blinkit

Enhancing BlinkIt Quick Commerce

Product Growth and Analytics

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Product Overview

BlinkIt (formerly Grofers) is an **Indian quick commerce platform** specializing in **ultra-fast grocery delivery**.

It was **rebranded in 2021** to emphasize its shift towards **10-minute deliveries** in response to changing consumer behavior.

BlinkIt operates in **30+ cities across India** and was **acquired by Zomato in 2022** for approximately ₹4,447 crores.

Core Business Offerings:

✅ **Groceries (fruits, vegetables, dairy, staples)**
✅ **Packaged foods & beverages**
✅ **Personal care & household essentials**
✅ **Pet supplies & baby products**
✅ **Electronics, stationery, and daily-use items**
✅ **Festive and seasonal products**

The platform partners with local stores, hyperlocal warehouses, and dark stores to fulfill orders rapidly.

📌 **Mission:** "To make everyday essentials instantly accessible, ensuring convenience and speed for urban consumers."

📌 **Vision:** To be the go-to platform for ultra-fast deliveries, redefining commerce with innovation, efficiency, and customer delight.

Revenue Streams & Business Model:

BlinkIt follows a **B2C quick commerce model**, generating revenue through:
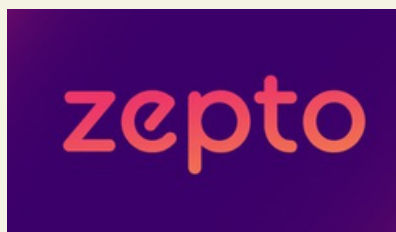
💰 **Delivery Fees:** Charges based on cart value & distance.
🛒 **Commissions from Sellers:** Earns a cut on each sale from partnered brands & retailers.
📢 **Advertising & Sponsored Listings:** Brands pay for higher visibility.
💡 **Dark Store Operations:** Revenue from private-label products and exclusive deals.

Competitors:

zepto   Instamart   bb now A TATA Enterprise   Flipkart MINUTES

Market Background

◆ BlinkIt was founded in **2013** by **Albinder Dhindsa** &
Saurabh Kumar as **Grofers**.
◆ Pivoted to quick commerce in **2021**, rebranded as **BlinkIt**.
◆ Acquired by **Zomato** in **2022** to **strengthen its food and**
grocery ecosystem.

Blinkit: Company Overview (2024-25)

📌 **Market Share: 45%**

💰 **Revenue FY25: ₹1,156 crore**

📱 **App Downloads: 6.6 million**

🏛️ **Valuation (2022): ₹4,447 crore**

📦 **Gross Order Value FY25: ₹6,132 crore**

🛒 **Dark Stores FY25: 639**

Market Potential

Growing

16.60% CAGR

Market Valuation 2025

$5.38 Billion

Total Addressable Market (TAM) 2025

39.2 Million Users (India)

Source: grabon.in

Problem Statement

Current Challenge Blinkit has successfully established itself as a leader in India's quick commerce sector, delivering groceries within 10 minutes across 30+ cities.

However, **customer retention has stagnated at 45%**, and the **average order value (AOV) is ₹460**, significantly **lower than Zepto's ₹607**.

This indicates that customers are **not fully engaged, frequently returning, or increasing their basket size**.

To **drive growth and profitability**, Blinkit must **refine the purchase experience**.

Why Solve This?

- 📈 **Boost Revenue Per Customer:** Higher AOV improves unit economics.
- 🔄 **Improve Retention:** Frequent repeat orders enhance loyalty and LTV.
- ⚔️ **Close Competitive Gap:** Match Zepto's AOV to attract high-value customers.
- 🌱 **Ensure Sustainable Growth:** Reduce discount reliance through better engagement.

Competition Benchmarking

	blinkit	zepto	swiggy instamart	bbnow	Flipkart MINUTES
MARKET SHARE	45% (Leader) 🏆	32%	28%	18% (Est.)	5-8% (Est.)
AOV (₹)	₹460 💰	₹607 📊 (Highest)	₹400-450 🏷️	₹420 (Est.)	₹500+ (Electronics boost)
DELIVERY SPEED	10-12 min 🚀	10 min ⚡	15-30 min ⏳	15-30 min ⏳	45-90 min 🕐
PRODUCT SELECTION	Groceries, essentials 🛒	Groceries, daily needs 🍎	Groceries, packaged food 🥫	Extensive grocery selection 🥦	Groceries + Electronics + Fashion 📱
STRENGTHS	Market leader, brand trust 💪	Fastest delivery, high AOV ⏩	Swiggy ecosystem 🍴	BigBasket supply chain ✅	Flipkart Ecosystem, App Integration�
WEAKNESSES	Lower AOV than Zepto 📉	Metro-focused, high burn 🔥	Declining share, Swiggy-dependent 📉	Weak brand identity outside BigBasket ❓	Late market entry ⏳
DIFFERENTIATOR	Market dominance, Zomato synergy 👑	Speed leader, highest AOV ⚡	Swiggy user base synergy 🤝	BigBasket's supply chain edge 📦	Cross-category quick

and Local retail stores (indirect competitors).   →

User Persona

Arjun Mehta, 32
IT Professional 🏢 (Frequent Shopper)

✔️ **Key Needs:** Weekly groceries, quick & reliable delivery, premium & healthy options
🎯 **Goals:** Save time, ensure fresh stock, leverage subscriptions for convenience
⚡ **Challenges:** Busy schedule, forgets reordering, balancing health & convenience
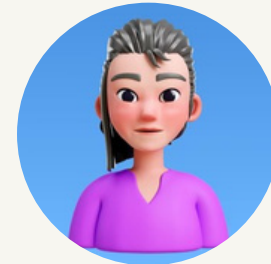
Sunita Patel, 40
Homemaker 🏡 (Value Seeker)

