



blinkit

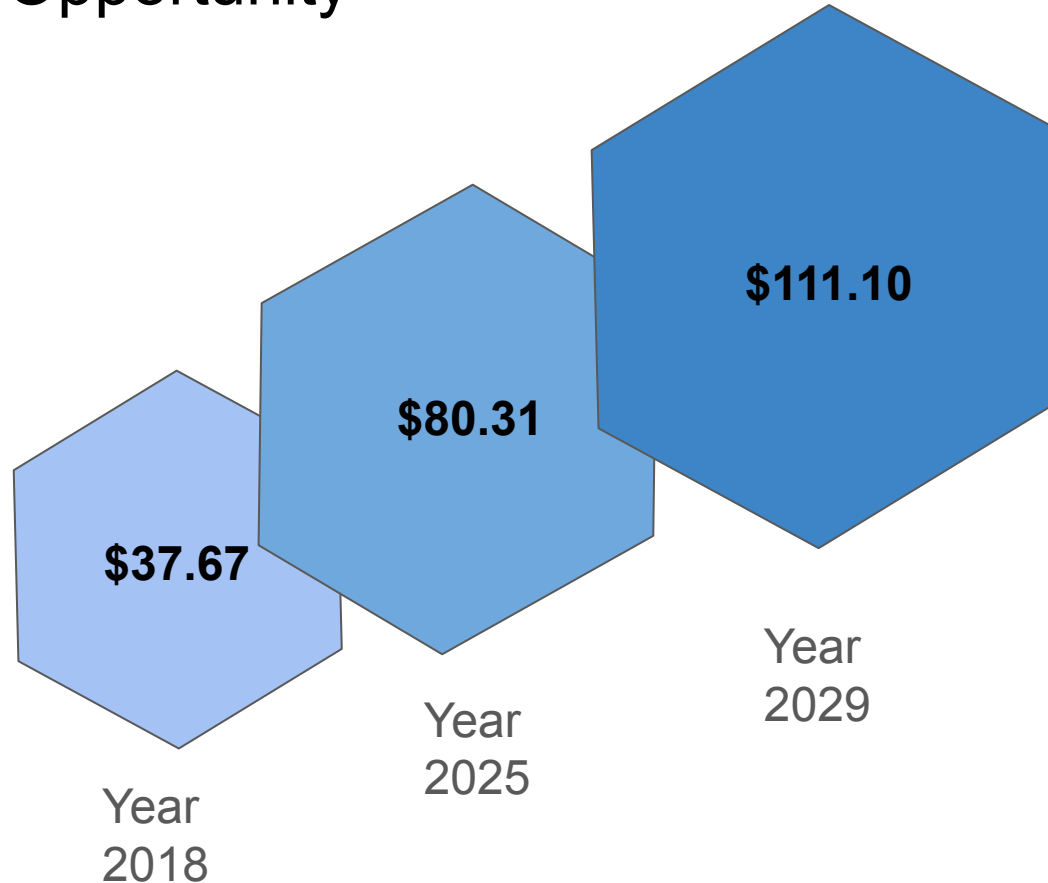
India's Last Minute App

TEAM~ THE CASE CRUSADE
PRAKHAR
HANNANUR RAHMAN



Market Opportunity

As we can see
Revenue is growing
annually by 8.45%.
Clearly we can see
there is a need of
opening of
Ready-To-Eat
(RTE) Meal
Service.



