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Blinkit Onboarding & Management Proposal

Prepared By :- **KOTECH DIGITAL HUB PVT.LTD.**
Quick Commerce Growth Partner

 +91-9928127030

 www.kotechdigitalhub.com

 kotechdigitalhub@gmail.com

 Jaipur

1. Why Blinkit?

➤ The quick-commerce model has exploded in India. Blinkit, with its network of dark stores and integrated delivery infrastructure, offers significant advantages:

- Rapid, local fulfillment
- Built-in logistics and delivery
- Large customer base across Tier 1 and Tier 2 cities
- Strategic support for sellers to scale fast

➤ If your brand operates in FMCG, personal care, beverages, snacks, or household categories, Blinkit is a platform you can't afford to miss.

2. Who Can Sell on Blinkit?

➤ Blinkit is designed for brands that meet specific operational and legal requirements. You can sell as a:

- Manufacturer
- Brand owner
- Distributor
- Authorized reseller

➤ The key is having the infrastructure to fulfill orders consistently and comply with regulatory standards.

3. Step-by-Step Onboarding

3.1 Submit Initial Application

- Visit Blinkit's Partner or Seller Hub at seller.blinkit.com
- Fill in business details: name, contact, GST, product categories
- Upload supporting documents and agree to the terms
- Click "Submit" and await account approval (normally 15–45 days; follow up if delayed)

3.2 Profile Completion & Seller Hub Access

Once approved, log in to:

- Upload your logo and brand identity
- Complete business profile (legal name, address, licenses, PAN, GST)
- Provide bank account details for payouts
- Set up your storefront with brand descriptor and contact details

4. The Real Process: You Can't List Products Without a Category Manager

- Unlike traditional marketplaces, Blinkit doesn't allow sellers to directly list products from their dashboard.
- Once your seller application is approved, a Category Manager (CM) is assigned to you. This CM acts as the single point of contact for onboarding and scaling your business on the platform.

➤ Here's how it works:

- The CM connects with you to discuss trading terms.
- You negotiate margins, investments, promotional budgets, launch cities, and RTV (Return to Vendor) policies.
- Once agreed, the CM initiates the New Product Introduction (NPI) process.
- You submit product data, images, pricing, barcodes, and legal documents.
- Once approved, Purchase Orders (POs) are triggered.

➤ This centralized process ensures quality and consistency across Blinkit's dark store network.

5. Understanding the Category Manager's Role

- The CM is critical to your Blinkit journey. Their role includes:
 - Setting up commercial terms
 - Helping you navigate APOBs
 - Coordinating product listings (NPI)
 - Managing category-level strategy
 - Ensuring inventory optimization
- CMs typically work across specific verticals—FMCG, personal care, beverages, snacks, etc.—and can recommend what SKUs will work best in specific cities or zones.

6. New Product Introduction (NPI)

- The NPI process is where your products get listed on Blinkit. Once trading terms are finalized:
 - Submit detailed product information (SKU name, description, barcode, weight, shelf life)
 - Upload high-quality images (product, label, and picker-facing views)
 - Set MRP, landing cost, and selling price
- The CM and internal Blinkit teams review and approve your listings. This can take 3–7 days depending on category load.

7. APOBs: Expand Your Reach

- To sell in multiple geographies, you need APOB (Additional Place of Business) registrations.
- Why it matters:
 - Blinkit operates through regional warehouses
 - Without APOBs, you can't send inventory to warehouses in other states
 - APOB registration is mandatory under GST law
- Apply via your GST portal or through a tax consultant. Blinkit will only allow PO generation and stock inwarding in approved APOB zones.

8. Purchase Orders (POs) and Inventory Inward

- Once listings go live and APOBs are approved, Blinkit starts generating POs. These are based on:
 - Regional demand forecasts
 - Platform promotions
 - Historical sales for similar SKUs
- You'll ship inventory to Blinkit's warehouse in the assigned city. From there, Blinkit allocates stock to its dark stores. Each SKU must have a minimum inventory commitment per location.

9. Marketing and Promotions

➤ To drive visibility, Blinkit allows sellers to participate in its marketing ecosystem:

- Banner placements on the Blinkit app
- Featured listings in categories
- Flash sales, combos, and coupon campaigns
- Sponsored search

➤ These require ad wallet deposits, often ranging from INR 25,000–50,000 depending on scale. Your CM will guide you on the right mix based on your budget and product category.

10. Logistics and Delivery

➤ One of Blinkit's core strengths is its logistics infrastructure. As a seller, you don't manage last-mile delivery. Your responsibility ends at:

- Fulfilling POs
- Ensuring timely inventory inward
- Replenishing stock as needed

➤ Blinkit handles storage, picking, packing, and delivery. This makes it easier for sellers to scale without investing in logistics.

11. Commissions, Margins, and Payouts

➤ Blinkit's commission varies based on category, price, and trading terms. Typically:

- Commissions range from 8% to 20%
- Promotional support or co-marketing may be required
- RTV policies are SKU-specific

➤ Payments are released twice a month, with complete visibility via the Seller Hub dashboard. Blinkit provides UTR numbers, tax invoices, and aging reports.

