

Executive View

Inventory

Operations

Deep Analysis

Matrix Analysis

blinkit

India's Last Minute App

Category

Brand

City

Date Range

All

All

All

28-10-2023

27-10-2025

Executive View

Sum of Total Revenue

₹ 509.03M

Total Orders

13K

Avg.Del.Time (min)

28

Avg.Rating

4.2

Sales Trend Over Time

Sum of Total Revenue

0.04bn

0.12bn

₹ 2.61M

₹ 22.17M

₹ 23.13M

₹ 21.15M

₹ 22.7M

₹ 19.76M

₹ 22.22M

₹ 18.87M

₹ 19.14M

₹ 21.24M

Oct 2023

Jan 2024

Apr 2024

Jul 2024

Oct 2024

Jan 2025

Apr 2025

Jul 2025

Oct 2025

Total Revenue BY Category

Sum of Total Revenue

46.21M

53.79M

Household

120.6M

Personal Care

99.8M

Bakery

63.2M

Grocery

63.2M

Fruits & Vegetables

47.6M

Beverages

42.1M

Snacks

37.0M

Dairy

35.6M

Top Cities By Revenue

Sum of Total Revenue

46.21M

53.79M

Pune

54M

Lucknow

53M

Mumbai

52M

Ahmedabad

52M

Bengaluru

52M

Jaipur

51M

Delhi

51M

Kolkata

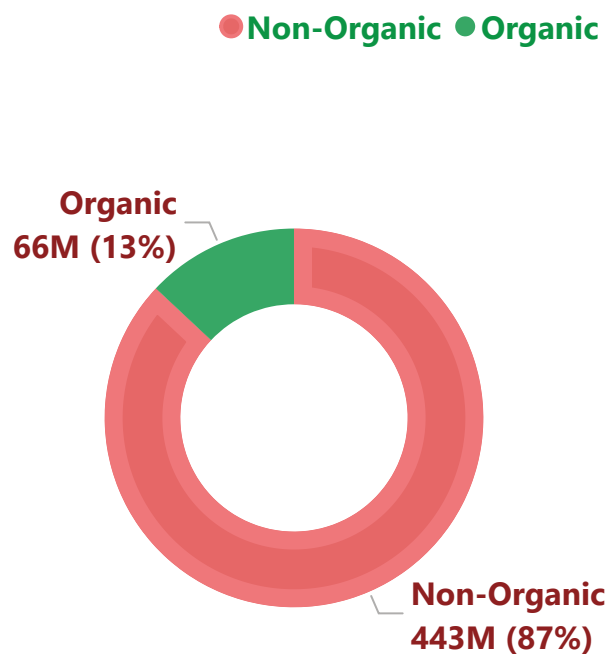
50M

Hyderabad

49M

Chennai

46M



Low Stock Items

BACK

product_name	category	Sum of stock	seller
Aashirvaad Fresh Grocery 601	Grocery	67	DailyNeeds
BakeHouse Premium Bakery 969	Bakery	66	DailyNeeds
Britannia Original Snacks 508	Snacks	64	DailyNeeds
DailyGreens Original Fruits 781	Fruits & Vegetables	64	DailyNeeds
Dettol Classic Household 597	Household	68	DailyNeeds
Fortune Fresh Grocery 572	Grocery	55	DailyNeeds
Fortune Lite Grocery 660	Grocery	69	DailyNeeds
Fortune Organic Grocery 276	Grocery	66	DailyNeeds
Fortune Premium Grocery 621	Grocery	63	DailyNeeds
FreshFarm Classic Fruits 390	Fruits & Vegetables	69	DailyNeeds
FreshFarm Fresh Fruits 388	Fruits & Vegetables	60	DailyNeeds
Lay's Organic Snacks 344	Snacks	66	DailyNeeds
Minute Maid Organic Beverages 626	Beverages	62	DailyNeeds
P&G Premium Personal 874	Personal Care	62	DailyNeeds
Patanjali Fresh Grocery 434	Grocery	67	DailyNeeds
Pepsi Organic Beverages 52	Beverages	66	DailyNeeds
Tata Daily Grocery 597	Grocery	64	DailyNeeds
Aashirvaad Premium Grocery 840	Grocery	69	LocalMart
Britannia Fresh Bakery 454	Bakery	65	LocalMart
Britannia Lite Snacks 324	Snacks	53	LocalMart
Dettol Lite Household 587	Household	68	LocalMart
Dove Classic Personal 306	Personal Care	68	LocalMart
FreshFarm Premium Fruits 372	Fruits & Vegetables	60	LocalMart
Harpic Premium Household 81	Household	68	LocalMart
Himalaya Family Pack Personal 673	Personal Care	68	LocalMart
Himalaya Family Pack Personal 78	Personal Care	62	LocalMart

