

# blinkit

India's last minute app

## Best quality and price on fruits & vegetables

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



## Buisness Model of blinkit

### blinkit Dashboard

- Blinkit is an Indian online grocery delivery service. The company was founded in 2013 and is headquartered in Gurugram, India. It operates in various cities across India, providing customers with a wide range of products, including groceries, fresh fruits and vegetables, household essentials, and personal care items
- Customers can place orders through the Blinkit website or mobile app, and the company delivers the products to their doorsteps.
- When Blinkit was started, it was named Grofers. Grofers was just an online grocery app. The company took a pivot in the business strategy for the new-age consumers, shifted its focus on quick commerce, and became a 10-minute grocery delivery space.





# blinkit Dashboard

Outlet Type	Total Sales	Avg Sales	No, of Items	Avg Rating
Supermarket Type3	\$130,714.7	\$139.80	935	3.91
Supermarket Type2	\$131,477.8	\$141.68	928	3.93
Supermarket Type1	\$787,549.9	\$141.21	5577	3.92
Grocery Store	\$151,939.1	\$140.29	1083	3.93

\$1.2M

Total Sales

\$140.99

Avg Sales

Total Sales

Avg Sales

No, of Items

Avg Rating

8523

No, of Items

3.92

Avg Rating

FILTER

Item Type

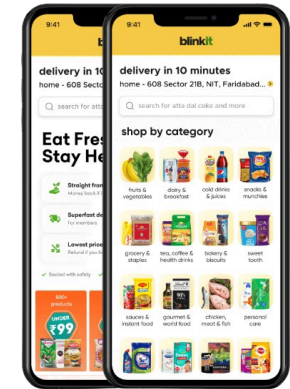
All

Outlet Loca...

All

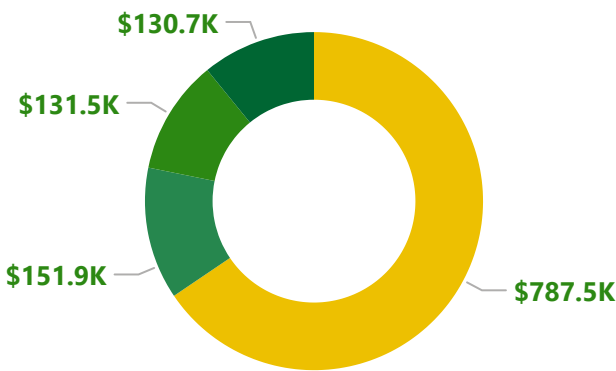
Outlet Size

All



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Total Sales by Outlet Type



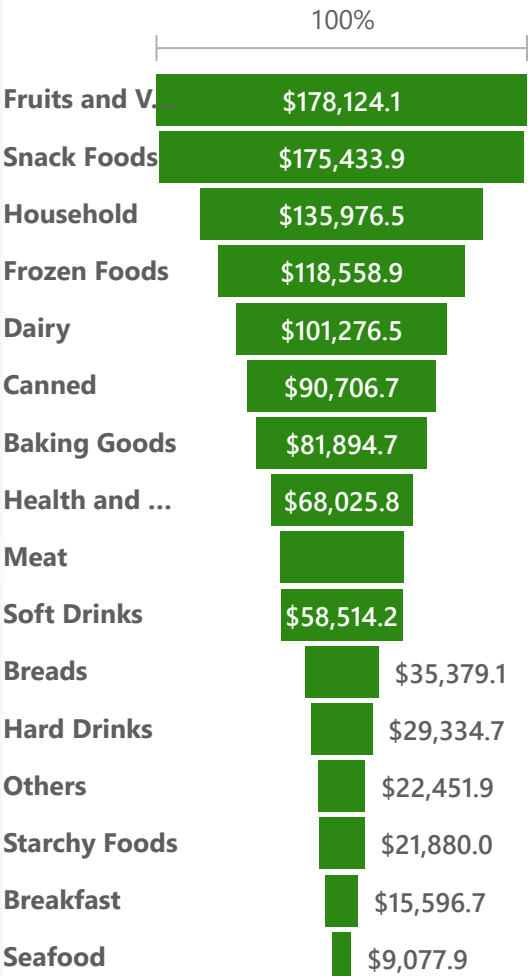
Outlet Type ● Supermar... ● Grocery St... ● Supermar...

