

A Study of 10-Minute Delivery Apps in the e-Business Ecosystem

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Time never waits for anyone. In today's fast-paced world, everyone wants everything to happen quickly. Whether it's food delivery, grocery shopping, or medical needs, people want instant services. This demand has given rise to a new trend in business — 10-minute delivery. In this competitive era, everyone wants to stay ahead. That's why e-business is evolving every day. Modern businesses are adopting advanced techniques and technologies to satisfy customers and provide faster services. With this background, this research paper tries to explore how these quick delivery apps have become a part of the e-business ecosystem. We will understand the significance, objectives, and impact of these apps.

In this research, the focus will be on understanding how 10-minute delivery apps affect consumers, what their business model looks like, and what the future of these apps in India may hold. Major apps like Instamart, Zepto, and Blinkit have introduced this concept of 10-minute delivery and are continuously trying to improve their services. Using such apps, goods reach the customer quickly. Due to this, customers are becoming dependent on these apps. This research will also study both the advantages and disadvantages of this rapid delivery model.

Keywords: Time, Delivery Apps, E-Business, Consumers

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1. Introduction

After studying how the Ten Minutes Delivery app works, it became clear that while it might seem like an e-business, it actually operates like a game. In this ten-minute game, there are five players, with the last player, the one who placed the order, being the customer. The five players are: the dark store worker, the delivery rider, the app developer, the market guru, and the customer.



The merits of this app include:

- 1. Timetable:** The importance of time is emphasized, and with a steady income flow, many customers save time through deliveries.
- 2. Saves Physical Effort:** Instead of going to the market to search for items, customers save physical effort through delivery services.
- 3. Effective Marketing Policies:** Various marketing policies, such as bonus points, money credits, combo offers, and other promotional tools, encourage people to buy items through the app.
- 4. App Design:** The app has an excellent design that quickly provides all the details, such as which item belongs to which section, and allows customers to select items based on brand, quality, and variety.
- 5. Customer Support:** If customers receive wrong or damaged items or if deliveries are delayed, the app addresses these complaints through email or reviews.

However, there are some challenges:

1. Children's Usage: The app is easy to use even for children, which encourages them to place orders for items they don't need. This leads to unnecessary purchases driven by their desires, which reduces the value they place on money and time, and parents are also impacted.

2. Employee Stress: The ten-minute delivery game has a dark impact on the lives of many, and employees often work under pressure to meet deadlines, which results in stress, injuries, physical exhaustion, and mental strain. As a result, the number of employees leaving their jobs prematurely is high.

10-minute delivery idea has upgraded in fast commerce, upgrading the e-commerce ecosystem. As the need for fast deliveries works to fulfil, the quick commerce market is based on to reach \$5.5 billion by 2025.

These days, consumers demand goods to be available at a single button, and that's what inspires many companies towards unique answers like hyperlocal logistics, AI-driven inventory management, and dark room stores to meet these consumer's expectations.

What is 10-Minute Delivery?

10-minute delivery is a fast order completion system created to deliver household groceries, essential Goods, and select retail products within 10 minutes of order placement. But how? This is made possible by:

Dark Stores & Micro Warehouses: Small, strategically located in Prime areas and fulfillment centers stocked with high demand products. According to industry estimates, the number of dark stores in India has grown by 80% in the last two years (ET Retail).

AI-Driven Inventory Optimization: predictive analytics states stocks availability and reduce order processing time.

Hyperlocal Logistics & Fleet Management: AI-optimized routing minimizes delivery time.

Automated Order Processing: Real-time order allocation to the nearest fulfillment center.

Several factors have influenced the emergence of Quick commerce in India (E-commerce) and instant delivery options:

Consumer Expectations: Customers now prioritize time over money.

Stressful Market Competition: Players like BigBasket, Zepto, Blinkit, and Swiggy Instamart are pushing and competing with each other faster deliveries.

Revolutionizing AI & Automation in services: Smart inventory and personalized corrections enable efficiency.

Urbanization & High-Density Markets: Metro cities and Prime cities are suitable for quick commerce due to location-based logistics. Due to mid- and high-income houses, over 90 percent of the current Quick Commerce credit comes from the top eight cities (metros and tier-1 cities).

