

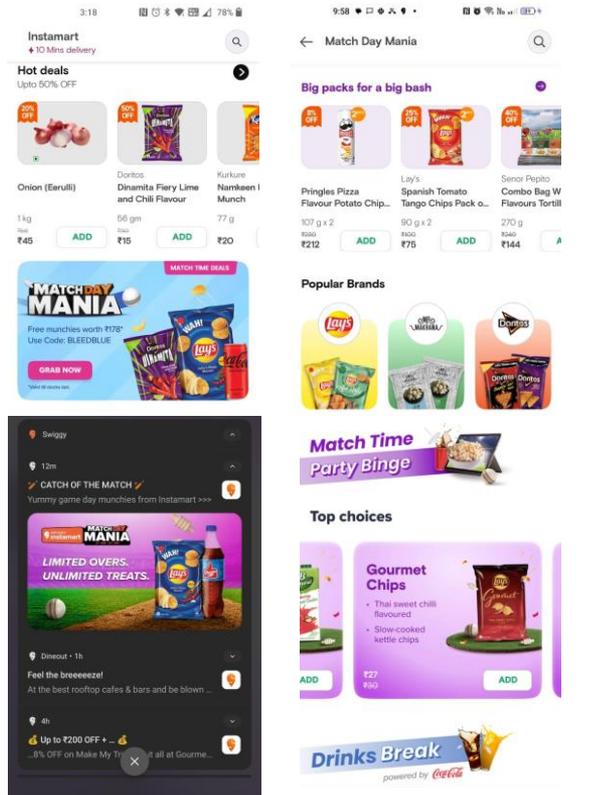


NEVER WAIT FOR GROCERIES AGAIN

IPL Campaign (23rd March
2024 - May 29th 2024)

2 Platform Activations on IPL 2024

Visibility Avenues



* Image is for reference only

- Comprehensive 360 degree plans to influence shopper buying behaviour on storefront
- In-App Traffic - Topical Banner, Discovery cart on Swiggy Homepage
- SF Widget - Prominent Placement on the Storefront to maximize conversion
- Social Media and Digital Activations to drive topical communications & high-relevancy traffic
- PNs and Emailers to drive awareness
- User Engagement
 - User Contest for exciting Goodies
 - MxN Store
 - Flash Sale, Event Sale

Phases	Go live dates	Time Slot
Phase 1	23rd March	(Evening slots) 2hrs before match
Phase 2	24th April	
Playoffs	23rd May	

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Campaign Overview - IPL with INSTAMART

IPL 2024

Consumer First Objective - Instamart to be a Destination store for Cricket Binge Watching and Party Hosting Needs

Campaign USP - Shop with us to get unmatched discounting and play contest to win goodies

What's in for brands - Tapping into incremental consumption occasion, Share of Mind & Voice, Brand Building, share of wallet, share of category



Best ever Offers



Exciting Goodies



Play and Win



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Gamification



Drive engagement with “XXXX” game and win exciting prizes

Gamification

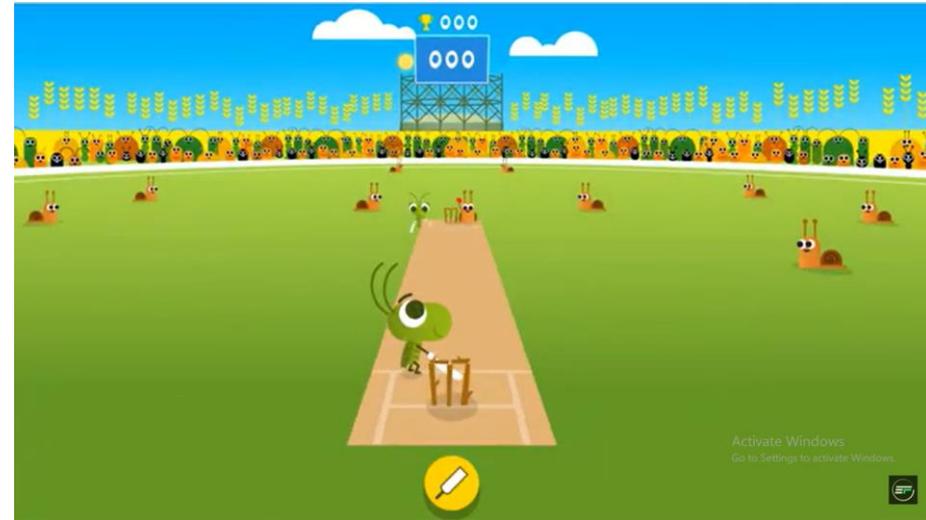
Gamification section on the Match Corner where consumers Play games and win prizes

Powered by:- Brand logo

Input Needed from Brands

Assured delight- Hidden BDPO coupons, Signed Merchandise

Mega Prize - IPL match Tickets, Meet & Greet, Foreign Trip



*actual game may vary

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Flash Sale

Flash Sale

This property would drive customers to platform and brands can leverage this opportunity to offer items at discounted prices to gain basket penetration

This property will be live 2 hours before match

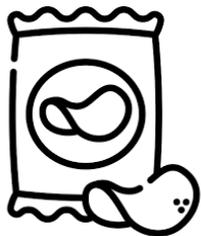
SKU limit in the property - 100

Deep Discounts at least a delta of 10%-15% over BAU, Combos of 1+1, 2+1 to be displayed in open collection on SF



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Category In Focus



Munchies



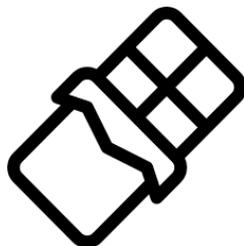
Beverages



Ice Cream



Noodles & RTE



Chocolates & Sweets



Frozen Foods & Snacks

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Packages

Asset	Location	G.O.A.T.	Legend	Superstar	Debutant
Entry Point Packshot	IM SF	✓			
Powered By	IM SF	✓			
Post Order Screen Vertical Scroll	IM SF	✓			
SF Open collection	IM SF	✓			
Top Category Chiclet	MxN	✓			
Category Masthead	MxN	✓	✓		
Post Order Screen DE Icon	IM SF	✓	✓		
Section Category Chiclet	MxN	✓	✓		
Sub section Powered By	MxN		✓		
Mustry	MxN	✓	✓	✓	
PN	Swiggy	✓	✓	✓	
Gamification Powered by	MxN	✓	✓	✓	✓
Open Collection	IM SF	✓	✓	✓	✓
Ranking Boost	MxN	✓	✓	✓	✓
Brand Store	MxN	✓	✓	✓	✓
L2 Node Image	MxN	✓	✓	✓	✓

6.1 Packages- Costing



Package	Phase 1	Phase 2	Playoff
G.O.A.T.	60	60	24
LEGEND	45	45	16
SUPERSTAR	20	20	12
DEBUTANT	10	10	7

**All prices are in lacs

HOWZzAT!!!