

EQREV × MOGU MOGU

Turning Stockouts into Scale: ~80% GMV Growth & a 2x Daily Run Rate

Quick Commerce Growth · Blinkit, Zepto & Instamart · Beverages

BRAND OVERVIEW

Mogu Mogu is a fast-growing beverage brand with a strong presence across India's leading quick commerce platforms — **Blinkit, Zepto, and Instamart**. Operating in the seller model, the brand partnered with Eqrev to fix what was breaking growth from the inside: **stock visibility** and **campaign performance**.

THE CHALLENGE

On the surface, Mogu Mogu had demand. But under the hood, the operations couldn't keep pace:

POs Expiring Before Fulfillment	Purchase orders were lapsing before stock could even reach the shelf, directly hurting availability.
No Visibility into Stock Gaps	There was no system to track why availability kept slipping — issues were felt, but never diagnosed.
Underperforming Campaigns	Ad spend wasn't translating into proportional sales, with no structured optimization in place.

The brand needed more than quick fixes — it needed a system that could **diagnose root causes** and **fix them at the source**.

THE STRATEGY

- **Vendor-Level PO Diagnosis**
We didn't just track POs — we dug into why they were expiring. A deep-dive PO analysis revealed that specific vendors' fulfillment delays were the real bottleneck behind stock unavailability. Once identified, this became the single biggest unlock for consistent stock flow — a problem the brand didn't even know it had.
- **Hyper-Local Targeting**
Campaigns were re-engineered to target the right audiences in the right locations — driving relevant traffic instead of wasted impressions.

- Smart Dayparting**
 Enabled dayparting to bid more aggressively during peak conversion windows, while ensuring campaigns never went dark during high-traffic hours due to early budget exhaustion.
- Automated Bidding & Budget Allocation**
 Auto keyword bidding and real-time budget updates ensured spend constantly flowed toward what was working — maximizing visibility without manual firefighting.
- MVP-Led Optimization**
 Every decision — from budget shifts to targeting tweaks — was backed by Most-Valuable-Product (MVP) performance data, ensuring resources went where they mattered most.

RESULTS & MILESTONES

~80%

Growth in Overall GMV

~108%

Increase in Daily RunRate (DRR)

Beyond the headline numbers, the brand gained something it never had before: **clarity**. For the first time, fulfillment issues could be traced back to their source, and campaign spend could be trusted to optimize itself. The revenue trend tells the rest of the story — a steady, sustained climb month over month, with strong acceleration in the final quarter as optimizations compounded.

WHAT MADE THE DIFFERENCE

Diagnosis Over Guesswork

We didn't just optimize what was visible. We traced stock issues back to specific vendors — a root-cause fix most accounts never get to.

Always-On Optimization

Automated bidding and dayparting meant the brand's campaigns were working around the clock, not just during manual check-ins.

Data-First Decisions

Every move was backed by MVP performance data, ensuring effort went where ROI was highest.

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