

PAXCOM

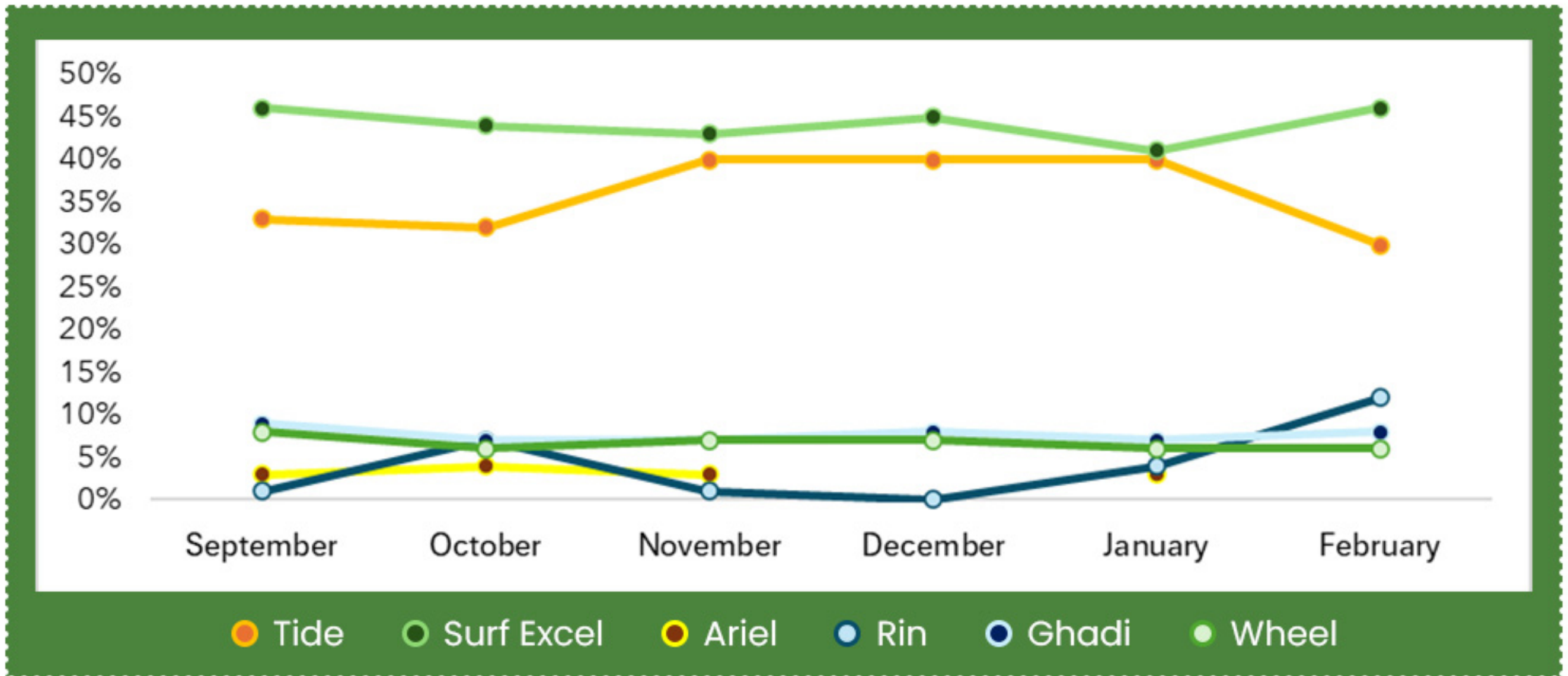
Inside Blinkit: Navigating 6 Months of Customer Trends

Swipe Right →





Top performing brands - Keyword Level- Detergent



Market Leaders:

Tide and Surf Excel: Dominant players with significant market share.

Tide: Strong growth trajectory (27% in Oct to 37% in Mar).

Surf Excel: Consistent market share (37-46%).

Ariel: started with low market share (3-4%) faced setbacks, but regain traction over time.

