



Quick-Commerce Enablement Platform

www.blinkco.io



'Quick-Commerce (or q-commerce is the next generation of e-commerce, and as the name suggests, it's all about being fast.'

-Delivery Hero



Why do brands need Quick-Commerce?

Seamless Order Experience

Accelerated order processing makes for a smooth user journey on the website and/or mobile app

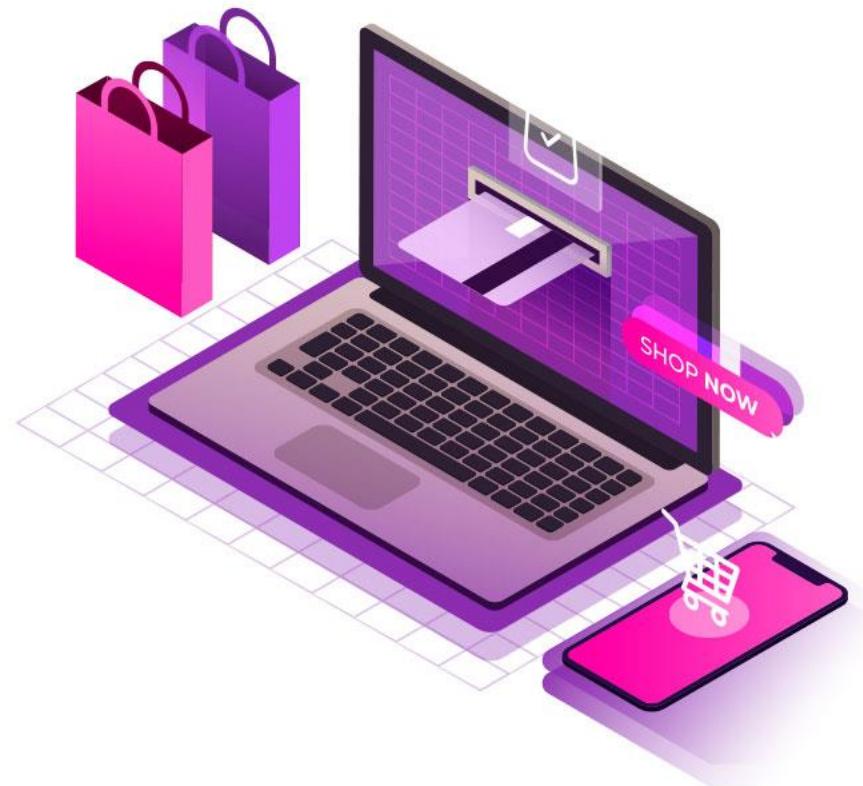
**Order
Growth**

Faster Order Fulfilment

Quick commerce businesses are equipped to fulfil orders in 15 minutes to an hour versus days.

Quick-Commerce is successful in the long-run

- Quicker deliveries turn leads into loyal customers who become advocates of the brand.
- Seamless user experiences delight end-customers, leading to greater sales growth.
- Shorter order processes result in fewer chances of doorstep rejection caused by the customer's change of mind.
- Integrated systems allow for greater order accuracy, fewer returned orders and greater customer delight.



How is Quick Commerce achieved?



Instant Deliveries

An end-to-end technology stack built for highly optimized transactional and fulfilment speed



