



CITY REPORT · 2026 EDITION

# Puducherry, mapped.

*5 dark stores in the French Riviera of the East — why Puducherry is a rare Tier D city where Zepto leads the platform mix, driven by the Auroville-JIPMER-French Quarter premium consumer base.*

SAMPLE

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**QCM-CITY-PUDUCHERRY-2026-01**

# 01

## Executive summary

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

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SAMPLE

**P**uducherry, Puducherry, hosts **5 operational dark stores** across **3 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

*67% of Puducherry's areas are served by only one platform — limited consumer choice in most neighborhoods*

**5**

DARK STORES

**3**

NEIGHBORHOODS

**3**

PLATFORMS PRESENT

**0.4M**

CITY POPULATION (EST.)

## KEY FINDINGS

- 01** Puducherry has 5 operational dark stores across 3 neighborhoods as of March 2026.
- 02** Swiggy Instamart leads with 2 stores (40% market share).
- 03** Store density: 13 per million residents — near the national benchmark of 15/million for mature markets.
- 04** 1 areas have multiple platform choices; 2 are served by a single operator.
- 05** Estimated workforce: 40–75 people across pickers, delivery partners, and managers.
- 06** 67% of Puducherry's areas are served by only one platform — limited consumer choice in most neighborhoods
- 07** Blinkit's market share in Puducherry (20%) is significantly lower than in peer cities (avg 53%)

SAMPLE PREVIEW ENDS HERE

# Continue with the full Puducherry report.

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

- Full city map with all 5 stores plotted by platform
- Area-by-area breakdown across all 3 neighborhoods
- Platform competition analysis with market-share charts
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 3 distinctive insights unique to Puducherry
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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