

Scaling Smart: ~44% Revenue Growth & 6X Daily Order Volume

Quick Commerce Growth · Blinkit, Zepto & Instamart · Organic Dairy

BRAND OVERVIEW

The brand is an **organic dairy brand** with a growing footprint across India's top quick commerce platforms — **Blinkit, Zepto, and Instamart**. Best known for products like organic malai paneer and fresh farm cow milk, the brand came to Eqrev looking to convert scattered, dashboard-level data into clear, actionable growth decisions.

THE CHALLENGE

Fragmented Data
Performance data lived across multiple platform dashboards with no unified view, making it hard to act quickly or consistently.

Alerts Without Answers
Built-in platform AI tools could flag a symptom — "your stock is low" — but stopped short of explaining why.

Hidden PO Gaps
Purchase orders showed as "fulfilled," masking the fact that quantities raised were too low to sustain healthy stock.

Alarming DOH
Without root-cause visibility, Days-on-Hand would swing to alarming levels before anyone could intervene.

"We had all the data from different dashboards. The AI chatbots would tell us where to find the data and what was wrong, but there were no action points — it would say 'your stock is low' after the PO was already 'fulfilled,' without ever flagging that the PO quantity itself was too low."

THE STRATEGY

- 1 PO & Stock Availability Coordination**
Worked directly with category managers to raise PO quantities to the right levels and closed the visibility gap between "fulfilled" and "sufficient."
- 2 Multi-City Expansion**
Widened availability into new cities in step with demand, rather than concentrating growth in a single market.
- 3 Keyword Ramp, Then Organic Hold**
Used paid keyword ads to establish rank for hero SKUs, then pulled spend back once organic ranking held on its own.
- 4 Day-Parted Ad Spend**
Reallocated ad spend to the early-morning and late-evening windows when grocery shopping intent peaks, rather than spreading it evenly through the day.
- 5 Discounting & Promotion Planning**
Layered structured discounting and promotions on top of stock and pricing fixes to convert visibility into sales.

RESULTS & MILESTONES

~44%
Revenue Growth
Sept 2025 → June 2026

6X
Daily Order Volume
1 Lakh → 6 Lakh Units

+50%
Bangalore Daily Units
in Just 2 Weeks

Monthly revenue run-rate grew from ~₹45Cr (September 2025) to ~₹65Cr (June 2026). Day-parted ad spend alone lifted Bangalore daily units sold from 10,000 to 15,000 within two weeks. The brand also achieved top organic ranking for its flagship organic malai paneer and organic cow milk listings — without ongoing keyword-ad spend.

WHAT MADE THE DIFFERENCE

Root-Cause, Not Symptom Fixes
Instead of reacting to "lowstock" alerts, we traced issues back to under-sized POs — fixing the cause, not just the flag.

Spend Timed to Demand
Day-parting concentrated budget into the exact windows shoppers were already buying, compounding every rupee spent.

Organic Growth That Sticks
Paid ads were a ramp, not a crutch — spend was pulled back the moment organic ranking could hold its own.

“

That was very proactive of you guys. The platform flagged this? Wow. Great job; keep going 🙌

— Head of Strategy, in a QBR meeting