Multi-location Fulfillment Model

Location-specific inventory, trade areas, pricing, promotions and analytics



Location-based Ordering

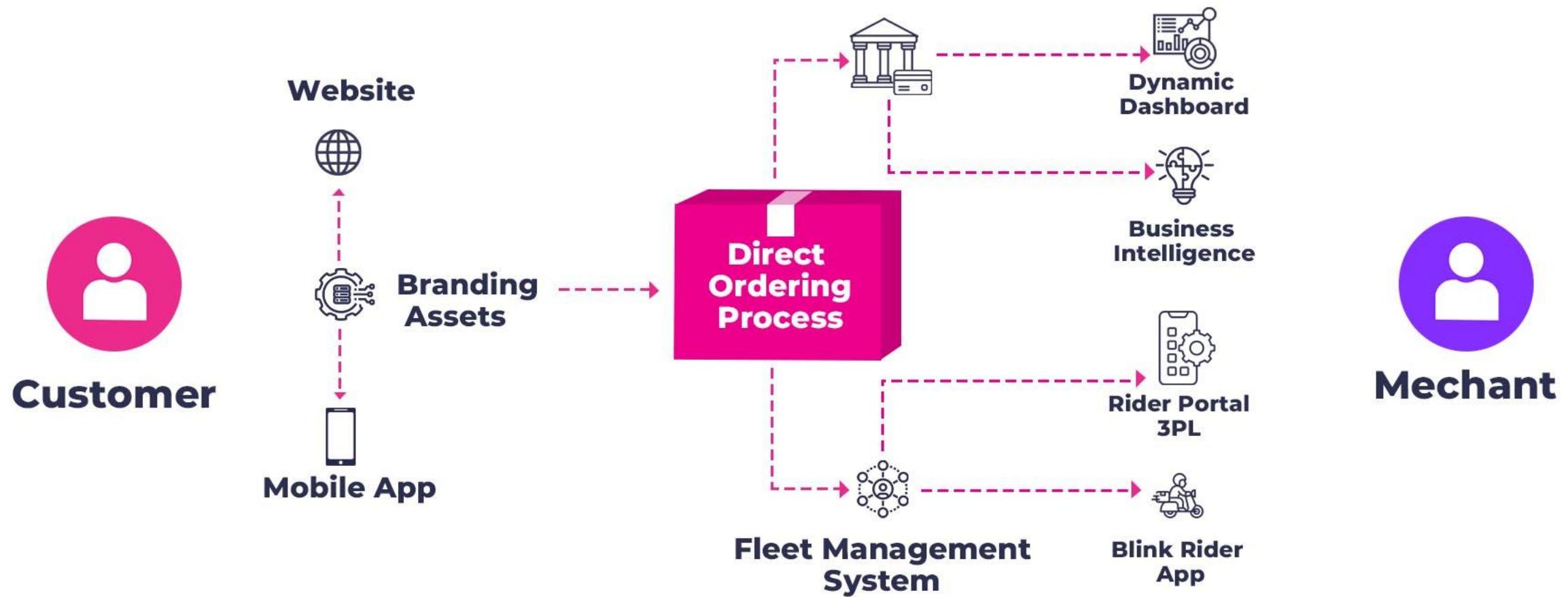
Order and delivery from nearby outlets for shorter delivery times



Time-Optimized Processes

Efficient order fulfillment processes backed by smart automation

How it works?



Introducing



Direct Ordering
Quick Commerce

Faster Growth



An all-in-one Quick-Commerce Stack



Empowering You



Speed to Market



**Multilingual
Capabilities**



**99.99% Website
Uptime**



**Fleet Management
System**



**Advanced Analytics
& BI reporting**



**Growth & Customer
Engagement Tools**



To grow your business

Exponential
Sales Growth

2x

Order growth
within first 3 months

Faster Order
Speed

30 Sec

Seamless ordering
experience

Increased User
retention

50 %

First order convert
into repeat orders

Exponential
Sales Growth

60 %

Order growth within
first 3 months



Meet Our Customers





Dont Experiment When You Have Blink

Technology 20,000+ hours of experienced developers	Transactions 1.5 Million Processed Transactions	Customers 3500+ onboarded retailers
Downloads 1.25 Million appstore and playstore installs	App Ratings 4.2+ Stars	Locations 6 Countries

