



CITY REPORT · 2026 EDITION

# Madurai, mapped.

*8 dark stores in Tamil Nadu's southern temple city — the Madurai Kamaraj University student corridor has given Zepto its strongest non-Chennai Tamil Nadu foothold.*

SAMPLE

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**QuickCommerceMap**

EDITION

**01**

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**QCM-CITY-MADURAI-2026-01**

# 01

## Executive summary

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

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SAMPLE

**M**adurai, Tamil Nadu, hosts **8 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.

*Blinkit's market share in Madurai (13%) is significantly lower than in peer cities (avg 53%)*

**8**

DARK STORES

**6**

NEIGHBORHOODS

**3**

PLATFORMS PRESENT

**1.5M**

CITY POPULATION (EST.)

## KEY FINDINGS

- 01 Madurai has 8 operational dark stores across 6 neighborhoods as of March 2026.
- 02 Zepto leads with 4 stores (50% market share).
- 03 Store density: 5 per million residents — below the national benchmark of 15/million for mature markets.
- 04 2 areas have multiple platform choices; 4 are served by a single operator.
- 05 Estimated workforce: 64–120 people across pickers, delivery partners, and managers.
- 06 Blinkit's market share in Madurai (13%) is significantly lower than in peer cities (avg 53%)
- 07 67% of Madurai's areas are served by only one platform — limited consumer choice in most neighborhoods

SAMPLE PREVIEW ENDS HERE

# Continue with the full Madurai report.

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

- Full city map with all 8 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
- 5 distinctive insights unique to Madurai
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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