

# Peanut Blog

An ounce of information



## Search 'appraisal' on Zepto, Swiggy, get peanuts; Blinkit joins the fun with utensils, social media says 'cooking feelings, literally

**What do you get when you search "appraisal" on Zepto? Not a raise. Not a bonus. You get... peanuts. Yes, actual edible peanuts.**

Quick commerce brands are known for their clever use of humour, and this one has clearly hit the mark. A marketing professional named Harshita shared her hilarious discovery on X (formerly Twitter): searching "appraisal" on Zepto brings up packets of peanuts. "That's crazy, no?" she wrote, alongside a screenshot filled with salty and masala peanut snacks.

### **Peanut-pocalypse across platforms**

It didn't stop with Zepto. Users found that Swiggy Instamart also shows peanuts when you type "appraisal." Meanwhile, Blinkit took the joke even further, search "appraisal" and you might find peanut chikki or even kitchen utensils (because why not cook your feelings?).

No official word has come from the brands yet. Is it a planned prank? A marketing masterstroke? Or just a very timely glitch? We may never know. But social media users are loving the brutally honest reflection of corporate life during April's appraisal season.

From flattery to peanuts

Interestingly, Zepto had already given us a preview of their sass. A while back, they shared a cheeky Instagram reel showing delivery agents bringing butter and peanuts to an office. The message? Employees butter up the boss and still end up with peanuts. Ouch.

Not their first rodeo

This isn't the first time these brands have hopped on viral trends. Earlier this year, when a video of a content creator mishearing "croissant" as "Prashant" took over the internet, Swiggy, Blinkit, and Zepto were quick to cash in.

Now, searching "croissant" on these apps brings you every croissant possible, from chocolate-filled to almond-topped. No sign of Prashant, though.

**Source:** <https://economictimes.indiatimes.com/news/new-updates/search-appraisal-on-zepto-swiggy-get-peanuts-blinkit-joins-the-fun-with-utensils-social-media-says-cooking-feelings-literally/articleshow/120798349.cms>