Dead Stock List

BACK

product_name	stock	▲	sold_quantity
Aavin Daily Dairy 209	141		0
Aavin Organic Dairy 398	125		0
Aavin Premium Dairy 435	112		0
Amul Organic Dairy 414	98		0
Amul Premium Dairy 831	102		0
BakeHouse Lite Bakery 837	79		0
BakeHouse Organic Bakery 844	120		0
Britannia Fresh Bakery 450	120		0
Britannia Fresh Bakery 578	121		0
Coca-Cola Daily Beverages 77	125		0
DailyGreens Classic Fruits 492	119		0
DailyGreens Lite Fruits 244	117		0
Dettol Daily Household 535	114		0
Dettol Lite Household 952	77		0
Dettol Organic Household 115	123		0
Dove Lite Personal 494	95		0
Dove Premium Personal 918	155		0
Fortune Classic Grocery 553	98		0
Fortune Fresh Grocery 504	107		0
FreshFarm Family Pack Fruits 881	104		0
Gowardhan Original Dairy 403	121		0
Harpic Fresh Household 804	126		0
Himalaya Fresh Personal 501	131		0
Himalaya Fresh Personal 758	78		0
Himalaya Lite Personal 612	111		0

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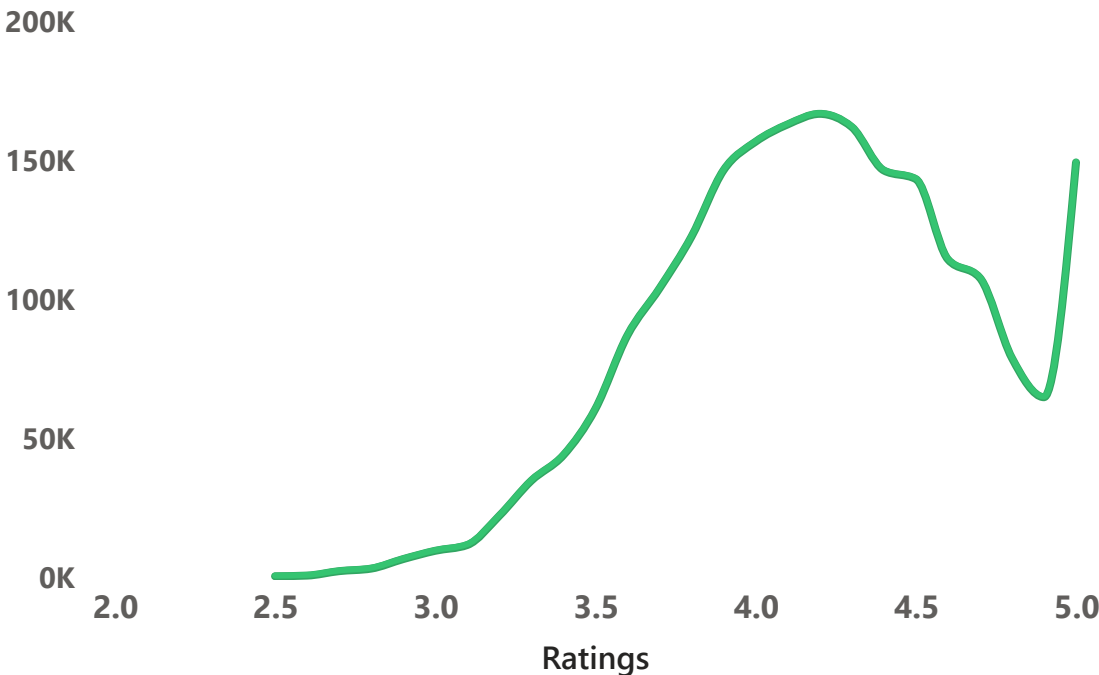
All

