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OPTIMIZING LAST-MILE DELIVERY IN URBAN AREAS: A CASE STUDY ON BLINKIT

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ABSTRACT :

The growth of e-commerce and on-demand services has placed a renewed emphasis on the efficiency and effectiveness of last-mile delivery—arguably the most critical and resource-intensive phase of the logistics chain. With urbanization on the rise and consumer expectations shifting towards faster and more reliable delivery, companies are facing increased pressure to optimize this final leg of the delivery journey. This project focuses on understanding and improving last-mile delivery mechanisms in urban areas, using Blinkit, a prominent quick-commerce platform in India, as the central case study.

The report examines the logistical challenges Blinkit faces in urban environments, such as traffic congestion, delivery density, address inaccuracy, and high delivery frequency. It further explores how technology—such as real-time tracking, route optimization algorithms, micro-fulfillment centers, and AI-based demand forecasting—can be leveraged to enhance last-mile efficiency. By assessing Blinkit's operational strategies and customer service models, the study highlights the importance of balancing cost-efficiency with customer satisfaction.

Through qualitative and secondary data analysis, the project aims to identify gaps in Blinkit's current delivery model and suggest practical solutions tailored to urban dynamics. The insights derived from this research not only contribute to improving Blinkit's delivery performance but also provide a scalable framework that can be adopted by other e-commerce and logistics players operating in metropolitan regions.

INTRODUCTION

Background

The rapid expansion of e-commerce has transformed the way goods are purchased and delivered, particularly in urban areas where the demand for faster and more reliable delivery services continues to grow. Among all stages of the supply chain, last-mile delivery—the final step of transporting goods from a distribution hub to the end customer—has emerged as one of the most complex and cost-intensive segments. The challenges of urban infrastructure, high population density, traffic congestion, and changing consumer expectations make last-mile logistics a critical focus area for businesses aiming to stay competitive.

Blinkit, formerly known as Grofers, is a leading player in India's quick-commerce segment, promising delivery of groceries and essentials within minutes. Operating in densely populated cities, Blinkit has adopted innovative strategies such as dark stores, hyperlocal warehousing, and real-time delivery tracking to meet the growing demand for speed and convenience. However, sustaining such rapid delivery timelines while managing operational costs and logistical efficiency remains a significant challenge.

This project seeks to understand the key factors influencing last-mile delivery in urban settings and explores how Blinkit addresses these challenges. By analyzing Blinkit's delivery model, infrastructure, and use of technology, the study aims to identify areas for improvement and propose strategies that can optimize performance, reduce delays, and enhance the customer experience. The findings are relevant not only to Blinkit but also to other e-commerce and logistics firms striving to improve their last-mile delivery in complex urban landscapes.

1.2. Industry Overview

- Rapid Growth of E-commerce: The rise of online shopping and quick-commerce in India has increased demand for fast and efficient lastmile delivery services.
- Urban Delivery Challenges: Companies face issues like traffic, high delivery costs, and address inaccuracies in crowded city areas.
- Tech-Driven Solutions: Firms like Blinkit are using dark stores, AI-based route planning, and real-time tracking to improve last-mile delivery efficiency.

1.3. Company Overview: Blinkit

- Established: December 2013(originally as Grofers)
- Founders: Albinder Dhindsa and Saurabh Kumar
- Base of Operations: Gurgaon (Gurugram), Haryana, India
- Specialization: Quick-commerce (q-commerce) platform offering ultra-fast delivery of groceries and daily essentials within 10-20 minutes.
- Valuation (2024): Estimated at \$13 billion, surpassing Zomato's core food delivery business in value

2. LITERATURE REVIEW

2.1 General

The last phase of the logistics process involves delivering products directly to the customer's location. This step is typically the most challenging and expensive because of issues such as heavy traffic, fluctuating order volumes, and the importance of prompt delivery. In urban areas, the problem becomes even more difficult because of crowded streets, varied customer locations, and limited parking.

Many researchers have studied ways to improve last-mile delivery by focusing on better route planning, real-time tracking, and using smaller, localized warehouses known as dark stores. Advances in technology, such as machine learning and artificial intelligence, help predict customer demand and optimize delivery schedules. Additionally, there is growing interest in making deliveries more environmentally friendly through electric vehicles and bike couriers.

Understanding these developments is important to analyze how companies like Blinkit manage their last-mile delivery challenges in busy urban markets.

