



## Cold Chain Market – India

June 2011

# Executive Summary

## Market

- Cold chain are important for agricultural productivity in India
- The market is expected to grow to INR x bn by 20-- at a CAGR of y%
- It is going to witness strong growth in capacity creation backed by government policies

## Development Scenario

- Huge amounts of food grain, fruits and vegetables get wasted mainly due to poor storage infrastructure, creating huge scope for the development of cold chain in India
- Private participation is expected to bring in efficiency which is required for the agricultural sector
- Government has classified cold chain as 'infrastructure' as announced in the 2011-12 budget

### Drivers:

- Growth in organized retail
- Shift towards horticultural crops
- Growth in processed food sector
- Demand from pharmaceutical sector
- Changing consumption pattern

### Challenges:

- Lack of logistical support
- Uneven distribution of cold chains
- Cost structure
- Power supply

## Drivers & Challenges

## Trends

- Entry of foreign players
- Rail based reefers
- Cold chains facilities at airports
- Backward integration

## Competition

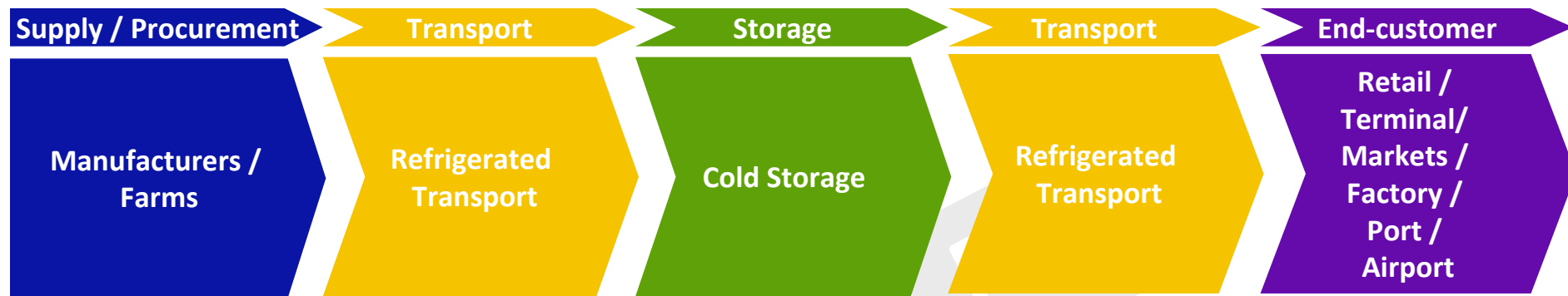
Major Players		
Player 1	Player 2	Player 3
Player 4	Player 5	Player 6



- 
- **Introduction**
  - Market Overview
  - Development Scenario
  - Drivers & Challenges
  - Trends
  - Competition



# Cold chains help to preserve products by maintaining the surrounding temperature



## Cold Chain

A cold chain is a temperature-controlled supply chain, it consists of storage and distribution activities which maintains a product at a given temperature range

## Segments

### Surface Storage

It consists of refrigerated warehouses for storage of essential products

### Refrigerated Transport

It uses refrigerator trucks, cars, van, rail, containers and ships for transporting perishable products

## Key Activities

### Procurement

Involves activities such as aggregation, grading, sorting, pre-cooling, packaging from farms or manufacturers

### Transportation

It includes all activities related to transportation of produce to the market from farms or manufacturing location

Source:



- 
- Introduction
  - **Market Overview**
  - Development Scenario
  - Drivers & Challenges
  - Trends
  - Competition