Market

Ready-to-Eat Meals ▾

Region

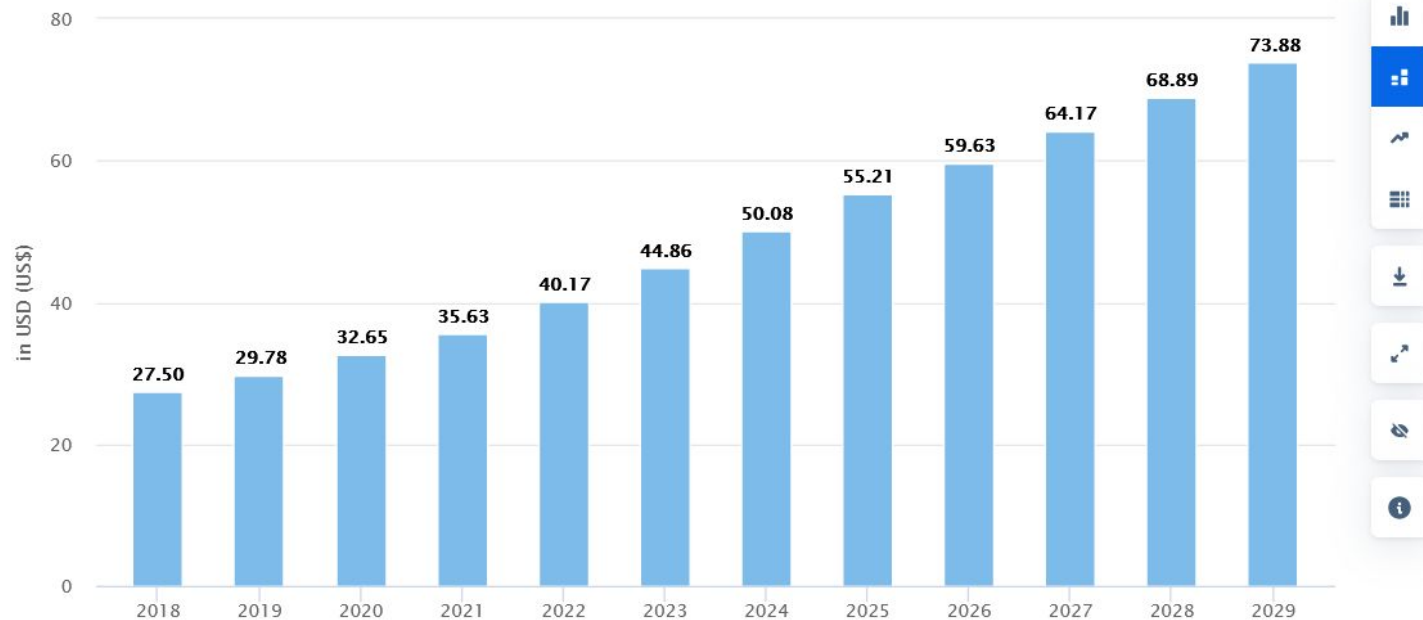
India ▾

Region comparison

Compare to other regions +

Source: Statista Market Insights

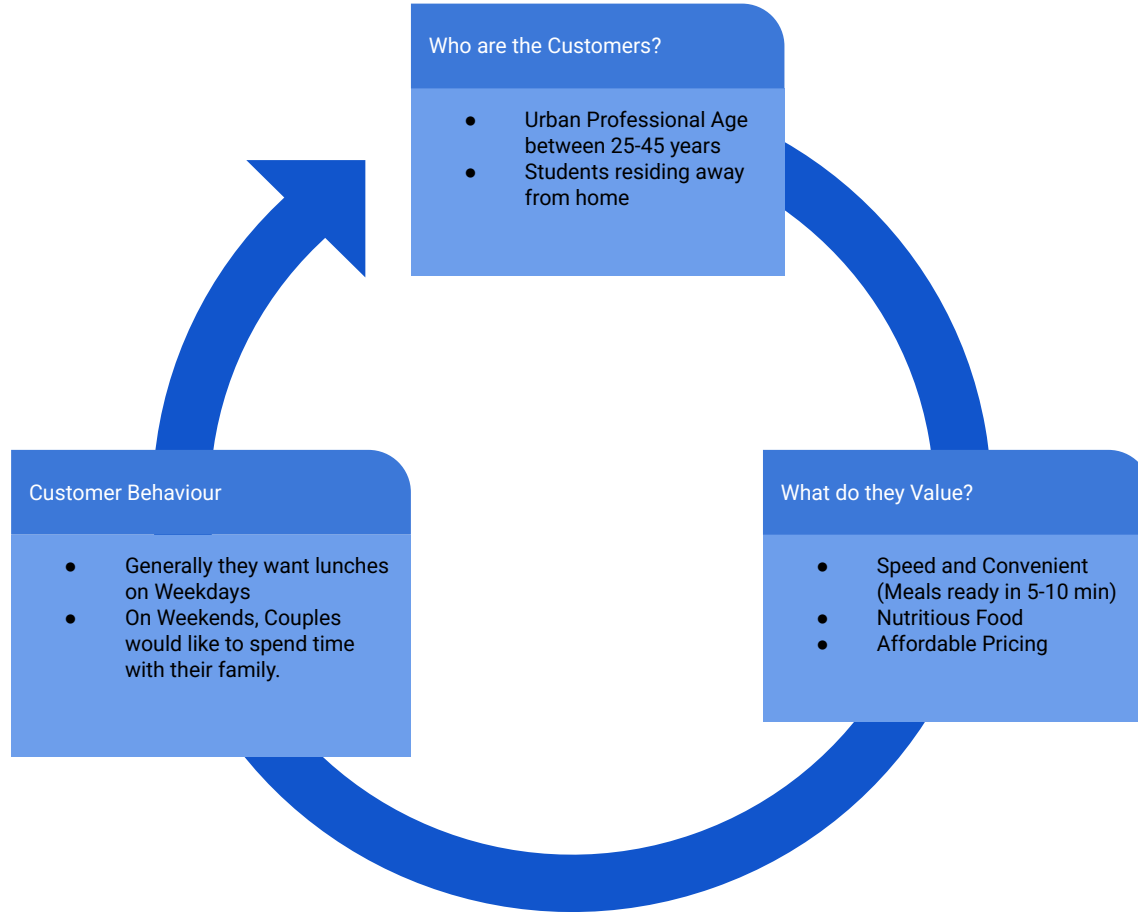
AVERAGE REVENUE PER CAPITA



Most recent update: Dec 2024



Consumer Insight



Market

Ready-to-Eat Meals

Region

India

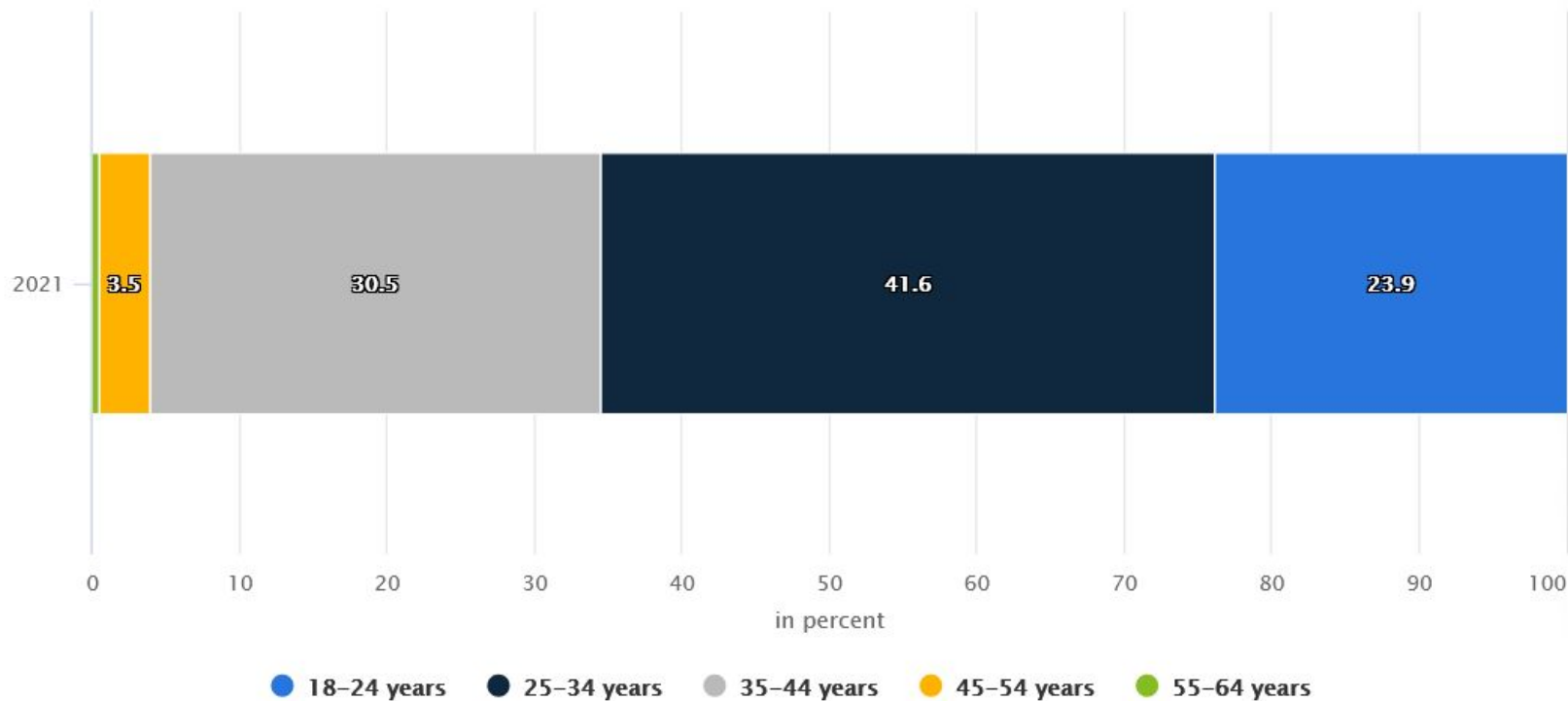
Region comparison

Compare to other regions

USERS BY AGE

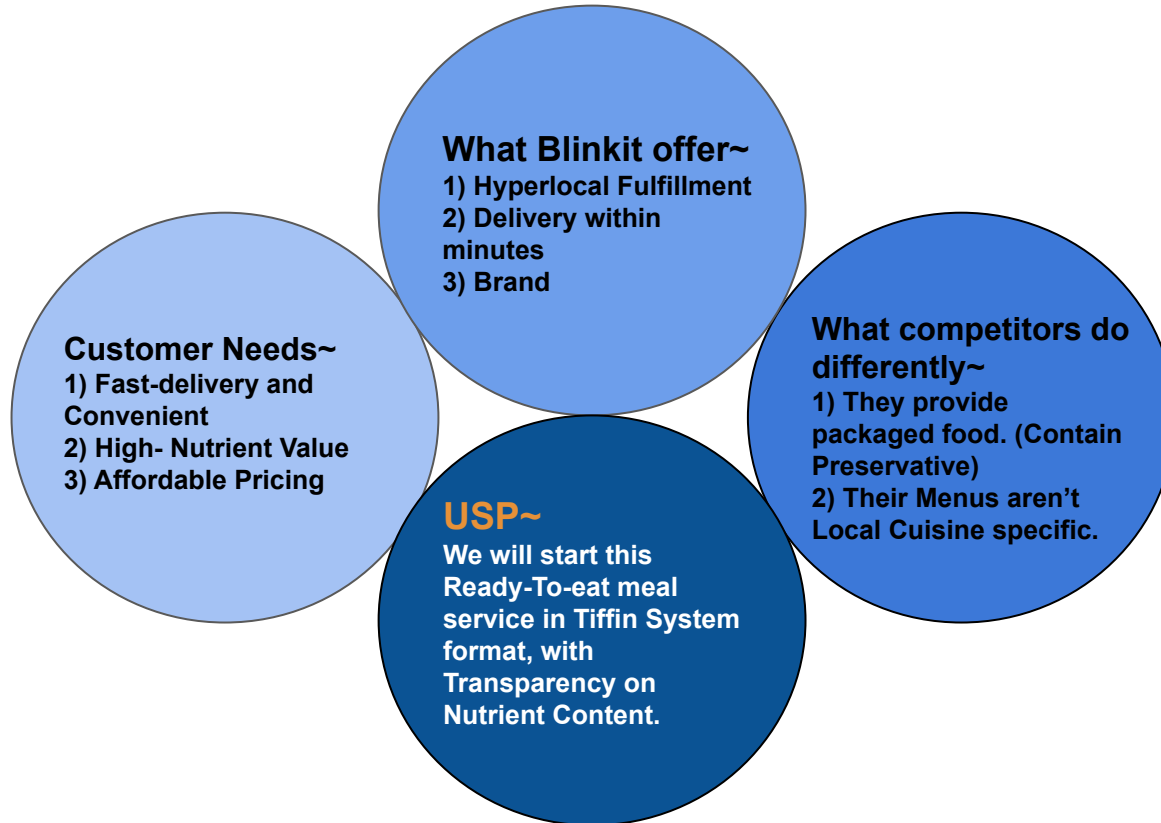
USERS BY INCOME

USERS BY GENDER





Unique Value Proposition





Product Roadmap

Focus on partnering with local tiffin centers instead of investing in warehouses in Tier-2 cities.

Kickstart your marketing efforts with SEO, poster campaigns, and word-of-mouth strategies.

Research local cuisines and gather customer feedback on their lunch preferences to create a menu that meets their tastes.

