

Zepto Expansion Strategy

14

Cities

Immediate

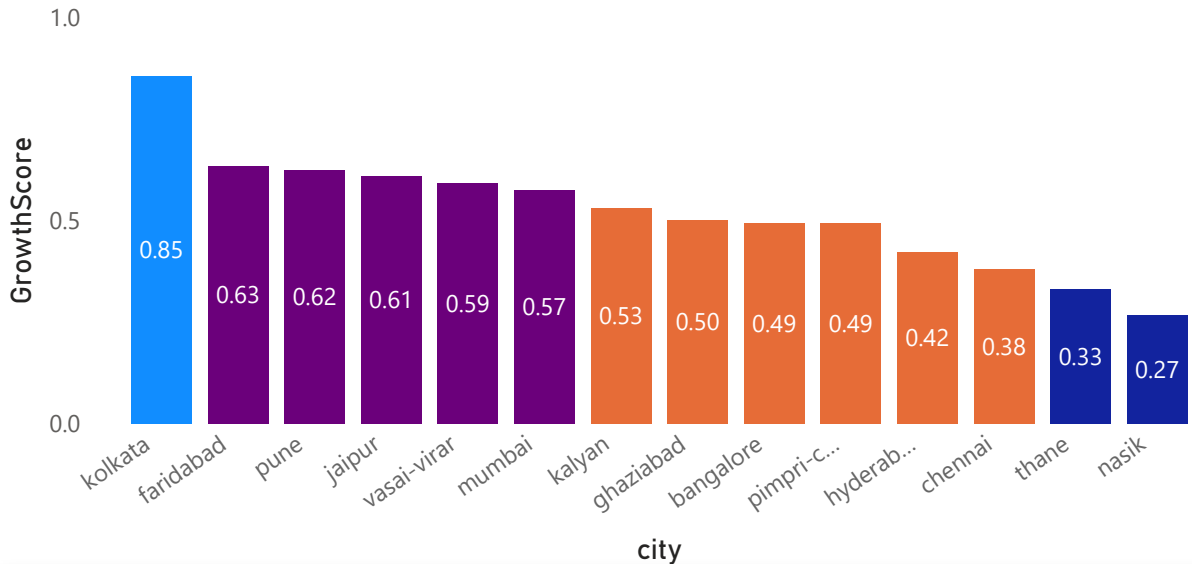
Expansion_Tier

0.61

Average of OpportunityScore

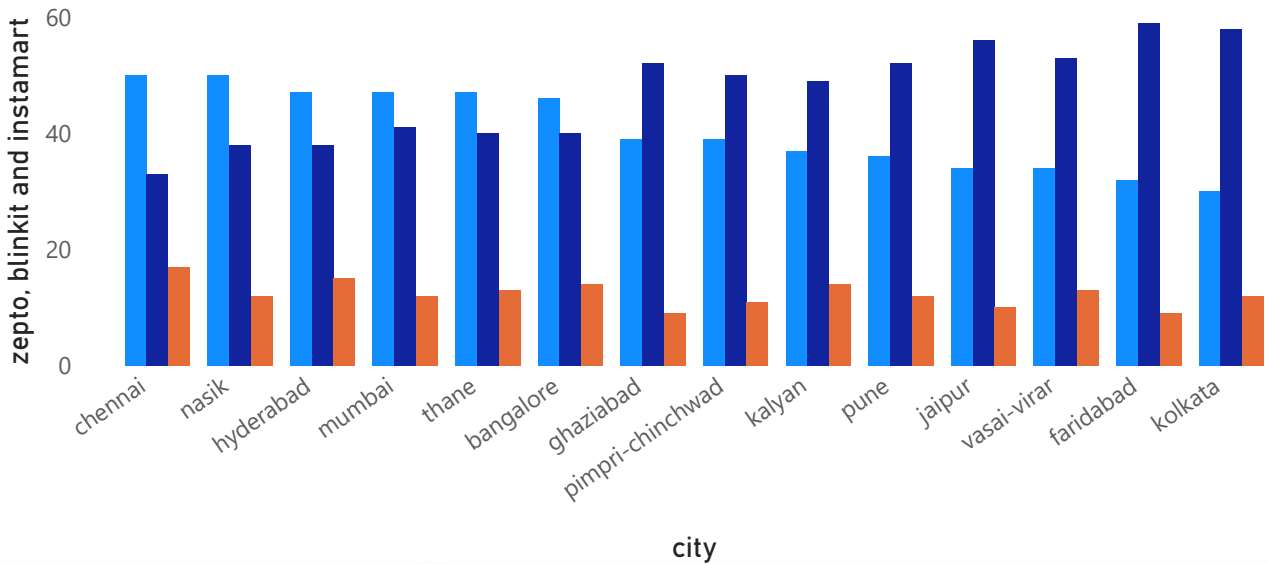
Growth Ranking

Expansion_Tier ● Immediate ● Low Priority ● Monitor ● Short-Term



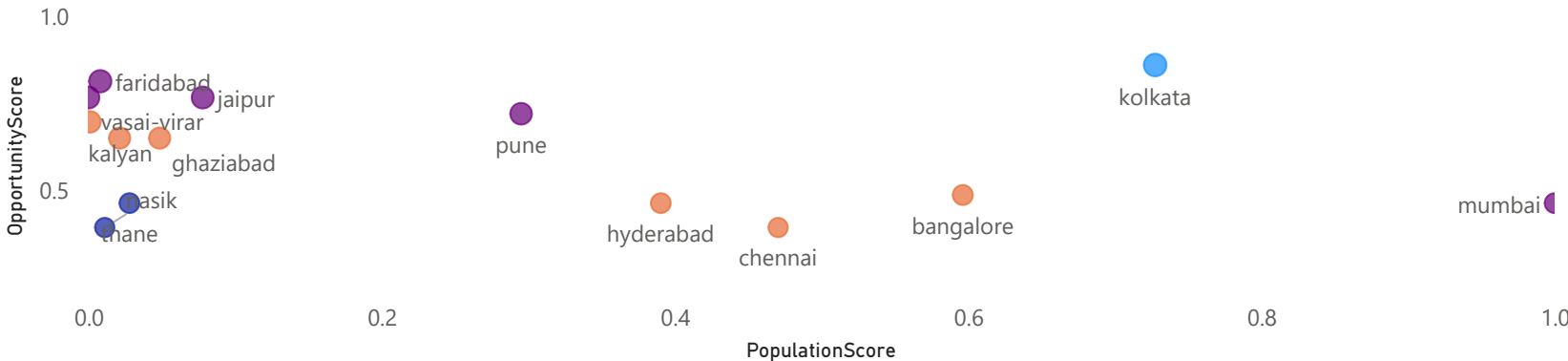
Competitor Comparison

zepto ● blinkit ● instamart



Opportunity vs Population

Expansion_Tier ● Immediate ● Low Priority ● Monitor ● Short-Term



Detailed Table

city	OpportunityScore	GrowthScore	population
bangalore	0.49	0.49	15386000
chennai	0.39	0.38	12395000
faridabad	0.81	0.63	1414050
ghaziabad	0.65	0.50	2375820
hyderabad	0.46	0.42	10494000
jaipur	0.77	0.61	3073350
kalyan	0.70	0.53	1246381
kolkata	0.86	0.85	18502000
mumbai	0.46	0.57	24973000