× | 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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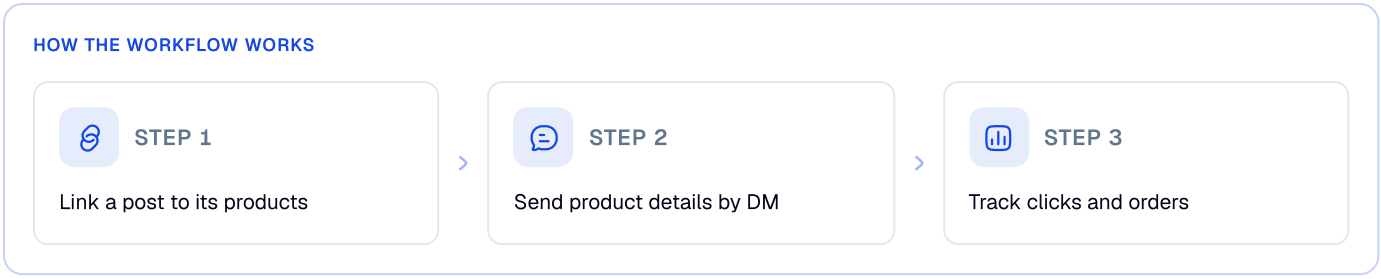
KEY TAKEAWAYS

- 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



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.

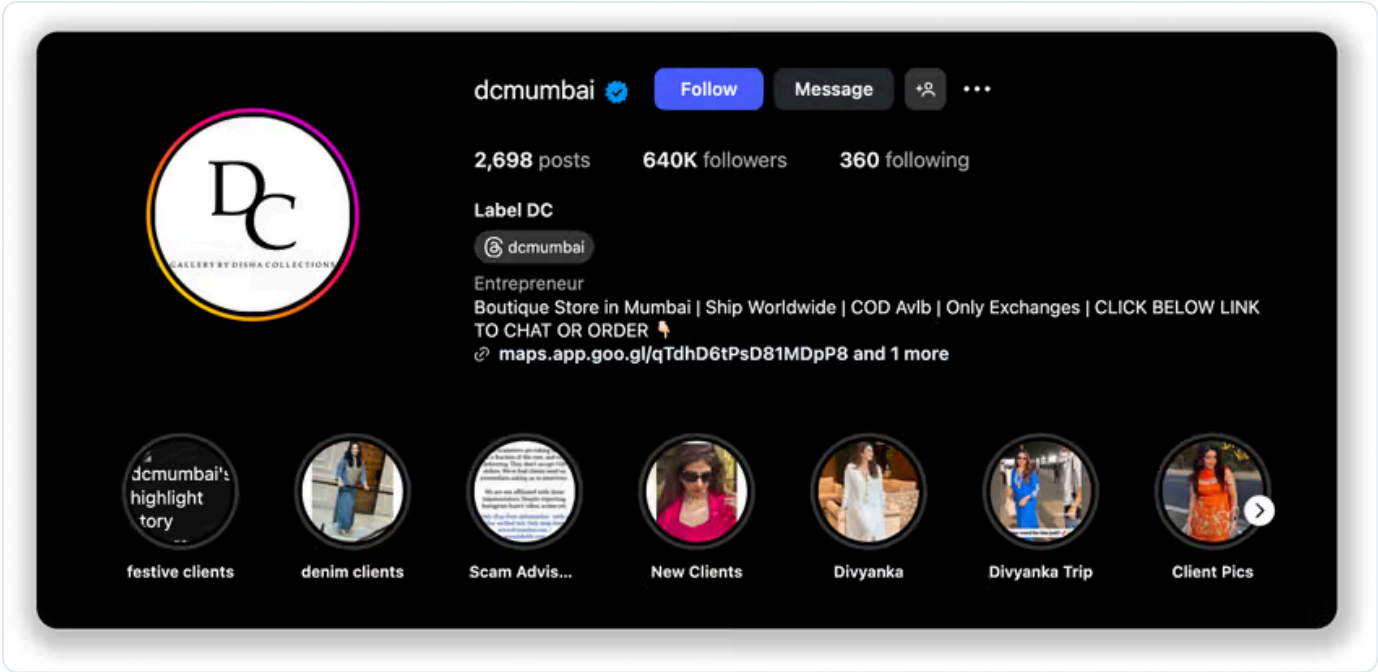


By automating responses to every comment, DC Mumbai transformed their 640K follower base into a revenue machine where both new and historical posts continuously drive sales.