✔️ **Key Needs:** Bulk grocery savings, quality assurance, discounts & deals
🎯 **Goals:** Maximize monthly budget, find best-value offers, ensure fresh produce
⚡ **Challenges:** Price sensitivity, prefers variety in bulk, heavily influenced by deals

Karan Verma, 22
College Student 🎓 (Last-Minute Shopper)

✔️ **Key Needs:** Instant snacks, late-night availability, budget-friendly small orders
🎯 **Goals:** Quick access to essentials, avoid extra delivery fees, fast checkout
⚡ **Challenges:** Impulse spending, prefers COD/UPI, limited storage for bulk buying

Prioritised User Persona

Arjun Mehta, 32
IT Professional 🏢
(Frequent Shopper)

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## Rationale for Prioritising Arjun:

- **Frequent Purchase Behavior:** His regular, weekly shopping indicates a strong existing engagement with Blinkit, making his behavior a key indicator for potential AOV growth.

- **High Lifetime Value Potential:** As a repeat buyer, even incremental increases in his order value can significantly impact overall revenue and profitability.

- **Alignment with Premium Trends:** His preference for premium and healthy options suggests he is more likely to respond to initiatives aimed at boosting basket size compared to users with lower spending patterns.

- **Convenience-Driven Needs:** His busy schedule and reliance on quick, reliable delivery highlight the opportunity to optimize his experience, potentially unlocking higher value transactions over time.

🚀 **Priority User: Arjun Mehta (Frequent Shopper):** *High-LTV, repeat buyer with AOV growth potential via product discovery, premium offerings & subscriptions.*
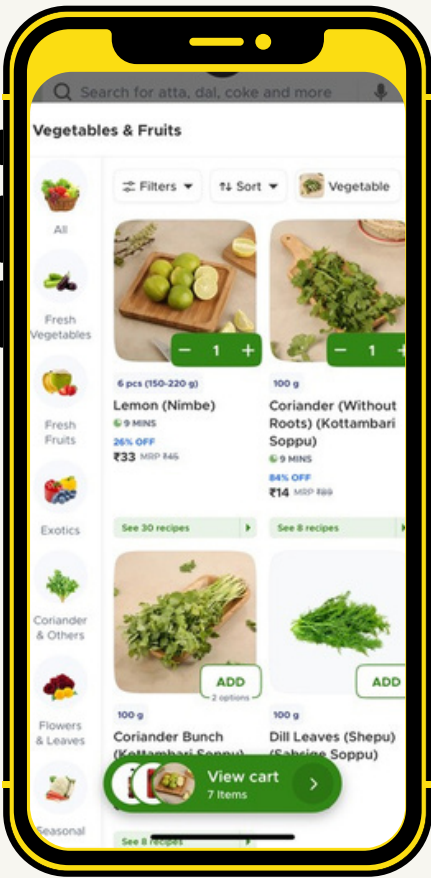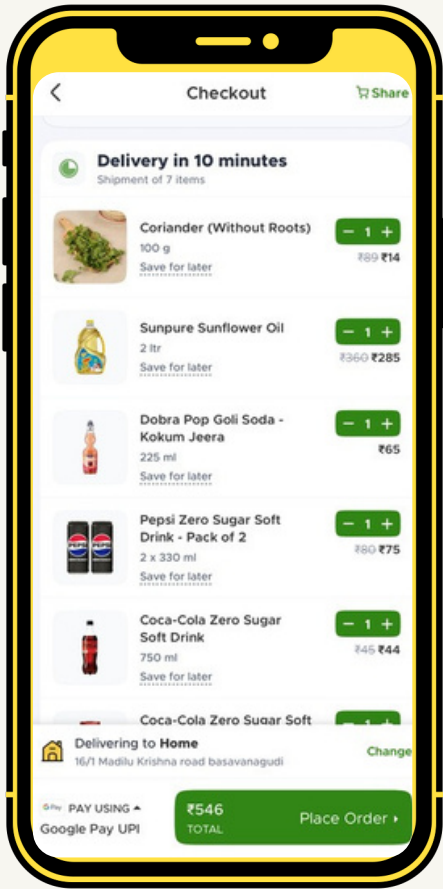
blinkit

User Journey

Arjun Mehta

Home page

Product Listing page

Checkout page
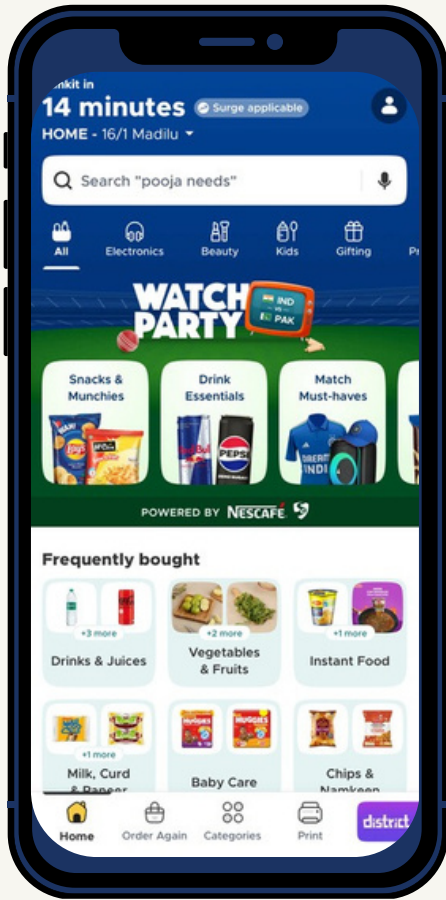
Payment page
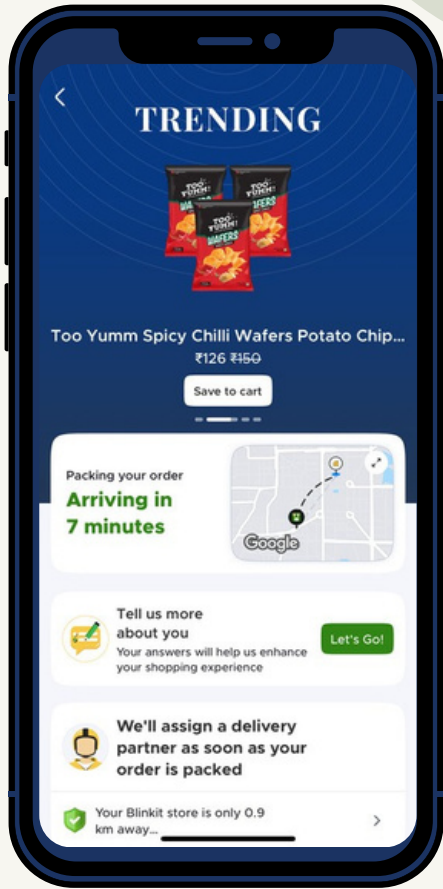
	Home page	Product Listing page	Checkout page	Payment page
Actions	Opens Blinkit and browses product categories	Searches and selects the product/products	Reviews the cart & proceeds to payment	Completes the payment and confirms the order.
Emotions	🙁	🤔	😔	😣
Pain Points	Struggles to find relevant products quickly.	No bulk-select option to facilitate quick reordering.	Limited flexibility in choosing when to recieve the order.	Forgets to add all the items leading to multiple orders.

