Quick Commerce in India

India's quick commerce market is mainly dominated by three players- Blinkit, Swiggy Instamart, and Zepto. The market value is expected to expand to $5.5 billion by 2025.



Source- AllianceBernstein on Indian E-commerce, Economic Times

An infographic depicting the market share of the top players in the quick commerce segment.

Ref - https://finshots.in/infographic/who-leads-indias-quick-commerce-market/

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An initiative by the Government of India

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PREFACE



Vidya Gunturkar - Joshi
Founder NMFPL

Dear Readers, Stakeholders, Supporters, Team NMFPL, and Well-Wishers,

Warm greetings and welcome to the 40th NMFPL newsletter.

India's retail and food consumption landscape is rapidly transforming with the rise of **quick commerce (Q-commerce)**. What started as a convenience-driven model has now become a high-frequency channel for groceries, snacks, beverages, and ready-to-eat foods.

The Indian quick commerce market, currently estimated at around **USD 700 million**, is projected to grow to nearly **USD 5.5 billion by 2025**, reflecting a fundamental shift in consumer behavior.

The market is dominated by three major players—**Blinkit, Swiggy Instamart, and Zepto**—who together control the bulk of demand. Blinkit leads the segment, Instamart benefits from Swiggy's extensive food delivery ecosystem, and Zepto has scaled rapidly despite being a later entrant. Other platforms such as BigBasket and Dunzo now play a relatively smaller role.

For **food businesses**, quick commerce has proven more effective than traditional marketplaces. Unlike conventional e-commerce, where purchases are planned and price-led, Q-commerce thrives on **impulse buying, daily consumption, and repeat orders**.

This makes it a powerful channel for food brands seeking faster rotations and stronger consumer recall.

However, these platforms often operate on **unilateral terms**—high commissions, discount pressures, limited data access, and working capital constraints—which can be challenging for small and emerging businesses.

To address this imbalance, the Government of India introduced the **Open Network for Digital Commerce (ONDC)**. ONDC aims to create an open, interoperable ecosystem that reduces platform dominance, enables fairer access, and empowers MSMEs and local brands.

While ONDC promises **better margins, pricing autonomy, and inclusivity**, it also faces challenges such as slower adoption and evolving logistics.

Together, quick commerce platforms and ONDC will shape the future of digital food retail—one driven by speed today and sustainability tomorrow.

We are also riding this wave, with our products listed across **Amazon, JioMart, Blinkit, BigBasket, and ONDC**. Visit us on any of these platforms to order our products and experience the goodness of healthy, delicious millet savouries.

You can write to us anytime with your ideas, recipes, or feedback at **enquiry@nutrimillets.in**.

Healthy Khao, Healthy Raho.

Best Regards
Vidya Gunturkar-Joshi

EMPOWERING MSMES THROUGH ONDC:
OUR VOICE ON DD



We were honored to be invited to the **DD Morning Show** as one of the leading sellers on **ONDC** to share our journey and firsthand experience. It was truly a once-in-a-lifetime opportunity to represent small businesses on a national platform.

During the show, we shared insights into our offerings, our growth on ONDC, and how the platform empowers sellers through fair access, transparency, and reduced dependency on large marketplaces. We made our best effort to spread awareness about the benefits of ONDC and its potential to transform digital commerce for Indian entrepreneurs.

While at Doordarshan, I also visited their incredible gallery of vintage serials — and it truly brought back pure DD nostalgia. From Humlog to Ramayan, it was a walk through our childhood. Thank you, Doordarshan, for being a part of our lives then — and now.

Our heartfelt thanks to DD and ONDC for giving us this meaningful opportunity.

TRAINING ON OPPORTUNITIES IN FOOD PROCESSING



Food processing isn't just about products—it's about possibilities. And women entrepreneurs are at the heart of this transformation.
This week, I had the privilege to share knowledge with a diverse group of aspiring entrepreneurs in one of India's most promising sectors—food processing.
A 45-day training program was organized by KVK, MCED, and BAMU at Chhatrapati Sambhajinagar, focused on building awareness about opportunities in food processing—an industry that not only reduces agricultural wastage but also creates sustainable jobs.
As someone working in this sector, I was honored to conduct a day-long theory + practical session, where participants experienced:

- Making value-added products like idli and cookies
- Packaging & labeling techniques
- Compliance essentials for food businesses

The enthusiasm of the participants—youth and women alike—was infectious. Their curiosity and determination reaffirmed my belief that India's MSME and food processing ecosystem can become a game-changer when powered by fresh ideas and entrepreneurial spirit.
A heartfelt thank you to the organizers and **Dr. Bhagwan Sakhale** for this wonderful opportunity, and to all the participants for making the session so lively and engaging.

SCALING BEYOND CITIES: OUR JOURNEY WITH ONDC



We are proud to share that ONDC shortlisted us as one of the promising startups from Tier-2/Tier-3 cities to promote our products on a national platform. This recognition itself was a moment of validation for our journey as a homegrown brand built outside metro ecosystems.

As part of this initiative, our products reached customers across India, and within just four days, we sold over 750+ units—a remarkable milestone for a small food business like ours. The response reaffirmed that quality products, when given fair digital access, can find their audience irrespective of geography.

We extend our sincere gratitude to ONDC for creating an ecosystem that empowers small businesses and to the Udyamwell team for their constant support, guidance, and seamless execution. This experience has strengthened our belief that the future of Indian commerce lies in openness, inclusivity, and equal opportunity for entrepreneurs everywhere.

We look forward to growing further on this journey.

GANPATI FESTIVAL
Wakad Pune









We were delighted to sponsor the Ganpati Festival at **Royal Casa Society, Wakad (Pune)** with the generous support of Mr. Ravi.
With a vibrant community of nearly 2,000 residents, the celebration was filled with joy and participation.
We distributed product samples and presented awards across several fun games and activities designed for kids, women, and men, making the festivities even more special.
The response from residents was truly encouraging, and we are grateful to have been invited to set up a stall within the society premises for live food and packed food offerings.
We look forward to continuing this wonderful association with the Royal Casa community.

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THANK YOU!!

Let’s make it together!!

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