



Branding Opportunity on Packaging

What is Swiggy Paper-bag Branding?

- Top of the funnel branding & awareness activity
- Use Custom billboards to reach households
- Leverage Instamart's reach to create customer delight upon delivery
- Post campaign analytics; # Scans/Reach



Tell your story on Instamart bags and reach millions of consumers



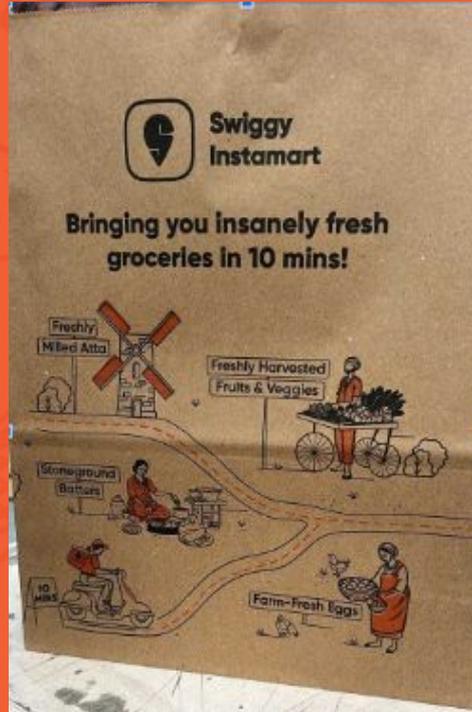
How will you benefit from Packaging branding via Instamart?

- Your brand integrated in a quirky/design led way
- **Communicate** your brand story/USP
- One full side of the bag will be owned by brand
- Choose specific regions that you want to focus on
- Increased brand reach amongst IM audience base with the re-usability of the bags
- Analytics : % Bags Delivered/Customer Reached/No# of QR codes scanned

Creatives Possibilities & Engagement

Creative possibilities

- Story Telling
- Topicality
- Gratification



Engagement

- Gratifications via exclusive discounts on SKUs
- Brand awareness via leading to storefront on IM

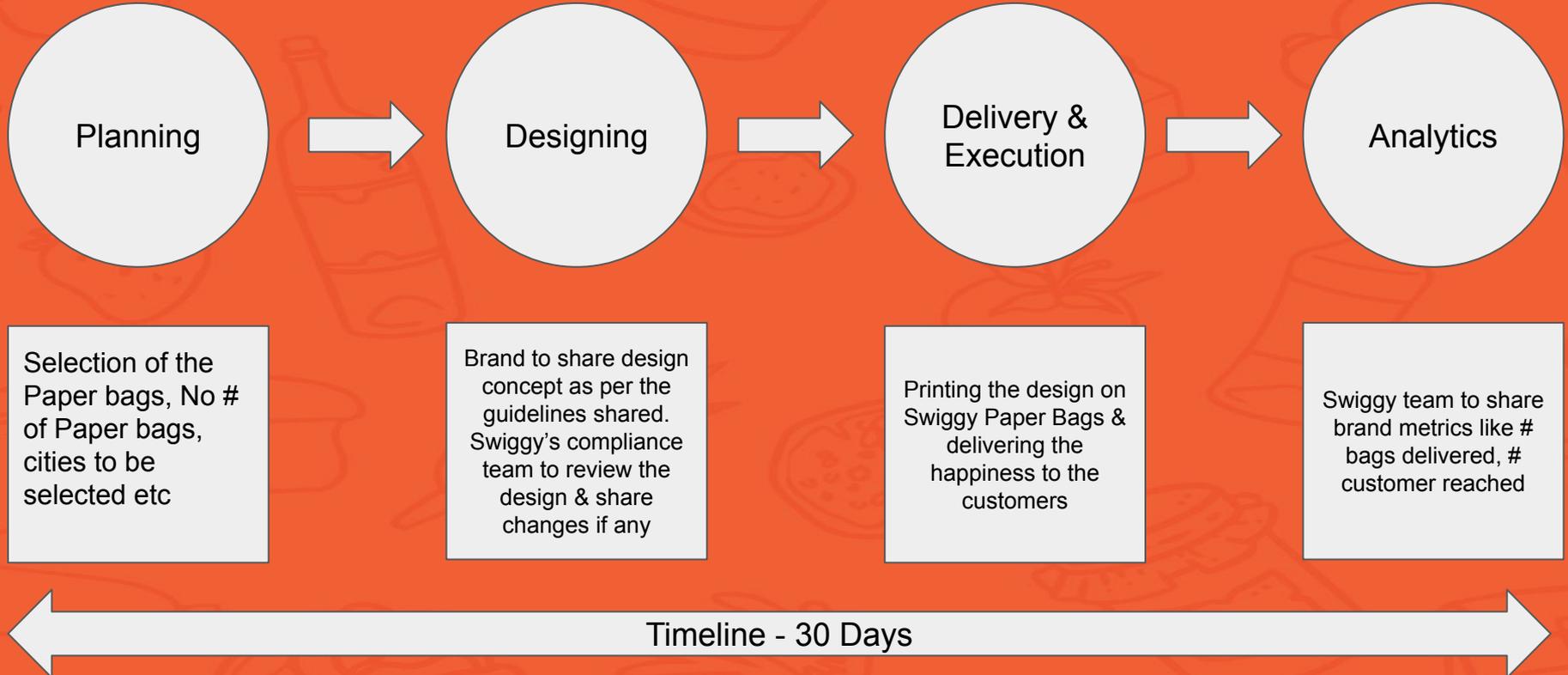
Commercials and T&C

Bag type (Brown Kraft)	Specifications	Dimensions (L*B*G) inches	Price per bag	Dally Run Rate
Large	108 GSM 24 BF With flat handle	17.5*13.77*6.88	5	Medium
Medium	100 GSM 24 BF With Twisted handle	14.76*12*6.88	3	Highest
Small	100 GSM 24 BF With twisted handle	12*8.46*4.76	2	Lowest

Terms:

1. Minimum Order Quantity should be at least 2 lakhs per bag size
2. One side of the bag will completely be for the brand
3. Only Black and Orange colours can be used for the design;
4. Brand to share the design which will be reviewed by Swiggy marketing team for alignment

Process & Timeline



Let's do this!



**Swiggy
Instamart**

