



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

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# STRATEGIC MARKET REVIEW

## INDIAN TEMPERATURE-CONTROLLED LOGISTICS MARKET

### Client Description

The client was a Fortune100 Japanese multinational conglomerate with a presence in automobiles, industrial equipment and logistics in India.

### Process

The engagement analyzed the entire demand for TCL services from both frozen and non-frozen segments - dairy, produce, processed and un-processed foods, floriculture, etc. It identified Geo-economic and demographic trends of relevance; Consumer behavior affecting the penetration of perishables requiring temperature-controlled transport and storage facilities; Buyer preferences and the Realizable scale of the TCL business in each product category.

### Issue/Need

As part of its investments in India, the client was interested in acquiring an Indian temperature-controlled logistics (TCL) operator to transport and warehouse frozen foods nationally. It therefore wished to conduct an assessment of the entire TCL industry segment.

### Deliverables

1. A comprehensive profile of demand levels and demand drivers in 7 large customer segments to derive the overall TCL opportunity size
2. Segment-wise Preferences
  - Customer segmentation by geography, services required, industry
  - Purchase criteria of importance
  - Customer preferences on captive, supplier-provided and 3PL services