



WORKSHOP ON

RAPID COMMERCE REVOLUTION

A CASE STUDY ON BLINKIT'S 10-MINUTE DELIVERY MODEL

27th June 2025 | 10:00 am to 01:00 pm

MBA Auditorium, AIT, Acharya Campus

About the Program

The workshop on "Rapid Commerce Revolution: A Case Study on Blinkit's 10-Minute Delivery Model" delves into the dynamic transformation of the e-commerce landscape through rapid delivery services. This session will explore how Blinkit, a leading player in the quick commerce space, has disrupted traditional supply chains and redefined customer expectations with its innovative 10-minute delivery model. Participants will gain insights into key operational strategies, technology integration, inventory management, micro-fulfillment centers, and the logistical backbone that powers hyperlocal delivery. The workshop also encourages critical thinking around the sustainability, scalability, and challenges of rapid commerce in India and beyond.

Objectives of the Program

- Introduce Blinkit's quick commerce model and its disruption in retail.
- Discuss key business strategies and innovations adopted by Blinkit.
- Examine operational and customer-centric challenges in 10-minute delivery.
- Encourage critical thinking through real-world analysis and group discussion.

Expected Outcomes of the Program

- Summarize Blinkit's core business model and strategic approach.
- Identify key drivers and risks of the quick commerce industry.
- Apply strategic thinking to propose improvements or alternatives.
- Develop brief analytical insights and share findings in group discussions.

Target Audience: MBA Students

Committee Members

ADVISORY COMMITTEE

- Dr. C. K. Marigowda, Principal, AIT
- Dr. Rajeswari, Dean Academics, AIT

CONVENER

- Dr. Abhishek Venkateshwar, HOD – MBA & Director – Global MBA, AIT
- Dr. Monica M, Assistant Professor & Program Coordinator - MBA, AIT

COORDINATORS

- Prof. Bhavya V M, Assistant Professor, Department of MBA, AIT
- Prof. Suhas Patel, Assistant Professor, Department of MBA, AIT
- Prof. Rohith B, Assistant Professor, Department of MBA, AIT

Resource Person Details



Dr. Seema Lall

Designation : Professor at Nopany
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LOCATE US

Event Coordinator

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