



SCALING ON BIGBASKET:

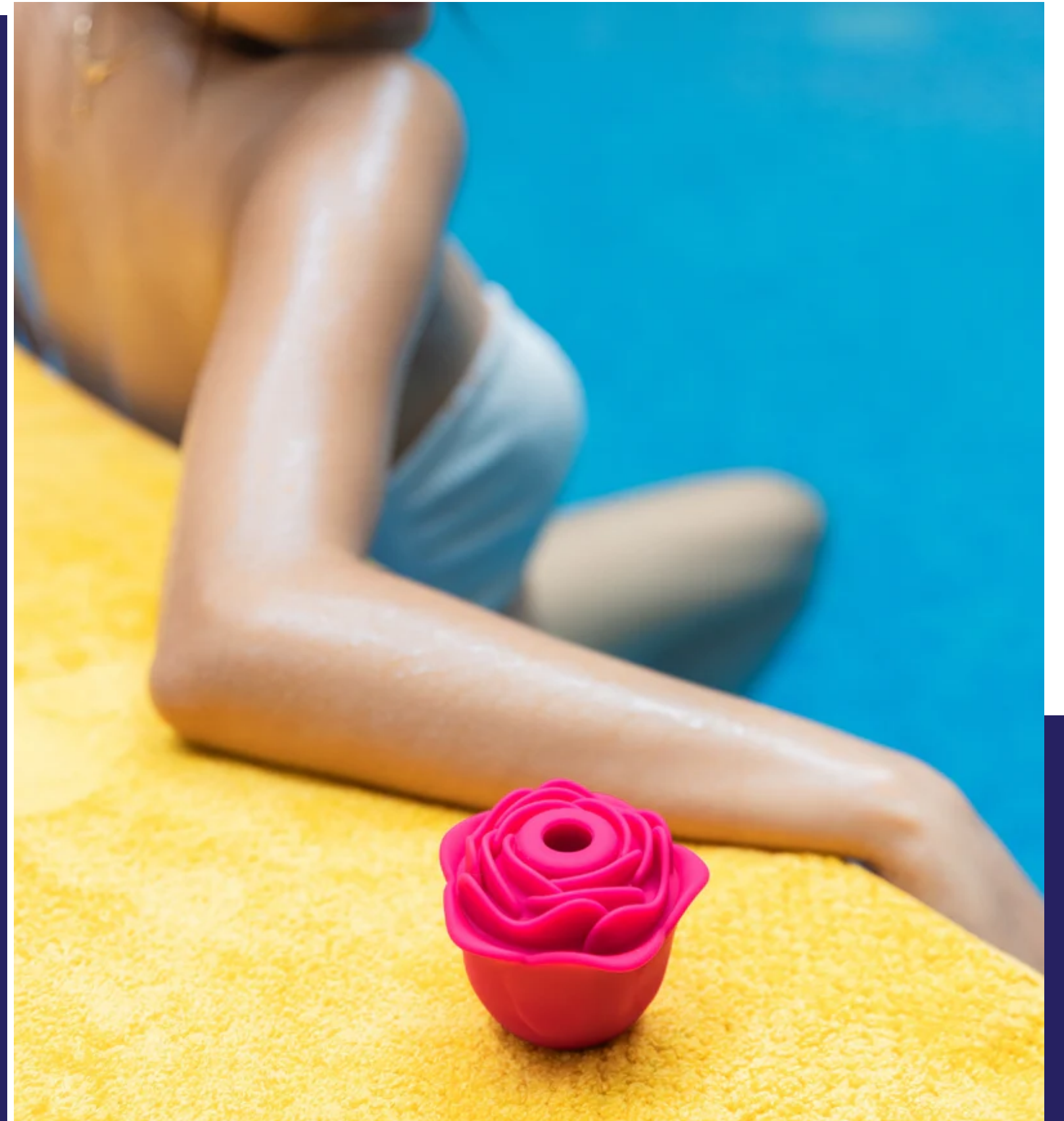
HOW UPRIVER HELPED A
SEXUAL WELLNESS BRAND
SCALE ON BIGBASKET

BUSINESS CASE STUDY



OVERVIEW

The brand operates in India's sexual wellness space, creating a safe, inclusive, and judgment-free platform for education, empowerment, and holistic well-being. With a mission to normalize conversations around sexual health and provide accessible solutions, the brand focuses on breaking societal taboos while promoting confidence and informed decision-making. Despite its clear purpose and impactful messaging, the brand faced challenges in reaching its target consumers via online grocery and quick-commerce platforms. Limited visibility, lack of platform-specific optimization, and untapped category potential prevented the brand from capturing the growing audience seeking discreet, convenient, and high-quality wellness solutions.



