

# Blue Tea x Base

## Case Study



**BLUE TEA**

**base.**



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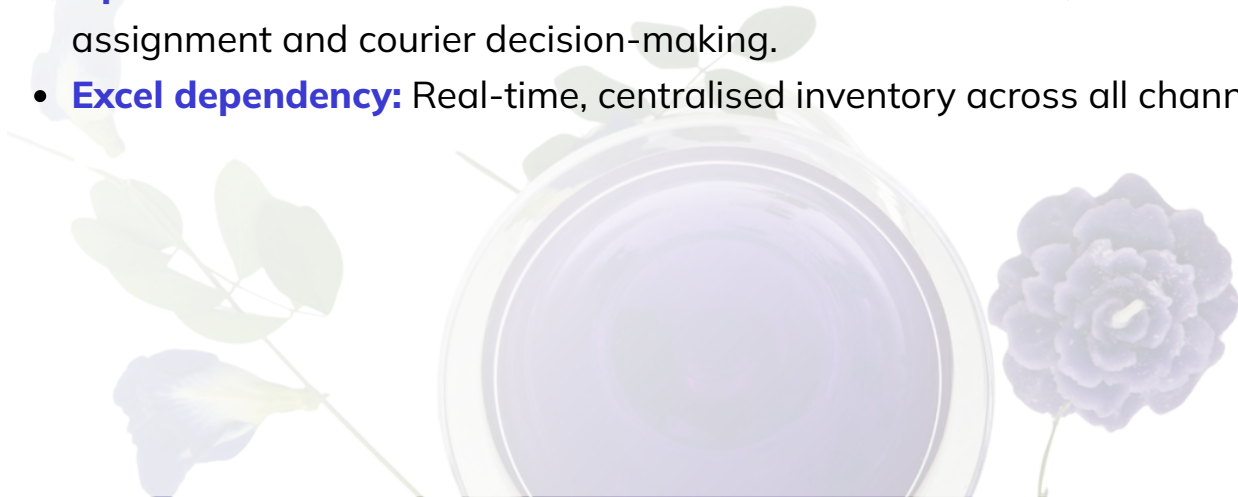


# EXECUTIVE SUMMARY

Blue Tea, founded in 2017, is one of India's fastest-growing wellness beverage brands built around Ayurvedic flower-based teas. As the brand expanded across marketplaces, D2C, quick commerce, offline retail and international markets, its operational complexity scaled rapidly. Manual processes led to slow fulfillment, delivery performance varied by region and packing errors created avoidable returns.

With order volumes rising monthly, Blue Tea needed to stabilise operations without adding headcount. They introduced a unified backend system using Base to streamline fulfillment, automate decision-making and consolidate data across warehouses, couriers and channels.

- **Reduced Order processing time:** Automated warehouse selection, stock validation and courier routing removed manual bottlenecks.
- **Packing accuracy:** Scan based pick and pack ensured error-free dispatches.
- **Average delivery time:** Enabled by pincode-level courier mapping and multi-courier selection.
- **RTO improvement:** Faster deliveries and better NDR handling reduced customer-side cancellations.
- **Operational hours saved:** Reduced manual reconciliation, order assignment and courier decision-making.
- **Excel dependency:** Real-time, centralised inventory across all channels.



# EXECUTIVE SUMMARY

This case study outlines how Blue Tea handled **multi-channel scale**, why operational bottlenecks emerged and how adopting a unified operational workflow, **with Base working quietly under the hood** - transformed overall speed, accuracy and customer experience.

It also shows a blue print for scaling brands from early stage to mainstream in India, let's dive in.



# CONTEXT AND BACKGROUND

Blue Tea began its journey with a simple proposition. Wellness should fit easily into daily life. The discovery of the Butterfly Pea Flower, used for centuries in Ayurveda, gave them a unique product identity. A naturally blue tea with antioxidant-rich benefits quickly caught India's attention.

The brand expanded into Hibiscus, Chamomile, Lavender, Rose, Moringa and Lemongrass teas all farm sourced, caffeine free and positioned for modern wellness seekers. Their audience is diverse. Students testing healthier habits. Working professionals shifting away from caffeine. Families choosing natural alternatives. Wellness consumers discovering herbal beverages through social media.

Blue Tea's growth was supported by an aggressive multi channel approach

- **Their D2C website**
- **Marketplaces such as Amazon, Flipkart and Meesho**
- **Quick commerce on Blinkit, Flipkart Minutes, Amazon now**
- **Offline retail and speciality stores**
- **International sales on Amazon Global and export partners**

amazon

Flipkart



meesho



amazon  
prime now

# CONTEXT AND BACKGROUND

Each channel brought its own SLAs, delivery windows, inventory requirements and operational workflows. **Marketplace penalties** for late dispatch and delayed delivery created pressure. Quick commerce required strict batching and short fulfillment windows. Offline orders demanded PO and appointment based deliveries. **International shipments** required separate processes.