Date Range

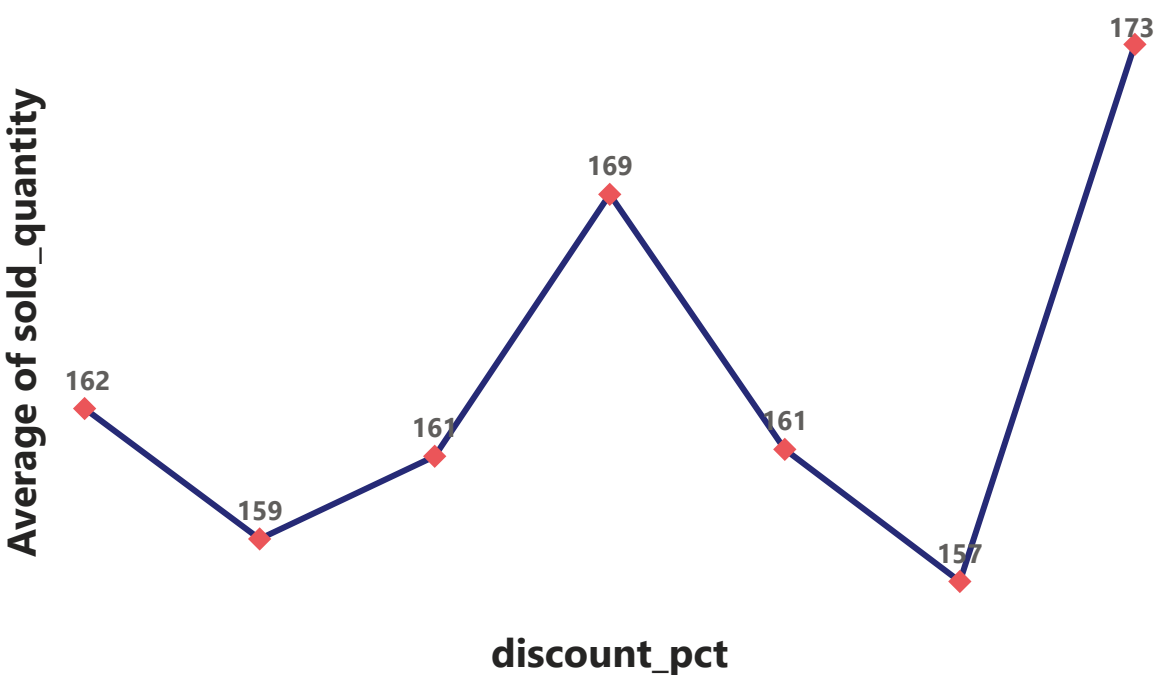
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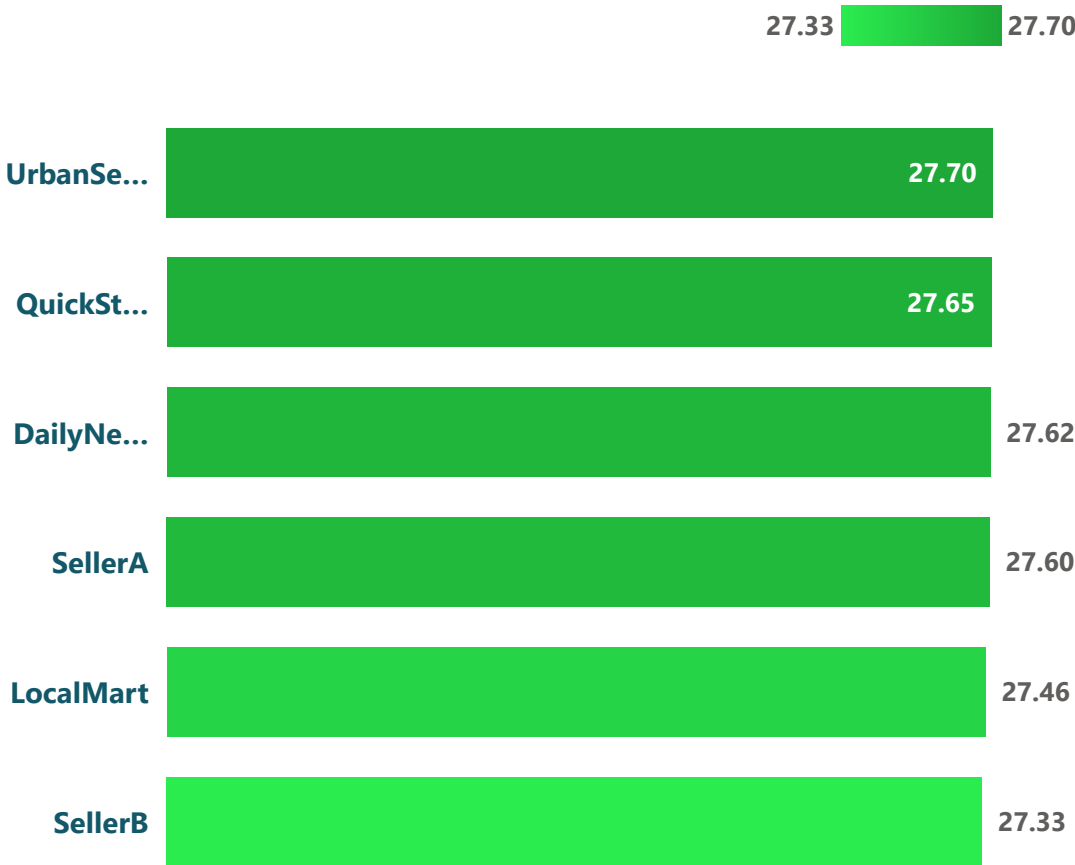
Rating Correlation



