

EQREV × DEYGA ORGANICS

From Scratch to Scale: 388% Revenue Growth in 5 Months

Quick Commerce Growth · Blinkit & Instamart · Skincare

BRAND OVERVIEW

Deyga Organics is a homegrown **organic skincare brand** with a growing presence on quick commerce platforms — **Blinkit and Instamart**. Operating in the seller model, the brand came to Eqrev with one clear goal: **grow sales, fast**.

THE CHALLENGE

When Deyga Organics onboarded with us, quick commerce operations were far from optimised. The brand had the product — what it lacked was structure, strategy, and execution.

No Structured PO System	Replenishment orders were managed ad hoc, causing inconsistencies in stock planning and availability.
Frequent Stockouts	Without a clear replenishment framework, gaps in availability were routine and hard to anticipate.
No Dedicated POC	Warehouse-level issues had no single owner, making coordination slow and purely reactive.
Untapped Demand Signals	No city-level or SKU-level prioritisation existed — resources were spread thin with no clear focus.

THE STRATEGY

- **Demand-Driven Replenishment**
Introduced a structured RO system anchored in actual demand data. Clear quantities were defined at the product level and fulfillment was monitored closely to eliminate stock gaps.
- **Focus on What Works**
Doubled down on high-performing SKUs and prioritised South Indian cities where demand signals were strongest — optimising sales velocity and storage costs simultaneously.

- **Stakeholder Alignment**
Conducted an in-person session with the brand's dispatch team to align them on platform operations, RO scheduling, and the commercial impact of timely fulfillment.
- **Proactive Warehouse Management**
Worked directly with individual warehouse locations — despite no dedicated POC — to resolve ground-level challenges and improve availability and visibility.

The Inflection Point: National TV

When Deyga Organics appeared on a national TV show, most brands would have scrambled. We were already ready.

Anticipating the spike in demand, we **pre-loaded stock across key locations** ahead of the feature. The result? We captured the full momentum of the media moment — turning a visibility spike into a **significant sales surge**.

RESULTS & MILESTONES

~388%

Revenue Growth
in 5 Months

~567%

Growth in Daily
Order Run Rate

~7x

Overall Order Volume Multiplier

Alongside revenue performance, the brand saw measurable improvements in **stock availability**, **platform evaluation benchmarks**, and **city-level reach** — turning what was once a structurally challenged account into one of the strongest-performing seller model brands on Blinkit.

WHAT MADE THE DIFFERENCE

Structure

Bringing discipline to replenishment where none existed — transforming reactive stock management into a proactive, data-led system.

Focus

Doubling down on the right cities and SKUs instead of spreading resources thin across the board.

Agility

Being ready for the national TV moment before it happened — and capturing every rupee of the resulting demand spike.

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