

EQREV × PHOOL

From Sold Out to Sold Smart: ~30x Holi Sales Growth & #1, #2, #3 Rankings

Festive GTM · Blinkit, Zepto, Instamart & Amazon · Pooja & Home Fragrance

BRAND OVERVIEW

Phool is a brand built on purpose — transforming temple flower waste into incense, pooja essentials, and home fragrance products. With a presence across **Blinkit, Zepto, Instamart, and Amazon**, Phool's identity is rooted in something most brands miss: a deep focus on **micro-festivals** — Holi, Raksha Bandhan, Ganesh Chaturthi — rather than spreading thin across every commercial event on the calendar.

This focus made Holi the single most important season of the year. And last year, it nearly slipped through their fingers.

THE CHALLENGE: HOLI 2025'S MISSED WINDOW

Last year, Phool's Holi products sold out **10 days before Holi** — right before the festival's highest-demand window even began. The cause wasn't a lack of demand:

Poor Forecasting	No system existed to anticipate the true scale of festive demand, leading to severe undersupply.
Weak Dark Store Planning	Stock wasn't positioned where demand would peak, leaving high-potential stores empty when it mattered most.
No Festive Execution Process	Holi was treated like any other week, not the brand's single biggest commercial moment of the year.

In the words of Phool's Head of Marketing: ***"Last year, our Holi products were sold out 10 days before Holi. This year, we are going to reap every bit of it."***

They did.

THE GTM STRATEGY: BUILT MONTHS BEFORE THE FESTIVAL

- Stock Planning, 4 Months Out**
 Festive execution for Holi 2026 didn't start in February — it started 4 months in advance. Stock holding was planned well ahead of the rush, ensuring the brand would never again watch its biggest season pass by empty-handed.
- City-Tier Stock Allocation**
 Rather than spreading stock evenly, we prioritised T1 cities — Delhi, Mumbai, and Kolkata — over T2 warehouses on Blinkit, based on where Holi demand would concentrate hardest.
- SKU Variant Expansion**
 Multiple new SKU variants were introduced across Amazon, Blinkit, and other marketplaces — capturing a larger share of the Holi colours category than ever before.
- Phased Marketing Spend**
 Marketing promotions began 1.5 months ahead of Holi, with budgets deployed in phases aligned to stock availability and rising demand — not exhausted early. Sales visibly picked up from 25th February onwards.
- High-Frequency Rank Monitoring**
 Rankings were tracked every 30 minutes across platforms. Any spike in competitor activity was met with immediate bid increases — keeping Phool locked in top positions throughout the festive window.
- Real-Time Dark Store Tracking**
 As demand spiked, dark store availability was tracked continuously, with replenishment triggered in real time to avoid any repeat of last year's early sellout.

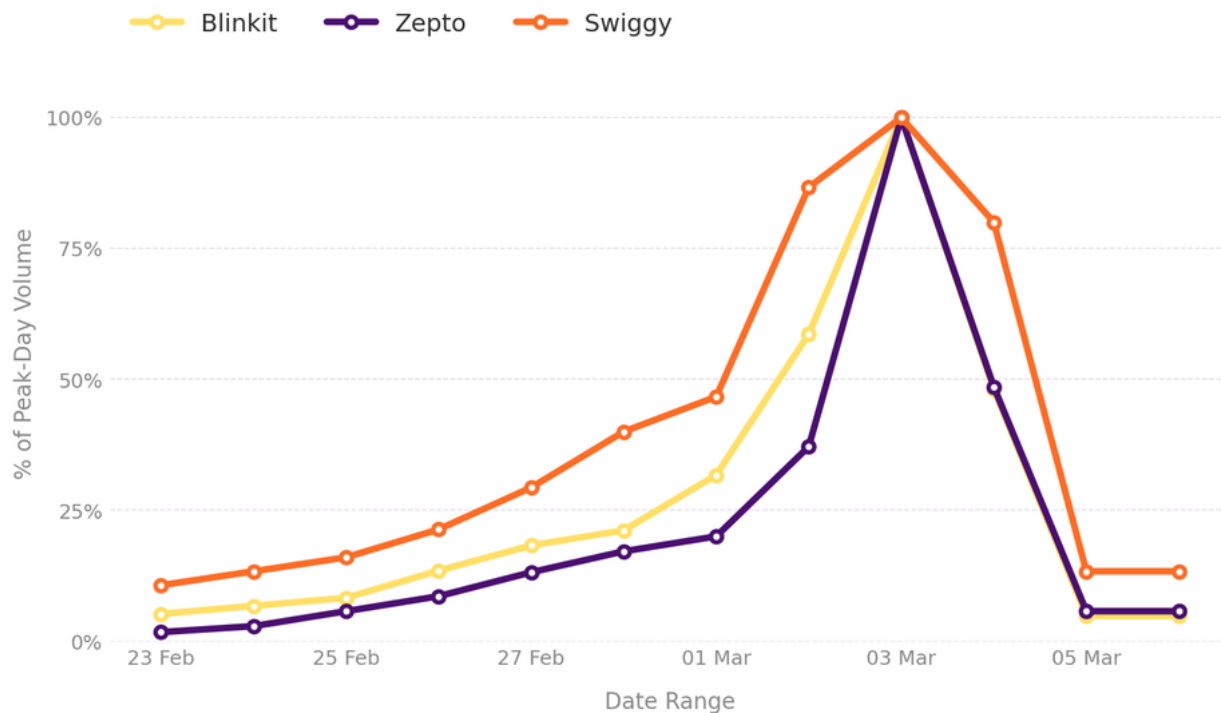
THE RESULTS: A FESTIVE SEASON RECLAIMED



On Amazon, average daily sales during the Holi period grew by **~400% over BAU**, with the **peak day touching ~900% above BAU**. On Blinkit, daily sales at the Holi peak surged by approximately **~2,900% over the average daily BAU run rate**.

This time, when the last-minute Holi rush hit, Phool was already visible, already ranked #1, and fully stocked to convert every bit of demand.

Daily Units Sold — Holi Period (Relative to Platform Peak)



Daily sales trend across Zepto, Blinkit, and Swiggy during the Holi run-up, shown as a percentage of each platform's peak-day volume — illustrating the shared, sharp demand spike around 3rd March.

THE HALO EFFECT: MOMENTUM THAT OUTLASTS THE FESTIVAL

The impact of Holi 2026 didn't end with Holi.

Strong keyword channeling during the festive push gave Phool's core BAU products — like incense sticks — a **lasting visibility boost**. Even after the festive period ended, BAU order volumes grew by **~25%**, a sustained lift directly traceable to the festive campaign's halo effect.

WHAT MADE THE DIFFERENCE

Micro-Festival Focus

By concentrating on festivals that genuinely matter to their audience — not generic commercial events — every rupee of marketing spend worked harder.

Plan Early, Execute Precisely

Stock planning 4 months out and city-tier allocation meant Phool was never caught short — even at 30x normal demand.

Real-Time Agility

30-minute rank tracking and continuous dark store replenishment turned a one-time festive spike into a fully captured opportunity.

Festive-to-BAU Conversion

The campaign didn't just win Holi — it left Phool's everyday business stronger than it found it.

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