Loyal Niche Players:

Ghadi & Wheel: Steady market share (average 7%) suggesting brand loyalty or niche positioning.

Market Trends:

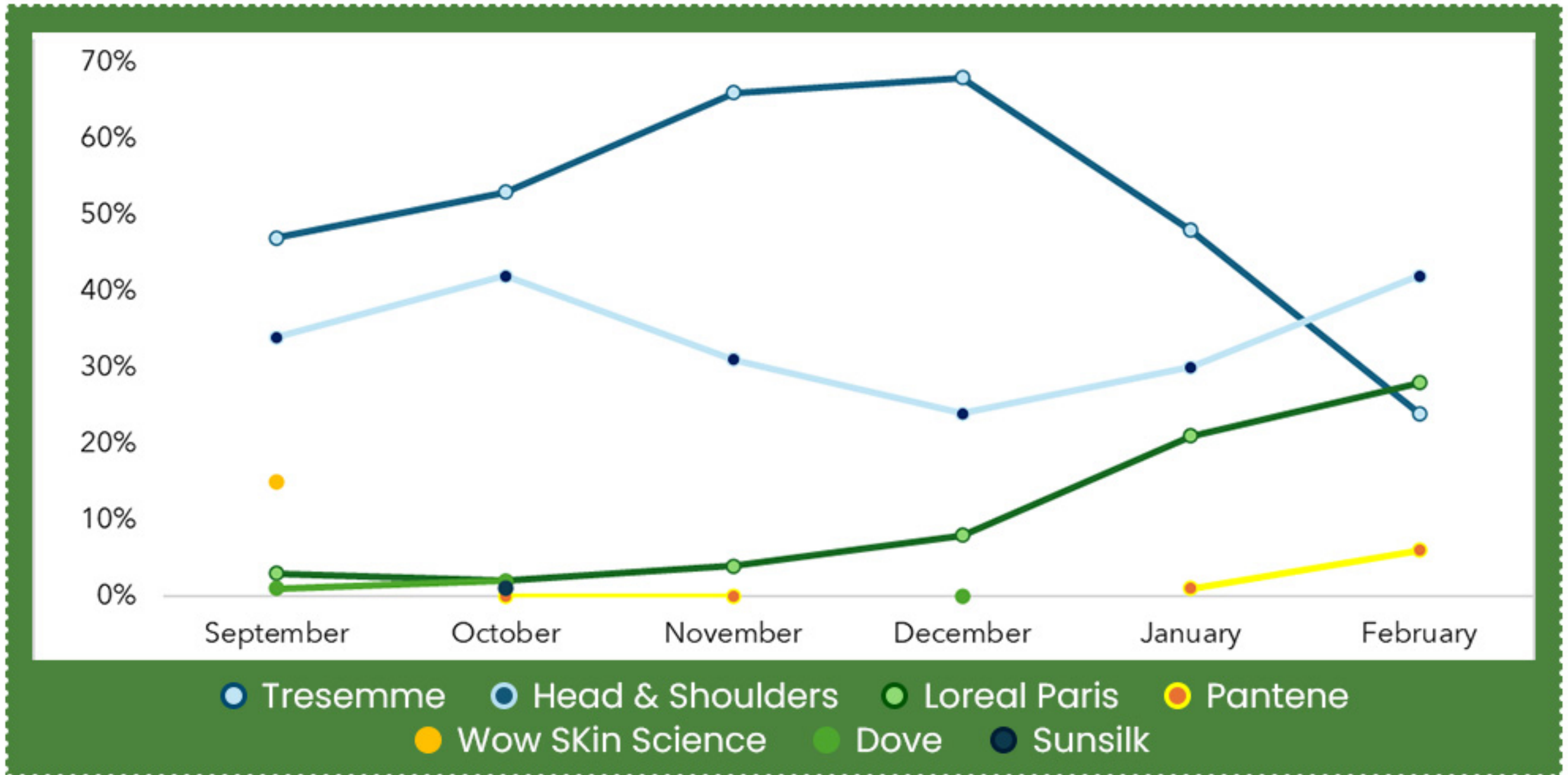
Global Detergent Market Growth: Projected CAGR of 4.3% until 2031 (reaching US\$176.3 billion).