2.2 Increase in Quick Commerce (Q Commerce)

Quick commerce, or q-commerce, has seen rapid growth in recent years as consumers increasingly demand faster and more convenient access to groceries and daily essentials. This shift is driven by greater internet penetration, smartphone use, and changing lifestyles that prioritize speed and convenience. Businesses are responding by developing advanced logistics networks, including local warehouses and efficient delivery fleets, to fulfill orders within minutes rather than hours or days.

2.3 Blinkit Pioneering Logistics Approach

Blinkit has revolutionized urban delivery by adopting innovative logistics strategies that focus on speed, efficiency, and customer satisfaction. At the core of its approach is the use of hyperlocal dark stores — small, strategically located warehouses that store a wide range of products close to customers. This strategy allows Blinkit to shorten the distance products travel and speed up delivery, frequently guaranteeing that orders arrive within 10 to 20 minutes. To optimize operations, Blinkit leverages advanced technologies such as real-time tracking, AI-powered route optimization, and demand forecasting. These tools help reduce delays caused by traffic congestion and improve resource allocation.

Additionally, Blinkit focuses on sustainability by incorporating eco-friendly delivery methods, including electric vehicles and bike couriers, helping reduce its environmental footprint while maintaining rapid service.

This combination of technology, location strategy, and green delivery solutions positions Blinkit as a leader in the quick-commerce logistics space.

2.4 Environmental Considerations and Collaboration

As quick-commerce expands, companies like Blinkit are increasingly focusing on reducing their environmental impact. This includes adopting ecofriendly delivery options such as electric vehicles and bicycles, which help lower carbon emissions and reduce urban pollution. Efficient route planning also plays a vital role in minimizing fuel consumption and traffic congestion.

Moreover, collaboration with local authorities, suppliers, and technology partners enhances the sustainability of delivery operations. Working closely with city planners and regulatory bodies enables smoother integration of logistics solutions within urban infrastructures. Partnerships with vendors and communities support responsible sourcing and waste reduction, contributing to a greener supply chain.

Through these combined efforts, Blinkit and similar companies aim to balance rapid delivery demands with environmental responsibility.

2.5 Clarification of Research Topic

This research aims to assess Blinkit's logistics and distribution strategy, focusing on how it addresses the challenges of ultra-fast delivery in urban areas. Key terms used in this study include:

- Logistics: The planning, implementation, and management of efficient movement and storage of goods from warehouses to customers.
- Distribution Strategy: The planned method a company adopts to ensure its products reach customers quickly, efficiently, and through the most suitable channels.
- Quick-Commerce (Q-Commerce): A form of e-commerce that emphasizes rapid delivery of products, often within 10 to 20 minutes.

2.6 Overview of Academic Discourse

Last-mile delivery, the final step in a product's journey to the customer, is often considered the most challenging and costly segment in the logistics chain. It can make up more than half of total delivery expenses due to factors such as dense traffic, parking difficulties, and dispersed delivery locations in cities. Urban infrastructure limitations and high customer service expectations further increase these challenges, making the last mile a critical area for optimization.

With the rise of e-commerce and quick commerce (q-commerce), the need for faster, more efficient delivery models has grown significantly. Consumers now expect same-day or even 10–15-minute deliveries, which has led to the development of hyperlocal logistics models. Companies like Blinkit in India are using micro-fulfillment centers—also known as dark stores—to meet these demands. These are compact warehouses strategically located within cities to enable faster picking and dispatch, generally within a 2 km radius of the customer. This model helps reduce travel time while improving delivery reliability and inventory control.

The use of dark stores is emerging as an effective strategy to tackle the unique challenges of last-mile delivery in urban environment. These facilities are not open to the public but are optimized for rapid order fulfillment. They allow companies to serve dense urban populations while avoiding the delays and expenses associated with traditional warehouses or retail storefronts. Despite these benefits, they also require careful planning to address concerns around zoning, space usage, and neighborhood disruptions.

Optimizing delivery routes plays a crucial role in enhancing the efficiency of last-mile logistics. Modern technologies such as artificial intelligence, realtime traffic data, and GPS mapping are being used to plan the shortest and most efficient delivery routes. Blinkit and other q-commerce platforms leverage these systems to minimize fuel usage, reduce time delays, and improve the success rate of first-attempt deliveries. These tools also help in reallocating delivery agents quickly in case of changes in order volumes or unexpected disruptions.

