



CITY REPORT · 2026 EDITION

# Mathura, mapped.

*6 dark stores in Mathura — a pilgrim-city quick-commerce probe anchored by IOCL's refinery township and Civil Lines, with Zepto notably absent.*

SAMPLE

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BY

**QuickCommerceMap**

EDITION

**01**

REPORT ID

**QCM-CITY-MATHURA-2026-01**

# 01

## Executive summary

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

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SAMPLE

**M**athura, Uttar Pradesh, hosts **6 operational dark stores** across **5 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

*80% of Mathura's areas are served by only one platform — limited consumer choice in most neighborhoods*

**6**

DARK STORES

**5**

NEIGHBORHOODS

**2**

PLATFORMS PRESENT

**0.5M**

CITY POPULATION (EST.)

## KEY FINDINGS

- 01** Mathura has 6 operational dark stores across 5 neighborhoods as of March 2026.
- 02** Blinkit leads with 5 stores (83.3% market share).
- 03** Store density: 12 per million residents — near the national benchmark of 15/million for mature markets.
- 04** 1 areas have multiple platform choices; 4 are served by a single operator.
- 05** Estimated workforce: 48–90 people across pickers, delivery partners, and managers.
- 06** 80% of Mathura's areas are served by only one platform — limited consumer choice in most neighborhoods
- 07** Zepto has zero presence in Mathura, despite operating in 48% of peer cities

SAMPLE PREVIEW ENDS HERE

# Continue with the full Mathura report.

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

- Full city map with all 6 stores plotted by platform
- Area-by-area breakdown across all 5 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 Mathura
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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