

Pincode Targeting & Daily City-Wise Orders

1. High-Demand Pincodes

- Elite Metros (Top 500–700 PINs): 1.6M
- Tier-1 Urban (Next 1,500–2,000 PINs): 800k
- Tier-2 Hubs (Next 2,500–3,000 PINs): 800k

2. Peak Metro Breakdown (~30% of Total Volume)

- Bengaluru: 120 PINs (~290k orders/day)
- New Delhi: 100 PINs (~285k orders/day)
- Mumbai: 110 PINs (~250k orders/day)
- Hyderabad: 100 PINs (~160k orders/day)
- Chennai: 130 PINs (~140k orders/day)
- Kolkata: 150 PINs (~130k orders/day)