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FASHION · INSTAGRAM COMMERCE

DC Mumbai: ₹19.4L from Instagram Comments in 30 Days

Mumbai fashion institution DC Mumbai generated ₹19.40 lakh in revenue and 403 orders using only Spur's Linked Products automation, proving Instagram can be a complete sales channel. While new August posts drove ₹8.21 lakh directly, older posts with linked products continued generating ₹11+ lakh, revealing the compound effect of social commerce automation. One viral post alone generated ₹2.64 lakh with 3,500+ comments, demonstrating how engagement translates to revenue when properly automated.



Label DC

Fashion · Instagram commerce

19.4L+

Revenue Generated from
Instagram Comments

Orders Generated

403

Took to Achieve Revenue

30 days

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7-day free trial.

✦ KEY TAKEAWAYS

- ✓ Reply to product comments with DMs containing prices, images and purchase links.
- ✓ Keep older posts working: historical posts also generated orders in the reported month.
- ✓ DC Mumbai reported ₹19.4 lakh in revenue and 403 orders in 30 days.

Ask an AI about this story

ChatGPT

Claude

Perplexity

CHALLENGE

Thousands of product comments made manual replies slow and easy to miss.

SOLUTION

Link Instagram posts to products and send product information by DM when people comment.

RESULTS

- ✓ ₹19.4 lakh in reported revenue
- ✓ 403 orders in 30 days

HOW THE WORKFLOW WORKS



STEP 1

Link a post to its products



STEP 2

Send product details by DM



STEP 3

Track clicks and orders

35-year-old Mumbai fashion powerhouse DC Mumbai generated ₹19.4 Lacs and 403 orders in one month using only Spur's Linked Products automation, turning Instagram comments into instant sales.

Where the ₹19.4 lakh came from

Posts published that month

₹8.21L

Older posts, still converting

₹11L+

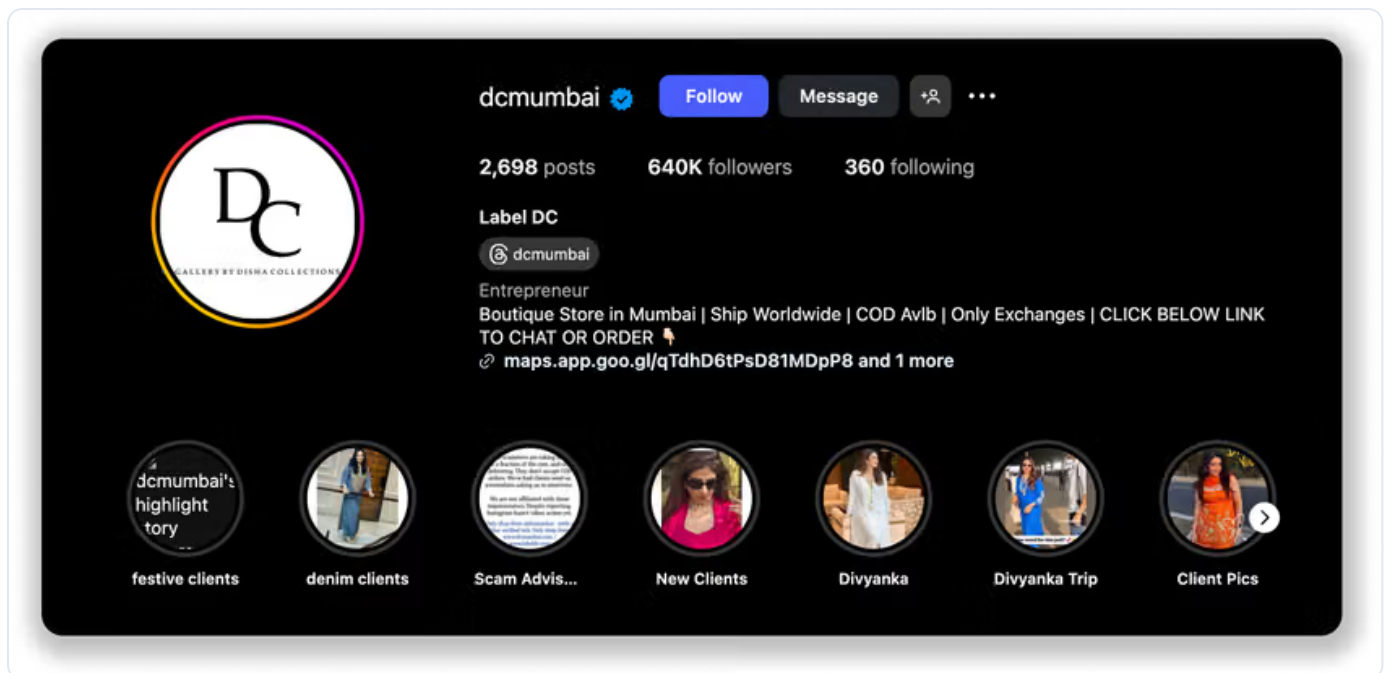
403 orders across 30 days. One viral post accounted for ₹2.64 lakh of the total.

