STARTUPS

Blinkit overtakes Zomato's food delivery business for the first time

Quick commerce has become Eternal's biggest business by order value, but heavy spending on expansion cut the company's quarterly profit by 90%.

By Economic.Express Desk · 21 July 2025 · 2 min read



Quick-commerce startups bet on smaller cities for growth

In 60 seconds

1. Blinkit's net order value rose 127% to ₹9,203 crore in April-June 2025.
2. That was more than Zomato's food delivery, at ₹8,967 crore, for the first time.
3. Food delivery growth slowed to 13% year on year.
4. Parent Eternal's profit fell 90% to ₹25 crore as it invested in quick commerce.

Blinkit, the quick commerce arm of Zomato's parent company Eternal, has become bigger than the food delivery business that made Zomato a household name, the company's quarterly results showed on Monday.

A milestone for quick commerce

Blinkit's net order value, the value of goods ordered by customers, rose 127% from a year earlier to ₹9,203 crore in the April-June quarter. Zomato's food delivery business recorded net order value of ₹8,967 crore, growing 13%. It was the first time Blinkit was the larger of the two.

The cost of growth

The rapid expansion has come at a price. Eternal's consolidated net profit fell about 90% to ₹25 crore, from ₹253 crore a year earlier, as it spent heavily on new dark stores, the small warehouses that let it deliver groceries and household items in minutes.

> *Ten-minute delivery is reshaping how Indian cities shop, and the race is expensive.*

A crowded race

Blinkit competes with Swiggy's Instamart, Zepto and newer entrants including Flipkart and Amazon, all of whom are expanding beyond the biggest metros into smaller cities. Traditional kirana stores and distributors are feeling the pressure.

What it means for shoppers

For consumers, competition has meant faster delivery and a wider range of products, from groceries to electronics. The question for investors is whether the companies can turn that growth into steady profits once the spending race slows.