

# Instagram Reels to Instamart Cart

How Swiggy Instamart can own the moment  
between a recipe reel and a grocery order

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Radhika Kukreja · Product Manager · [Watch the extension in action here](#)

# 200M+

people watch recipe reels every week



**They interact**

*Like, comment, react*



**They save it**

*Screenshot or bookmark*

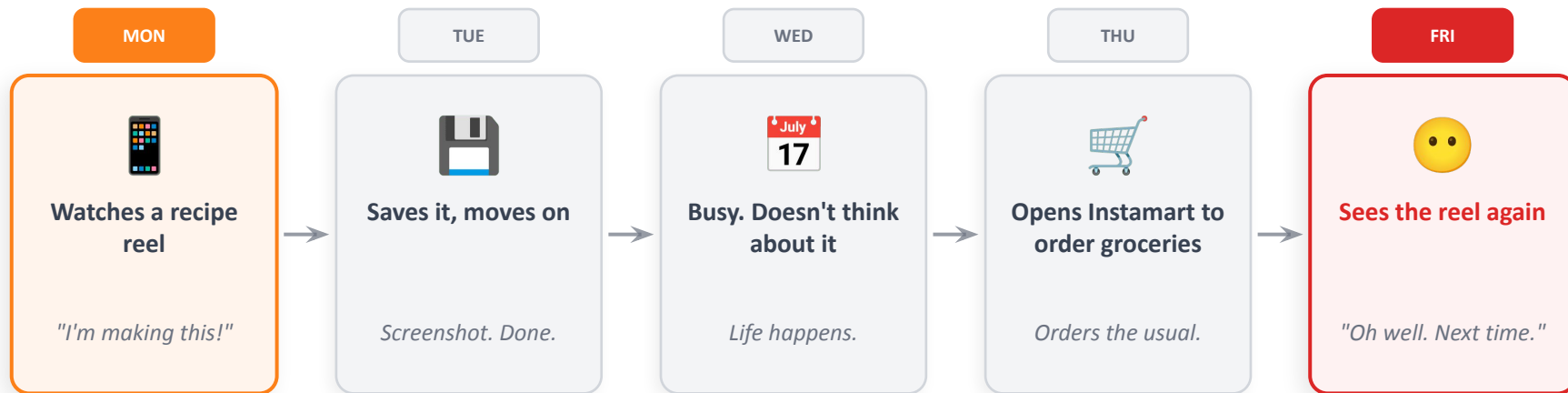


**They forget it**

*When it matters most*

# The Real Problem Isn't Motivation — It's Memory

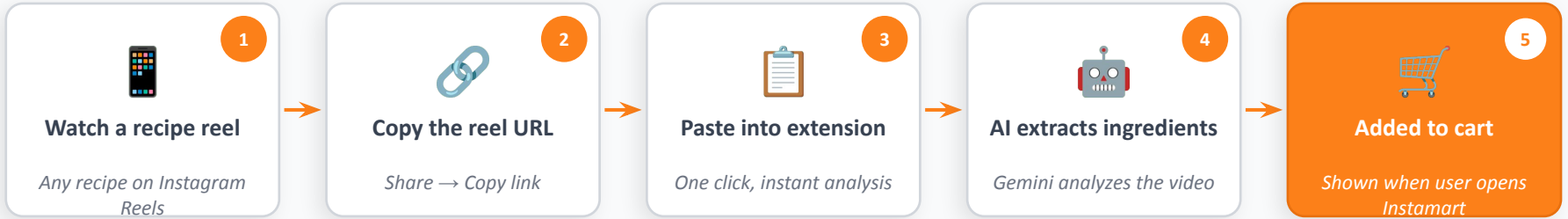
Recipes are watched on Monday. Groceries are ordered on Thursday. The two never connect.



The ingredients exist on Instamart. The recipe intent exists in the user. They never meet.

# The Working Prototype

A Chrome extension that bridges recipe reels and Instamart



## How to make the flow better:

 Variant drawer auto-handling — picks minimum pack size

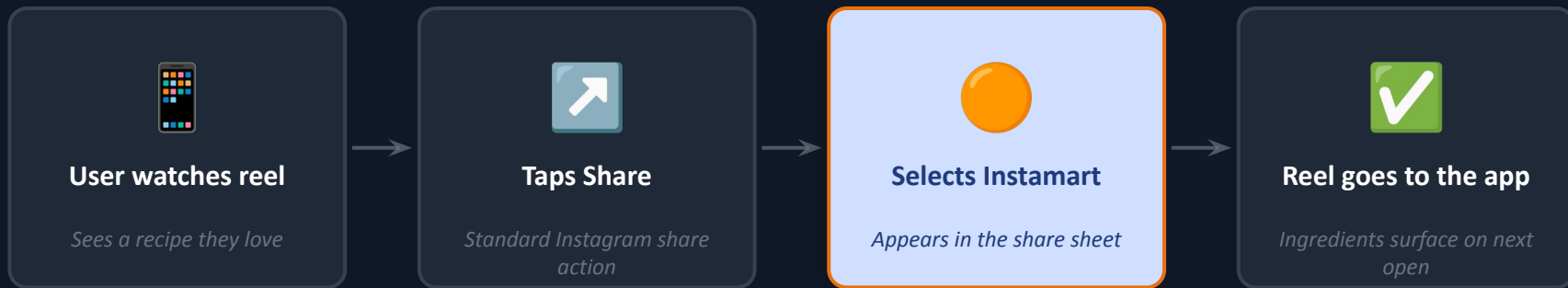
 Multi-reel support — dump multiple recipes at once

