

Rise of Quick Commerce in India: Analyzing the Operational Blueprint of Blinkit and Zepto

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Abstract: *The Indian retail sector is witnessing a paradigm shift with the emergence of quick commerce (q-commerce), promising ultra-fast deliveries within 10–20 minutes. This research paper explores the operational models of two q-commerce giants—Blinkit and Zepto—to understand their strategies in warehousing, logistics, technology, and customer fulfillment. Through a comparative case study approach, this study evaluates how these firms optimize their delivery networks, the role of dark stores, labor utilization, and the viability of the model in terms of profitability and scalability. The findings shed light on the transformative potential of q-commerce and its broader implications for urban retailing, logistics innovation, and consumer behavior in India.*

Keywords: *Quick Commerce, Q-Commerce, Blinkit, Zepto, 10-Minute Delivery, Hyperlocal Logistics, Dark Stores, Last-Mile Delivery, Inventory Management, Urban Retail, Micro-Fulfillment Centers, E-commerce Innovation, Delivery Optimization, Supply Chain Strategy, Operational Efficiency, On-Demand Delivery, Startup Models, Consumer Convenience, Gig Economy, Indian Retail Sector*