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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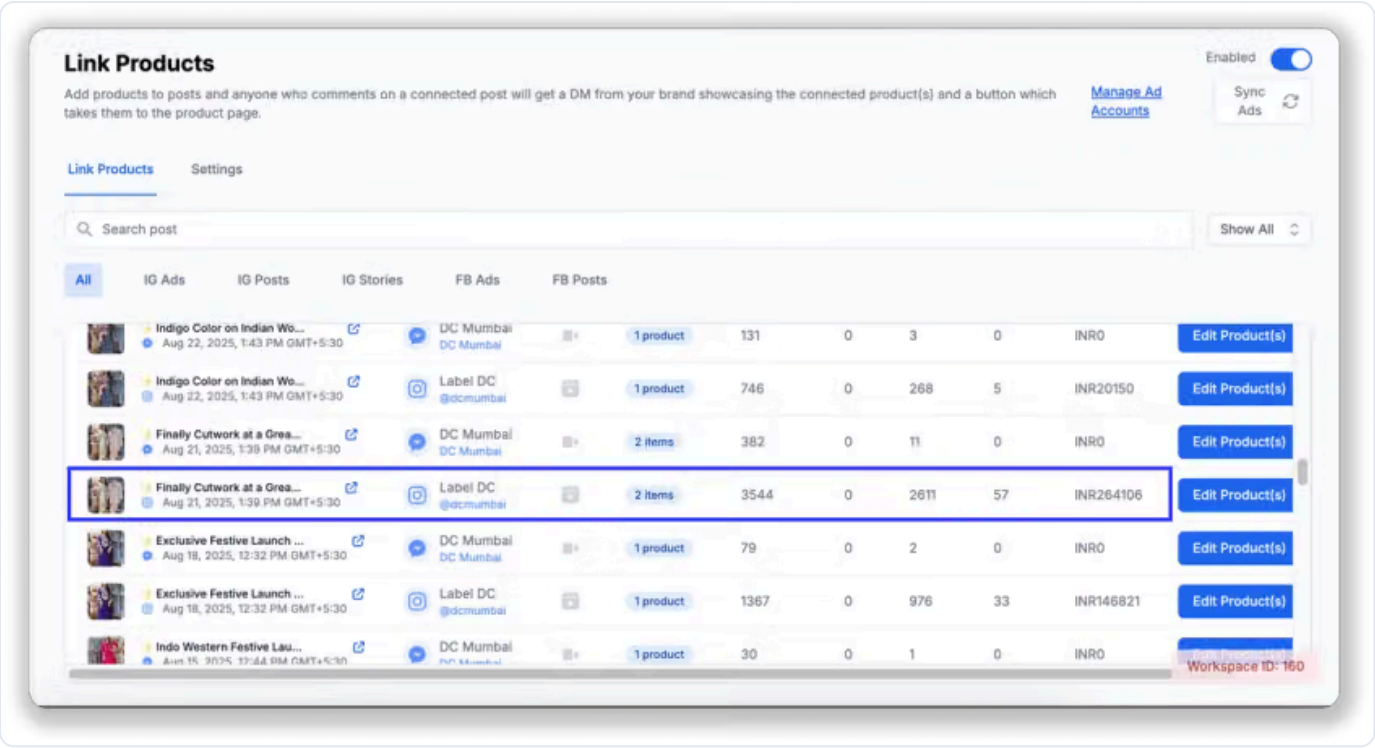
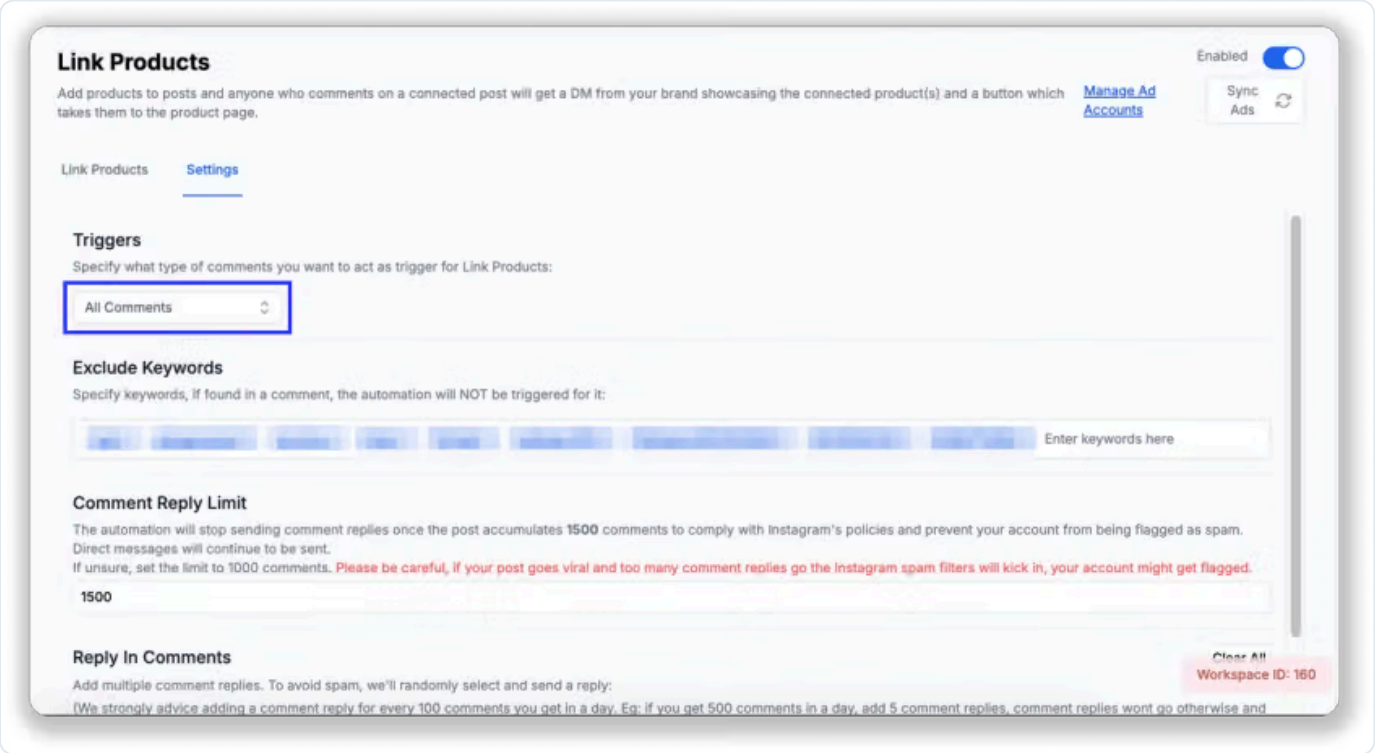