From a logistics strategy perspective, a balance between lean and agile systems is essential. Lean operations focus on reducing waste and costs, while agile systems are designed to handle unpredictable demand. Blinkit applies a mix of both approaches—streamlining their internal operations while maintaining the flexibility to respond to real-time customer needs. This dual model helps them manage inventory efficiently, reduce operational costs, and still offer fast delivery services.

Transport logistics serves as a critical pillar for effective last-mile delivery execution. In Indian cities, delivery companies commonly use two-wheelers and electric vehicles to navigate narrow streets and congested traffic. These transport modes provide flexibility, are cost-effective, and help reduce the environmental footprint of urban logistics. Companies like Blinkit have also started integrating electric vehicles into their fleet as part of their efforts to adopt more sustainable practices.

Supply chain visibility and integration are also vital. Real-time tracking, automated inventory updates, and coordination between different departments enhance performance and reduce delivery failures. Blinkit uses technology to ensure that product availability shown to the customer reflects the actual stock in their nearest dark store, minimizing cancellations and improving user satisfaction.

Sustainability in last-mile delivery has become increasingly important. Urban freight transportation significantly contributes to noise pollution and environmental degradation. By consolidating deliveries, using low-emission vehicles, and adopting green packaging solutions, companies can reduce their environmental impact. Blinkit has initiated several eco-friendly practices in this regard, aiming to balance speed with environmental responsibility.

3. OBJECTIVES

- 1. Hyperlocal Fulfilment Strategy
 - Deploy compact dark stores within a 2-kilometer radius of high-demand residential or commercial zones to facilitate rapid order fulfilment.
 - Aim to reduce delivery turnaround time and operational expenses by localizing inventory closer to the end user.
- 2. Streamlined Operational Management
- Improve dark store efficiency by optimizing inventory turnover and enhancing coordination between order processing and dispatch.
- Improve end-point logistics by streamlining operations to lower expenditures and speed up order completion.
- 3. Technological Enhancements
- Upgrade the mobile application for better user interaction, integrate advanced AI-driven route optimization tools, and leverage machine learning for demand prediction to prevent stockouts and delays.

4. Eco-Friendly Delivery Practices

Promote sustainability through the use of biodegradable packaging, integration of electric two-wheelers for delivery, and ethical sourcing to
reduce the carbon footprint of logistics operations.

4. RESEARCH METHODOLOGY

This research utilizes a qualitative and exploratory framework, emphasizing an in-depth exploration of Blinkit's logistics operations and last-mile delivery mechanisms within the context of India's quick commerce sector.

4.1 Research Design

• Case Study Approach: An extensive case study on Blinkit has been undertaken to explore its hyperlocal delivery infrastructure, use of dark stores, and supply chain strategies in urban environments.

• Comparative Evaluation: Blinkit's logistics approach is examined alongside major competitors to identify and analyze its distinctive operational strengths and market presence.

4.2 Data Collection

• Secondary Sources:

O Company-generated content including official announcements, media coverage, and published performance data.

O Industry-specific reports and market analysis focused on quick commerce trends and urban logistics in India.

O Academic resources, reliable digital platforms, and expert-authored whitepapers relevant to e-commerce supply chains and delivery systems.

4.3 Tools for Data Analysis

• SWOT Framework: To analyze Blinkit's internal capabilities and external challenges in its logistics strategy.

• Porter's Value Chain Model: To investigate how Blinkit delivers customer value through each stage of its operational and delivery processes.

• Comparative Visualization: Use of tables and charts to contrast Blinkit's efficiency metrics with those of competitors like Zepto, Swiggy Instamart, and Dunzo—particularly focusing on delivery timelines, cost structures, service coverage, and operational models.

5. ANALYSIS

5.1 SWOT Analysis

STRENGTHS:

a. Ultra-Fast Delivery Promise (10 Minutes) – Blinkit's commitment to rapid delivery creates a strong value proposition and sets it apart in the competitive quick commerce space.

b. Strategically Placed Dark Stores – Its dense network of dark stores allows hyperlocal inventory placement, enabling quick dispatch and minimizing delivery time.

c. Advanced Tech Integration – Blinkit leverages artificial intelligence and machine learning for real-time route optimization, demand forecasting, and efficient stock management.

d. Brand Recognition and Appeal - Backed by Zomato, Blinkit maintains a youthful, agile image that resonates with the urban digital customer base.

e. Robust Financial Backing - Supported by strong parent company (Zomato) and investor confidence, enabling aggressive expansion and innovation.

