

blinkit

India's Last Minute App

FILTER PANEL

Outlet Location Type

Tier 1

Outlet Size

All

Item Type

All

\$336.40K

TOTAL SALE



\$141

Avg Sales



2388

NO OF ITEMS



3.9

Avg Rating



OUTLET ESTABLISHMENT

\$140K

\$130K

\$100K

\$80K

2012

2014

\$132K

2016

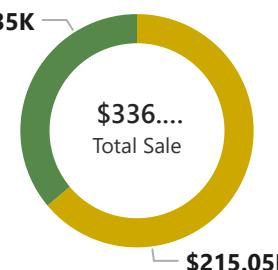
2018

\$74K

Total Sale Avg Sales No of Items Avg Rating

FAT CONTENT

Low Fat Regular



FAT BY OUTLET

Low Fat Regular

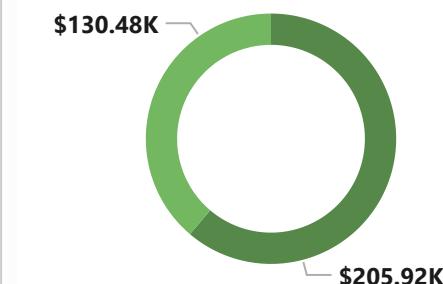
Tier 1 \$0.22M
\$0.12M

ITEM TYPE

Item Type	Total Sale
Fruits and Vegetables	\$50K
Snack Foods	\$49K
Household	\$38K
Frozen Foods	\$34K
Dairy	\$30K
Canned Goods	\$25K
Baking Goods	\$23K
Health and Beauty	\$18K
Meat	\$17K
Soft Drinks	\$16K
Breads	\$10K
Others	\$8K
Hard Drinks	\$7K
Starchy Foods	\$5K
Breakfast	\$4K
Seafood	\$3K

OUTLET SIZE

Small Medium



OUTLET LOCATION

Tier 1

336.40K

OUTLET TYPE

Outlet Type	Total Sale	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$73.81K	528	\$140	4	0.11
Supermarket Type1	\$262.59K	1860	\$141	4	0.06

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India's Last Minute App

FILTER PANEL

Outlet Location Type

Tier 3

Outlet Size

All

Item Type

Dairy

\$39.55K

TOTAL SALE



\$150

Avg Sales



263

NO OF ITEMS



4.0

Avg Rating



Total Sale

Avg Sales

No of Items

Avg Rating

FAT CONTENT

Low Fat Regular



FAT BY OUTLET

Low Fat Regular

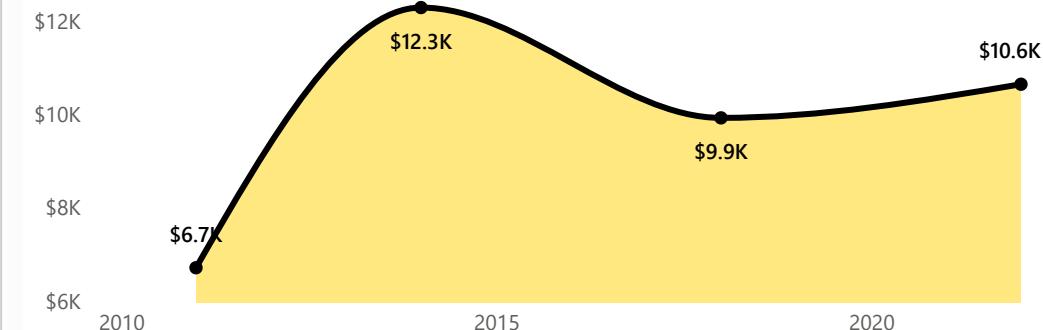
Tier 3 \$153
\$147

ITEM TYPE

Dairy

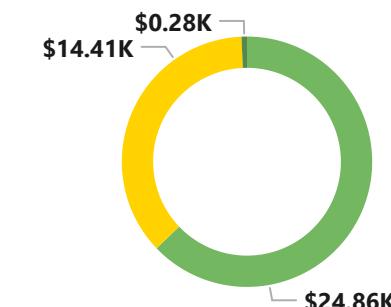


OUTLET ESTABLISHMENT



OUTLET SIZE

Medium High Small



OUTLET LOCATION

Tier 3

39.55K

OUTLET TYPE

Outlet Type	Total Sale	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$6.71K	43	\$156	4	0.12
Supermarket Type1	\$12.28K	80	\$154	4	0.07
Supermarket Type2	\$10.64K	73	\$146	4	0.07

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India's Last Minute App

FILTER PANEL

Outlet Location Type

Outlet Size

Item Type

\$84.61K

TOTAL SALE



\$144

Avg Sales



588

NO OF ITEMS



3.9

Avg Rating



OUTLET ESTABLISHMENT

\$46K

\$44K

\$42K

\$40K

\$39.6K

2016

2018

\$45.1K

2020

Total Sale	Avg Sales	No of Items	Avg Rating
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FAT CONTENT

● Low Fat ● Regular



FAT BY OUTLET

● Low Fat ● Regular



ITEM TYPE

Item Type	Total Sale
Breakfast	\$170
Seafood	\$159
Canned	\$151
Fruits an...	\$149
Dairy	\$148
Starchy F...	\$148
Household	\$145
Breads	\$143
Snack Fo...	\$143
Soft Drin...	\$140
Meat	\$140
Frozen F...	\$138
Baking G...	\$137
Others	\$136

OUTLET SIZE

● High



OUTLET TYPE

Outlet Type	Total Sale	No of Items	Avg Sales	Avg Rating	Item Visibility
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Supermarket Type1	\$84.61K	588	\$144	4	0.06
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India's Last Minute App

FILTER PANEL

Outlet Location Type

Tier 1

Outlet Size

Small

Item Type

Snack Foods

\$27.92K

TOTAL SALE



195

NO OF ITEMS



\$143

Avg Sales



4.0

Avg Rating



OUTLET ESTABLISHMENT

\$18K

\$17.2K

\$16K

\$12K

\$10K

2016

2017

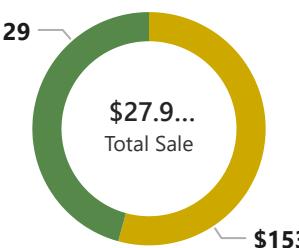
2018

\$10.7K

Total Sale Avg Sales No of Items Avg Rating

FAT CONTENT

Low Fat Regular



FAT BY OUTLET

Low Fat Regular

Tier 1 \$153
\$129

ITEM TYPE

Item Type
Snack Foods



OUTLET SIZE

Small



OUTLET LOCATION

Tier 1

27.92K

OUTLET TYPE

Outlet Type	Total Sale	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$10.68K	75	\$142	4	0.11
Supermarket Type1	\$17.24K	120	\$144	4	0.06