



CITY REPORT · 2026 EDITION

Moradabad, mapped.

6 dark stores in Moradabad — Western UP's first emerging quick-commerce market beyond NCR's immediate orbit, anchored by brass-export wealth and TMU's 25,000-student campus.

SAMPLE

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01

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01

Executive summary

The headline numbers and what they mean for this city.

SAMPLE

Moradabad, Uttar Pradesh, hosts **6 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.

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

6

DARK STORES

6

NEIGHBORHOODS

2

PLATFORMS PRESENT

1.2M

CITY POPULATION (EST.)

KEY FINDINGS

- 01** Moradabad has 6 operational dark stores across 6 neighborhoods as of March 2026.
- 02** Blinkit leads with 4 stores (66.7% market share).
- 03** Store density: 5 per million residents — below the national benchmark of 15/million for mature markets.
- 04** 0 areas have multiple platform choices; 6 are served by a single operator.
- 05** Estimated workforce: 48–90 people across pickers, delivery partners, and managers.
- 06** 100% of Moradabad's areas are served by only one platform — limited consumer choice in most neighborhoods
- 07** Zepto has zero presence in Moradabad, despite operating in 48% of peer cities

SAMPLE PREVIEW ENDS HERE

Continue with the full Moradabad 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 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 Moradabad
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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