



CITY REPORT · 2026 EDITION

Varanasi, mapped.

21 dark stores in the world's oldest continuously inhabited city — how quick commerce navigates ancient lanes and modern demand.

SAMPLE

PUBLISHED

April 2026

BY

QuickCommerceMap

EDITION

01

REPORT ID

QCM-CITY-VARANASI-2026-01

01

Executive summary

The headline numbers and what they mean for this city.

SAMPLE

Varanasi, Uttar Pradesh, hosts **21 operational dark stores** across **12 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

83% of Varanasi's areas are served by only one platform — limited consumer choice in most neighborhoods

21

DARK STORES

12

NEIGHBORHOODS

3

PLATFORMS PRESENT

1.8M

CITY POPULATION (EST.)

KEY FINDINGS

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- 01** Varanasi has 21 operational dark stores across 12 neighborhoods as of March 2026.
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- 02** Blinkit leads with 11 stores (52.4% market share).
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- 03** Store density: 12 per million residents — near the national benchmark of 15/million for mature markets.
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- 04** 2 areas have multiple platform choices; 10 are served by a single operator.
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- 05** Estimated workforce: 168–315 people across pickers, delivery partners, and managers.
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- 06** 83% of Varanasi's areas are served by only one platform — limited consumer choice in most neighborhoods
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- 07** Each dark store in Varanasi serves approximately 86,000 residents — less served than the national average
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SAMPLE PREVIEW ENDS HERE

Continue with the full Varanasi report.

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

- Full city map with all 21 stores plotted by platform
- Area-by-area breakdown across all 12 neighborhoods
- Platform competition analysis with market-share charts
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 2 distinctive insights unique to Varanasi
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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