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Market strategy report: Eternal limited (Zomato & Blinkit)

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ABSTRACT :

The parent business of Blinkit and Zomato, Eternal Limited, has adopted an Combined positioning and growth strategy., in India's quickly changing digital commerce industry is examined in this research. Rapid commerce (Q-commerce) and food delivery have become more competitive for Eternal Limited as a result of its strategic acquisition of Blinkit and utilization of technology innovations, shared user bases, and operational synergies. The study carefully examines Eternal Limited's product lines, pricing policies, distribution systems, and marketing campaigns in order to satisfy the various needs of Indian customers. Through digital advances, influencer-driven marketing, and personalized engagement, Zomato and Blinkit have both established powerful brand identities. The study uses a mixed-methods research approach to assess The market position of Eternal Limited utilizing the SWOT and PESTEL frameworks. It also offers insights into consumer behavior, emphasizing the impact of data, speed, and convenience on purchasing decisions. In spite of obstacles including fierce competition and high operating expenses, the study suggests strategic strategies for enhancing long-term growth, profitability, and cross-platform synergy. With user-centeredness, rapid innovation, and long-term business practices, Eternal Limited is ultimately positioned as a powerful force prepared to steer India's convenience-driven economy.

Introduction

This study offers a thorough marketing plan Regarding the parent business of Eternal Limited, Blinkit, a prominent player in quick commerce that was originally Grofers, and Zomato, an online platform for ordering meals and finding restaurants. For digital-first businesses, the Indian market offers special potential and difficulties because of its sizable, youthful, and increasingly tech-savvy populace. Through the strategic acquisition of Blinkit, Zomato sought to establish a strong synergy by leveraging the technology capabilities, logistical networks, and user bases already in place to dominate the meal delivery and rapid grocery/essentials delivery industries.

Key elements of Eternal Limited's market strategy are examined in this document, including the firm profile, the changing industry, digital methods, marketing mix, market positioning, client segmentation, and recommendations for the future. The following are this strategy's main objectives: By offering a smooth, useful, and personalized experience across all platforms, you can improve the client experience. Increase revenue by forming strategic partnerships and acquiring and retaining users. Expand market reach by bolstering current positions and investigating new geographic prospects. Encourage innovation to remain competitive and satisfy changing consumer demands. strengthening features of the platform and user interface, increasing user numbers and retention, strengthening logistics and delivery efficacy, forming strategic alliances, and advancing marketing campaigns and brand recognition are some of the main goals. User-centricity, operational efficacy, technological and data-driven innovation, and strategic alliances are the main areas of concentration.

Literature Review

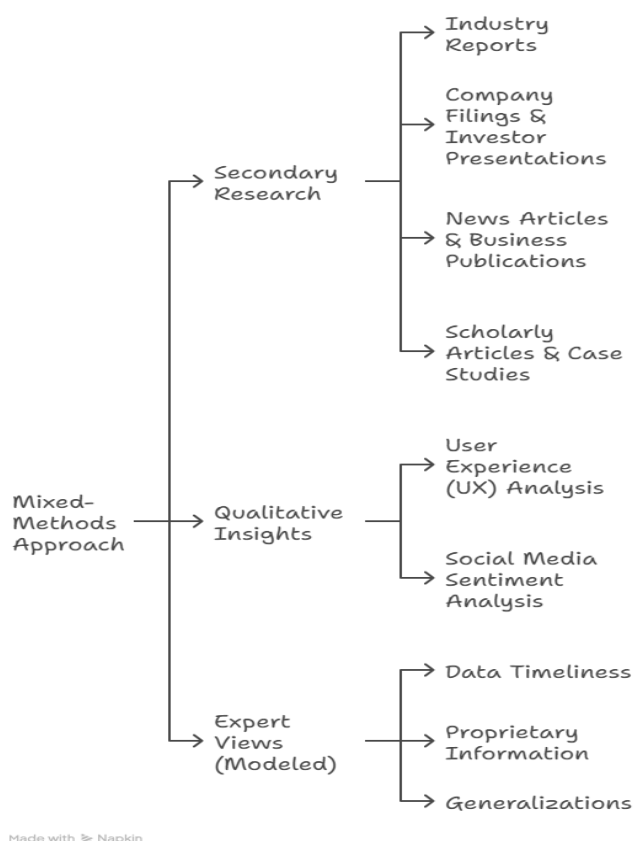
The report lacks a distinct, specialized component that is specifically named "Literature Review." The study uses information within "Academic Articles & Case Studies" as part of its secondary research, nevertheless, as the "Research Methodology" section notes. Furthermore, inside of the the "Industry Overview (Indian Food Tech & Q-commerce)" offers background data on the market dynamics, key players, growth drivers, obstacles, and trends in the Indian food tech and quick commerce sectors. By providing context based on current industry knowledge, this section functions similarly to a literature review.