INITIAL SITUATION

A sexual wellness brand, already selling across marketplaces and its D2C website, aimed to scale on Bigbasket as its next growth channels but lacked clarity on platform-specific dynamics, category positioning, and operational strategies for efficient scaling.

CHALLENGES

- **Product Selection:** Identifying high-potential SKUs for scaling on Bigbasket based on category demand, competition, pricing, and platform performance.
- **Dark Store Selection & Inventory Planning:** Optimizing dark store coverage, allocating inventory efficiently, and planning purchase orders to ensure availability while minimizing stock-outs and excess stock.
- **Platform Understanding:** Gaining deeper insights into Bigbasket demand patterns, category dynamics, pricing, and visibility drivers to improve performance.
- **Scalability Approach:** Developing a structured framework to increase distribution, optimize inventory, and drive sustainable growth across platforms.



UPRIVER STRATEGY



- **SKU Selection-** Curated a product portfolio, in collaboration with the platform's category team and aligned with BigBasket's demand trends, prioritizing SKUs with strong sales potential and consistent purchase order generation.
- **Listing & Creatives-** Optimized product listings and creatives to clearly communicate product benefits, improve discoverability, and drive higher conversions on Bigbasket.
- **Dark Store & Inventory Planning-** Identified high-potential dark stores and implemented inventory planning strategies to ensure seamless purchase order fulfillment and stock availability.
- **Advertising-** Executed a performance-focused advertising strategy to increase product visibility, secure premium placements, and drive sustained sales growth on Bigbasket.

SKU SELECTION



- Analyzed sales performance across existing marketplaces to identify high-demand SKUs and prioritize them for Bigbasket expansion..
- Benchmarked leading competitor products on Bigbasket to build a competitive assortment and capture incremental category demand.
- Introduced product bundles featuring top-performing SKUs to improve value perception and drive higher average order value (AOV).
- Launched newly introduced products on Bigbasket to capitalize on early demand and expand category presence.
- Expanded the product catalogue from 5 SKUs to 9 SKUs, significantly strengthening assortment depth, improving platform visibility, and increasing purchase opportunities.

LISTING & CREATIVES

- Optimized product titles and search attributes using high-intent keywords to improve discoverability and product visibility on Bigbasket.
- Strengthened product communication by clearly highlighting key features and USPs across all SKUs, helping customers quickly understand product usage and value.
- Enhanced listing creatives with optimized images, USP images, and videos to improve engagement and purchase confidence.



DARK STORE & INVENTORY PLANNING

- **Demand Forecasting Framework-** Implemented a demand planning framework by monitoring DRR (Daily Run Rate) and DOC (Days of Cover) across SKU–warehouse combinations to streamline replenishment planning, PO tracking & follow up, and inventory availability.
- **Inventory Allocation Strategy-** Leveraged SKU-level sales trends to optimize inventory allocation across warehouses, closely coordinating with category teams and ensuring stock was positioned where demand was highest.
- **Stock Availability Optimization-** Developed inventory plans to reduce stockouts and maintaining product availability across Bigbasket serviceable locations.
- **Warehouse to Dark Store Mapping-** Aligned inventory planning with warehouse-to-dark store mapping to improve stock visibility and fulfillment efficiency.



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

ADVERTISING & PROMOTION

- **Awareness Scaling via Visibility Ads** - Launched sponsored listing campaigns to boost product visibility and drive new customer acquisition across the products.
- **Interest Building through Reach Optimization** - Optimized reach-led campaigns by improving impressions and CTR to strengthen mid-funnel engagement and product consideration.
- **Consideration Capture via Keyword Targeting** - Implemented competitor and keyword-led campaigns to capture high-intent searches, improving share of voice (SOV) on Bigbasket
- **Conversion Push via Bid & Placement Control** - Continuously optimized CPM bids across Product Booster and recommendation ads to secure premium placements and drive consistent conversions.
- **Promotional & Events Planning** - Collaborated with category teams to plan and execute promotional campaigns and event-led deals, optimizing offers to drive visibility, traffic, and incremental sales during key BigBasket events.



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RESULTS & IMPACTS



- Scaled the business to a high-growth trajectory, achieving 20L average monthly purchase orders in 6 months on Bigbasket.
- Built and scaled the advertising function to Rs. 12 Lakhs in monthly ad-driven revenue, establishing a strong and sustainable growth engine on Bigbasket.
- Improved performance efficiency with ROAS scaling up to 2.5x.
- Upgraded SKUs across performance accross cities using platform analytics, enhancing visibility and unlocking further growth potential.