User Journey

Arjun Mehta
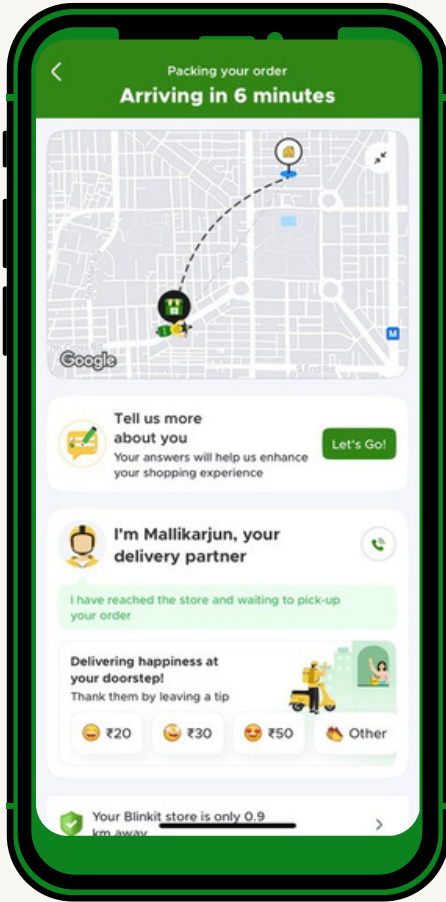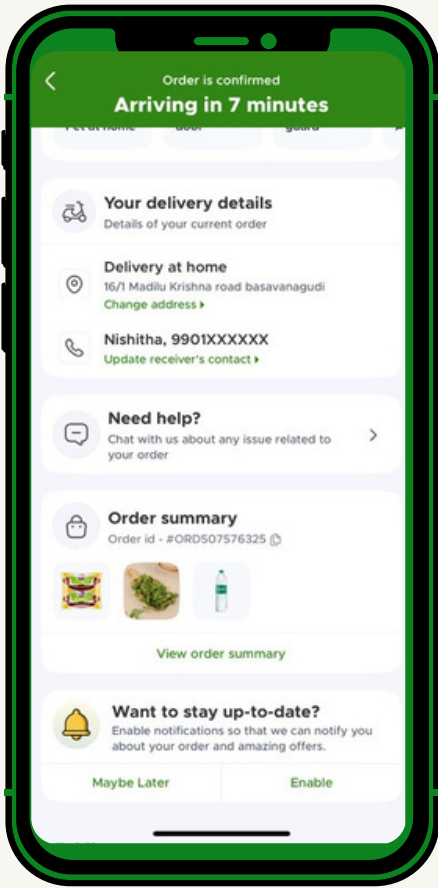
	Order Tracking	Post-Order completion	Success page	Order Again
Actions	Checks order status after payment	Receives the order	Completes orders	Orders essentials like milk every week.
Emotions	😔	😖	🙁	😖
Pain Points	Unable to track the order in real-time.	Unable to track the order in real-time.	Not motivated enough to order again.	Forgets to order frequently ordered items.
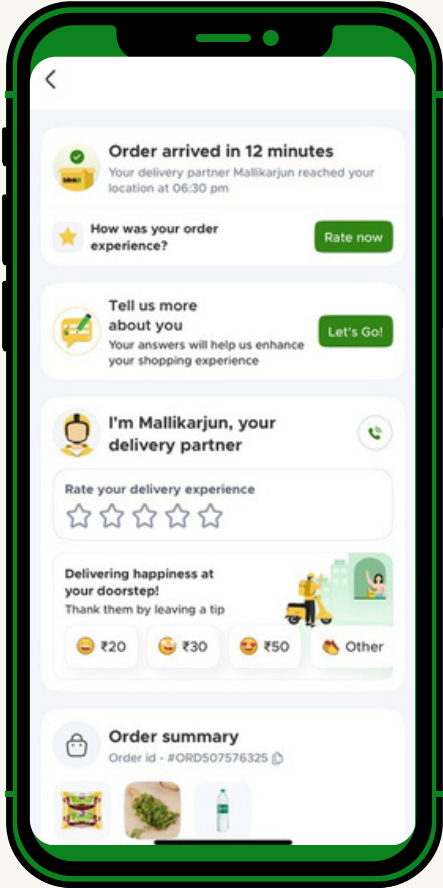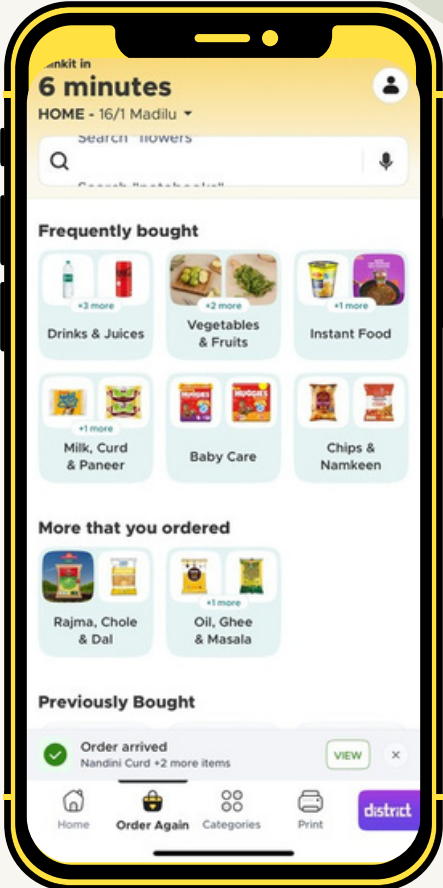
Pain Points Prioritization

