



SCALING ON BLINKIT & BIGBASKET:

HOW UPRIVER SCALED A GROCERIES BRAND FROM RS 0 TO 50LAKHS SALE IN 6 MONTHS ON BLINKIT & BIGBASKET

BUSINESS CASE STUDY

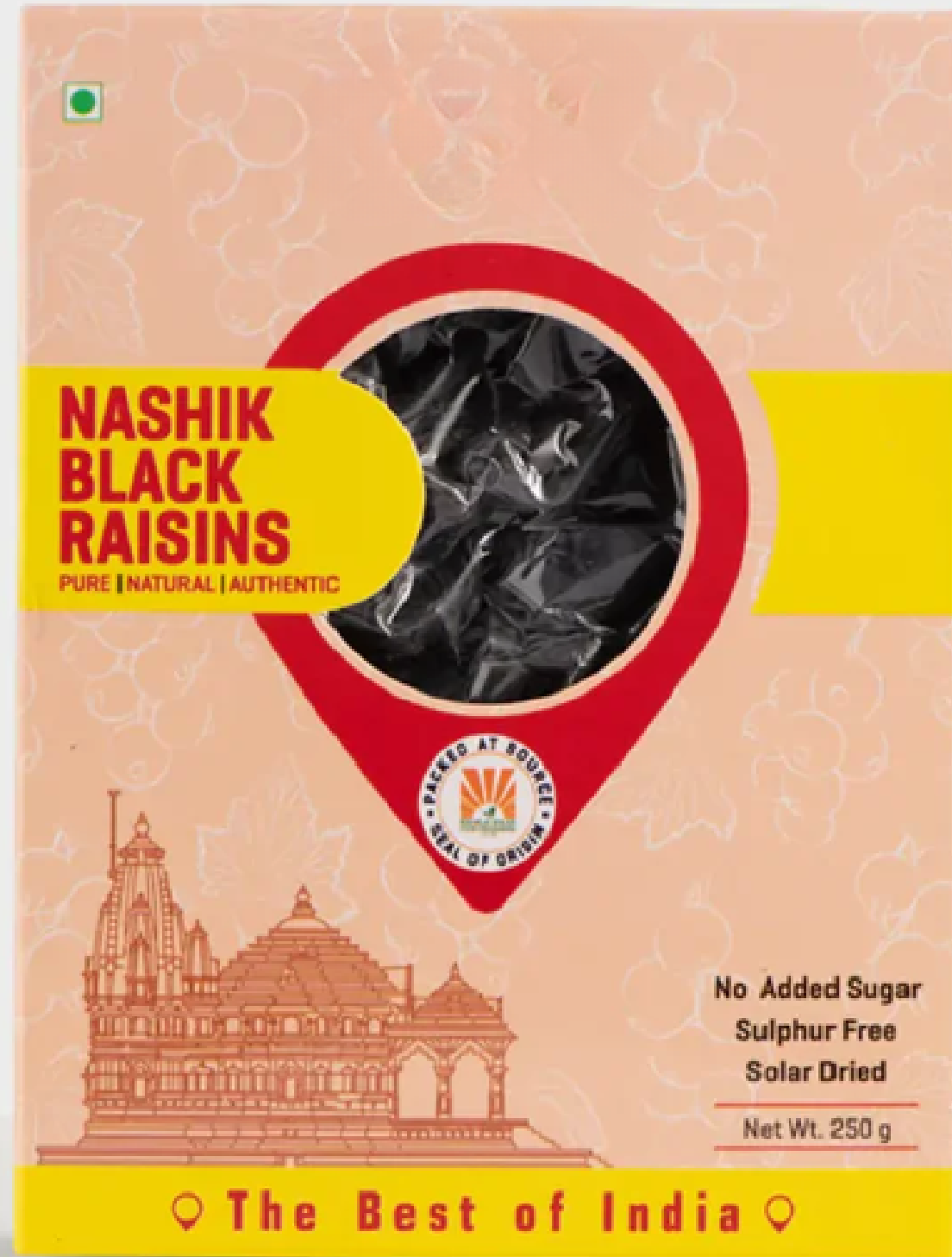


OVERVIEW

The brand operates in India's farm-to-table segment, bringing authentic, single-origin, premium food products directly from local farmer enterprises. With a network spanning multiple states and thousands of farmers, the brand emphasizes provenance, quality, and sustainable practices.

Despite having high-quality products and a unique farmer-collaborative model, the brand faced challenges in reaching consumers efficiently through online grocery marketplaces. Low visibility on Big Basket and Blinkit, limited platform-specific optimization, and weak merchandising strategies prevented the brand from realizing its full potential in the rapidly growing e-grocery sector.





INITIAL SITUATION

A well growing brand on Amazon India & D2C website wanted to expand into quick commerce as its next growth lever, but had no experience of working model of different quick commerce channels.

CHALLENGES

- **Approval For Brand Onboarding:** Securing approval to onboarding the brand on different quick commerce platforms as per their working model.
- **Product Selection:** Identifying the right products suited for each platform and as per pricing & 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 different quick commerce demand patterns, pricing dynamics, seller model & vendor model, 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 for both Blinkit & Big Basket.
- **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 of POs.
- **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 on Blinkit on seller model and Bigbasket on vendor model; from brand approval to negotiating terms of trade to account creation within agreed timelines, ensuring all business details were accurately configured.

