



CITY REPORT · 2026 EDITION

# Bhubaneswar, mapped.

*18 dark stores in India's first Smart City — how Bhubaneswar became the rare Indian market where Swiggy Instamart leads, with Zepto absent entirely.*

SAMPLE

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QuickCommerceMap

EDITION

01

REPORT ID

QCM-CITY-BHUBANESWAR-2026-01

# 01

## Executive summary

*The headline numbers and what they mean for this city.*

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SAMPLE

**B**hubaneswar, Odisha, hosts **18 operational dark stores** across **6 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

*Zepto has zero presence in Bhubaneswar, despite operating in 48% of peer cities*

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**18**

DARK STORES

**6**

NEIGHBORHOODS

**2**

PLATFORMS PRESENT

**1.3M**

CITY POPULATION (EST.)

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**KEY FINDINGS**

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- 01** Bhubaneswar has 18 operational dark stores across 6 neighborhoods as of March 2026.
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- 02** Swiggy Instamart leads with 10 stores (55.6% market share).
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- 03** Store density: 14 per million residents — near the national benchmark of 15/million for mature markets.
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- 04** 3 areas have multiple platform choices; 3 are served by a single operator.
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- 05** Estimated workforce: 144–270 people across pickers, delivery partners, and managers.
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- 06** Zepto has zero presence in Bhubaneswar, despite operating in 48% of peer cities
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- 07** Swiggy Instamart's market share in Bhubaneswar (56%) is significantly higher than in peer cities (avg 31%)
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SAMPLE PREVIEW ENDS HERE

# Continue with the full Bhubaneswar report.

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

- Full city map with all 18 stores plotted by platform
- Area-by-area breakdown across all 6 neighborhoods
- Platform competition analysis with market-share charts
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 4 distinctive insights unique to Bhubaneswar
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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