| Pain Points	Impact	Effort	Rank	Reasoning
Struggles to find relevant products quickly.	HIGH	LOW	1	A seamless product discovery experience is essential. If users struggle at the start, they abandon the platform, reducing both conversions and retention.
No option to save items for later while browsing.	HIGH	MEDIUM	2	Users often intend to buy later but forget. A save-for-later feature keeps them engaged and encourages repeat purchases.
Unable to track the order in real-time.	HIGH	MEDIUM	3	A smooth checkout flow minimizes drop-offs. Friction at the final step leads to abandoned carts and lost revenue.
Dissatisfied with a product but no option to instantly return it.	MEDIUM	LOW	4	Users expect flexibility in payments. Lack of preferred options can drive them to competitors.
Not motivated enough to order again.	MEDIUM	MEDIUM	5	Personalized suggestions encourage impulse purchases and repeat visits.

01: Personalised Product Recommendations
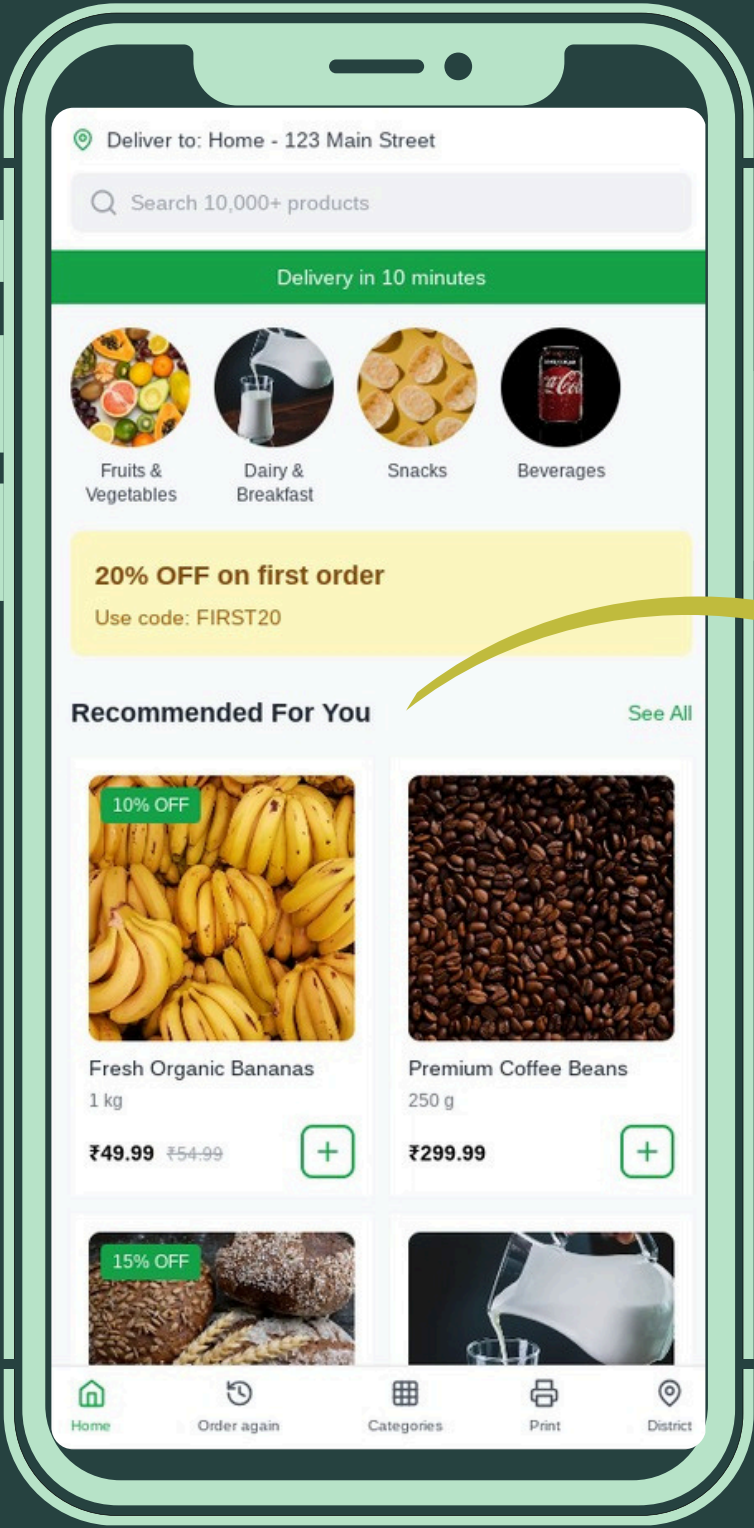
A dedicated recommendation section on the homepage

- Displays "Recommended for You"
- Items based on user behavior.
- Users can scroll to explore suggestions.
- Option to "See More" to browse an extended list of recommended products**.**

Existing Behavior & Pain Points:
❌ Users have to manually search for frequently bought or relevant items.
❌ Lack of intelligent recommendations, leading to longer search times and lower engagement.
❌ New users struggle to discover trending or frequently purchased products.