 Deduplication — same ingredient across reels added only once

 14 ingredients processed in one session

# Swiggy Instamart as an Instagram Share Target

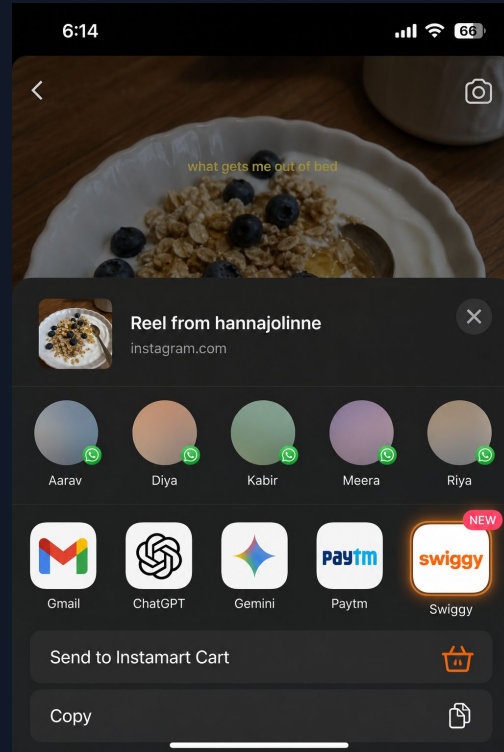
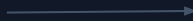
*No extension should be needed ideally. It was made to demonstrate how the flow can work.*



## Why this matters

- Zero friction — user never leaves Instagram to save a recipe
- The recipe is already in Instamart's system before the user opens the app
- No extension required — works for every Instamart user on Android and iOS
- Swiggy Instamart becomes part of the content consumption habit, not just the purchase habit

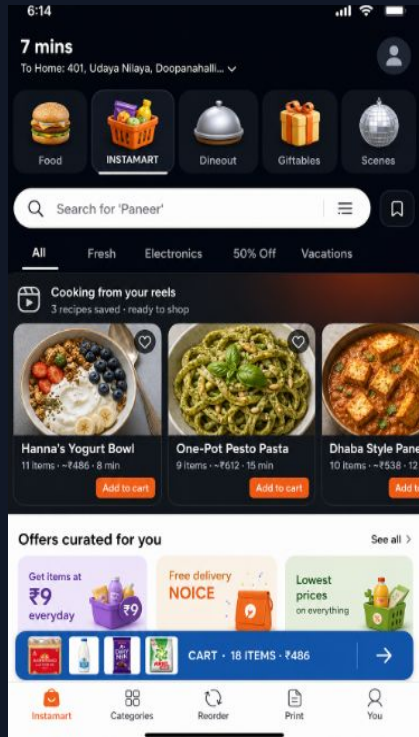
# The Reel Sharing Flow



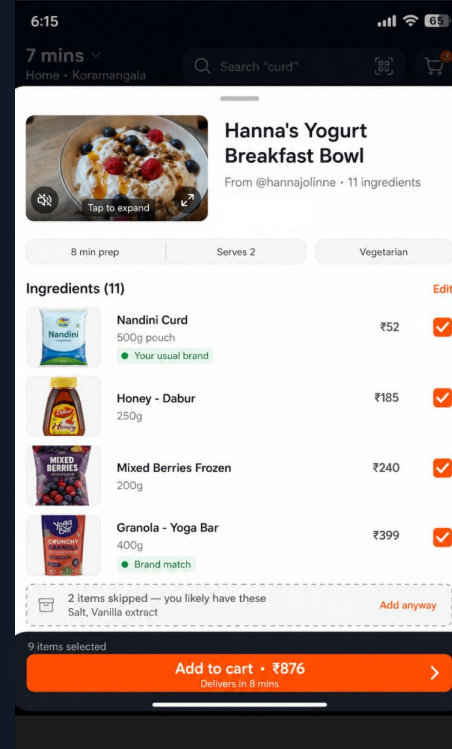
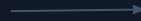
User clicks on share icon in Instagram

Shares it with the Swiggy icon

# Flow on the Swiggy App



Saved recipes discovered



Ingredients selected and added to cart

# Metrics Framework: Measuring the Right Thing

The north star is surfacing — not cart-filling

★ NORTH STAR

## Recipe-Influenced Purchase Rate

*% of recipe ingredients saved via the feature that are purchased within 7 days of being surfaced*

Ties content consumption  
directly to basket GMV

### Primary Metrics

#### Surface-to-Purchase Rate

*Surfaced items purchased ÷ items surfaced*

#### Recipe Recall Rate

*Saved reels with ≥1 ingredient purchased within 7 days*

#### Pantry Omission Accuracy

*% of correctly skipped staples (no user complaint)*

#### Brand Match Rate

*% of surfaced items matching user's preferred brand*

### Leading Indicators

#### Reels Saved per User / Week

*Volume of recipes entering the system*

#### Surface Event Rate

*Sessions where recipe suggestions are shown*

#### Ingredient Coverage

*% of common recipe ingredients available on Instamart*

#### Share-to-App Rate

*(Native) Reels shared to Instamart ÷ total reel shares*

### Guardrails

#### Surface Rejection Rate

*Surfaced items removed or ignored in the session*

#### Wrong-Brand Surfacing Rate

*Items not matching brand preference that were shown*

#### CS Contacts / 1k Sessions

*Support issues attributable to the feature*

ABOUT ME

# I am Radhika Kukreja

Product Manager · 3 years in consumer tech

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I built this because I think the most interesting product problems are hiding in plain sight on surfaces people use every day. Know more about my career trajectory through my [portfolio](#) or [LinkedIn](#).

**Watch the extension in action**

*[Video attached here.](#)*