



**FROM E-COMMERCE TO
QUICK COMMERCE:**

**HOW UPRIVER SCALED ART
SUPPLIES BRAND FROM 0 TO 60
LAKHS IN SALE IN 10 MONTHS**

BUSINESS CASE STUDY



OVERVIEW

With decades of craftsmanship behind it, this legacy art supplies brand has built a strong reputation for offering high-quality products across home, school, and office use. Rooted in the belief that art has no rules, it has always encouraged free expression without the pressure of perfection, making creativity accessible to both beginners and experienced users.

Having already presence across major e-commerce channels, the brand set its sights on the next phase of growth, expanding into quick commerce to tap into instant demand and connect with a younger, more dynamic audience.



INITIAL SITUATION

A well-established brand on Amazon India & Amazon USA wanted to expand into quick commerce as its next growth lever, but had no presence in the channel.

CHALLENGES

- **Approval For Brand Onboarding:** Securing approval to onboard the brand on quick commerce platform.
- **Product Selection:** Identifying the right products suited for impulse-driven quick commerce demand.
- **Dark Store Selection & Inventory Planning:** Determining optimal dark store coverage and stock levels to ensure availability without overstocking.
- **Platform Understanding:** Limited initial visibility into quick commerce demand patterns, pricing dynamics, and visibility drivers.
- **Scalability Approach:** Defining a structured strategy to successfully expand and sustain growth on quick commerce channels.



UPRIVER STRATEGY



- **Brand Onboarding-** Initiated the process by securing brand approval and completing platform onboarding requirements.
- **SKU Selection-** Curated a product assortment aligned with quick commerce buying behavior, prioritizing SKUs suited for impulse-driven purchases.
- **Listing & Creatives-** Focused on creating high-impact product pages designed to communicate product value, usage, and quality instantly to drive faster purchase decisions.
- **Dark Store & Inventory Planning-** Strategically selected high-potential dark store locations and aligned inventory planning to ensure efficient fulfillment and coverage.
- **Advertising-** Implemented a performance-driven advertising approach to maximize product visibility, secure high-intent placements, and drive consistent conversions.

ONBOARDING & BRAND APPROVAL

End-to-End Account Setup:

Completed onboarding from brand approval to account creation within one week, ensuring all business details were accurately configured.

Documentation & Verification:

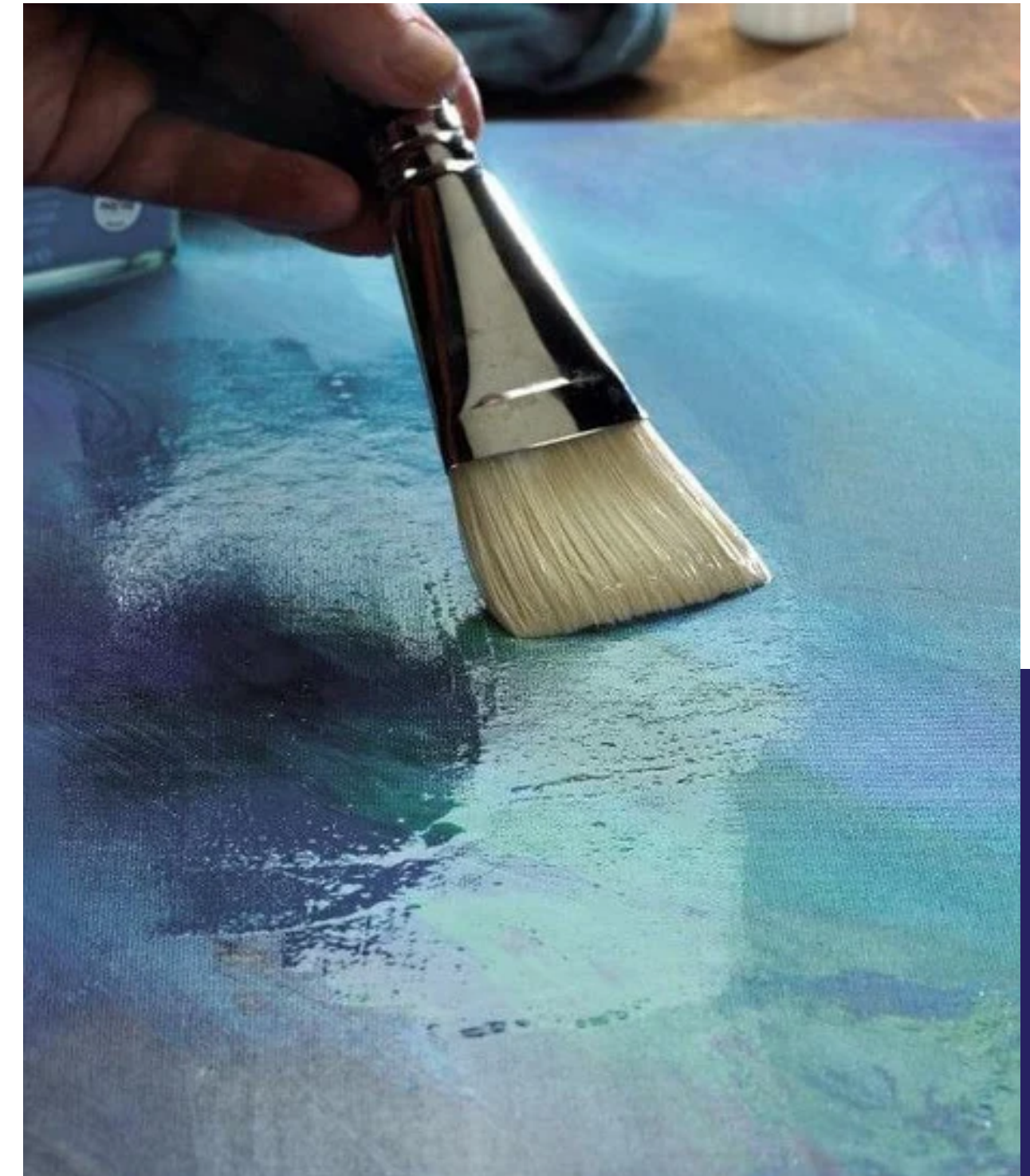
Handled submission and approval of required documents (GST, brand authorization, bank details etc.) to ensure a smooth and compliant onboarding process.