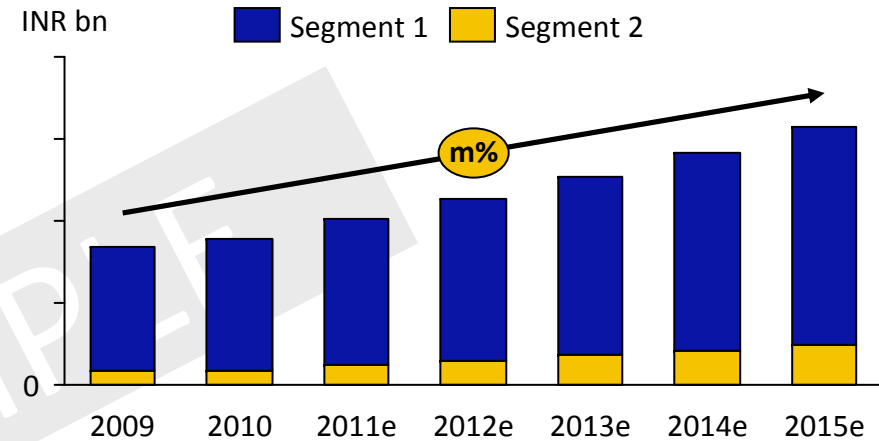


# Cold chain market in India is going to witness strong growth in capacity creation backed by government policies

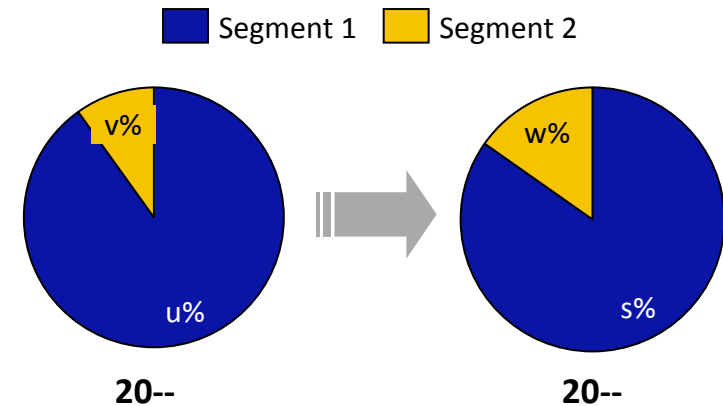
## Cold Chain Market – Overview

- Cold chain is an important infrastructure for agricultural productivity in India
- Market will get a boost in capacity creation from the last two budgets announced by the government
  - Multinational corporations and PE firms have also started investing in cold chain services
- In 20--, with a capacity of x mt in y cold storage, India had to store a production z mt
  - Around a% of fruits and vegetables and b% of food grain get wasted in India
- India has huge opportunity for cold storage facility
  - Only c% of fruits and vegetables in India get processed as compared to d% in USA and e% in Brazil
  - While f% of fruit and vegetable production in USA go through cold storage, only g% of it goes through in India
  - Wastage of fruits and vegetables due to lack of cold chain facilities have been estimated at INR h bn annually
  - Cold chain will get a boost from the reduction of duty on air-conditioners and storage equipment from i% to j%
- With integrated cold chain and supply management, India is expected to save INR k bn annually

## Market Size and Growth








## Market Segmentation







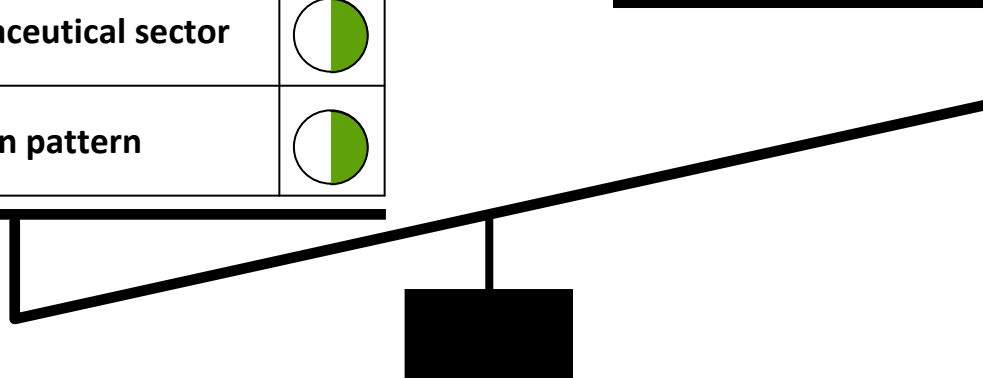
Source:



# Drivers & Challenges – Summary

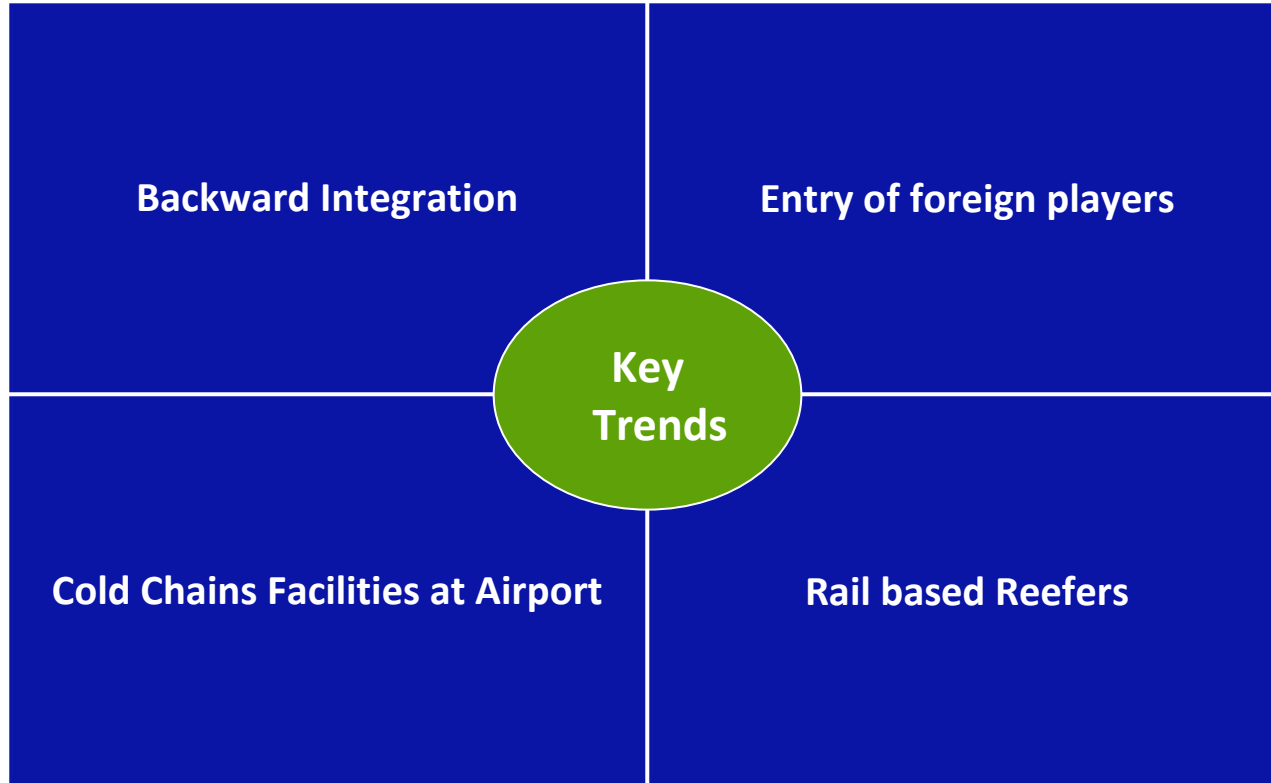
<b>Drivers</b>	
Growth in Organized Retail	
Shift towards horticultural crops	
Growth in Processed Food Sector	
Demand from Pharmaceutical sector	
Changing consumption pattern	

<b>Challenges</b>	
Lack of Logistical Support	
Uneven Distribution of Cold chains	
Cost Structure	
Power Supply	



# Trends – Summary

---



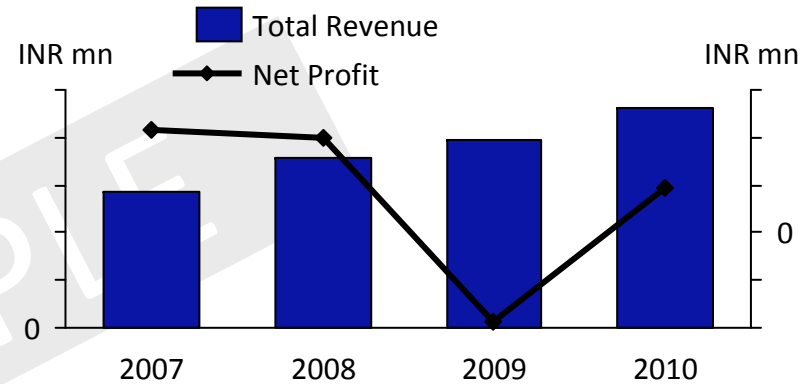
# Major Players in the Market (x/y)

## Company Snapshot: Player

### Corporate Information

Headquarters	-----
Founded	19--
Services	-----
Key People	ABC – CEO

### Financial Performance



### Business Highlights

- Player operates its cold chain logistics solutions through company
  - Company, which specializes in refrigerated transportation, was acquired by player in 200- for INR a mn
- It is the largest ISO 9001: 2008 certified refrigerated transport company in India with a fleet capacity of transporting 1--- tons annually
- Provides refrigerated transportation of temperature-sensitive products such as meat, dairy products and pharmaceuticals and also offers customized solutions for temperature-sensitive shipments
- Competencies lie in their wide reach, cutting-edge technology and a vast fleet of refrigerated vehicles equipped with advanced climate-control systems
- Has been awarded the Consumer Super Brand status in the logistics category in 200- and 200-

Source:

