

Understanding the Perspective of Sustainable Packaging – A Case Study on Blinkit

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Abstract: *In an era where sustainability is becoming a core priority for both businesses and consumers, this case study takes a close look at Blinkit (previously known as Grofers) and its journey towards sustainable packaging. By embedding sustainability into their packaging choices, Blinkit aligns its operations with the principles of the circular economy. This study not only highlights the methods Blinkit uses to reduce environmental impact. It serves as a valuable resource for companies aiming to build greener operations while fostering customer trust and loyalty. Thus, the present study aims at exploring the sustainable packaging initiatives implemented by Blinkit.*

Keywords: Sustainability, Circular Economy, Eco-Friendly Packaging, Consumer Behavior, Blinkit, Green Marketing, Biodegradable Material