12. Common Challenges (and How to Fix Them)

- Dashboard confusion: You can't list directly. Always wait for the CM.
- Document errors: Double-check APOB and GSTIN alignment.
- Stock issues: Forecast accurately to avoid OOS or RTVs.
- Ad budget ROI: Start with small campaigns. Monitor CTR and conversion.

13. Tips for Success

- Use clear product titles and descriptions
- Ensure barcode and image compliance
- Align MRP, offer price, and platform price
- Avoid near-expiry stock
- Focus on high-turnover SKUs for metro cities
- Start in 1-2 cities before scaling nationally

14. Scaling With Blinkit

➤ Once initial SKUs are live and performing well:

- Add new SKUs through the same CM-led NPI process
- Explore regional festive packs or city-specific launches
- Deepen distribution via new APOBs
- Use Blinkit Ads to boost visibility for new SKUs

➤ Brands that perform well often unlock exclusive promotions or app-level visibility.

15. Final Thoughts

- **Selling on Blinkit is not plug-and-play. It's a curated process requiring partnership with Blinkit's internal teams, especially your Category Manager. But for brands that invest the time and planning, the rewards are substantial—high-frequency orders, strong brand visibility, and access to India's most responsive quick-commerce audience.**
- **If you're looking to grow in 2025, Blinkit is the place to be.**
- **Need help registering your business, building your product catalog, or running your first campaign on Blinkit? Our team can assist with everything from GST compliance to marketing execution. Reach out today!**

Required Documents For Blinkit Onboarding :

- Fresh Phone Number & Email ID
- GST Certificate
- Point of Contact
- Contact Number
- Brand Name
- Manufacturer Name
- Trademark Certificate
- Authorization Document
- Brand Logo

- Bank Details
- Bank Name
- Account Holder Name
- Bank Account Number
- IFSC Code
- Authorized Signature
- online Other Platforms link and Their Sales
- Social media channel link
- Cancel Cheque
- Digital Signature
- Pan Card
- Fssai License (Food products)

Is there a listing fee per variant?

- Yes, there is a ₹25,000 activation fee per request. This amount is credited to your Ads Wallet and can be used for campaign promotions on the listed product.

Can I list products in bulk?

- No, products must be listed individually.

Do I need to list each product variant separately?

- Yes, each variant needs a unique UPC and separate listing.

Does Blinkit arrange pickup for my inventory?

- No, sellers must arrange their own delivery to Blinkit warehouses.

When will I receive my payout?

- Every 15 days — released on the nearest working day to the 1st and 15th.

Do I need a GST number for every state?

- No. A single GST registration is sufficient for selling across states on Blinkit. Separate state-wise GST numbers are not required.

Do I need an FSSAI license for every state where I want to sell food items?

- Blinkit does not require you to hold an FSSAI license at its operating locations. However, you must have a valid FSSAI license at your own business location(s) to comply with food safety regulations.

Why can I select only one cluster at a time?

- Products are first launched in a single trial cluster. Performance is assessed within that cluster before expansion to additional clusters.

➤ **Blinkit Account Management Services**

Our Blinkit Management Services are designed to ensure smooth onboarding, optimized listings, efficient operations, and scalable growth for your brand on the Blinkit platform.

1. Account Setup & Onboarding

- Blinkit seller account setup
- Completion of KYC, GST & brand verification
- Account configuration as per Blinkit guidelines
- Assistance with listing fee payment & formalities

2. Catalogue & Product Listing Management

- Product listing creation (single & bulk)
- Category & cluster selection for each SKU
- Assistance in UPC / barcode generation
- Product attribute & specification setup
- Activation of product listings
- Listing optimization for better visibility & conversions

3. Creative & Content Management

- Product image creatives (as per Blinkit standards)
- Product thumbnails for listings
- Product videos (short-format, listing-friendly)
- Advertisement banner creatives
- A+ style visual optimization for higher CTR

4. Inventory & Supply Chain Support

- Guidance on inventory planning & stock allocation
- Help in selecting the right clusters / dark stores
- Assistance in sending inventory to Blinkit warehouses
- Packaging & labeling guidance as per Blinkit norms
- Support in invoice generation for Purchase Orders (PO)

5. RO & Operations Handling

- Creation of Single RO
- Bulk RO creation & management
- End-to-end operational coordination
- Monitoring order flow & stock movement

6. Advertising & Performance Marketing

- Setup & management of Blinkit Ads
- Reach campaigns for brand visibility
- Performance campaigns for sales growth
- Budget planning & ROAS optimization
- Keyword & placement optimization
- Regular performance monitoring & scaling strategy

7. Account Growth & Optimization

- Support in improving account health & levels
- Price & promotion strategy guidance
- Visibility improvement within categories
- Sales growth planning & monthly targets

8. Support & Issue Resolution

- Handling Blinkit seller support tickets
- Issue resolution for listings, ads, payments & inventory
- Coordination with Blinkit support team on behalf of the brand

