



CITY REPORT · 2026 EDITION

# New Town, mapped.

*13 dark stores in Rajarhat's planned IT satellite — how Kolkata's eastern edge built its own quick commerce ecosystem on IT-workforce demographics and luxury apartment stock.*

SAMPLE

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**QuickCommerceMap**

EDITION

**01**

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# 01

## Executive summary

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

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SAMPLE

**N**ew Town, West Bengal, hosts **13 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.

*New Town has 65.0 stores per million people, above the peer average of 15.7*

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**13**

DARK STORES

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**5**

NEIGHBORHOODS

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**2**

PLATFORMS PRESENT

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**0.4M**

CITY POPULATION (EST.)

## KEY FINDINGS

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- 01** New Town has 13 operational dark stores across 5 neighborhoods as of March 2026.

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  - 02** Blinkit leads with 9 stores (69.2% market share).

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  - 03** Store density: 31 per million residents — above the national benchmark of 15/million for mature markets.

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  - 04** 1 areas have multiple platform choices; 4 are served by a single operator.

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  - 05** Estimated workforce: 104–195 people across pickers, delivery partners, and managers.

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  - 06** New Town has 65.0 stores per million people, above the peer average of 15.7

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  - 07** 80% of New Town's areas are served by only one platform — limited consumer choice in most neighborhoods

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SAMPLE PREVIEW ENDS HERE

# Continue with the full New Town report.

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

- Full city map with all 13 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 New Town
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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