Solution Details:
✅ Add a "Recommended for You" section on the homepage.
✅ Use AI & user behavior data to dynamically suggest relevant products.
✅ Display a mix of frequently bought items, trending products, and personalized suggestions.
✅ Clicking on a product redirects users to its details page for a seamless experience.

Impact on User Experience & Orders:
⭐ Increased Product Discovery: Reduces search friction and helps users find relevant items faster.
⭐ Higher Engagement: Users explore more products, increasing interaction with the app.
⭐ Improved Retention: Enhances the shopping experience, encouraging users to return.
⭐ Boost in AOV (Average Order Value): Encourages users to add more products to their cart.

02: One-Tap Wishlist with Heart Icon
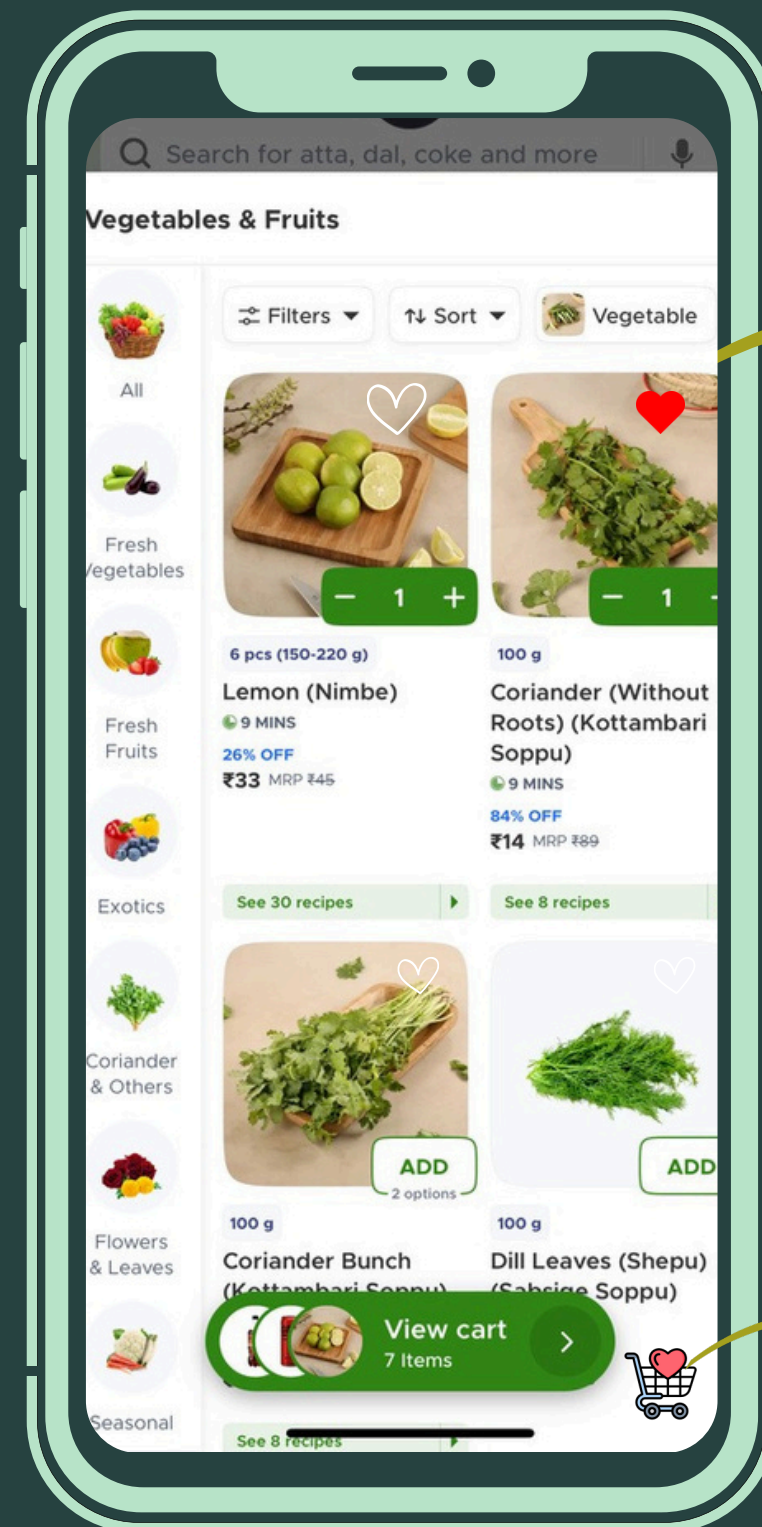
• Each product on the Product Listing Page will have a heart icon for adding items to a wishlist with one tap.

• A dedicated "Wishlist" icon in the bottom navigation bar allows users to access saved items easily.

Existing Behavior & Pain Points:
❌ Users cannot save products while browsing, making it difficult to remember items.
❌ Only checkout page has a "Save for Later" option, which is inconvenient.
❌ Users have to search again for previously viewed items, increasing friction.

Solution Details:
✅ Heart icon on each product card in the Product Listing Page for one-tap wishlist saving.
✅ Wishlist tab in the bottom navigation bar for quick access.
✅ Easily move products from wishlist to cart without searching again.
✅ Sync wishlist across devices so users don't lose saved products.