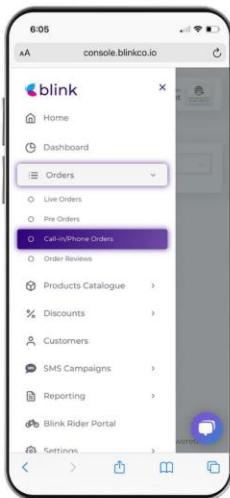
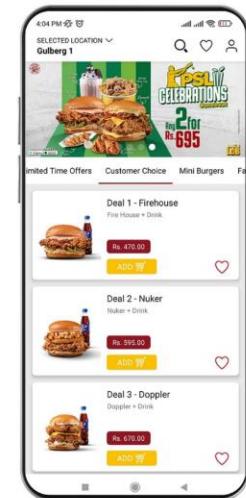
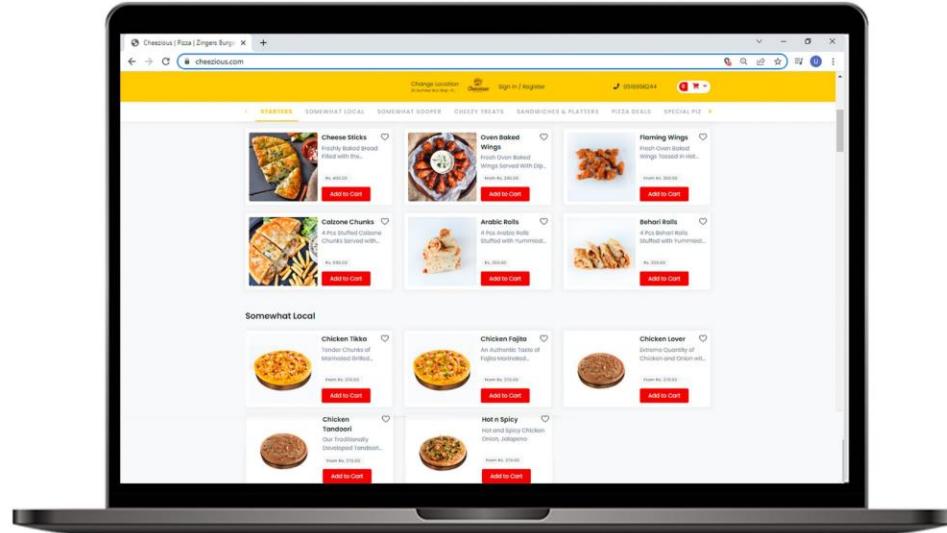
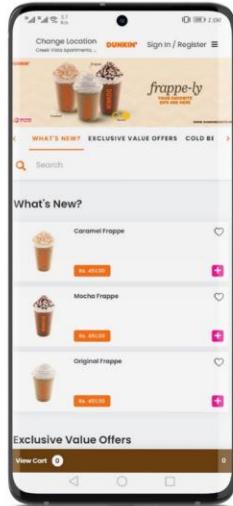


**What you get
with Blink**



Customer Experience

Unified Ordering System





Merchant Experience

Comprehensive Merchant Portal

All-in-one backend portal with efficient order processing capabilities and real-time dashboards.