Platform Coordination:

Worked closely with platform onboarding teams to fast-track approvals, resolve queries, and minimize delays.

Go-Live Readiness:

Ensured the brand was fully onboarded, approved, and ready for activation with all necessary backend configurations in place



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SKU SELECTION

- Analyzed sales data from existing marketplaces to identify best-selling SKUs with proven demand and prioritize them for quick commerce launch.
- Benchmarked top-performing competitor SKUs to ensure a competitive assortment and capture incremental category demand.
- Introduced bundled offerings by combining high-performing products to enhance value perception and increase average order value (AOV).
- Launched newly introduced products on quick commerce platform, leveraging first-mover advantage to capture early consumer demand.
- Expanded the product catalogue from 4 SKUs to 37 SKUs, significantly strengthening assortment depth, improving platform visibility, and increasing purchase opportunities.

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LISTING & CREATIVES

- Optimized product titles and backend keywords using intent-driven, high search volume search terms to improve discoverability and enable faster product discovery on the platform.
- Strengthened product communication by clearly highlighting key features and benefits across all SKUs, helping customers quickly understand product usage and value.
- Enhanced listing creatives by optimizing images with usage visuals, key USPs, and “how-to-use” guides, along with product videos to improve customer understanding and engagement.
- Developed A+ Content to present product details, brand story, and benefits in a structured visual format, leading to an improvement in conversion rates.

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DARK STORE & INVENTORY PLANNING

- **Demand Forecasting Framework-** Established a data-driven approach by tracking DRR (Daily Run Rate) and DOC (Days of Cover) across all SKU–warehouse combinations to ensure accurate demand planning.
- **Inventory Allocation Strategy-** Analyzed SKU-level sales velocity (last 30 days) and aligned inventory distribution accordingly, ensuring the right products were placed in the right locations.
- **Stock Availability Optimization-** Developed and executed inventory plans to minimize stockouts across dark stores, maintaining consistent product availability across serviceable pin codes.
- **Warehouse to Dark Store Mapping-** Structured inventory planning based on warehouse-to-dark store mapping, improving visibility and ensuring efficient last-mile fulfillment.
- **Scalable Expansion Planning-** Enabled rapid scale by expanding operations from 2 to 25+ master warehouses across 15 states, significantly increasing reach, distribution efficiency, and sales potential.

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ADVERTISING

- **Performance Marketing Engine Setup-**
- **Visibility & Acquisition Strategy-** Launched Listing Spotlight campaigns to boost brand visibility and drive new customer acquisition across the platform.
- **Continuous Campaign Optimization-** Actively optimized campaigns by improving impressions for performance-focused campaigns and enhancing CTR for reach-focused campaigns, ensuring efficient spend utilization.
- **Competitive Keyword Targeting-** Introduced keyword-led campaigns to position SKUs against key competitors like Fevicryl, increasing share of voice (SOV) and capturing high-intent traffic.
- **Bid & Placement Optimization-** Regularly optimized CPM bids across Product Booster and Recommendation Ads to remain competitive in auctions and secure consistent top placements.



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Our products are

-  Non-toxic & Lead free
-  Wide Application
-  All weatherproof
-  Water base, water proof when dry
-  Vibrant colours
-  Quick drying

DATA & ANALYSIS

SEASONAL & FESTIVE STRATEGY:

- **Festive Promotions:** Leveraged events like the Great Indian Festival, Diwali and New Year with discounts & offers.
- **Discount Bundling:** Introduced limited-time bundles to boost sales and increase AOV by 30%.

RESULTS & IMPACTS

- Scaled the business to a high-growth trajectory, achieving 60x revenue growth within less than a year.
- Built and scaled the advertising function from ₹0 to ₹20 Lakhs+ in monthly ad-driven revenue, establishing a strong and sustainable growth engine on quick commerce.
- Reached 12K+ monthly unit sales, establishing strong and consistent demand across quick commerce channels.
- Improved performance efficiency with ROAS scaling up to 13.4, while maintaining controlled ACOS levels.
- Built a balanced growth engine with ~50:50 contribution from organic and paid channels at scale.
- Delivered 20x+ ROI while maintaining a lean TACOS of ~3–4%, ensuring strong overall profitability.
- Upgraded SKUs across performance tiers (L1–L4) using platform analytics, enhancing visibility and unlocking further growth potential.

