

EQREV × ACE BLEND

Scaling Smart: ~77% Revenue Growth & 800+ Darkstore Expansion

Quick Commerce Growth · Blinkit, Zepto & Instamart · Wellness & Nutrition

BRAND OVERVIEW

Ace Blend is a wellness and nutrition brand with a growing footprint across India's top quick commerce platforms — **Blinkit, Zepto, and Instamart**. Operating in the seller model, the brand came to Eqrev with a singular, ambitious goal: **increase sales** — and increase them fast.

THE CHALLENGE

A simple goal often hides a complex problem. To truly move the needle on sales, Ace Blend needed movement across every part of the funnel at once:

Visibility	Products weren't being discovered by the right shoppers — limiting reach and sales potential.
Availability	Stock wasn't reaching the right darkstores at the right time, capping sales even where demand existed.
Pricing	No structured pricing or discounting strategy existed to drive conversions and maximize sales.
Efficiency	Storage costs were eating into margins, with stock sitting in underperforming warehouses.

Solving for sales meant solving for **all of it — together**, not in isolation.

THE STRATEGY

- **Storage Cost Optimization**
Pulled stock back from underperforming warehouses, cutting unnecessary storage costs and freeing up capital to fuel growth where it mattered.
- **Meta Collab Ads**
Launched collaborative ad campaigns on Meta to boost visibility and drive discoverability — bringing new shoppers into the funnel from outside the platform itself.

- Darkstore Expansion Through Operational Efficiency**
 By tightening operations, we scaled availability dramatically — taking the brand's flagship Magnesium SKU from limited reach to 800+ darkstores on Blinkit.
- Pricing & Discounting Strategy**
 Data-backed pricing and discounting recommendations helped convert browsers into buyers, without compromising margins.
- Listing Optimization & Keyword Expansion**
 Optimized product listings and added high-intent keywords across additional categories — making products discoverable in places they weren't showing up before.
- Proactive Stock Alerts**
 Built a system of critical replenishment alerts, ensuring the brand never lost sales to a stockout during its fastest-growing months.
- P&L-Led; Profitability Focus**
 Every growth lever was weighed against profitability — ensuring revenue growth translated into real, sustainable margin gains.

RESULTS & MILESTONES



What started as a single instruction — **increase sales** — became a **full operational overhaul** that delivered results across revenue, reach, and ranking. The flagship Magnesium SKU's expansion to 800+ darkstores on Blinkit stands as proof that the right pricing, stock availability, and keyword strategy can turn a single product into a category leader.

WHAT MADE THE DIFFERENCE

Full-Funnel Thinking

We didn't optimize one lever. Pricing, visibility, availability, and profitability were tackled together, compounding the impact.

Cost Discipline Meets Growth

Storage optimization freed up resources without slowing momentum — proving growth and efficiency aren't trade-offs.

Proactive, Not Reactive

Stock alerts and replenishment planning meant the brand was always ready to meet demand — never caught off guard during its biggest growth phase.

Eqrev is a quick commerce growth partner helping D2C brands scale on Blinkit, Zepto, Instamart, and beyond.