How Tata 1mg saved 56% cost on delivering 3.13 Bn+ images monthly, with Gumlet.

Tata 1mg facilitates **21.7 million visitors**, and **2.6 million medical orders** across **1800+ cities** every month. This unicorn backed by the Tata group offers an online pharmacy, lab tests and doctor consultants across Tier 1, 2, and 3 cities across India.

Delivering high-quality media experiences at an **enormous scale (billions/month)** to India's diverse technological landscape was a fundamental need in their system. Their previous image pipeline - Cloudinary - couldn't keep up.

What wasn't working:

High traffic consuming **too much bandwidth**

Cost of ownership that just **wasn't scale friendly**

Opportunities to **further enhance UX** across devices and platforms

Challenges in **optimizing image delivery** on weaker networks in T2 and T3 cities

Gumlet revolutionized our image optimization strategy from scratch. Switching from Cloudinary resulted in a remarkable 56% reduction in total cost of ownership, and Gumlet's seamless integration made the transition both easier and quicker than we could have imagined.

- Anshul Yadav
VP Tech, Tata 1mg

Migration:

Gumlet delivering an unmatched performance was a given, the real sweetener was the **100% Cloudinary compliant APIs** that came with the box. This meant Tata 1mg delivered quick loading, high quality images - with a **39% reduction in bandwidth** consumption.

With almost a million visitors everyday, downtime during migration was not an option. With our on-call support and our migration engineering team, all Tata 1mg had to do was:

1. Build a backup images storage bucket on S3

2. Duplicate data from cloudinary image storage to S3

3. Link the S3 bucket to Gumlet

4. Point the image host name to Gumlet servers

and they were done. This process **required no code & API changes**. With **ZERO downtime.**

With a dose of Gumlet in their systems, Tata 1mg got :

- **Auto-resizing** and **auto-transformed delivery** to any screen or device

- **Faster and instant loading pages** in Tier 2 and 3 cities even on slow networks

- Media workflows at scale - handling **3.13 billion+** image requests per month

- **15 million image transformations** every month for perfect media delivery

- Their average image optimization had hit new heights:

  - **88% over original images**

  - **41% over Cloudinary**

- Bandwidth consumption **reduced by 39%**

- A whopping **56% decrease in operational spend**

- 99.95% uptime SLA

That wasn't all. Tata 1mg also has **24/7 live support** with a dedicated account manager and technical engineer for faster resolutions.

Transformation in numbers

88%

size reduction to original image

41%

more optimization than Cloudinary

3.13+ Bn

image deliveries per month

15 Mn

image transformations per month

56%

reduction in operational spend

39%

reduction in bandwidth consumed

Want results like this for your business?

Book a call