



Bhagalpur, mapped.

4 dark stores in Bihar's silk city — India's 3rd 100% Blinkit monopoly market, where both Zepto and Swiggy have chosen not to enter and the operator has full pricing and operational flexibility without competitive pressure.

SAMPLE

PUBLISHED

April 2026

BY

QuickCommerceMap

EDITION

01

REPORT ID

QCM-CITY-BHAGALPUR-2026-01

01

Executive summary

The headline numbers and what they mean for this city.

SAMPLE

Bhagalpur, Bihar, hosts **4 operational dark stores** across **3 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

100% of Bhagalpur's areas are served by only one platform — limited consumer choice in most neighborhoods

4

DARK STORES

3

NEIGHBORHOODS

1

PLATFORMS PRESENT

0.6M

CITY POPULATION (EST.)

KEY FINDINGS

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- 01** Bhagalpur has 4 operational dark stores across 3 neighborhoods as of March 2026.
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- 02** Blinkit leads with 4 stores (100% market share).
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- 03** Store density: 7 per million residents — below the national benchmark of 15/million for mature markets.
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- 04** 0 areas have multiple platform choices; 3 are served by a single operator.
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- 05** Estimated workforce: 32–60 people across pickers, delivery partners, and managers.
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- 06** 100% of Bhagalpur's areas are served by only one platform — limited consumer choice in most neighborhoods
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- 07** Blinkit's market share in Bhagalpur (100%) is significantly higher than in peer cities (avg 53%)
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SAMPLE PREVIEW ENDS HERE

Continue with the full Bhagalpur report.

This preview shows 3 of 26 pages. The full report includes:

- Full city map with all 4 stores plotted by platform
- Area-by-area breakdown across all 3 neighborhoods
- Platform competition analysis with market-share charts
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 5 distinctive insights unique to Bhagalpur
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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