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FESTIVE SEASON · BUSINESS LENS

The Business Behind Diwali!



We see the lights, gifts, shopping and celebrations.

BUT WHAT IT REALLY TAKES IS

Months of anticipation.

Countless decisions.

Seamless execution.

Madhura Godbole | CS, PM

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The numbers behind the festive rush

India's festive season · 2026 reported figures

393 Cr
Amazon
Customer visits during Great Indian Festival 2026.

4.68 Lakh
Zepto
Diyas ordered during Diwali.

162%
Swiggy Instamart
Growth in party-planning orders.

3X
Zepto
Growth in festive hamper orders.

75%
Quick Commerce
Growth in festive-period order volumes.



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The preparation begins much earlier.

Amazon
Prepares its festive shopping ecosystem, seller network and fulfilment capacity.

Blinkit & Zepto
Anticipate last-minute festive needs through hyperlocal inventory and quick delivery.

Swiggy Instamart
Curates celebration essentials, sweets, snacks and gifting options.

Urban Company
Prepares to meet increased demand for cleaning and household services.

Different businesses. One shared goal:

"Being ready before the customer asks — or rather, lead the customer to a demand!"

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What happens behind the scenes?

01
Understanding changing customer preferences.

02
Identifying products and selecting vendors.

03
Forecasting demand and planning inventory.

04
Redesigning digital shopping experiences.

05
Aligning people, technology and logistics.

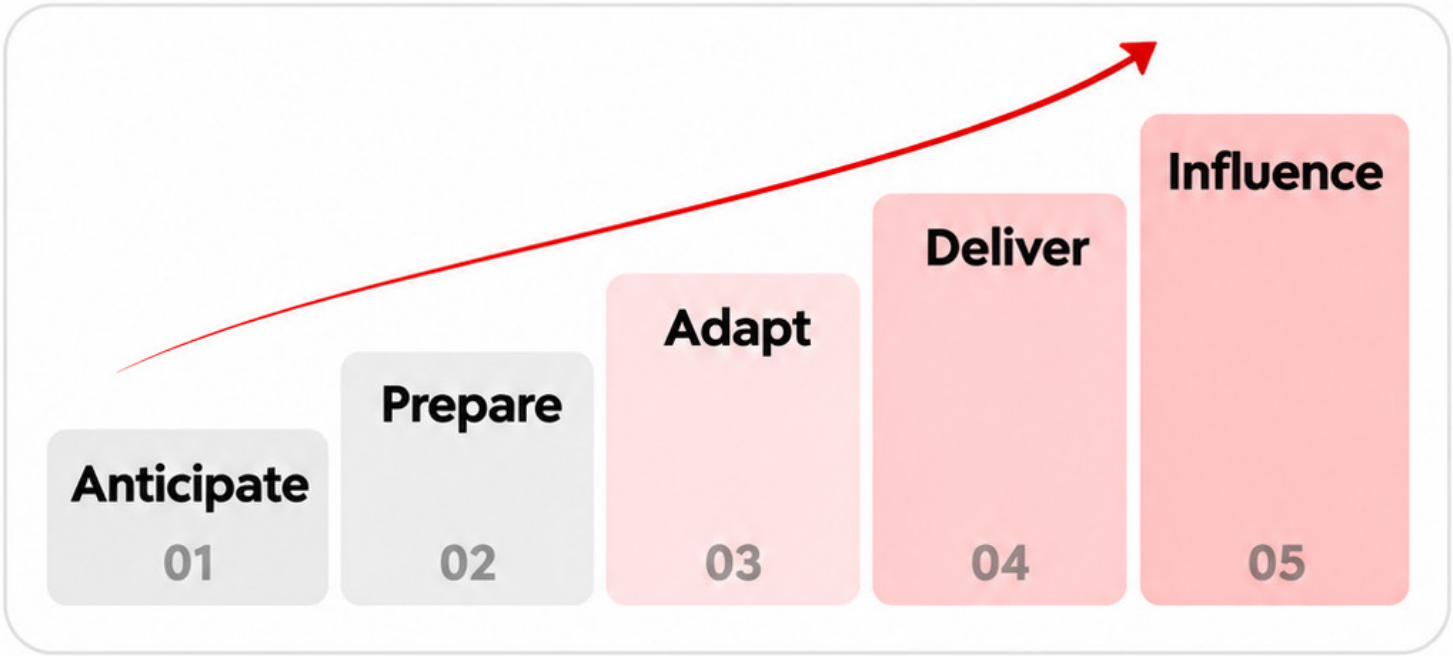
06
Preparing for uncertainties and last-minute demands.

Being *effortless* needs maximum efforts!

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Successful businesses don't just respond to demand.

They anticipate it. Prepare for it. Adapt to it. Deliver on it — and eventually influence it.



For every delightful customer experience lies a series of thoughtful decisions and coordinated efforts.

> *For convenience is a reflection of* ***time, efforts and ideas!***
>
> — **Madhura Godbole**, CS, PM