By automating responses to every comment, DC Mumbai transformed their 640K follower base into a revenue machine where both new and historical posts continuously drive sales.

The Brand: Mumbai's Fashion Institution

DC Mumbai operates from a massive Lokhandwala showroom, housing collections from 15+ designers across Indo-Western fusion, contemporary ethnic wear, and festive collections. With 640K Instagram followers built over 35 years, they serve customers globally with COD available in India.

Their Instagram posts regularly generate 2,000-3,500+ comments from customers asking about products, creating massive manual response challenges.



Label DC's Instagram page

The Challenge: Drowning in Comments

With posts attracting thousands of comments, DC Mumbai's team was manually responding to every inquiry about sizes, prices, and availability. High-engagement periods led to missed comments, delayed responses, and lost sales with no systematic revenue tracking.

SPUR

Put your older posts back to work.

Use Linked Products on existing posts as well as new launches, then track the orders they generate.

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Link Products

Add products to posts and anyone who comments on a connected post will get a DM from your brand showcasing the connected product(s) and a button which takes them to the product page.

[Link Products](#)
[Settings](#)

Show All

All
IG Ads
IG Posts
IG Stories
FB Ads
FB Posts

	Indigo Color on Indian Wo... Aug 22, 2025, 1:43 PM GMT+5:30		DC Mumbai DC Mumbai	1 product	131	0	3	0	INR0	Edit Product(s)
	Indigo Color on Indian Wo... Aug 22, 2025, 1:43 PM GMT+5:30		Label DC @dcmbmbai	1 product	746	0	268	5	INR20150	Edit Product(s)
	Finally Cutwork at a Grea... Aug 21, 2025, 1:39 PM GMT+5:30		DC Mumbai DC Mumbai	2 items	382	0	11	0	INR0	Edit Product(s)
	Finally Cutwork at a Grea... Aug 21, 2025, 1:39 PM GMT+5:30		Label DC @dcmbmbai	2 items	3544	0	2611	57	INR264106	Edit Product(s)
	Exclusive Festive Launch ... Aug 18, 2025, 12:32 PM GMT+5:30		DC Mumbai DC Mumbai	1 product	79	0	2	0	INR0	Edit Product(s)
	Exclusive Festive Launch ... Aug 18, 2025, 12:32 PM GMT+5:30		Label DC @dcmbmbai	1 product	1367	0	976	33	INR146821	Edit Product(s)
	Indo Western Festive Lau... Aug 15, 2025, 12:44 PM GMT+5:30		DC Mumbai DC Mumbai	1 product	30	0	1	0	INR0	Edit Product(s)

Workspace ID: 160

Label DC's best performing IG post (highlighted)

The Solution: Universal Comment Automation

DC Mumbai implemented Spur's Linked Products with a "reply to all comments" strategy. Every comment automatically triggers a personalized DM containing product images, purchase links, pricing, and shipping information - no keywords required.

Link Products

Add products to posts and anyone who comments on a connected post will get a DM from your brand showcasing the connected product(s) and a button which takes them to the product page.