With **multiple warehouses** serving different regions, the brand needed real-time stock accuracy, predictable routing decisions and consistent customer experience. Their existing setup, built on spreadsheets and manual processing, struggled to keep pace.



amazon

Flipkart



meesho

blinkit



amazon  
prime now

# CHALLENGES

## Packing accuracy issues

- Memory-based picking led to wrong shipments upto 3%
- Resulted in unnecessary returns, refunds and marketplace rating drops  
Wrong items getting packed, leading to returns
- Two-way carrier charges billed to the brand, miserable CSAT and operational inefficiencies.

## Slow order processing

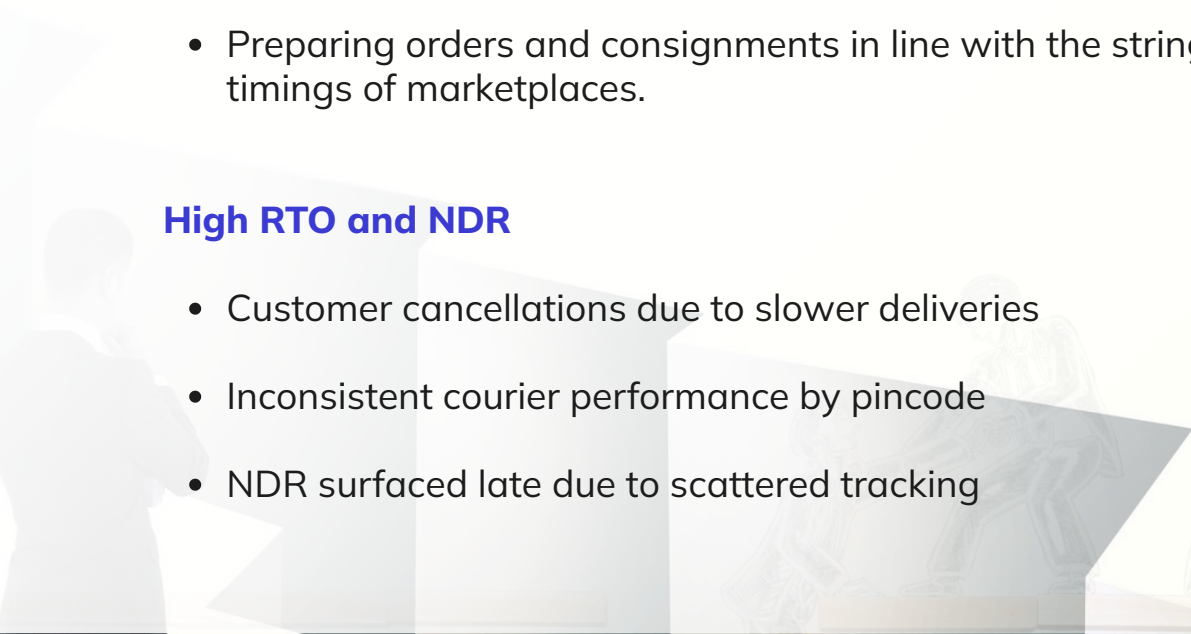
- Manual warehouse selection and courier mapping
- Many hours per day spent on order assignment
- Delayed warehouse pack-and-ship cycles

## Delivery delays and SLA misses

- Over-reliance on one courier partner
- Longer delivery times in tier 2 and tier 3 regions
- Preparing orders and consignments in line with the stringent cut-off timings of marketplaces.

## High RTO and NDR

- Customer cancellations due to slower deliveries
- Inconsistent courier performance by pincode
- NDR surfaced late due to scattered tracking



# CHALLENGES

## Inventory fragmentation

- Stock maintained across multiple Excel files
- No real-time view across warehouses
- Overselling, underselling and replenishment delays

## Marketplace operational pressure

- Dispatch timelines tightening during peak seasons
- Risk of account health deterioration
- Penalties for SLA violations and cancellations

## Cross-team data inconsistencies

- Marketplace team, ops team and finance team all used different numbers
- Weekly reconciliation cycles wasted significant hours

## Multi warehouse complexity

- Manual routing based on guesswork
- No automated logic for proximity, SLA or serviceability
- Increased delivery time and cost variance



# SOLUTION

Blue Tea standardised and automated its operations using a unified backend system with Base acting as the workflow engine. This created a stable operational foundation across fulfilment, routing, inventory and reporting.