Shareholders Confidence: Heavy funding from venture capitalists is emerging the expansion of E-commerce empire. From January 2024 until December 2024, Quick Commerce companies have raised \$1.73B in equity funding across 13 rounds. In the same period last year (i.e., till November 2023), Quick Commerce companies had raised \$1.13B across 11 rounds. So, 2024 has seen a 53.91% rise in funding in Quick Commerce companies as compared to 2023.

2. India's 5 Fastest & Best 10-Minute Delivery Apps in 2025

1. Zepto

Owner - Aadit Palicha and Kaivalya Vohra
Cashback and discounts – Zepto Cashbacks at zepto account, Codes, Refer and Earn Scheme
Delivery Mode – fast delivery

A frontier in India's 10-minute grocery delivery, Zepto has expanded its empire across prime cities, leveraging micro-fulfillment dark centers and AI-driven inventory technology. As of 2024, Zepto operates more than 200 dark stores across major cities.

2. Blinkit (formerly Grofers)

Backed by – Zomato
Offers – Deals and Coupon codes
Delivery Mode – instant delivery
Bought by Zomato, Blinkit has formed its swift grocery and integral delivery network, profiting from Zomato's logistics Framework. The company states an average delivery time of 8 minutes in key cities (Economic Times).

3. Swiggy Instamart

Owner – Swiggy
Offers – via Coupons, Wallet Cashback, Bank Offers
Delivery Mode – instant delivery
Swiggy's quick commerce segment consolidates with its current delivery team to provide flawless 10-minute grocery fulfillment. Swiggy Instamart apparently processes over 1.5 million orders per month.

4. BigBasket Now

Owner – Tata Group
Delivery Mode – Instant grocery delivery
BigBasket, backed by Tata Group, has introduced hyperlocal delivery platforms to compete in the Rapid delivery space. Their quick commerce niche services over 1 million active users monthly.

3. Aim

- The primary aim of this research is:
- Understanding the role and functions of 10-minute delivery apps within the e-business ecosystem.
- Analysing the economic, social, and operational challenges of rapid delivery systems
- Studying the current overview and future potential of such services in India.

4. Importance of the Study

The swift adoption of 10-minute delivery apps presents a major conversion in consumer expectations and technological capabilities in India. This study is significant for several reasons:

Consumer Behaviour: To understand how 10-minute delivery affects shopping and ordering habits and preferences in urban India.

Business creation Highlighting how e-business systems are modifying to stay competitive in this fast-paced world.

Economic consequence: allocation of the role of quick-commerce in job opportunities distribution and its chain development, and the growth of stocks.

Policy applications: Providing data that can guide rules around safety, labour laws, and fair competition.

5. Literature Review

1. "Quick Commerce: Revolutionizing the E-Grocery Business"

- Published in: *International Journal of Management (IJM)*
- Summary: This paper discusses how quick commerce (Q-commerce) is changing customer expectations and how companies like Zepto, Blinkit, and Swiggy Instamart are reshaping the grocery market.

2. "The Impact of Hyperlocal Delivery Models on Consumer Behavior"

- Published in: *Journal of Retailing and Consumer Services*
- Summary: This study analyzes how hyperlocal delivery services (like 10-min delivery) influence customer satisfaction and loyalty, and how speed impacts buying decisions.

3. "Last Mile Delivery Innovations: A Comparative Study of Traditional vs. Instant Delivery"

- Published in: *Logistics Research*
- Summary: This paper evaluates the operational challenges and cost pressures faced by companies offering 10-minute deliveries, and compares them to traditional 30-60 minute delivery models.

4. "Sustainability Challenges in Q-Commerce: Speed vs. Environment"

- Published in: *Journal of Sustainable Business*
- Summary: It discusses how quick delivery creates environmental pressure (more vehicles, more packaging waste) and the growing concern over its sustainability.

5. "Consumer Expectations from E-Business: Speed, Convenience, and Trust"

- Published in: *Asian Journal of Business Research*
- Summary: This article explains how consumer expectations are increasing rapidly, pushing businesses towards faster deliveries, and what risks come with meeting these expectations too fast.

6. "The Future of 10-Minute Delivery Apps in Emerging Economies: A Study of India"

- Published in: *South Asian Journal of Business and Management Cases*

- Summary: A detailed case study of how India's quick commerce apps (Zepto, Blinkit, Instamart) are evolving and the economic, technological, and social factors supporting or hindering them.

6. Objectives

This research aims to achieve the following objectives:

1. The brief overview the structure of e-business services in India.
2. The study the emergence and framework of 10-minute delivery apps.
3. The analyzation of consumer's interest and satisfaction with these instant services.
4. The examination of the challenges faced by quick-commerce startups.
5. The evaluation of the long-term productivity of these rapid delivery startups in India.

7. Overview of e-Business Services in India

Indian e-business ecosystem has experienced ultra-fast growth in two years, featured by increase of internet connection, worldwide smartphone use, digital payment such as upi payments, and favourable government policies. The country has stepped into a digital-first economy, with hubs and traditional businesses alike participating in online platforms to reach consumers.

Key Features of e-Business in India:

- **Versatile sectors:** From food delivery and household essentials to fashion, education, and medicine —e-business steps into every aspect of Indian life.
- **Digital space:** ideas like like Digital India, UPI (Unified Payments Interface), and Aadhaar authentication have made online transactions flawless and accessible to everyone.
- **Youth-Driven Growth:** A huge population under 35, used with apps and technology, brings the demand for faster, smarter digital solutions.
- **Logistics & Innovation:** Companies use real-time tracking of delivery partners to master the transparent relations with consumers, warehouse development and data analytics to feature operations and cut delivery defects.

- **Rise of Quick-Commerce:** The quick-commerce segment—focused on rapid delivery of essentials—has placed its position in Tier 1 cities. With companies like Blinkit, Zepto, and Swiggy Instamart who offers household essentials within 10–15 minutes, customer expectations are being changed

While this trend thrives on speed and convenience, it also raises concerns about sustainability, delivery partner safety, and profitability.

Outlook of 10-Minute Delivery in India

The 10-minute delivery system has spread significant buzz in India, especially in prime and Tier 1 cities. The interests are driven by modern lifestyles, busy work schedules, and growing cravings for instant satisfaction. The competition among instant delivery companies is intense, and their ideas are continuously changing to capture market share.

Current Market Players:

Zepto: Frontier of the 10-minute delivery model in India, focuses on dark hubs and limited service radius particularly in prime locations.

Blinkit (formerly Grofers): Acquired by Zomato, this app extensively scaled operations with local distributions

Swiggy Instamart: Utilizes Swiggy's expansive delivery chain to offer fast household essentials.

Urban Areas: High population density in Indian major cities allows for improving efficiency in micro-fulfillment centers.

Funding: Heavy VC funding supports large-scale infrastructure and marketing costs.

8. Challenges

1. Running Pressure: Meeting a less than 10-minute timeline demands high meticulousness, local supply, and real-time traffic data.

2. Workforce Stress: Delivery riders are under constant time pressure, raising concerns about mental and physical health.

3. Inventory Management: Maintaining product variety while minimizing out-of-stock items is complex.

4. Unit Economics: Many companies operate at a loss due to high delivery costs and low order values.

5. Sustainability: Long-term feasibility remains uncertain without consistent profitability or customer loyalty.

6. Regulatory Scrutiny: There's increasing debate around labour laws, minimum wage, and working conditions for gig workers.

Business Model Analysis of 10-Minute Delivery Apps

The success of 10-minute delivery relies heavily on a specialized business model that combines tech innovation, logistics optimization, and a hyperlocal approach.

Key Components:

- **Dark Stores:** These are strategically located mini-warehouses stocked with fast-moving items. They are not open to customers but fulfil online orders quickly.
- **SKU Optimization:** Companies limit their product range to essentials that are ordered frequently—reducing picking time.
- **Micro-Zoning:** Service areas are divided into tight delivery zones to minimize travel time.
- **Last-Mile Delivery:** Trained gig workers use motorbikes or cycles to deliver within a small radius, often guided by real-time route optimization tools.

Tech Infrastructure

- AI for demand prediction
- Real-time inventory sync
- App-based order tracking and customer notifications

Income Sources:

- Delivery fees (often waived during promotions)
- Margins from listed product prices
- Advertising from partner brands
- Subscription models (e.g., free delivery for members)

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