Total Sales by Outlet Size



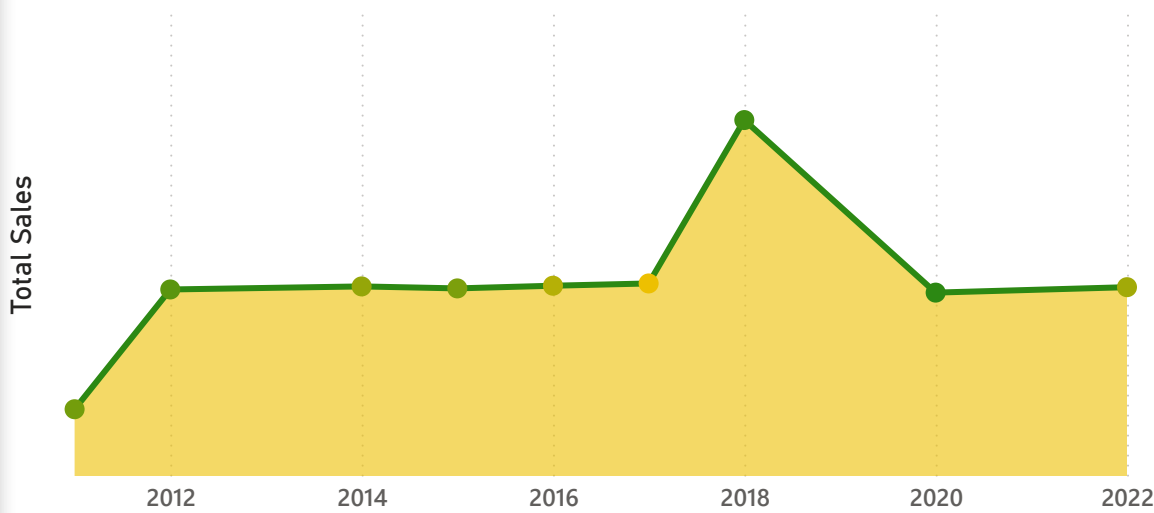
Total Sales

Total Sales by Item Type

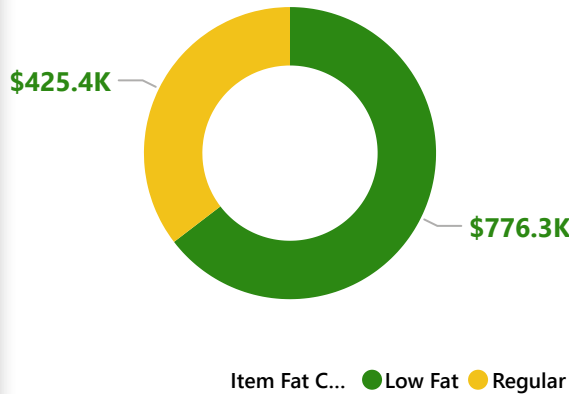


5.1%

Total Sales by Outlet Establishment Year

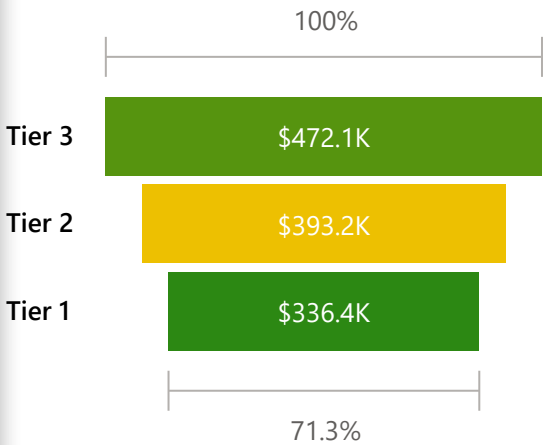


Total Sales by Item Fat Content



Item Fat C... ● Low Fat ● Regular

Total Sales by Outlet Location Type



71.3%