Consumer Behavior: Increased demand for detergent powder on weekend mornings (potential for targeted promotions).





Top performing brands - Keyword Level- Shampoo



Market Leaders:

Tide and Surf Excel: Dominant players with significant market share.

Tide: Strong growth trajectory (27% in Oct to 37% in Mar).

Surf Excel: Consistent market share (37-46%).

Pantene: Still relevant with 10% market share.

Wow Skin Science: Peak share of 15% in September, but lost position later.

Dove: Dropped out of top 5 after October (limited SKUs).

Sunsilk: Limited availability (October only).

Loyal Niche Players:

Ghadi & Wheel: Steady market share (average 7%) suggesting brand loyalty or niche positioning.

Market Trends:

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Blinkit Assets

Reach (for Brand Awareness campaign)

Listing Spotlight:

Blinkit's listing spotlight ads offer brands the opportunity to showcase their range of products through a streamlined carousel format.

Brand Suggestion:

Promoting a specific brand's product/brand store for any keyword/search term; useful for advertising, promoting offers with customised CTA's to further engage the audience.

Performance -

Product Booster Ads:

- Blinkit's product booster ads enable businesses to promote their desired products and connect with the appropriate customers.
- Keyword-based and Category-based targeting formats

Recommendation Ads:

- *Next Product Recommendation* - Before adding items to your cart, the platform will recommend products to you based on what you add to your cart.
- *Cart Recommendation* - After adding items to your cart, during the checkout process, the platform recommends additional products that you may find beneficial according to your search, which you can also add to your cart.
- *Repeat Order Suggestions* - Those items which you have already purchased are recommended for reordering.





Blinkit Buzz: Stats Snapshot & Current Happenings!

1

Blinkit operates in over **28 cities**, showcasing its extensive reach and accessibility.

2

As of the fourth quarter of **CY23E**, Blinkit held a dominant position in the market, boasting a substantial **47%** market share.

3

This market leadership is underpinned by an annualized Gross Merchandise Value (GMV) of **USD 1.7 billion**, reflecting its significant commercial prowess

