BUSINESS PLAN · INDIA

Cold-Chain Logistics Provider

Temperature-controlled storage & reefer transport for perishables & pharma

LOGISTICS

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1. Executive Summary

This plan sets out a **Cold-Chain Logistics Provider** in India — a temperature-controlled storage and transport business serving perishables, dairy, frozen foods, pharmaceuticals, and other temperature-sensitive goods. It offers refrigerated warehousing (cold storage), reefer transport, temperature monitoring, and integrated cold-chain solutions with unbroken temperature integrity from source to destination.

India's cold-chain demand is growing strongly with organised food retail, e-grocery, pharma, dairy and exports — yet cold-chain infrastructure remains under-developed, causing high wastage. A well-run cold-chain provider with reliable equipment, monitoring and integrity earns premium, recurring revenue in an under-served, high-value market.

The promoter — a cold-chain/logistics professional — seeks total funding of **₹28.0 lakh** (₹11.0 lakh promoter + ₹17.0 lakh term loan; reefer vehicles and cold storage are capital-intensive; subsidies may apply), targeting **₹48 lakh** revenue in Year 1 and **₹1.25 crore** by Year 3.

2. Business Description, Vision & Legal Structure

Concept: A reliable cold-chain partner that keeps temperature-sensitive goods safe — cold storage and reefer transport with unbroken temperature integrity and monitoring.

Vision: To be a trusted cold-chain provider for perishables and pharma in the region.

Mission: Maintain temperature integrity end-to-end, minimise wastage, and deliver goods safe and fresh.

Legal structure options

- **Private Limited / LLP** — recommended for capital, contracts and scale.

> **Model note:** cold-chain is highly capital-intensive (cold storage, reefer trucks, power/backup, monitoring) with premium, recurring revenue. Temperature integrity, monitoring, power reliability and equipment uptime are core. Government subsidies (NHB/MoFPI/state) can support capex; product-specific compliance (pharma, food) applies.

3. Promoter & Ownership

Led by a promoter with cold-chain, logistics or food/pharma-supply experience. Delivery uses cold-storage and reefer-transport operations, monitoring systems, and maintenance. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

Cold-chain demand is rising fast with organised food retail, e-grocery/q-commerce, dairy, frozen foods, pharma and agri-exports — while infrastructure lags, causing significant wastage. Government push (subsidies, food-processing) supports growth. The market rewards reliable, integrity-focused providers, with room in storage, transport and integrated solutions.

Demand drivers

- **Organised food retail & e-grocery** growth.
- **Dairy, frozen & perishables** demand.

- **Pharma cold-chain** (vaccines, biologics).
- **Agri-exports & wastage reduction.**
- **Under-developed infrastructure** & subsidies.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Cold-chain demand in India	Very large, growing
SAM	Reachable clients in the provider's region/segments	Large
SOM (Yr 1–3)	Cold storage + reefer capacity utilised	Growing

Target segments

- Food processors, dairy & frozen brands.
- E-grocery/q-commerce & retail.
- Pharma & healthcare (cold-chain).
- Agri-exporters & perishables.

5. Competition & Competitive Advantage

Landscape: large cold-chain players, regional cold storages, and general logistics adding reefer. The firm competes on temperature integrity, monitoring, reliability, and service for its segments.

The firm's edge

- **Unbroken temperature integrity.**
- **Monitoring & visibility.**
- **Power reliability & equipment uptime.**
- **Integrated storage + transport.**
- **Segment focus & compliance** (pharma/food).

6. Services & Pricing

Service	Income model	Basis
Refrigerated storage	Per pallet/unit/month	Recurring
Reefer transport	Per trip / tonne-km	Freight rate
Integrated cold-chain	Contract	Recurring
Temperature monitoring & reporting	Included / add-on	Value
Handling & value-added	Per task	Add-on
Pharma cold-chain (compliant)	Premium contract	Premium

> Cold storage (recurring) plus reefer transport drives premium revenue; integrated contracts and pharma (compliant) work command premium rates. Utilisation and integrity drive economics.

7. Go-to-Market — Marketing & Sales

- **Client BD:** food/dairy/frozen brands, e-grocery, pharma, exporters.
- **Integrated-solution offers** (storage + transport).
- **Integrity & reliability reputation.**
- **Segment focus** (e.g., pharma or frozen).
- **Contract/dedicated arrangements.**

Growth model

Win storage + transport clients → maintain integrity & reliability → grow utilisation & contracts → add capacity/segments. Utilisation and premium (pharma) work drive economics.

8. Operations Plan

- **Facility:** cold storage with power/backup, reefer vehicles, and monitoring.
- **Process:** inbound & temperature check → storage (zoned temperatures) → dispatch (reefer) → transit with monitoring → delivery with integrity → reporting.
- **Technology:** temperature monitoring/IoT, WMS/TMS, alerts, and client dashboards.
- **Reliability:** power backup (gensets), equipment maintenance, and SOPs for integrity.
- **Capacity:** storage + reefer capacity scales with clients; utilisation is the key lever.

