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Increasing demand and government policies to drive Cold Chain Market in India, finds Netscribes

Netscribes (India) Pvt. Ltd. updates its report on the Cold Chain Market in India 2011 as part of Netscribes' Logistics Industry Report Series.

Mumbai, India – June 24, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Cold Chain Market in India 2011*. The cold chain market, which is primarily dominated by the private sector, has got a boost from the government in the last two budgets. Growing demand in retail and pharmaceutical sectors drives the cold chain market and it has huge potential to grow in the near future.

The report begins with an introduction to the cold chain market and its value chain. The market overview section provides an insight into the overall cold chain market, its market size and growth along with its segmentation. It further delves into the two segments – surface storage and refrigerated transport – providing an overview for both the segments. This is followed by a section on the development scenario of cold chains in India which covers investment opportunities, private participation and government initiatives.

An analysis of the drivers explain the factors for growth of the industry including growth in organized retail, shift towards horticultural crops, growth in processed food sector, demand from pharmaceutical sector and changing consumption pattern. The key challenges of the market include lack of logistical support, uneven distribution of cold chains, cost structure and power supply. Key trends in the market have also been analyzed which includes entry of foreign players, rail based reefers, cold chains facilities at airports and backward integration.

The competition section provides an overview of the competitive landscape in the industry and includes a brief profile of the major players in the market.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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