CITY REPORT

Kurukshetra, mapped.

6 dark stores in perfect 2/2/2 parity in India's ancient holy city - Blinkit, Zepto, and Swiggy Instamart split the Land of the Bhagavad Gita while Flipkart Minutes and BigBasket stay off the map.

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BY
QuickCommerceMap

REPORT ID
QCM-CITY-KURUKSHETRA

CHAPTER 01 · SAMPLE

01

Executive summary

The headline numbers and what they mean for this city.

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Kurukshetra, Haryana, hosts **6 operational dark stores** across **4 neighborhoods**, based on our store-level dataset. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

> *Flipkart Minutes has zero presence in Kurukshetra, despite operating in 66% of peer cities*

6	4	3	0.2M
DARK STORES	NEIGHBORHOODS	PLATFORMS PRESENT	CITY POPULATION (EST.)

KEY FINDINGS

01 Kurukshetra has 6 operational dark stores across 4 neighborhoods.

02 Swiggy Instamart leads with 2 stores (33.3% market share).

03 Store density: 27 per million residents - above the national benchmark of 15/million for mature markets.

04 2 areas have multiple platform choices; 2 are served by a single operator.

05 Estimated workforce: 48–90 people across pickers, delivery partners, and managers.

06 Flipkart Minutes has zero presence in Kurukshetra, despite operating in 66% of peer cities

07 BigBasket has zero presence in Kurukshetra, despite operating in 53% of peer cities

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SAMPLE PREVIEW ENDS HERE

Continue with the full Kurukshetra report.

This preview shows 3 of 31 pages. The full report includes:

- City map with all 6 stores, each drawn inside the 1 km square it is in
- Area-by-area breakdown across all 4 neighborhoods
- Platform competition analysis with market-share charts
- Per-platform deep-dives: strongholds, sole-operator areas, coverage gaps
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 5 distinctive insights unique to Kurukshetra
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

From ₹199

The Kurukshetra city pass · One-time payment, no subscription · Priced by the city's size (₹199, ₹499 or ₹999). The pass opens this report in the research portal with its PDF edition, the city map accurate to about 200 m with street addresses, and the next two monthly updates.

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Get it at quickcommercemap.com/research/cities/kurukshetra · Or email hello@quickcommercemap.com

About this data. Figures are compiled from publicly observable store-locator information and reflect our best understanding at the time of publication. Quick commerce moves quickly and store locations are approximate, so details may differ from current conditions on the ground. Provided for research and informational use, as-is and without warranty; please verify independently before acting on any specific figure. QuickCommerceMap and QCM Research accept no liability for decisions made in reliance on it.