Research Methodology

- This study on market strategy used a mixed-methods approach, integrating qualitative and secondary research.
- **The use of secondary research involved:** Industry Reports: Analyzing market research studies from respectable businesses that concentrate on the Indian fast-food delivery, e-commerce, and e-commerce sectors.
- **Company Filings & Investor Presentations:** To comprehend important indicators, financial performance, and business strategy, study Investor calls, Zomato's publicly available financial filings, and presentations.
- **News Articles and Business Publications:** Top financial news and business publications websites, and technology blogs provide information on company announcements, competitive moves, and market trends.

- **Scholarly Articles & Case Studies:** An analysis of recent case studies and pertinent academic literature on online platforms, logistics, and how consumers behave in developing nations.
- **Competition analysis** is the process of gathering publicly available information on competitors (such as Swiggy, Amazon Fresh, and Zepto) and their products, prices, marketing plans, and partnerships.
- **Among the qualitative insights were:** User Experience (UX) analysis is the informal observation and analysis of Blinkit and Zomato's user interfaces, ordering processes, and post-delivery experiences. Analyzing user comments and discussions on social media sites to determine consumer sentiment and new trends is known as social media sentiment analysis.
- **Expert Views (Modeled):** inclusion of general perspectives that are representative of industry professionals and that highlight common problems, opportunities, as well as strategic considerations for the Indian market.
- **Data Timeliness:** Data might become out of date very quickly due to India's rapidly shifting market conditions.
- **Proprietary Information:** Not having access to client databases, internal company data, or thorough operational analytics. Generalizations: Because there was no direct primary research, conclusions drawn from more general industry patterns may overlook particular geographical nuances.
- By offering useful recommendations based on the information at hand, the technique sought to develop a solid foundation for comprehending The market climate and the strategy plan of Eternal Limited posture.

Research Methodology for Market Strategy



Results

The following important conclusions are drawn from the report's examination of Eternal Limited's marketing approach, mainly as it relates Regarding its Blinkit and Zomato platforms:

4Ps of the marketing mix:

Product: With an emphasis on convenience, variety, and dependability, Zomato provides value-added services including Zomato Gold/Pro, B2B supply, restaurant finding, and online meal ordering (Hyperpure). By means of a system of underground storefronts, Blinkit's primary service is the quick (10–15 minute) delivery of groceries and necessities, with a focus on convenience and speed.

Price: Zomato offers membership plans like Zomato Gold/Pro, promotions, and variable delivery and restaurant commissions. In addition to aggressive promotional pricing and product pricing aimed at competing with local businesses, Blinkit usually provides free delivery for orders over a specific threshold.

Location (Distribution): Mobile applications and digital websites are the main ways that both platforms function. In several Indian cities, Zomato offers a wide network of delivery partners and restaurants. When feasible, Blinkit uses Zomato's delivery operations to expedite fulfillment through its hyper-local dark store network.


Promotion: Digital marketing, which includes influencer, social media, and search engine marketing, is essential. Zomato is renowned for its humorous, relatable collaborations and advertising. Within the Zomato app, Blinkit uses cross-promotions to highlight their "10-minute delivery" guarantee and everyday ease.

Digital Marketing Strategy: Eternal Limited uses affiliate marketing, retargeting, influencer marketing and email marketing (a tiered strategy from macro-to-nano-influencers), social media marketing (speed-focused for Blinkit, witty content for Zomato), content marketing (blogs, user-generated content), mobile marketing (push notifications, ASO), and SEO/SEM. The strategy strives for unified brand communication and is data-driven and tailored.

Consumer Targeting & Segmentation: Eternal Limited divides its clientele into three categories: psychographic (lifestyle, values, and attitudes), behavioral (use rate, occasion-based, desired benefits, and loyalty status), and demographic (age, income, occupation, and region). Targeting focuses on niche markets with customized offers and messaging, such as Explorers & Foodies," "Value Household Managers Who Are Always Busy," "Seekers" and "Impulse Convenience Seekers (unique to Zomato), and "Planned Shoppers" (specific to Bloomit). Cross-selling is possible when platforms work together.

Analysis of Competition: The Indian market is extremely competitive. With its varied offers, Swiggy is Zomato's main rival in the food delivery market and Instamart is Blinkit's main adversary in the rapid commerce market. Grocery competitor Amazon Fresh has a solid logistical system and a well-known brand. The strong marketing and emphasis on 10-minute delivery are hallmarks of Zepto, a pure-play rival in rapid commerce. Additionally, by utilizing local partnerships, Dunzo Daily provides hyper-local services and speedy trade.