WEAKNESSES:

a. High Operational Costs - Maintaining the 10-minute delivery promise leads to significant logistics, manpower, and infrastructure expenditure.

b. Limited Service Coverage - Blinkit's operations are currently focused in major cities, missing opportunities in Tier 2 and Tier 3 regions.

c. Low Basket Size - Frequent small-ticket orders impact the overall profitability of individual deliveries.

d. Gig Workforce Dependency – Overreliance on freelance delivery partners can lead to inconsistent service quality and higher attrition rates.

e. Inconsistency During Peak Hours - Delivery delays or errors during rush times may undermine customer satisfaction and brand reliability.

OPPORTUNITIES (GROWTH POTENTIAL):

- a. Geographic Expansion Penetrating smaller cities where demand for doorstep convenience is rising can open new growth avenues.
- b. Private Label Launches Introducing in-house product lines can enhance margins and offer differentiated value.
- c. B2B Supply Chain Solutions Catering to local kirana stores, restaurants, and small businesses through bulk supply models can diversify revenue streams.
- d. Emerging Technologies Adoption of tools like drones, predictive analytics, and smart warehousing can significantly boost efficiency and reduce costs.
- e. Collaborative Partnerships Tying up with consumer brands for exclusive offerings or seasonal promotions can attract and retain customers.

THREATS (CHALLENGES & RISKS):

- a. Intense Market Competition Rivals like Zepto, Instamart (Swiggy), and BigBasket (Tata) pose ongoing challenges through pricing, speed, and reach.
- Sustainability of Quick Delivery Model The economic viability of ultra-fast delivery is under constant scrutiny due to rising operational costs.
- c. Policy and Legal Risks Regulatory changes involving labor laws, urban zoning, and environmental restrictions may disrupt operations.
- d. Customer Loyalty Risks Even minor disruptions in service quality or delivery reliability can lead to customer churn.
- e. Environmental Concerns Growing awareness of packaging waste, carbon emissions, and delivery-related pollution may affect brand perception

5.2 Competitive Landscape

Market Share		
Blinkit	27%	
Zepto	30%	
Swiggy Instamart	22%	
BigBasket	13%	
Other	8%	

Table 5.1 Market Share



Figure 5.1 Market Share

Features	Blinkit	Zepto	Swiggy Instamart	Dunzo
Average Delivery Time	10-15 min	< 10 minutes	15–30 min	30 mins or more
Delivery Model	Own dark Stores	Densely placed dark stores	Dark stores and cloud hubs	Relies on partnered stores
Cold Storage Capabilities	Limited to selected zones	Strong integration	Available for perishables	Not applicable
Technology Use	AI-powered route & stock optimization	Smart inventory and demand forecasting	App-integrated logistics	Basic route planning
Product Categories	Daily groceries, snacks, beverages	Essentials, fresh produce	FMCG, household items	Mixed categories, including meds



5.3 Porter's Value Chain

Porter's Value Chain model helps analyze Blinkit's internal activities that contribute to customer value and competitive advantage. It includes primary and support activities designed to optimize performance in the quick commerce space.

5.3.1 Primary Activities

a. Inbound Logistics

- > Micro-Fulfillment Centers: Blinkit operates compact, tech-enabled warehouses located within densely populated urban clusters.
- Real-Time Inventory Tracking: AI-powered systems ensure accurate stock levels, reducing delays and improving replenishment.
- > Vendor Collaborations: Strategic sourcing from local suppliers and major FMCG brands ensures cost efficiency and freshness.

b. Operations

- > Order Processing Automation: Blinkit's systems process customer orders instantly upon placement
- > . Efficient Picking & Packing: Trained personnel utilize optimized layouts and digital tools to pick and pack orders swiftly.
- > Warehouse Network Optimization: Locations are selected based on high-demand zones to reduce delivery time.

c. Outbound Logistics

- > 10-Minute Delivery Goal: Blinkit's infrastructure supports ultra-fast delivery across urban regions.
- Smart Routing & Tracking: GPS-enabled navigation and ML-based routing minimize delays.
- > Flexible Delivery Fleet: Utilization of gig economy workers and part-time associates enhances reach.

d. Marketing & Sales

- Digital-First Strategy: Blinkit promotes through apps, social media platforms, and influencer partnerships.
- > Loyalty and Referral Programs: Subscription models like Blinkit Prime incentivize repeat usage.
- > Promotions & Offers: Frequent deals and cashback offers boost customer acquisition

e. Service

- App-Based Support: Users access live chat and AI chatbots for order assistance and issue resolution.
- > Instant Refunds: Streamlined refund processes enhance trust and reduce friction.
- > Customer Feedback Loop: Insights from user behaviour and reviews are used to refine operations.