Organize offline tasting events to showcase your cooking skills and food quality.

Create tailored plans on your app(Create a one specific section for RTE) for different audiences:

- 1) Diet plans for gym enthusiasts
- 2) Regular subscription options

Start Delivering foods



Go-To-Market Strategy

Target Audience~

Urban professionals(Targeting Tier-2 Cities) seeking convenience during work hours, health-conscious people aged from 25-45) who prioritize fresh and nutritious meals, students needing affordable and quick meal options, and budget-conscious shoppers in metro cities.

Launch Campaign~

- Social media advertising: Highlight fresh, healthy, and fast meals with appealing visuals, leverage testimonials and influencer endorsements to build trust.
- App promotions: Offer exclusive discounts for first-time users, introduce subscription plans for consistent savings, push notifications to promote new menus or limited-time offers.
- Offline engagement: Collaborate with offices and co-working spaces to promote meal plans, distribute flyers or posters in gyms and fitness centers.



Appendix

- https://www.researchgate.net/publication/338749925_A_Market_Study_on_Key_Determinants_of_Ready-to-EatCook_Products_with_respect_to_Tier-I_Cities_in_Southern_India?enrichId=rgreq-eb9c476ea47023a90ba02724294f1c82-XXX&enrichSource=Y292ZXJQYWdIOzMzODc0OTkyNTtBUzo4NTAxNDUzNjk0MDc0ODhAMTU3OTcwMTg1OTA2OQ%3D%3D&el=1_x_3&esc=publicationCoverPdf
- <https://www.statista.com/outlook/cmo/food/convenience-food/ready-to-eat-meals/india>
- <https://www.linkedin.com/pulse/sneek-peek-ready-to-eat-food-market-india-indiafoodforum/>
- <https://www.linkedin.com/pulse/food-demand-business-models-meal-delivery-startups-ahmed-abdelwahab/>
- <https://www.linkedin.com/pulse/tiffin-service-business-advantages-disadvantages-deonde-solutions-b8csc/>