Impact on User Experience & Orders:
⭐ Seamless Shopping Experience: Users can quickly mark products of interest while browsing.
⭐ Higher Conversion Rate: Saved products remind users to complete their purchases.
⭐ Improved Retention: Users return to the app to check and buy their wishlisted items.
⭐ Increased Basket Size: Users are likely to add more products from their wishlist to their final order.

03: Live Order Tracking with Real-Time ETA
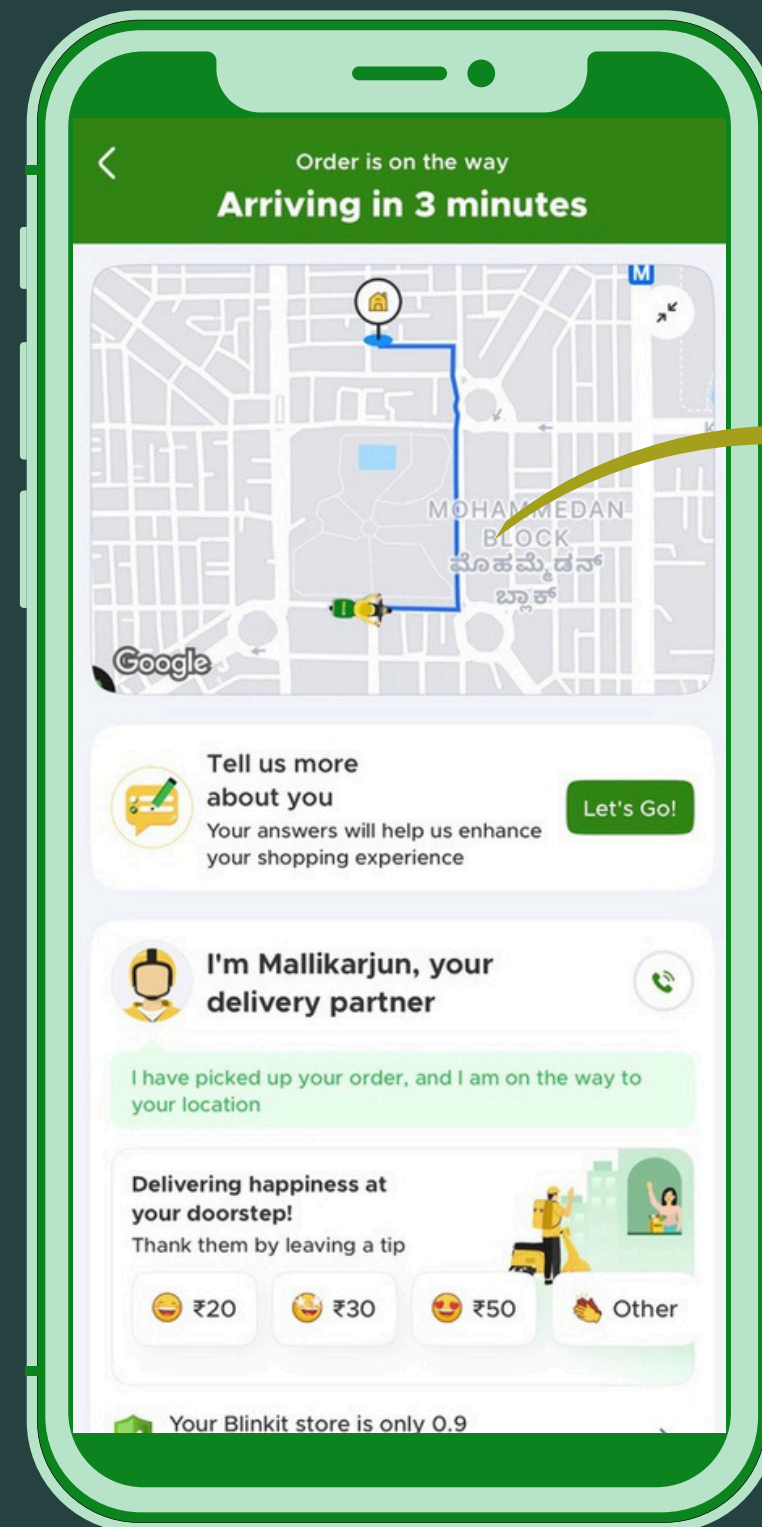
Displays the delivery partner's real-time location and estimated time of arrival (ETA).

Existing Behavior & Pain Points:
❌ Users cannot track the exact location of their delivery partner.
❌ The current tracking system only shows timestamps, not real-time updates.
❌ Customers feel uncertain about when their order will arrive.

**Solution Details:**
✅ Introduce live tracking with a map showing the delivery partner's real-time location.
✅ Display a clear ETA based on traffic and route conditions.
✅ Provide order status updates with easy-to-understand progress steps.
✅ Send push notifications to keep users informed without opening the app.

**Impact on User Experience & Orders:**
⭐ Improved Transparency: Users can see exactly where their order is in real time.
⭐ Reduced Anxiety & Complaints: Fewer customer support requests asking about order status.
⭐ Higher Trust & Satisfaction: Creates a seamless, predictable delivery experience.
⭐ Increased Retention: Users appreciate better tracking and reliability, encouraging repeat usage.

