fo...	\$146
Fruits an...	\$145
Seafood	\$142
Breakfast	\$142
Breads	\$141
Meat	\$140
Canned	\$140
Frozen F...	\$139
Hard Dri...	\$137
Others	\$133
Soft Drin...	\$131
Health a...	\$131
Baking ...	\$126

OUTLET ESTABLISHMENT

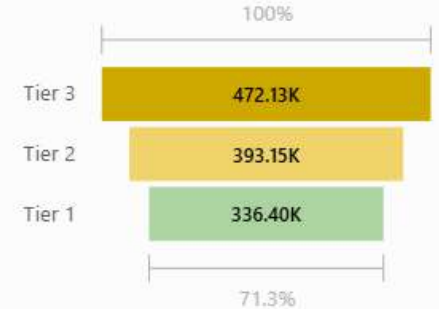


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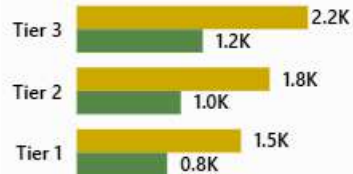
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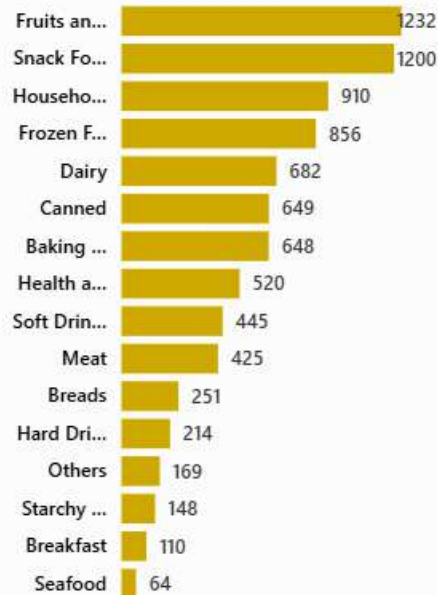


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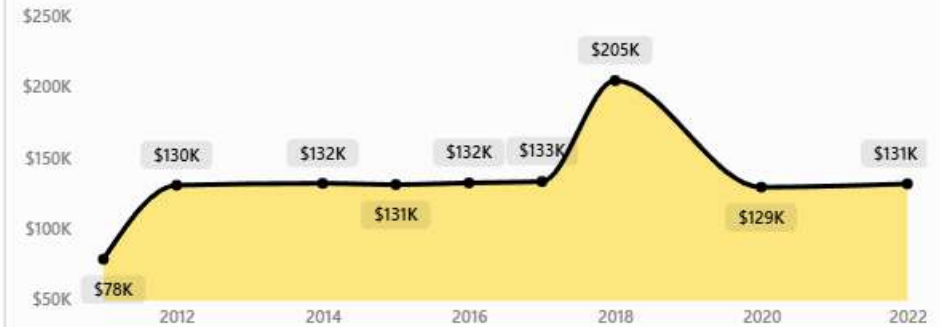
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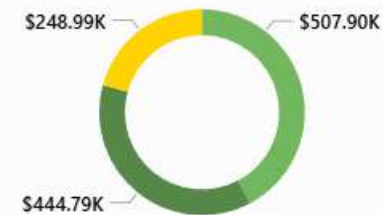


OUTLET ESTABLISHMENT

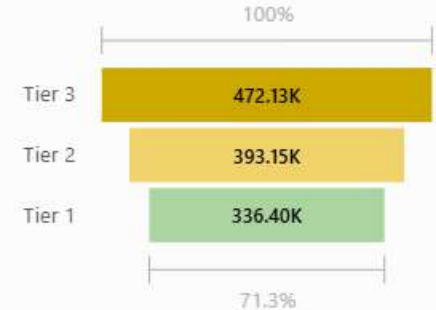


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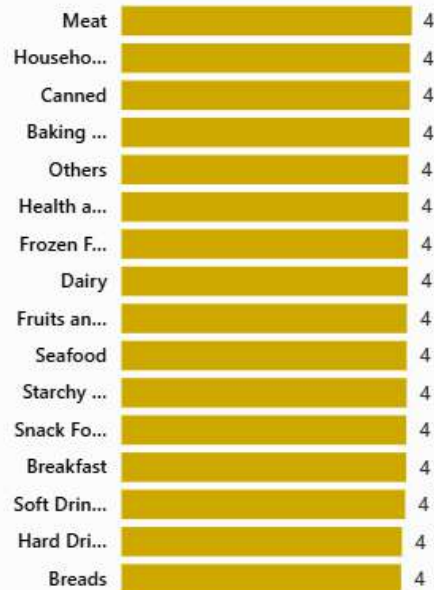