[Link Products](#)
[Settings](#)

Enter keywords here

Triggers

Specify what type of comments you want to act as trigger for Link Products:

All Comments

Exclude Keywords

Specify keywords, if found in a comment, the automation will NOT be triggered for it:

Comment Reply Limit

The automation will stop sending comment replies once the post accumulates 1500 comments to comply with Instagram's policies and prevent your account from being flagged as spam. Direct messages will continue to be sent. If unsure, set the limit to 1000 comments. **Please be careful, if your post goes viral and too many comment replies go the Instagram spam filters will kick in, your account might get flagged.**

Reply In Comments

Add multiple comment replies. To avoid spam, we'll randomly select and send a reply: (We strongly advice adding a comment reply for every 100 comments you get in a day. Eg: if you get 500 comments in a day, add 5 comment replies, comment replies wont go otherwise and

Workspace ID: 160

Replying to all comments, not just keywords.

The Results: Complete Revenue Channel

Total Performance (30 Days)

- **Total Revenue:** ₹19,40,552
- **Total Orders:** 403
- **Average Order Value:** ₹4,815

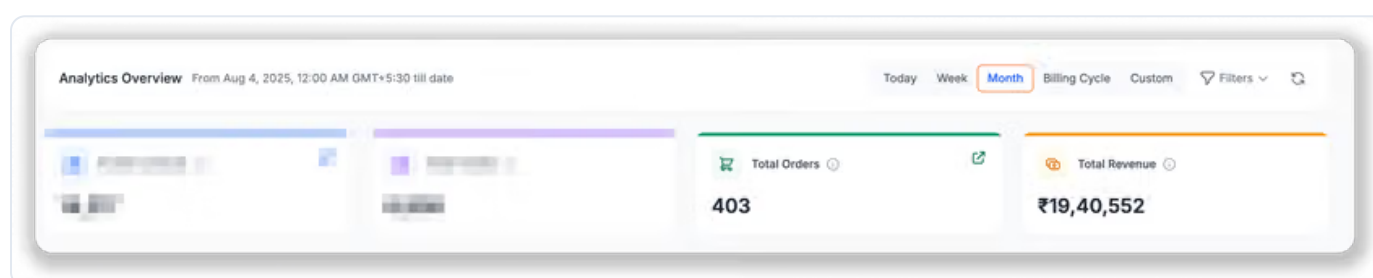
Feature Used: Only Linked Products automation

SPUR

Turn product comments into shopping conversations.

Connect posts to products so interested shoppers can receive prices and purchase links in their DMs.

Install on Shopify >



Total Revenue Generated in 30 days

The Compound Discovery

New August Posts: ₹8,21,111 (171 orders)

Historical Posts: ₹11+ lakh (232+ orders)

While fresh content generated ₹8.21L directly, older posts with linked products continued generating ₹11+ lakh, proving every linked post becomes a perpetual sales machine.

Top Individual Performers

1. **₹2,64,106** (57 orders, viral post with 3,500+ comments)
2. **₹2,07,330** (22 orders)
3. **₹1,46,821** (33 orders)

Key Insights

One Feature, Complete Channel: Using only Linked Products, DC Mumbai created an entire revenue stream worth ₹19.4L monthly.

Historical Content Goldmine: Old posts generated more revenue (₹11L+) than fresh content (₹8.21L), showing compound automation value.

Universal Coverage Works: Responding to ALL comments captures maximum opportunities versus restrictive keyword systems.

Viral Posts = Revenue Spikes: High-engagement content directly translates to sales when properly automated.

DC Mumbai's ₹19.4L revenue from one automation feature proves Instagram can be a complete sales channel. Every comment becomes monetizable when properly automated.

[Create your Spur Account](#) today and transform your Instagram into a revenue machine.

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 7-day free trial.

[Install on Shopify >](#)

[Book a demo](#)

 Meta Business Partner

 Shopify Partner

- ✓ 7-day free trial
- ✓ Connects to Shopify in minutes
- ✓ Billed per conversation delivered