Dynamic Dashboard



Geo-fenced Order Processes



Real-time Order Management



Customer data ownership



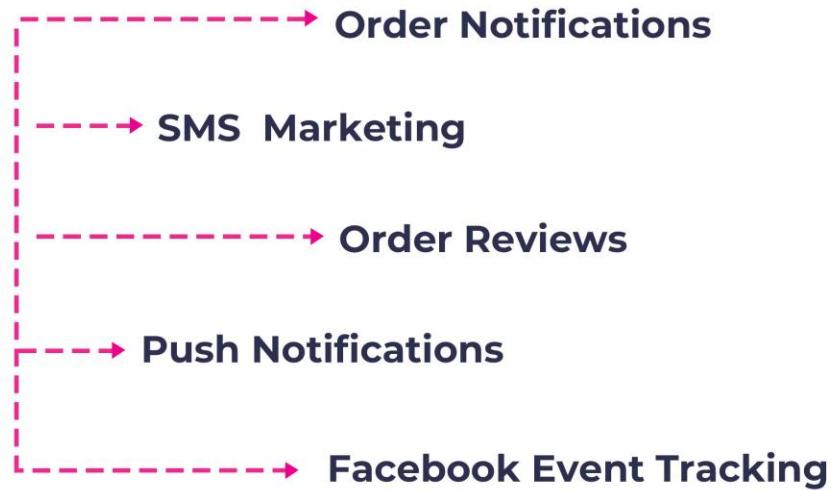
Online payments



Catalog/Menu & item management

Marketing Tools

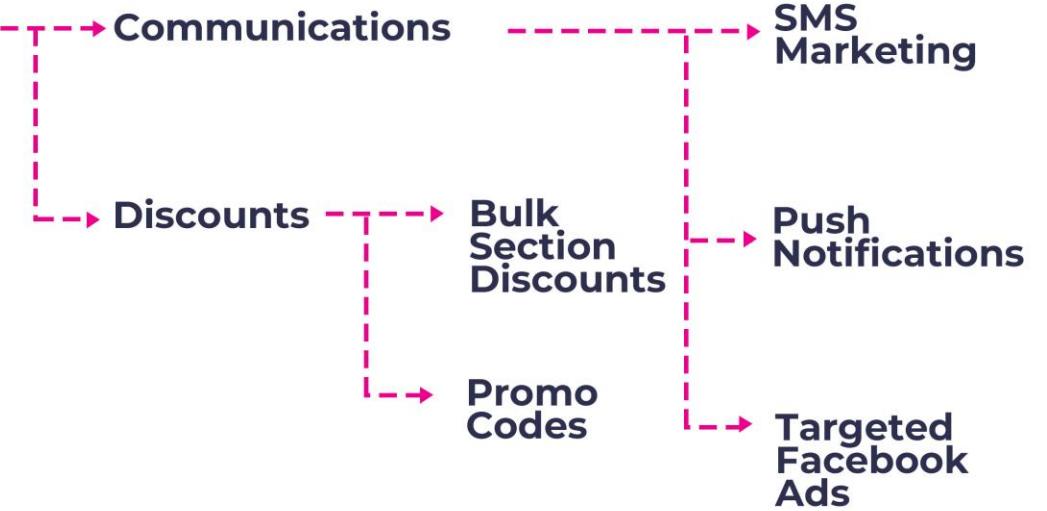
Promotion



Customer Engagement

Loyalty

Customer Loyalty Program





Business Intelligence

Powerful system-generated business analytics segmented by branch, product, customer and more to enable data driven decision-making