5.3.2 Support Activities

a. Infrastructure

- > Cloud-Based Architecture: Scalable infrastructure supports rapid market entry and expansion.
- > Centralized Data Analytics: Dashboards and BI tools help monitor KPIs and guide decisions.

b. Human Resources

- > Local Hiring Models: Blinkit recruits delivery personnel and warehouse staff from local communities.
- > Incentive Systems: Performance-based rewards drive efficiency and motivation.

c. Technology Development

- Advanced AI and predictive analytics are leveraged to anticipate customer demand, adjust pricing strategies in real-time, and optimize delivery routes efficiently.
- > App Experience Optimization: Frequent UX updates improve usability and retention.

d. Procurement

- > Strategic Partnerships: Bulk procurement from vendors ensures better pricing.
- > Blinkit is developing its own in-house brands to increase profit margins and reduce reliance on third-party suppliers.

5.4 How Blinkit Gains Competitive Advantage

- Speed as a Differentiator: Blinkit's core strength lies in rapid grocery delivery powered by micro-warehouses and smart routing.
- End-to-End Tech Integration: Automation across warehousing, order processing, and delivery.
- Customer-Centric Approach: Real-time updates, seamless refunds, and 24/7 support enhance user experience.

5.5 Customer Experience Strategy

- · Real-time order and delivery tracking
- No minimum order value

- In-app live support and refund options
- Loyalty programs via Blinkit Pass

5.6 Core Logistics & Distribution Strategy

- Micro-Fulfilment Centres: Ranging from 2,000–4,000 sq. ft., each facility spans a few thousand square feet and is strategically positioned within a 1–2kilometer radius of high-demand customer areas.
- > Inventory is customized based on local consumer preferences and peak demand periods throughout the day.
- > Fleet Management: Tech-enabled assignment and real-time tracking of riders
- > AI Optimization: Forecasting tools optimize inventory and delivery resources.
- > SKU Curation: High-demand essentials are prioritized to maintain fast movement and reduce wastage.
- \succ Blinkit ensures prompt and fresh restocking by partnering with trusted local vendors.

5.7 Financial Performance

• Revenue Growth:

Blinkit has witnessed strong user base expansion in Tier-1 cities.

Operational Challenges:

Increased expenses in warehousing, delivery logistics, and tech development have kept profitability constrained.

Cost Pressures:

Maintaining a balance between speed and profitability remains a major challenge.

5.8 Technology Integration

Table 5.3 Technology Integration

Area	Strategy	Tools/Approach
Inventory Management	Demand-based stocking, avoid stockouts	AI-based forecasting
Route Optimization	Smart navigation	GPS with ML
Order Management	Instant syncing with fulfilment centers	Blinkit Partner App
Fleet Tracking	Real-time rider monitoring	Geo-fencing, App-based tracking
Performance Monitoring	Delivery TAT, rider ratings, order accuracy	BI Dashboards

5.9 Operational Strategy

- > Hybrid Fleet: Combination of full-time and gig riders for cost and time flexibility.
- > Cold Chain Systems: Specialized storage and transport for perishable items.
- > Expansion Model: Modular setup allows replication across cities with minimal friction.
- > Data-Driven Expansion: Decisions on warehouse locations and stock levels are informed by analytics.

5.10 Challenges & Mitigation

Table 5.4	Challenges	& Mitigation
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Challenge	Impact	Blinkit's Mitigation Strategy
High Operational Costs	Pressure on margins	AI-based planning & optimal warehouse placement
Staff Turnover	Impacts consistency	Incentives, flexible scheduling, and local hiring
Regulatory Barriers	City-specific restrictions	Dedicated compliance team for faster adaptation

Perishable Goods Wastage	Stock loss and cost	Data-led replenishment and cold storage solutions
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5.11 Advantages of Blinkit's Approach

- **Fast Fulfilment:** Consistently meets 10–15minute delivery benchmarks in urban zones.
- > Customer Loyalty: Dependable service builds trust and repeat engagement.
- > Operational Efficiency: In-house fulfilment and routing reduce dependency on third parties.
- Scalability: Modular systems and cloud support allow fast city-wise expansion.