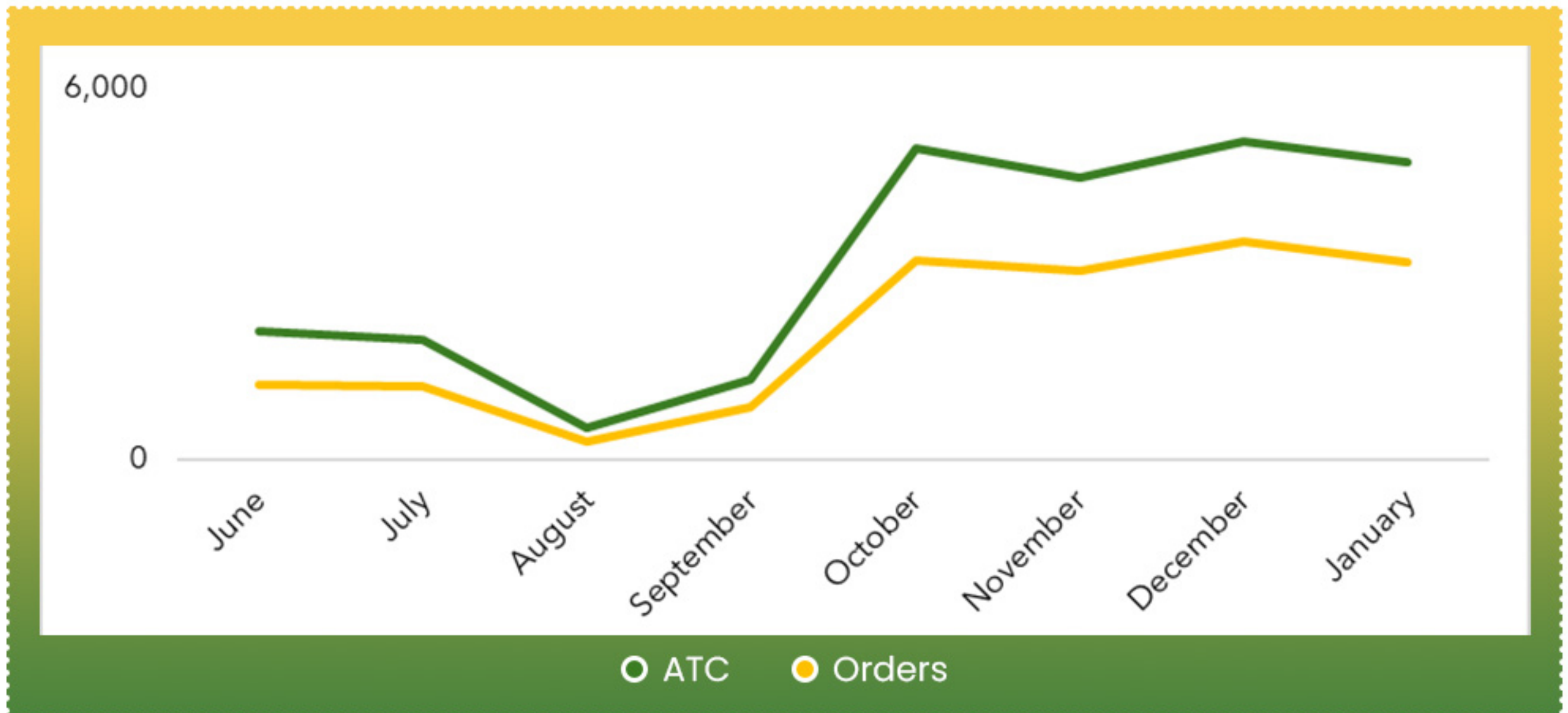
3

Blinkit commands nearly half of the quick commerce market, solidifying its position as a major player in the industry.





Paxcom's Exceptional Performance: Our Brand's Success Story on Blinkit.



- » Our data analysis from June 2023 to January 2024 reveals a positive trend. We've seen a significant increase in both click-through rate (CTR) by 307% and conversion rate (CVR) by 14%. These impressive results suggest that users find ads and listings helpful and relevant. This translates directly to a rise in the number of orders placed.
- » Moreover, a noticeable decline in Advertising Cost of Sale (ACOS) signals cost-efficiency enhancement across our campaigns. Put simply, we're achieving more conversions (sales) for every advertising dollar expended.
- » The significant rise in CTR and CVR suggests our marketing efforts are resonating with the target audience.
- » The decrease in ACOS demonstrates improved campaign optimization, leading to a better return on investment (ROI).

Disclaimer - *This slide contains the data from June 2023 - Jan 2024





Expanding Horizons: Blinkit Beyond Groceries

In the quick-commerce space, Blinkit has emerged as a formidable market leader, surpassing expectations with its innovative approach and diversified offerings.



Categories Offered by Blinkit:

Blinkit has expanded its offerings beyond groceries into various categories, including:

- >> Personal care
- >> Household essentials
- >> Electronics and more.

Blinkit achieved a milestone day by surpassing Amazon in sales, highlighting its growing sales performance and market presence.



Performance Metrics:

- >> Blinkit's ad revenue surged more than **3X** in **Q3**, signaling substantial growth in this revenue stream.
- >> With a daily order volume of **4 lakh**, Blinkit demonstrates its capability to handle high order volumes efficiently.
- >> Offering **6.6k** product SKUs, Blinkit boasts a diverse product range catering to varied consumer preferences.
- >> Operating in **28** cities, Blinkit showcases its widespread presence across diverse regions.



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