**Brand Health
Analysis**



**Product
Analysis**



**User
Retention**



**Conversion
Analysis**



Delivery Experience

Direct Ordering System

Fleet Management System

Blink Rider App

Third-Party Logistics

**Our end-to-end fleet management technology ensures customer delight
through quick and smooth deliveries**



System-generated
rides



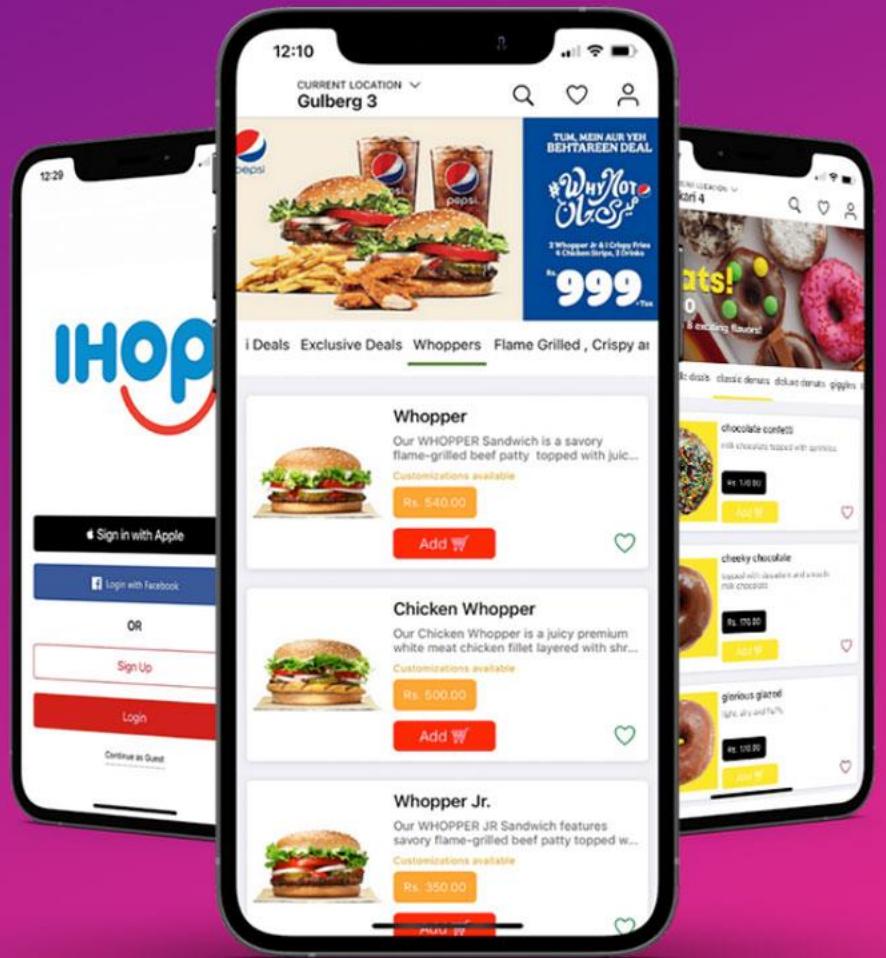
Two-step rider
assignment



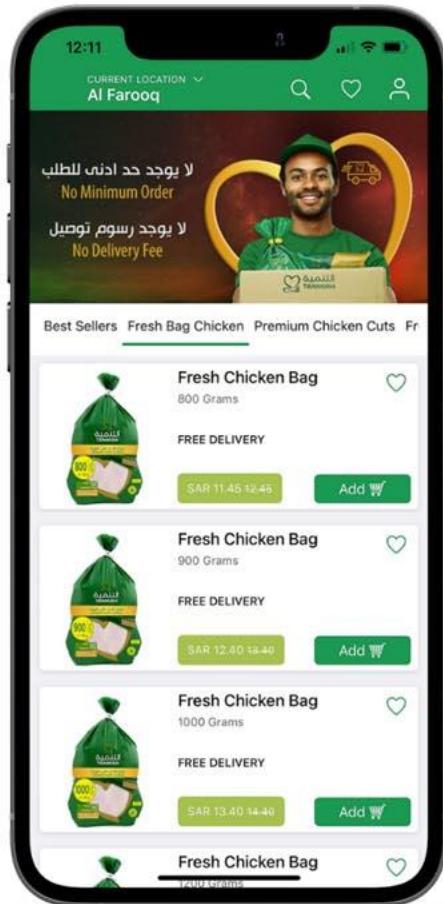
Route optimization



Live Tracking



Customers In Focus Case Studies



Tanmiah Food Company



Poultry Retail



Saudi Arabia - 9 Cities



April 2020

1 Branch

April 2020

8 Branches

April 2021



User Acquisitions



Order Growth



5x
Order Growth