## End to end fulfilment automation

- Automatic order acceptance based on channel and SLA
- Automated warehouse selection using real-time stock
- Automated courier assignment based on pincode logic
- Reduced operator involvement and ensured consistency

## Multi warehouse routing

Orders were allocated based on

- Stock availability
- Warehouse proximity
- Courier feasibility
- Delivery SLA per channel
- Cost to deliver



Solution

# SOLUTION

## Pincode level courier routing

Base mapped courier performance across

- Metro vs non-metro
- Tier 2 vs tier 3 cities
- Same Day Delivery (SDD) and Next Day Delivery (NDD) cost-speed optimisation logic enabled the fastest possible delivery at the lowest achievable cost.
- Delivery reliability by pincode

## Scan based pick and pack

- Mandatory barcode scans for every item
- Zero reliance on visual checks
- Eliminated wrong shipments entirely

## Centralised inventory

- Warehouse stock updated in real time
- All channels synced automatically
- Improved replenishment planning



# SOLUTION

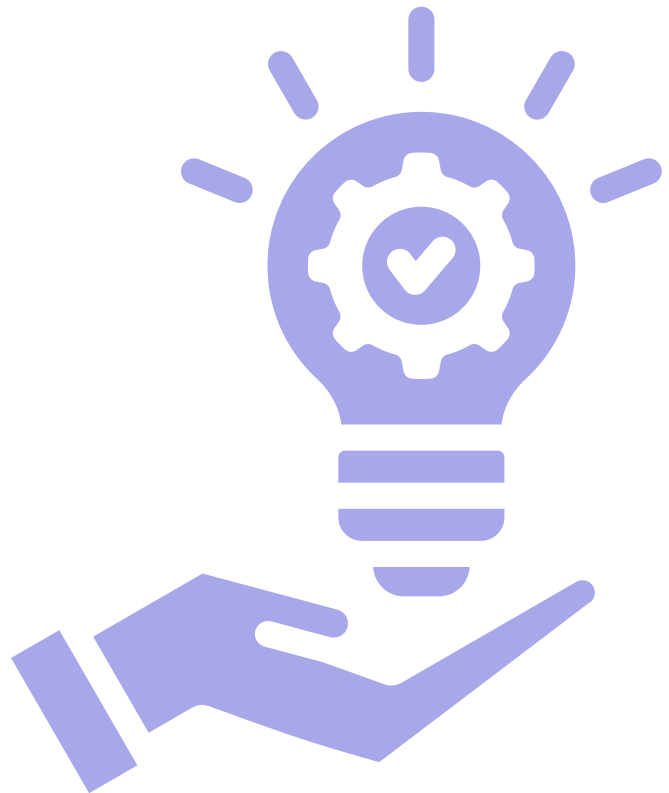
## Returns and NDR management

- NDR surfaced instantly, so they could act
- Automated follow-up for redelivery
- Prevented avoidable RTOs

## Unified dashboards

Ops, marketplace, warehouse and support teams operated from one consistent data layer

- Delayed shipments
- Undelivered shipments
- Courier performance
- SLA adherence
- Inventory across warehouses
- Exception reports



# RESULTS

**Order processing time:** Reduced from **3 hours/day** to **30 minutes** through automated warehouse selection, stock validation and courier routing.

**Packing accuracy:** Improved from **3–4% errors** to **zero**, enabled by scan-based pick and pack.

**Delivery speed:** Median delivery time improved from **D+5 to D+3** with pincode-based multi-courier routing.

**RTO reduction:** Improved by **12–18%** due to faster deliveries and better NDR management.

**Consumer complaints:** Decreased by **30%** as fulfilment became faster and error-free.

**Operational hours saved:** **100–120 hours/month** through reduced manual reconciliation, order assignment and courier selection.

**Excel dependency:** Dropped from **80%** to **under 10%** with real-time centralised inventory across channels.



# LESSONS FOR D2C BRANDS

## **Multi courier dependence is essential**

One courier is a liability. Courier reliability varies by geography, product type and service mode.

## **Pincode routing is non-negotiable**

This is the single most effective lever for reducing delivery delays and RTO.

## **Faster delivery reduces cancellations**

COD markets show a visible drop in cancellations when delivery improves by even one day.

## **Excel is not a long term system**

Brands scaling beyond two channels or two warehouses cannot rely on spreadsheets.

## **Marketplace SLAs drive backend discipline**

Late dispatch, appointment delays and poor tracking can damage account health quickly.

## **Automation scales better than manpower**

Most inefficiencies come from manual decisions, not lack of people.

## **Real-time visibility prevents revenue leakage**

Early detection of NDRs and delays helps reduce RTO and improves margins.

## **Warehouse routing influences both cost and speed**

Multi warehouse logic improves regional delivery and reduces shipping cost variance.

[Click here and schedule a free demo now](#)