04: Instant Return & Refund Option in "Your Orders" Page
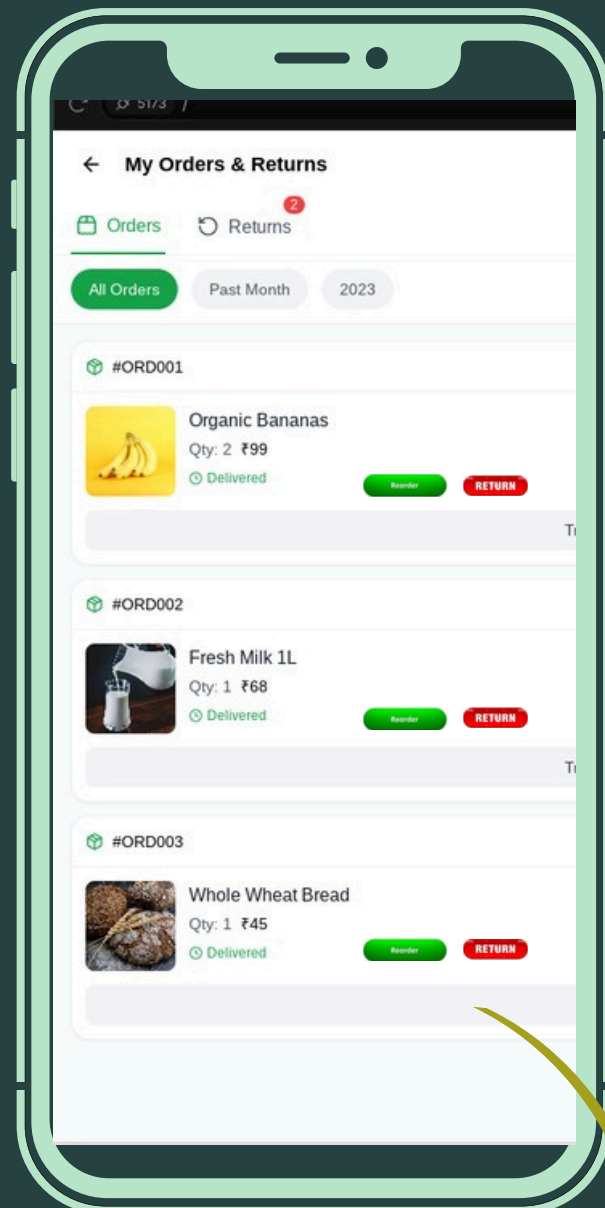
A "Return Item" button will be added to the "Your Orders" page next to eligible products.
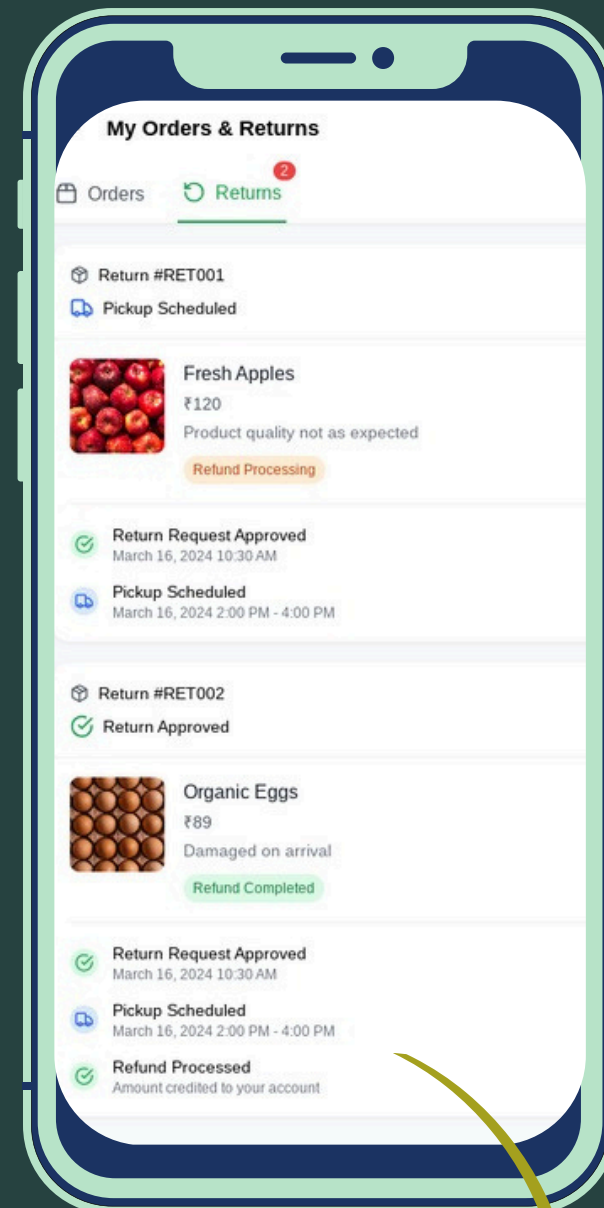
Users can track real-time refund status.

Existing Behavior & Pain Points:
❌ Users must contact customer support to initiate a return, making the process slow, leading to long wait times and inconsistent resolutions.
❌ The return experience lacks transparency, frustrating customers.
❌ No instant refund, users must follow up, reducing trust and repeat purchases.

Solution Details:
✅ "Return Item" button integrated into the "Your Orders" page.
✅ One-tap refund or replacement requests for eligible products.
✅ Real-time refund status updates for better transparency and reduced anxiety.
✅ Automated instant refunds for low-cost or damaged products reducing user effort and increasing platform trust.

Impact on User Experience & Orders:
⭐ Faster Resolution: Users can return products instantly, improving satisfaction.
⭐ Higher Trust & Confidence: A smooth return process encourages repeat purchases.
⭐ Reduced Customer Support Load: Automating returns lowers the burden on support teams.
⭐ Increased Retention: A hassle-free return policy makes users more likely to shop again on BlinkIt.