9. Reporting & Insights (Minor Service Added)

- Weekly / monthly performance reports
- Sales, ads & inventory insights
- Actionable recommendations for growth

10. Ongoing Management & Consultation

- Dedicated account management
- Regular strategy calls & updates
- Continuous optimization & scaling support

← Know your commissions

Define your product

Select business category *

Grocery - Drinks

Selling price

Enter selling price (₹) * 599

Product dimensions (with packaging) ①

L (cm) * 5 X B (cm) * 4 X H (cm) * 5

1 days

Expected days to sell *

1 days

Total commission ₹103.92

PRE SALE CHARGES

Inwarding fee per quantity received ₹5.00

Storage fee ₹1.00

Upto 30 days ₹100/day
30-60 days ₹125/day
Above 60 days ₹150/day

POST SALE CHARGES

Fulfillment fee per order ₹50.00

Category commission ₹47.92

Upto ₹ 300 2% of selling price
₹ 300 - ₹ 400 4% of selling price
₹ 400 - ₹ 500 6% of selling price
₹ 500 - ₹ 700 8% of selling price
₹ 700 - ₹ 900 10% of selling price
₹ 900 - ₹ 1200 12% of selling price
Above ₹ 1200 18% of selling price

OTHER CHARGES

Inventory Recall ₹ 5 / unit
Customer Return ₹ 50 / qty
Loss Compensation ₹ 359.40/ qty (60.00% of selling price)

18% GST will be applicable on above charges

UNDERSTANDING COMMISSIONS

← Know your commissions

Define your product

Select business category *

Grocery - Drinks

Selling price

Enter selling price (₹) * 149

Product dimensions (with packaging) ①

L (cm) * 5 X B (cm) * 4 X H (cm) * 5

1 days

Expected days to sell *

1 days

Total commission ₹58.98

PRE SALE CHARGES

Inwarding fee per quantity received ₹5.00

Storage fee ₹1.00

Upto 30 days ₹100/day
30-60 days ₹125/day
Above 60 days ₹150/day

POST SALE CHARGES

Fulfillment fee per order ₹50.00

Category commission ₹2.98

Upto ₹ 300 2% of selling price
₹ 300 - ₹ 400 4% of selling price
₹ 400 - ₹ 500 6% of selling price
₹ 500 - ₹ 700 8% of selling price
₹ 700 - ₹ 900 10% of selling price
₹ 900 - ₹ 1200 12% of selling price
Above ₹ 1200 18% of selling price

OTHER CHARGES

Inventory Recall ₹ 5 / unit
Customer Return ₹ 50 / qty
Loss Compensation ₹ 89.40/ qty (60.00% of selling price)

18% GST will be applicable on above charges

UNDERSTANDING COMMISSIONS

← Know your commissions

Define your product

Select business category *

Grocery - Drinks

Selling price

Enter selling price (₹) *

149

Product dimensions (with packaging) (cm)

L (cm) * 5

B (cm) * 4

H (cm) * 5

Expected days to sell *

30 days

18% GST will be applicable on above charges

UNDERSTANDING COMMISSIONS

Total commission ₹87.98

PRE SALE CHARGES

Inwarding fee per quantity received ₹5.00

Storage fee see details ₹30.00

POST SALE CHARGES

Fulfillment fee per order ₹50.00

Category commission ₹2.98

Upto ₹300 2% of selling price
₹300 - ₹400 4% of selling price
₹400 - ₹500 6% of selling price
₹500 - ₹700 8% of selling price
₹700 - ₹900 10% of selling price
₹900 - ₹1200 12% of selling price
Above ₹1200 16% of selling price

OTHER CHARGES

Inventory Recall ₹5 / unit
Customer Return ₹50 / qty
Loss Compensation ₹89.40 / qty (60.00% of selling price)

← Know your commissions

Define your product

Select business category *

Grocery - Drinks

Selling price

Enter selling price (₹) *

99

Platform commission is more than 60% of the selling price.

Product dimensions (with packaging) (cm)

L (cm) * 5

B (cm) * 4

H (cm) * 5

Expected days to sell *

30 days

The category on this price is not viable to sell on blinkit.

Total commission ₹86.98

PRE SALE CHARGES

Inwarding fee per quantity received ₹5.00

Storage fee see details ₹30.00

POST SALE CHARGES

Fulfillment fee per order ₹50.00

Category commission ₹1.98

Upto ₹300 2% of selling price
₹300 - ₹400 4% of selling price
₹400 - ₹500 6% of selling price
₹500 - ₹700 8% of selling price
₹700 - ₹900 10% of selling price
₹900 - ₹1200 12% of selling price
Above ₹1200 16% of selling price

OTHER CHARGES

Inventory Recall ₹5 / unit
Customer Return ₹50 / qty
Loss Compensation ₹59.40 / qty (60.00% of selling price)

18% GST will be applicable on above charges

UNDERSTANDING COMMISSIONS

Inwarding fee

Based on quantity of product received

Inwarding fee