blinkit

India's Last Minute App

Developed by
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$1.20M
TOTAL SALES

$141
AVG SALES

8523
NO OF ITEMS

3.9
AVG RATING

OUTLET ESTABLISHMENT

$250K
$200K
$150K
$100K
$50K

$78K $130K $131K $132K $132K $133K $205K $129K $131K

2012 2014 2016 2018 2020 2022

| Total Sales | Avg Sales | No of Items | Avg Rating |

FAT CONTENT

● Low Fat ● Regular

$425.36K

$1.20M
Total Sales

$776.32K

FAT BY OUTLET

● Low Fat ● Regular

Tier 3 $0.31M
          $0.17M
Tier 2 $0.25M
          $0.14M
Tier 1 $0.22M
          $0.12M

ITEM TYPE

Fruits an...	$0.18M
Snack Fo...	$0.18M
Household	$0.14M
Frozen Fo...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking G...	$0.08M
Health an...	$0.07M
Meat	$0.06M
Soft Drinks	$0.06M
Breads	$0.04M
Hard Drin...	$0.03M
Others	$0.02M
Starchy F...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

OUTLET SIZE

● Medium ● Small ● High

$248.99K (20.72%)

$507.90K (42.27%)

$444.79K (37.01%)

OUTLET LOCATION

100%

Tier 3 $472.13K
Tier 2 $393.15K
Tier 1 $336.40K

71.3%

OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type1	787.55K	5577	$141	3.9	0.06
Grocery Store	151.94K	1083	$140	3.9	0.10
Supermarket Type2	131.48K	928	$142	3.9	0.06
Supermarket Type3	130.71K	935	$140	3.9	0.06