05: Loyalty & Rewards under "My Account"

John Doe
+91 98765 43210

🎁 Rewards & Offers

750 points

250 points needed for ₹100 reward

🔥 4 day streak! Order today to keep it going

🏷️ Get ₹50 off on fresh produce >

🏆 View All Rewards >

🕐 Points History >

Home   Order again   Categories   Wishlist   Profile
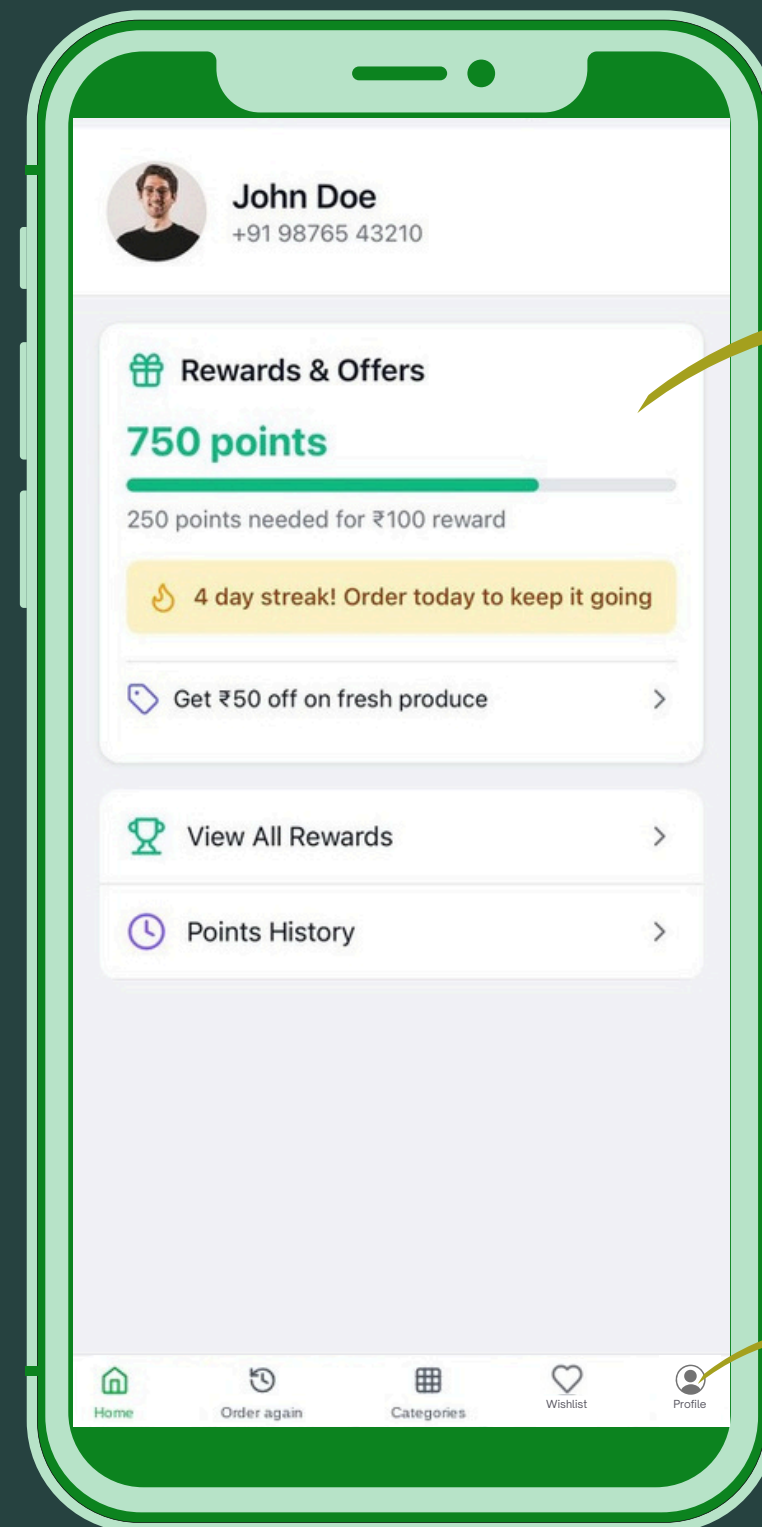
Loyalty Benefits through Rewards and Offers to promote consumer behaviour.

Under Profile Section for quick access

Existing Behavior & Pain Points:
❌ Users do not receive incentives for returning to BlinkIt.
❌ No gamification or rewards system to encourage frequent purchases.
❌ Discounts are mostly seasonal promotions, with no structured loyalty system.

Solution Details:
✅ **Rewards integrated into My Account** (not cluttering the homepage).
✅ **Earning Mechanism:**
 • Base Points: Earn 5 points for every ₹100 spent.
 • Streak Bonus: Get 10 extra points for every 3rd consecutive order within 2 days.
 • Milestone Rewards: Unlock 50 bonus points on reaching ₹5000 in total spend.
 • Referral Bonus: Get 100 points when a referred friend places their first order.

✅ **Personalized deals & discounts** based on user history.
✅ **Streak-based rewards** for consecutive weekly orders.

Impact on User Experience & Orders:
⭐ Higher Retention Rate: Users return regularly to check and redeem rewards.
⭐ Increased Order Frequency: Users order more often to unlock new rewards.
⭐ Better User Engagement: Shopping feels more rewarding and interactive.
⭐ Boost in Revenue: Encourages larger basket sizes and higher spending to earn rewards.

Success Metrics

Saved Items Usage 📌	% of users saving items for later	High adoption → Prioritize "Quick Reorder" & smart lists
Search Efficiency 🔍	Avg. time & attempts per successful search	Long search time → Optimize discovery via AI recommendations
Order Tracking Engagement 👀	% of users checking real-time tracking	Low usage → Improve tracking accuracy & UI clarity
Churn Indicator 📉	% of users inactive for 30+ days	High churn → Trigger personalized re-engagement campaigns
Instant Returns 🔄	% of users initiating returns within 24 hrs	High return rate → Improve product descriptions & images
Subscription Retention 📜	% of users opting for memberships	Drop-offs → Strengthen loyalty benefits & exclusive deals

⭐ **North Star Metric:** (Repeat Purchase Rate) Measures user retention, engagement, and AOV growth over time.

Thank you

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