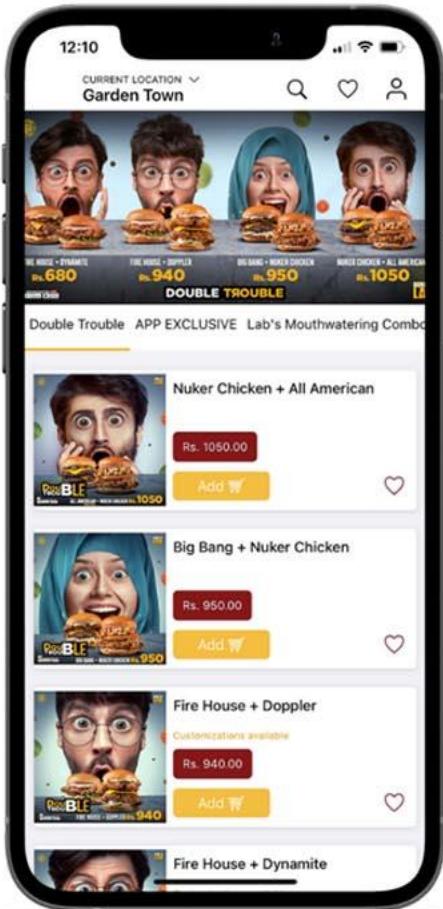
72%
Repeat Orders

86%
AOV Growth

9x
GMV Growth

6x
User Growth

53%
Converted Sign-up



BurgerLab



Restaurant



Pakistan - 7 Cities



March 2021

1 Branch

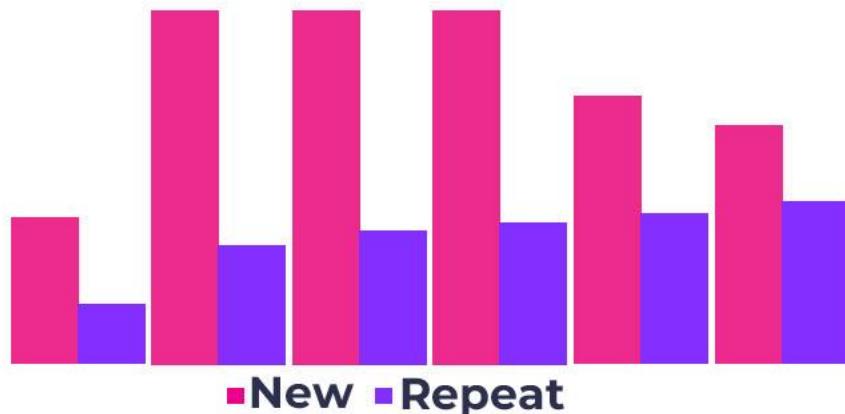
March 21

20 Branches

September 2021



User Acquisitions



Order Growth



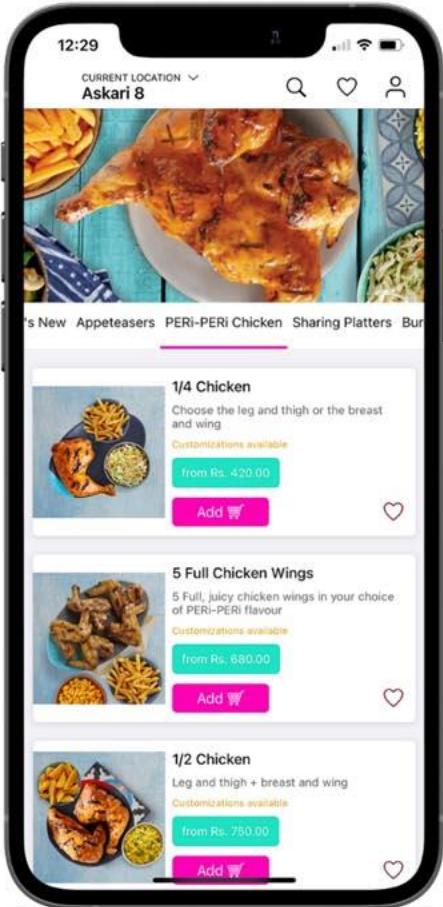
10x
Order Growth

57%
Converted Sign-up

14x
GMV Growth

33%
Repeat Order

2.5x
User Growth



Nando's



Restaurant



Pakistan - 4 Cities



January 2021

4 Branch

January 2021

12 Branches

September 2021



User Acquisitions



Order Growth



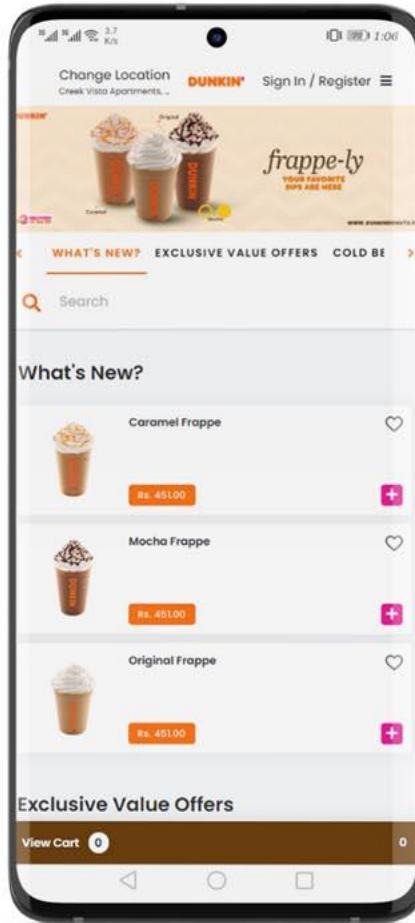
12x
Order Growth

65%
Converted Sign-up

9x
GMV Growth

27%
Repeat Order

13x
User Growth



Dunkin'