Label DC's best performing IG post (highlighted)

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.



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.

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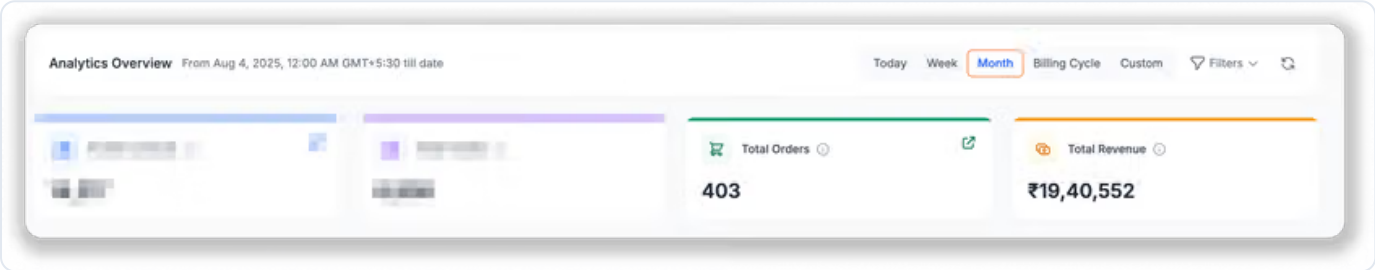

Total Revenue Generated in 30 days

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.

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