

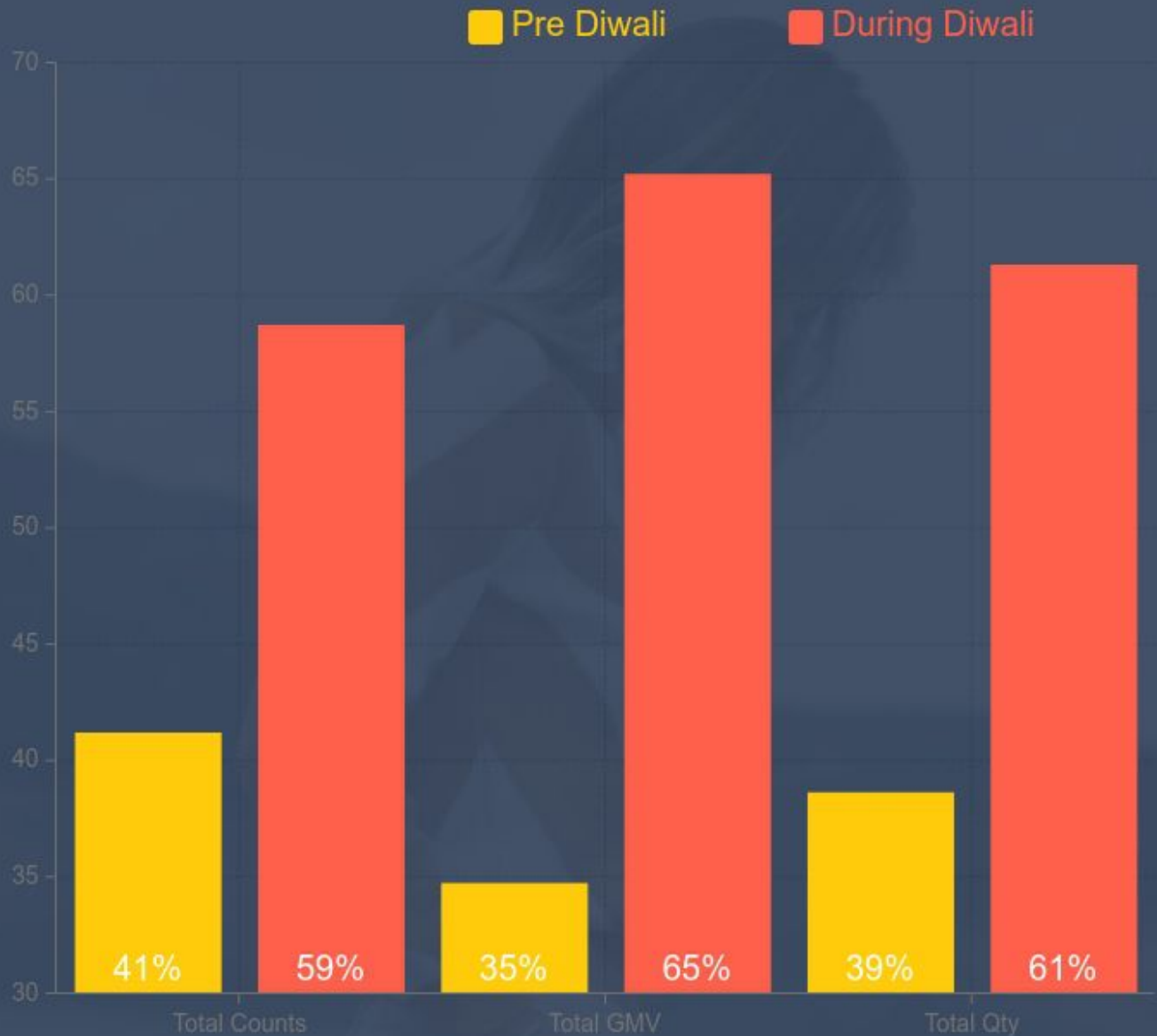
SALE TREND

2019
DIWALI

Sale Trend of Swiggy
in 2019 Before &
During Diwali



Swiggy Performance



Diwali Before & During Sales



30% increase in GMV during Diwali



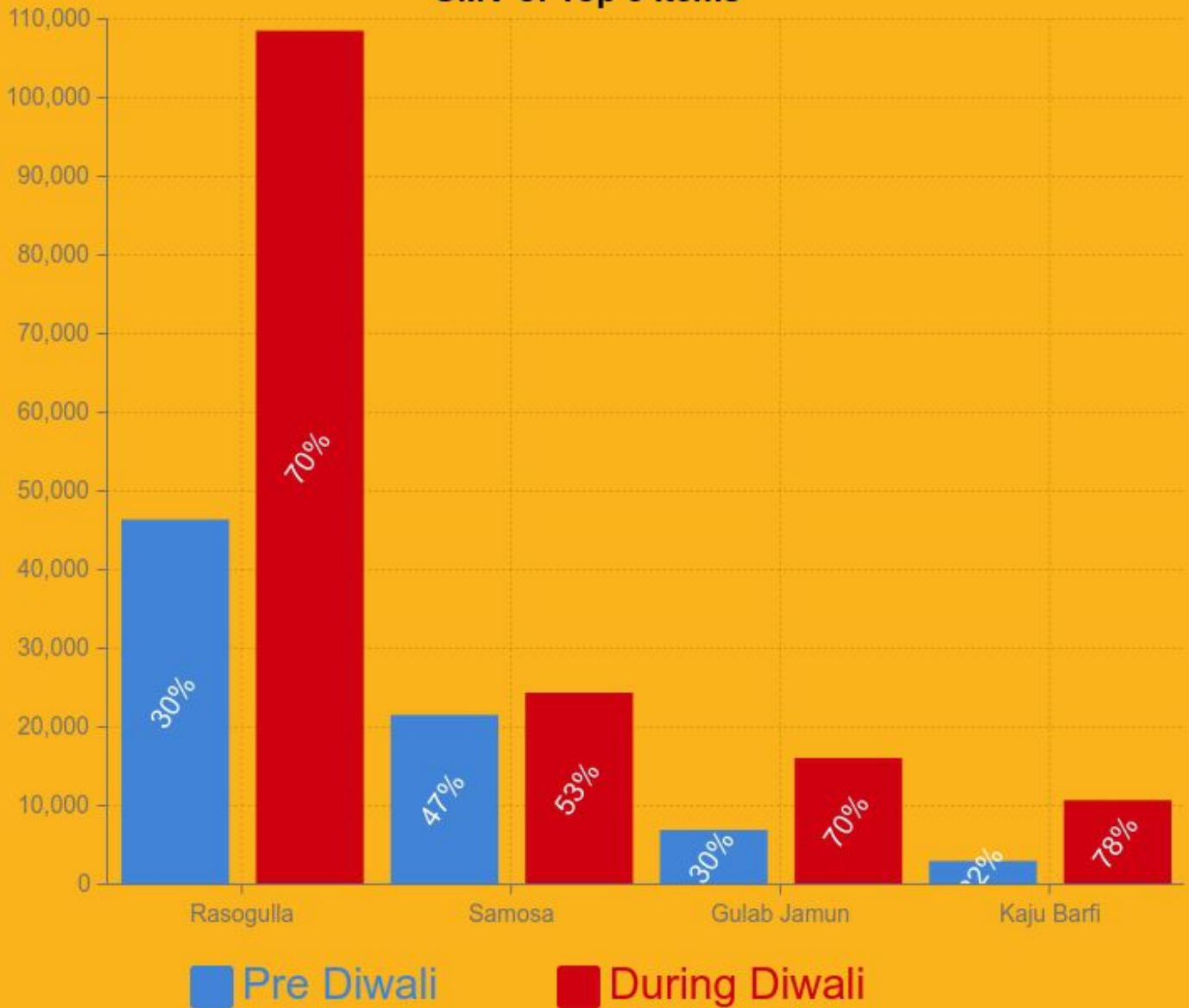
22% increase in Quantity during Diwali