Documentation & Verification:

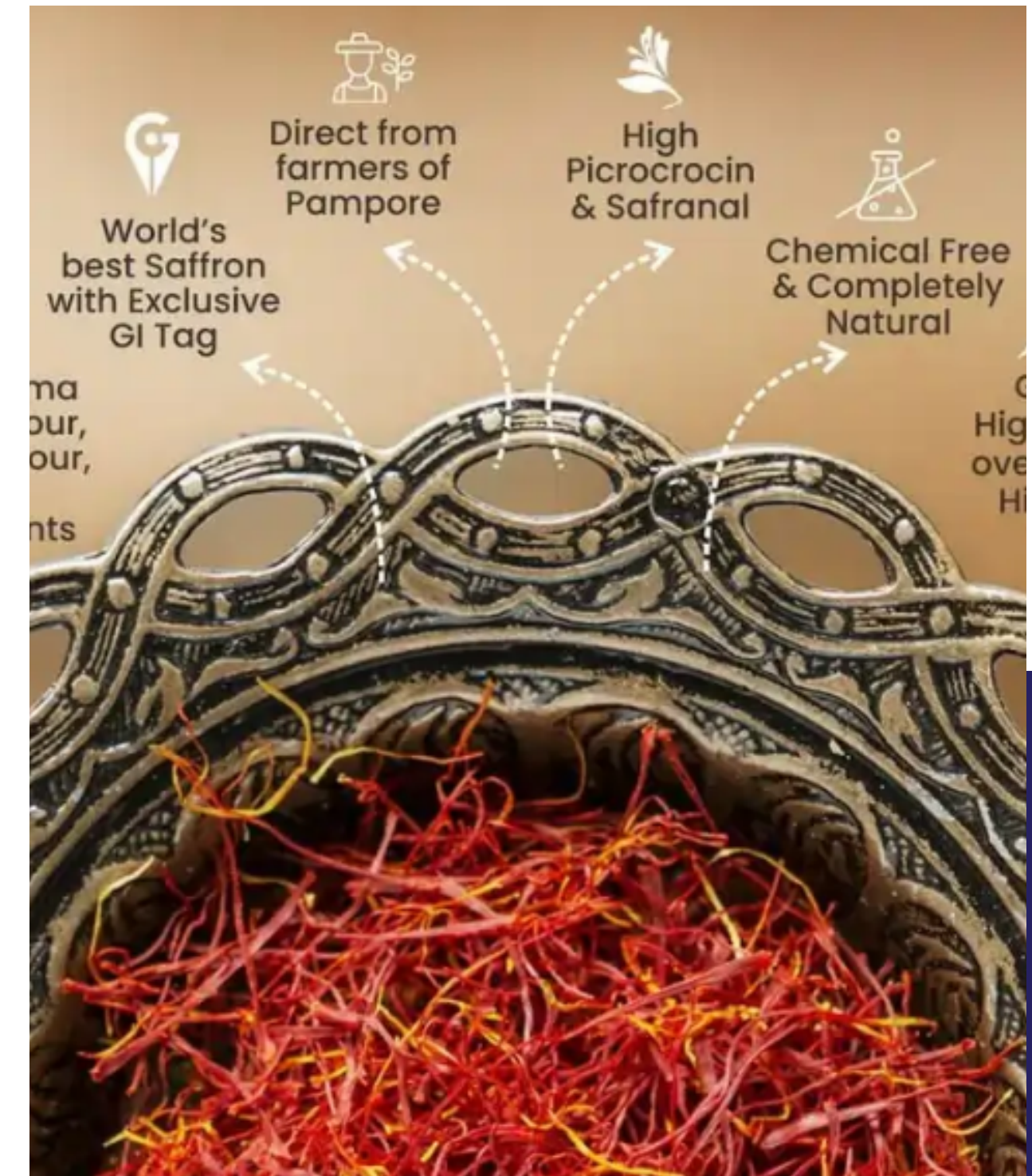
Handled submission and approval of required documents (GST, brand authorization, bank details etc.) to ensure a smooth and compliant onboarding process.

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





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 3 SKUs to 10 SKUs, significantly strengthening assortment depth, improving platform visibility, and increasing purchase opportunities.

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, 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.



**Brand's name is masked due to confidentiality issues*

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 for further shipments and PO followups
- **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 15 states on Blinkit & Bigbasket, significantly increasing reach, distribution efficiency, and sales potential.



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ADVERTISING ON BLINKIT & BIGBASKET

- **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**- executed keyword targetingleads campaigns to position SKUs against key competitors, 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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RESULTS & IMPACTS

- Scaled the business to a high-growth trajectory, achieving 50L revenue growth in 6 months after launching with Blinkit at Rs. 30 Lacs and Bigbasket with Rs. 20 Lacs of Monthly Purchase orders.
- Built and scaled the advertising function from 0 to Rs. 30 Lakhs+ in monthly ad-driven revenue, establishing a strong and sustainable growth engine on quick commerce channels.
- Reached 10K+ monthly unit sales, establishing strong and consistent demand across quick commerce channels.
- Improved performance efficiency with ROAS scaling up by 5x.
- Upgraded SKUs across performance accross cities using platform analytics, enhancing visibility and unlocking further growth potential.