Coffee &
Doughnut House



Location

Pakistan - 1 City



Onboarded

February 2021

7 Branches

February 2021

9 Branches

September 2021



User Acquisitions



Order Growth



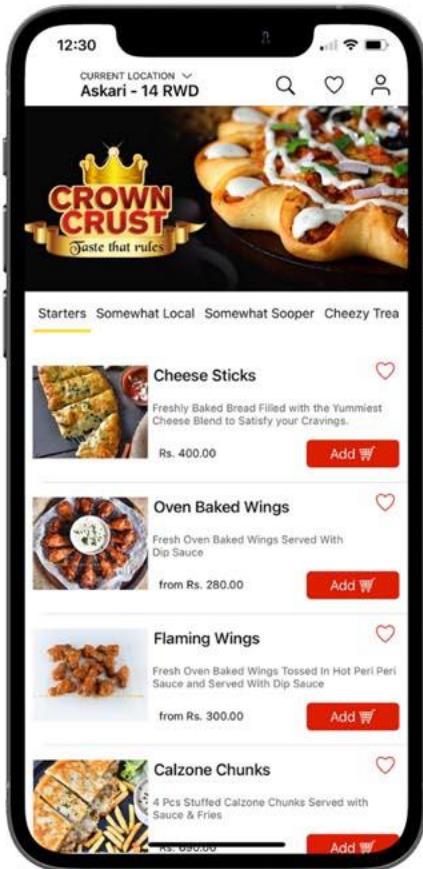
3x
Order Growth

40%
Converted Sign-up

3x
GMV Growth

20%
Repeat Order

3x
User Growth



Cheezious



Restaurant



Pakistan - 4 Cities



September 2020

2 Branches

September 2020

10 Branches

September 2021





User Acquisitions



Order Growth



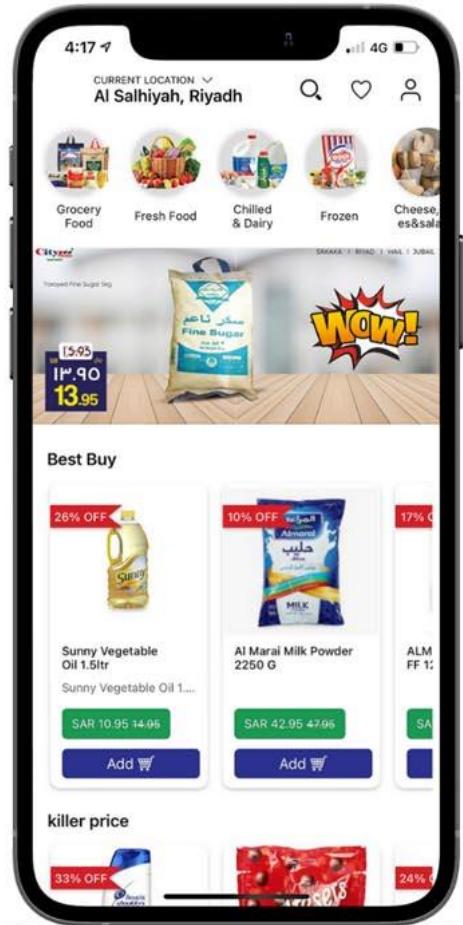
12x
Order Growth

75%
Converted Sign-up

12x
GMV Growth

56%
Repeat Order

12x
User Growth



City Flower Retail



Supermarket



July 2020



Saudi Arabia - 5 Cities

1 Store

July 2020

5 Stores

July 2021





User Acquisitions



Order Growth



8x
Order Growth

25%
Converted Sign-up

16x
GMV Growth

60%
Repeat Order

8x
User Growth



Get in touch



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Thankyou