18% increase in Orders during Diwali

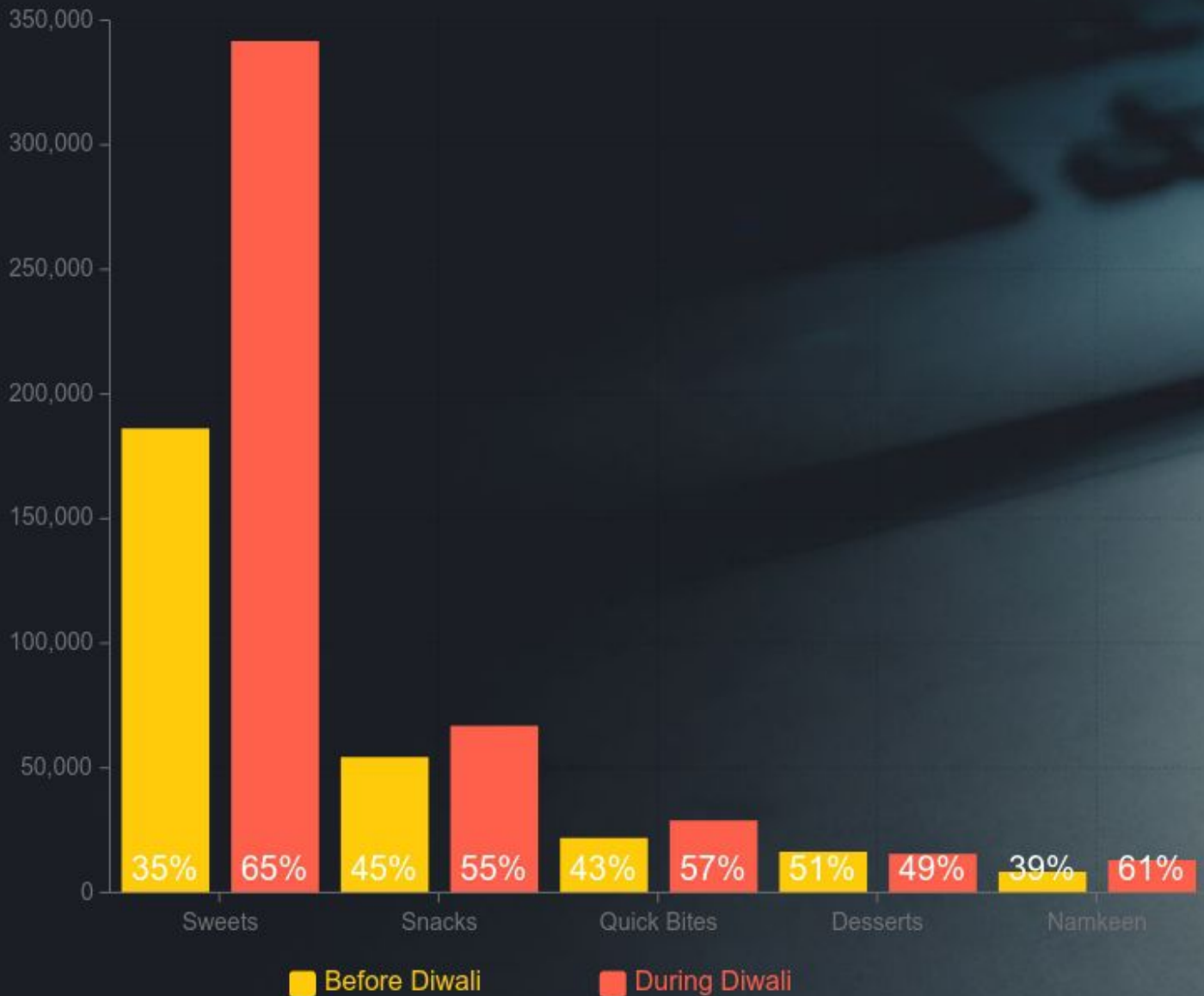
Swiggy Sales

GMV of Top 5 Items



- There is almost 40% increase in sale of Rasogulla during Diwali.
- Sale of Samosa does not affect during Diwali
- Gulab Jamun sale increase by 40% during Diwali.
- High increase in sale of Kaju Barfi almost 56% increase during Diwali

Food Item category wise sale



- There is 30% increase in sale of Sweets during Diwali.
- Sale of Snacks, Desserts and Quick Bites does not affected during Diwali.
- Increase in sale of Namkeen by 21% noteced during Diwali.

SWIGGY

THANK
YOU