5.12 Challenges

- > Sustaining Delivery Promises: Increasing scale may affect delivery times and service quality.
- > Inventory Accuracy: Inaccurate forecasting could lead to stockouts or excess.
- > Competitive Pressure: Rivalry from Zepto, Swiggy Instamart, and Dunzo requires constant innovation.

5.13 Key Factors Behind Blinkit's Success

- > Urban-Centric Demand Focus: Taps into the busy lifestyle of metro and Tier-1 city residents.
- > **Operational Excellence**: Streamlined delivery process rooted in real-time data and analytics.
- > Tech-Powered Decisions: Advanced forecasting and routing systems enhance effectiveness.
- > Customer-First Model: Ensures reliability, speed, and satisfaction in
- ➢ every order.

6. KEY FINDINGS

i) Micro-Warehouse Network:

Blinkit operates a dense network of compact fulfilment centres (dark stores) positioned close to major customer hubs. These locations are stocked with high-demand items based on local consumption patterns to reduce delivery time.

ii) Area-Specific Delivery Zones:

Urban regions are segmented into small delivery zones, with each micro-warehouse catering to a fixed radius. This strategy minimizes travel distance, cuts down fuel costs, and improves overall delivery efficiency.

iii) Flexible Delivery Workforce:

Blinkit leverages a mix of full-time and gig-based delivery personnel, allowing quick scalability during peak hours or festive seasons without long-term staffing costs.

iv) Advanced Technology Utilization:

AI and predictive analytics are deeply integrated across operations — from forecasting demand and tracking inventory in real time to planning optimal delivery routes.

v) Hyperlocal Last-Mile Execution:

Emphasis is placed on localized delivery routes, real-time rider allocation, and geolocation-based dispatching to ensure accurate and on-time deliveries. vi) Vendor Collaboration & Inventory Flow:

Strong relationships with local vendors and suppliers support quick restocking and fresh product availability. Dynamic stocking based on time-of-day trends helps reduce wastage.

vii) Operational Challenges and Mitigation:

Challenges such as high logistics costs, urban traffic congestion, and fluctuating customer density are addressed through data-driven dynamic pricing, automated dispatch systems, and strategic warehouse placement.

7. FUTURE OUTLOOK

1. Market Expansion Plans

• Blinkit aims to broaden its footprint by entering Tier 2 cities such as Bhopal, Indore, Lucknow, and Kochi, adjusting delivery windows to 15–20 minutes to suit local infrastructure and demand levels.

2. Eco-Friendly Initiatives

• The company plans to adopt green logistics practices by introducing electric delivery vehicles, biodegradable packaging, and energy-efficient storage solutions to reduce its environmental impact and appeal to sustainability-focused customers.

3. Operational Excellence and Profit Strategy

- · Optimizing micro-warehouse operations to accelerate order fulfillment and reduce operational expenses.
- Expanding the portfolio of in-house brands to boost profit margins and reduce vendor dependency.
- · Leveraging advanced AI and machine learning for smarter inventory decisions, rider allocation, and demand forecasting.

4. Investment in Cold Chain Logistics

• Increased focus on specialized storage and transportation solutions for temperature-sensitive items like dairy, meat, and fresh produce to maintain quality and expand product offerings.

5. Diversification Opportunities

• Exploring new verticals such as over-the-counter pharmaceuticals, pet supplies, and office stationery to meet a wider range of consumer needs and increase basket value.

6. Strategic Financial Growth

• Blinkit is evaluating long-term financial moves, including a potential Initial Public Offering (IPO) in the next 1–2 years, subject to favourable market conditions and sustained revenue growth.

8. CONCLUSION

Blinkit's approach to logistics and distribution has set a strong benchmark in the quick commerce sector. By prioritizing speed, technology integration, and customer-centric operations, the company has successfully catered to the growing urban demand for rapid grocery delivery. This study highlights the critical role of data-driven logistics, micro-warehouse efficiency, and hyperlocal delivery models in shaping modern e-commerce. While Blinkit's fast delivery promise continues to attract a loyal customer base, long-term success will depend on balancing rapid scalability with sustainable profitability. Its continued investment in AI, infrastructure, and innovative delivery mechanisms positions Blinkit as a key player in the evolving landscape of urban last-mile fulfilment.

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