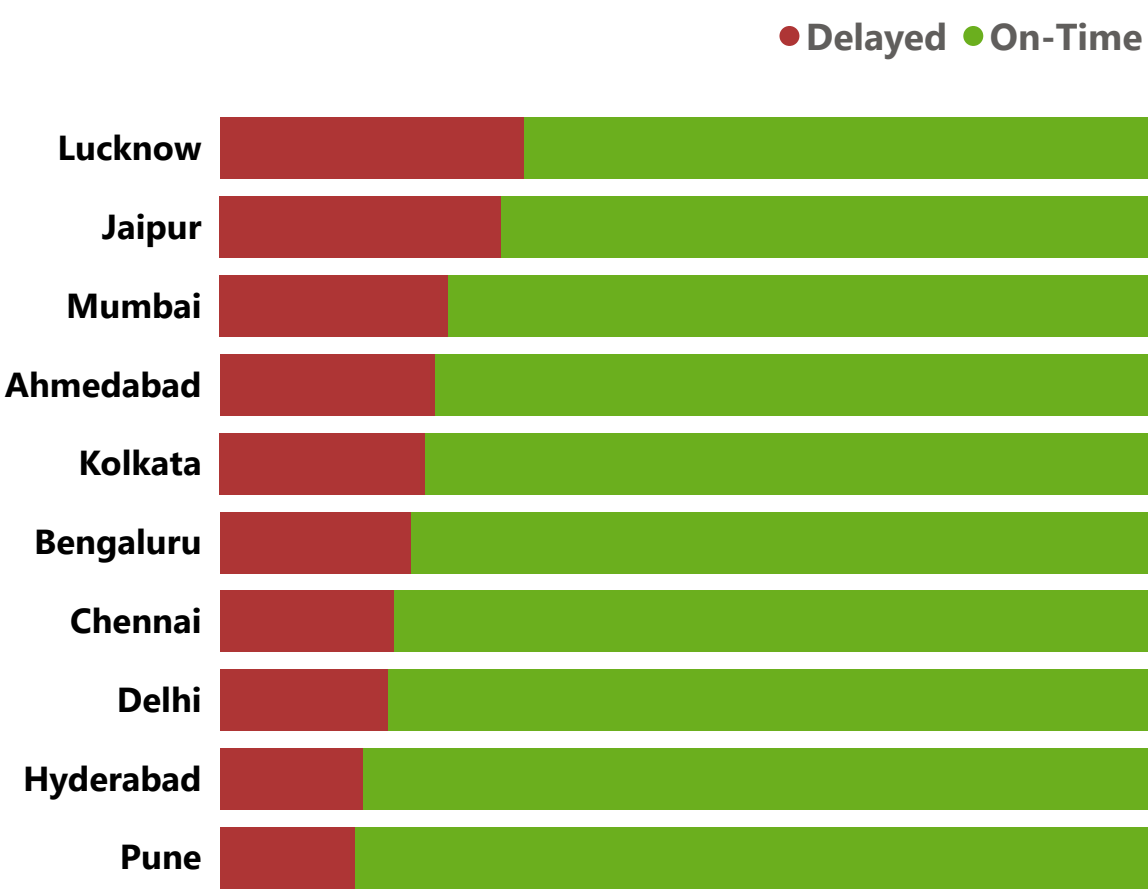
Discount Impact

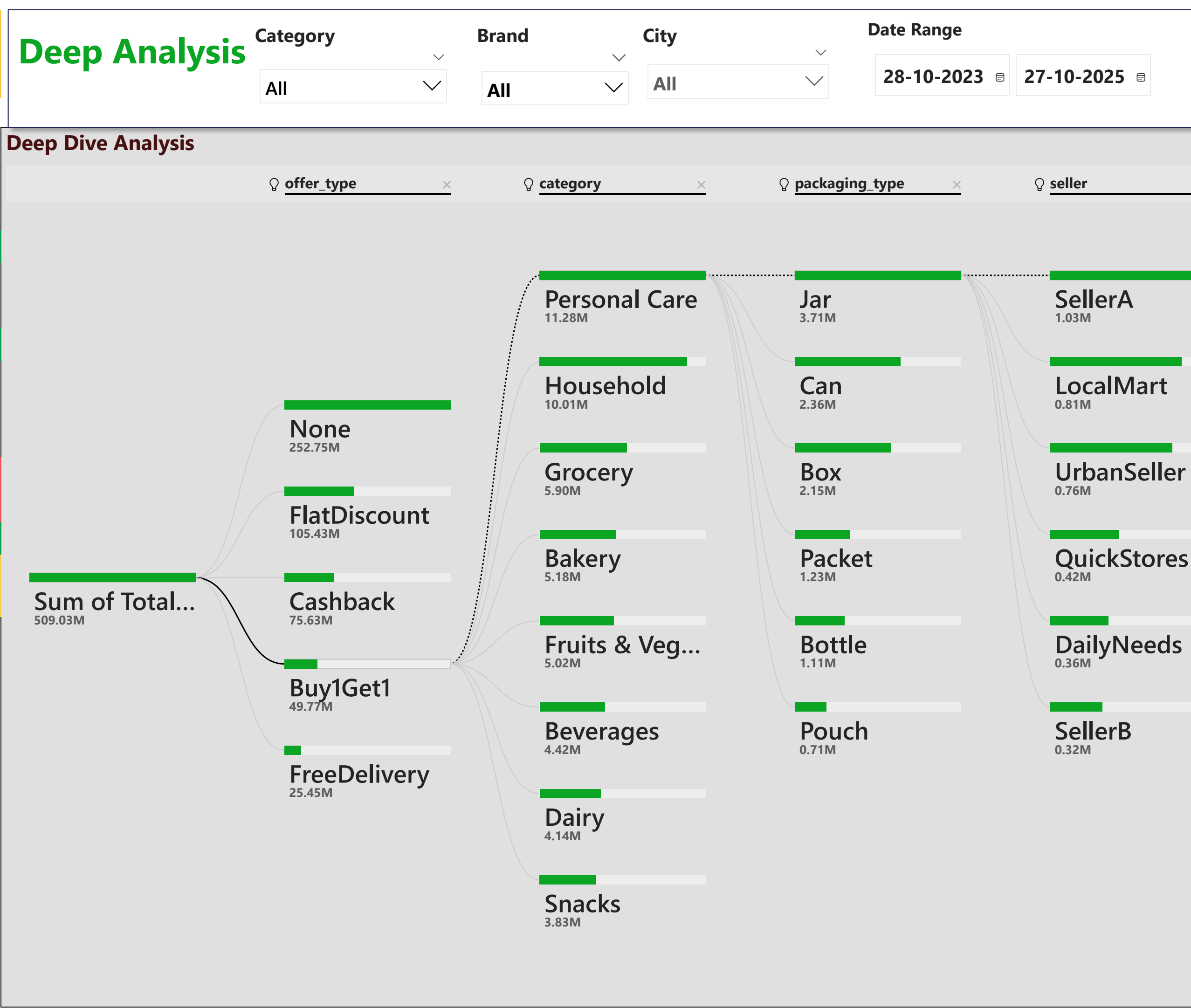


Seller Performance



Delay Analysis





Matrix Analysis

Category

All

Brand

All

City

All

Date Range

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Category Performance Matrix: Profit vs. Demand

category ● Fruits & Vegetables ● Grocery ● Household ● Personal Care ● Snacks

27 October 2025

