



swifter
Powered by elasticrun

How same-day fulfilment transformed CX into sales growth for a leading wellness & nutrition brand

Executive Summary

The pioneering D2C wellness and nutrition brand joined forces with ElasticRun's SwiftER to deliver same-day fulfillment in Mumbai and Bangalore. The brand deployed SwiftER's plug-and-play dark-store network to power brand-owned quick commerce and also set up a dedicated mini-fulfillment center in Bangalore.

This approach slashed order-to-door times to under 12 hours and elevated customer experience. The brand met customers' need for speed and turned its logistics into a powerful growth engine. As a result, it saw a significant increase in sales growth.

About The Brand

The premium D2C personal care and wellness brand offers a curated range of wellness and nutrition essentials. Rooted in science-backed formulations and modern design, each product is crafted to elevate everyday living. Focused on discerning urban consumers in Mumbai and Bangalore, the brand has earned trust through transparency and quality. With a customer-centric approach, it prioritizes seamless customer experience and reliable delivery. As demand surged in Mumbai and Bangalore, the brand needed a fulfillment solution that matched its commitment to speed and reliability.

Objectives

The brand needed a solution that could guarantee rapid same-day fulfillment in key metros while scaling efficiently to support partner brands. At the same time, ensuring reliable deliveries was critical to power sales growth and repeat purchases. With these challenges in mind, it set clear objectives for its logistics transformation.



Solution

To meet its ambitious targets for rapid fulfilment, the brand activated ElasticRun's SwiftER network in both Mumbai and Bangalore. SwiftER's city-wide dark-store footprint, combined with its plug-and-play technology, gave the brand newfound agility. As a result, it could process and deliver orders within hours. The SwiftER platform also enabled the brand to establish a mini fulfillment center in Bangalore. It achieved the same in four strategic steps :



Network Onboarding & SKU Planning

Selected high-velocity SKUs based on metro-specific demand and integrated them into SwiftER's dark-store grid.



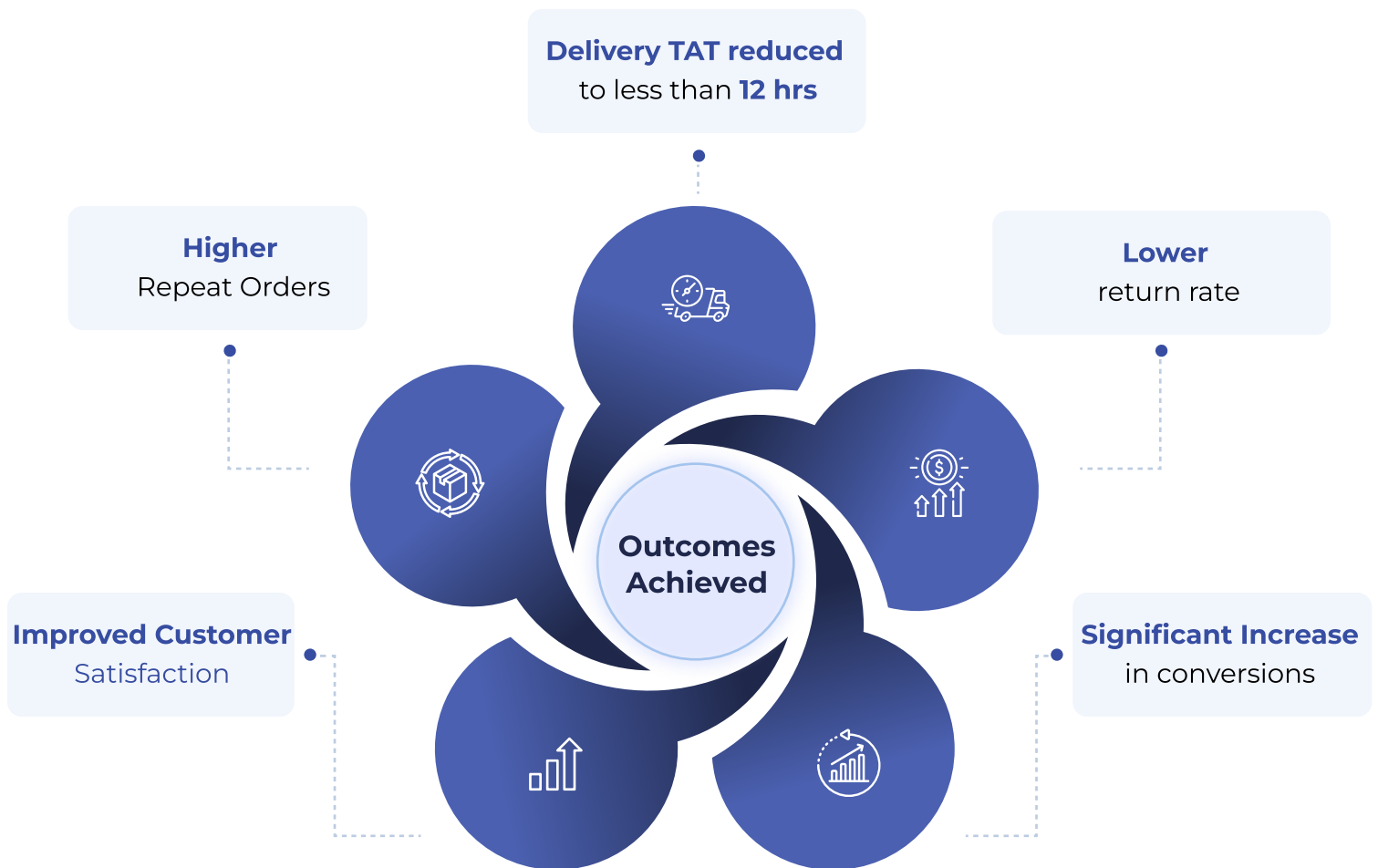
Mini Fulfillment Center Setup

Transformed Bangalore warehouse into a partner-ready hub with ElasticRun's WMS for seamless inbound, storage, and pick-pack operations.



Optimized Last-Mile Orchestration

Deployed AI-driven routing and live-tracking to ensure reliable same day delivery in Mumbai and Bangalore.



Conclusion

The brand's decision to onboard the SwiftER platform marked a pivotal shift toward brand-owned quick commerce. By running its own same-day delivery in Mumbai and Bangalore, the company turned delivery speed into a competitive advantage. It has seen significant improvement in sales growth, repeat purchases and customer satisfaction. Today, the brand stands ready to expand its footprint, forge stronger customer bonds, and lead with unmatched speed and control.

About SwiftER

SwiftER is a plug and play, white label quick commerce fulfilment network for D2C brands. SwiftER empowers D2C brands to take control of their customer relationships and meet the customers' need for speed. With swifter deliveries, brands can boost sales and make rapid fulfilment their competitive advantage.


With ElasticRun's SwiftER network, brands can offer 2-hour delivery, same-day delivery, and same-day returns, enhancing the end-to-end customer experience. SwiftER is already live and operational across major cities including Mumbai, Bangalore, Delhi, Pune, Hyderabad, and Kolkata.

Say Hello to the Official Home of SwiftER



Supercharge your brand growth with

 2 Hr Delivery

 Same Day Delivery

 Same Day Returns