Integrity backbone

Element	Purpose	Priority
Temperature control	Product safety	Critical
Monitoring/alerts	Visibility	Critical
Power backup	Uptime	Critical
Maintenance	Equipment	High
SOPs & training	Integrity	High

9. Regulatory, Licences & Compliance (India)

- **Business registration:** Pvt Ltd/LLP; PAN/TAN; GST; food (FSSAI) and/or drug-storage licences per goods; Shops & Establishments; fire/safety.
- **Product compliance:** pharma (GDP/cold-chain), food (FSSAI), and temperature-integrity standards.
- **Subsidies:** NHB/MoFPI/state cold-chain subsidies may support capex — plan accordingly.
- **Data protection** aligned to the DPDP Act; secure handling of client/consignment data.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Ops Head	1	1	1

Cold-storage & reefer ops staff	4	8	12
Maintenance / Monitoring & Tech	1	2	3
Sales / Admin	1	2	2
Total	**7**	**13**	**18**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–3	Cold storage, reefers, power backup, monitoring, first clients
Launch	Month 3–6	First storage/transport; integrity & SOPs proven
Traction	Month 6–12	Utilisation & contracts grow; break-even nears
Scale	Year 2	Add capacity; pharma/premium segments
Growth	Year 3	High utilisation; recurring cold-chain book

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. Subsidies (if availed) reduce net capex. They are not projections of guaranteed results.

12.1 Project cost & means of finance

Capital requirement	₹
Cold storage setup & refrigeration	12,00,000
Reefer vehicles (margin/down-payment)	8,00,000
Power backup (gensets) & monitoring	3,50,000
Deposits, licences & pre-operative	2,00,000
Branding, BD & setup	50,000
Working-capital buffer	2,00,000
Total project cost	**28,00,000**
Promoter contribution	11,00,000
Term loan (subsidy-linked where available)	17,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Cold-storage revenue	20,00,000	38,00,000	52,00,000
Reefer transport	22,00,000	42,00,000	58,00,000
Value-added & pharma premium	6,00,000	14,00,000	15,00,000

Total revenue	48,00,000	94,00,000	1,25,00,000
Power, fuel & refrigeration	13,00,000	24,00,000	32,00,000
Salaries & ops	12,00,000	22,00,000	30,00,000
Maintenance, insurance & monitoring	6,00,000	11,00,000	15,00,000
Rent, admin & misc	3,60,000	5,20,000	6,80,000
Interest on term loan	1,88,000	1,45,000	90,000
Total expenses	**36,48,000**	**63,65,000**	**84,70,000**
Net profit (before tax)	**11,52,000**	**30,35,000**	**40,30,000**
Net margin	24.0%	32.3%	32.2%

12.3 Unit economics & break-even

- **Per pallet/trip:** premium cold-chain rates above power/ops cost; utilisation and integrity drive margin.
- **Operating leverage:** high fixed cost (refrigeration/power) spreads over utilisation — margins scale.
- **Break-even:** a threshold storage + transport utilisation — reached around month 8–12.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	2,00,000	1,35,000	1,70,000	3,10,000
Collections	9,00,000	11,50,000	13,50,000	14,50,000
Operating outflows	9,00,000	10,55,000	11,55,000	12,40,000
Loan EMI	65,000	60,000	55,000	55,000
Closing balance	**1,35,000**	**1,70,000**	**3,10,000**	**4,65,000**

> Cash builds as utilisation rises; power/refrigeration is the major operating cost. The buffer covers the setup-and-ramp phase before utilisation improves.

12.5 Key Performance Indicators to Monitor

- **Utilisation:** storage occupancy; reefer utilisation.
- **Integrity:** temperature-excursion incidents (zero); wastage rate.
- **Reliability:** equipment uptime; power reliability; on-time delivery.
- **Economics:** revenue per pallet/trip; power cost %; margin per client.

13. Funding Requirement & Bankability

Total ask: **₹17.0 lakh term loan** against ₹11.0 lakh promoter contribution — cold-chain assets are financeable and often **subsidy-linked** (NHB/MoFPI/state). Year-1 net profit ~₹11.5 lakh against annual debt service of ~₹4.6 lakh gives a **DSCR above 2.4**, strengthening with utilisation. Equipment provides security; subsidies improve returns.

13.1 Funding utilisation

Use of funds	₹	% of total
Cold storage & refrigeration	12,00,000	43%
Reefer vehicles (margin)	8,00,000	29%
Power backup, monitoring & licences	5,50,000	20%
Working-capital buffer	2,00,000	7%
Total	**27,50,000+**	**~100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Temperature excursion / spoilage	Monitoring/alerts; SOPs; backup; insurance
Power reliability & cost	Gensets; energy efficiency; solar where feasible
Low utilisation / fixed cost	BD pipeline; contracts; multi-segment mix
Equipment breakdown	Preventive maintenance; AMC; spares
Compliance (pharma/food)	Licences; standards; audits

15. SWOT Analysis

Strengths Premium recurring revenue; under-served market; integrated solutions; subsidy support.	**Weaknesses** Capital-&-power-intensive; integrity-critical; utilisation risk.
Opportunities Food/e-grocery/pharma growth; wastage reduction; subsidies; premium segments.	**Threats** Large players; power costs; rate pressure.

16. Recommended AiSevak Tools for This Business

This provider would use AiSevak's Logistics vertical tools in delivery:

- **Cold-chain ops:** storage-utilisation, temperature-monitoring, SLA and maintenance tools.
- **Finance & subsidy:** Unit-Economics, Working-Capital and Subsidy-Finder/DPR tools (Finance vertical).
- **Practice:** Business Plan and Break-even tools to model the cold-chain business.

17. Key Assumptions & Notes

- Storage + reefer utilisation grows as clients onboard; power/refrigeration is the major cost.
- Cold-chain subsidies (NHB/MoFPI/state) can reduce net capex and improve returns — plan for them.
- Term-loan interest ~11% p.a.; subsidy-linked and asset-backed lending applies.

- Temperature integrity, compliance (FSSAI/pharma) and insurance are foundational; figures exclude GST where applicable.

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