



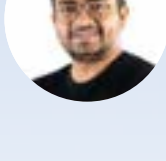
**DaMENSCH**

Sees

**21%**

Higher  
Conversions

## About Company



Gaurav Pushkar  
Co-Founder

DaMENSCH is a category leader in Men's Essential wear space. DaMENSCH envisions emerging as a lifestyle brand that will become an integral part of every global Indian's wardrobe. The company's core ideologies are to bring innovation and unmatched functionality to men's daily wearables. DaMENSCH's vision is to make fashion sustainable yet fashionable.



1

## Problems



### High Delivery TATs and Low Delivery %

DaMENSCH had a delivery % of 94% in Bangalore, but faced a significant obstacle due to their average delivery TaT of over 2 days. The extended delivery TAT led to an increased RTO percentage for the company.



### High Cart Abandonment

DaMENSCH had delivery commitments of 2-5 days mentioned on their website. However, according to a McKinsey Case study, the industry experiences a 46% cart drop off due to longer delivery timelines.

2

## Methodology

### How Did Blitz Help?

Blitz powered DaMENSCH with Quick Commerce and delivered their product within 4 Hrs. This express delivery helped the brand improve their consumer NPS by 10 points. Committing ultrafast timelines on checkout pages gave DaMENSCH a competitive edge in the industry, which turbocharged their sales.

1



### Plug and Play Start

With just a few clicks, DaMENSCH seamlessly integrated their sales channels with Blitz. Using ML & AI, demand patterns were predicted to optimize inventory holding time and cost.



2



### Smart Inventory Orchestration

Blitz strategically relocated the planned inventory of DaMENSCH from their fulfillment center and intelligently placed it within our dark store network.



3



### Become Quick Commerce enabled

With an automated workflow implemented by Blitz, DaMENSCH can now sit back and relax, knowing that their orders will reach customers at lightning speed.



3

## Whats is the Impact

**21%**

Increase  
in conversion



Becoming quick commerce-enabled, DaMENSCH was able to tap into the realm of impulse buying, resulting in a remarkable 21% increase in conversion from product page to order placement.

Delivery TAT (BLR)

**4**hrs  
AFTER

48hrs  
BEFORE

RTO Percentage

**3**%  
AFTER

6%  
BEFORE

## Hear From Them?



Aniket Bose  
Chief Supply Chain Officer

It's been a fantastic experience with Blitz. Fast fulfillment has enabled us to deliver at incredible speeds with SLAs reaching 95%+. Our delivery % has reached 97, which is much higher than the best industry standards.

The team's work ethic is terrific, which has enabled us to now reach on-time attempts at ~98%, and the support that we got around any customer issues has been amazingly fast and effective.

## Your Story is Our Success

At Blitz, our mission is to become the world's most customer-centric eCommerce enabler platform, helping sellers build & grow their brands sustainably by constantly innovating to provide a seamless shopping experience for their buyers.

We help D2C brands and eCommerce sellers accelerate their sales by enabling quick commerce with our innovative technology solutions coupled with operational excellence.

If you want to delight your customers and turbocharge your sales your sales reach out to us.

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