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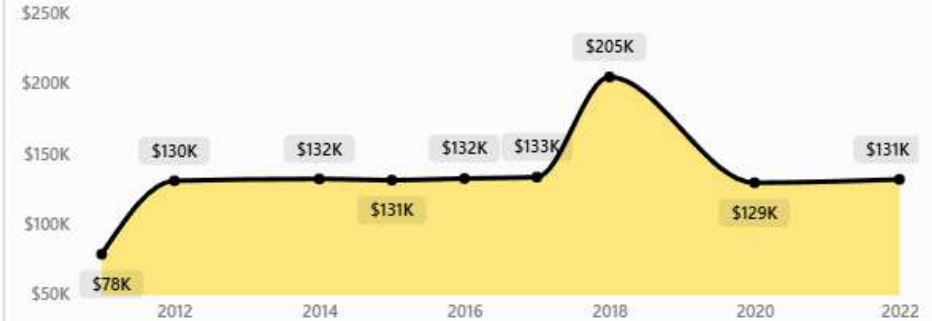
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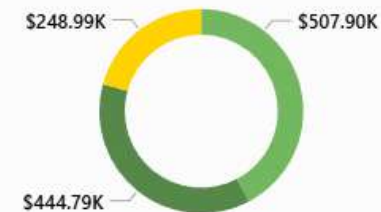


OUTLET ESTABLISHMENT

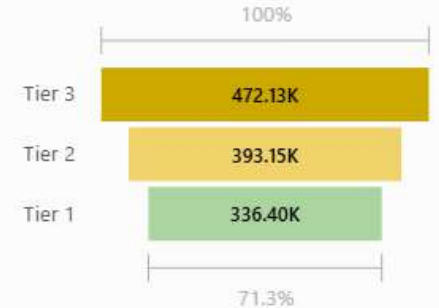


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\$248.99K

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\$142

AVG SALES



1753

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Avg Sales

No of items

Avg Rating

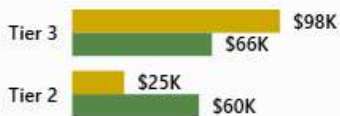
FAT CONTENT

Regular Low Fat

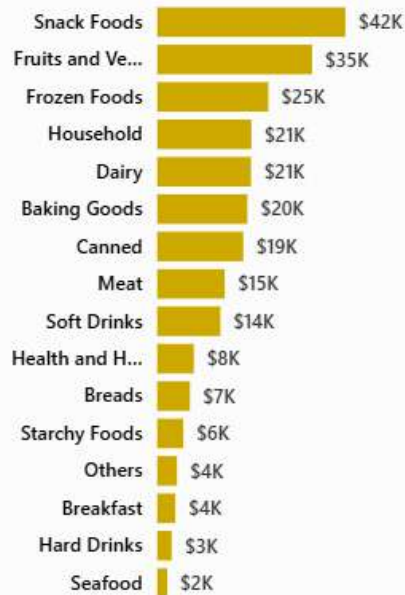


FAT BY OUTLET

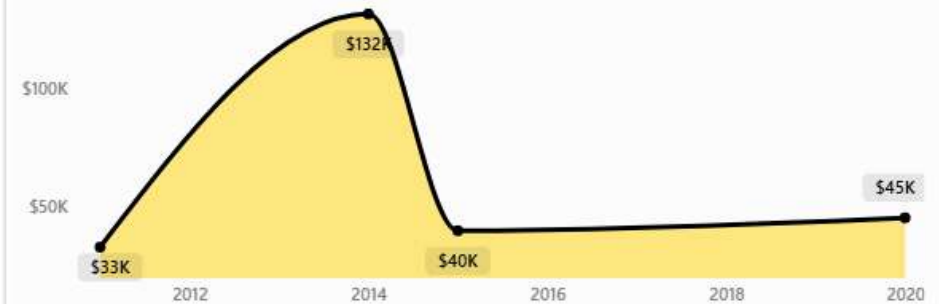
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ITEM TYPES



OUTLET ESTABLISHMENT

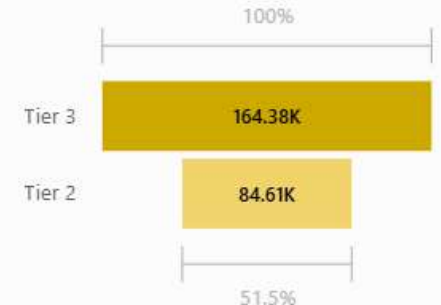


OUTLET SIZE

High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sales	No of items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$32.6K	233	\$140	4	0.11
Supermarket Type1	\$216.4K	1520	\$142	4	0.06