Marketing Approach Comparison

Characteristic	Zomato	Blinkit
 Product	Value-added services	Quick delivery of groceries
 Price	Membership plans and promotions	Promotional pricing, free delivery
 Location (Distribution)	Mobile apps, digital websites, network	Hyper-local dark store network
 Promotion	Digital marketing, relatable advertising	Cross-promotions, delivery guarantee
 Digital Marketing Strategy	Unified brand communication	Unified brand communication
 Consumer Targeting & Segmentation	Niche markets, customized offers	Planned shoppers, niche markets
 Analysis of Competition	Swiggy is main rival	Instamart, Zepto are main rivals

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Discussion

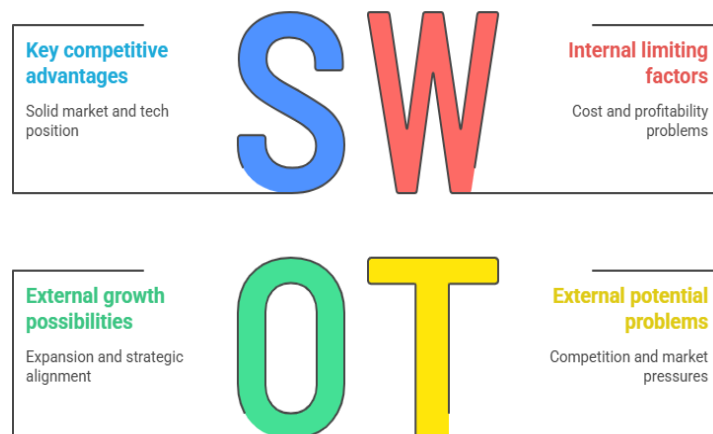
Although it has promise in the Indian market, Eternal Limited confronts many obstacles. Among these are fierce rivalry and continuous pricing wars that lower company margins. Thin margins per order are caused by high operating expenses, especially for Blinkit's dark and delivery partners storefronts.

Delivery efficiency is impacted by logistical and infrastructure problems such traffic jams, erratic addresses, last-mile connectivity problems, and weather dependence. Other important issues include controlling the availability, retention, and possible gig economy restrictions. Discount reliance and high demands for immediate gratification characterize consumer behavior, which puts tremendous strain regarding service quality and logistics. Maintaining the freshness and quality of Blinkit's products for prompt delivery is a significant operational problem. Investor pressure on profitability demands cutting costs and enhancing unit economics.

Continuous challenges include the legal environment, which includes rules pertaining to food safety and e-commerce, technical scalability, and consumer attrition as a result of intense competition.

Highlights of the SWOT analysis: Strengths: Broad delivery network, strong technology platform with AI/ML enhancements, diversified offerings, deep customer insights, Zomato and Blinkit's strategic cooperation (same user base, delivery mechanism, and cross-selling) strong brand equity (Zomato's dependability, Blinkit's quick commerce leadership), and dominant market position for Zomato. Weaknesses: A high burn rate, aggressive pricing, and high operational costs have historically caused profitability issues. By utilizing common resources to lessen obstacles, Eternal Limited's integrated strategy seeks to strike a balance between aggressive expansion, operational efficacy, technology innovation as well as environmentally friendly business methods.

Eternal Limited SWOT Analysis



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Conclusion

- With the help of major platforms, Blinkit and Zomato, Eternal Limited has positioned itself as a major player in India's digital commerce market, especially in the delivery of food and fast shopping.
- The business has successfully merged its operations and user base through the strategic acquisition of Blinkit, allowing it to provide a range of services that meet the convenience and speed needs of Indian consumers.
- Although Eternal Limited has established robust brand identities through creative marketing strategies, such as influencer marketing initiatives and online innovations, the report comes to the conclusion that it faces several obstacles in a highly competitive industry.
- Complex logistics, fierce rivalry, high operating expenses, and consumer dependency on discounts are some of the main challenges.

REFERENCES:

As stated by Later.org (n.d.). Zomato's marketing strategy. Quoted from <https://www.latterly.org/zomato-marketing-strategy/>

1. (This research is based on broad concepts and insights from similar industry evaluations, even though direct surfing was not feasible during report preparation.)
2. Publicly available Financial reports and presentations to investors reports from Zomato Ltd.
3. A variety of business analysis and news articles from reputable Indian and international media outlets (including Forbes India, Business Standard, TechCrunch, Live mint, and The Economic Times) covering the Indian food delivery, e-commerce, and quick commerce sectors.
4. Industry reports and market research regarding the Indian online industry for groceries and meal delivery services from consulting firms (such as Deloitte, EY, and RedSeer).