



## Press Release

*For immediate release*

### **Robinsons Global Logistics celebrates its dual occasion ~ Second launch phase at the Second Anniversary of the cold storage ~**

Mumbai, February 16, 2011 - Ms. Rhea Vazirani, Founder Managing Director of Robinsons Global Logistics is proud to announce the launch of the second phase of Cold storage at the second anniversary of her venture into cold storage at Bhiwandi. The second phase is the extension of the cold storage mainly the chillers & freezers of an enormous size of 3000 sq ft & 15 feet in height which can house upto 60 tons of chilled/frozen goods. The entire warehouse in Bhiwandi spreads across 60,000 sq ft with its cold storage covering 10% of the area. RGL provides a specialized ambience of chillers at 2-4 degrees Celsius & freezers at -20 to -25 degrees Celsius which is monitored for the merchandise as per the customer requirements. These are ideal for perishable goods like ice creams, cheese, meat, sea food to keep them fresh as ever till it reaches to your platter. For cold storage its a mandate that a freezer should be placed inside a chiller to avoid drop in temperatures while loading & unloading. The chillers open into an air-conditioned lobby at +20 degrees to maintain temperatures.

*Rhea adds "my world is my career which is of total outsourcing of retail/food processes to companies like mine. A world that is poised to redefine process outsourcing in the manufacturing and retail world! Retailers are examining long-standing assumptions and searching for ways to conserve cash, control costs, stretch resources, and most importantly, to become more efficient. By establishing fixed, stable costs for a wide range of services, my industry of tomorrow can be uniquely qualified to help retailers achieve these goals!"*

*With an investment from RGL's internal funds Rhea further speaks on the occasion "It is a double celebration for me since not only we complete two years of cold storage but also my second phase will be active. Having done my thesis on the cold chain Industry in India, I personally surveyed many cold storages & shocked to see how old technology is still being used with poor hygienic storing conditions I just knew I had to improve the scenario.*

Next on her expansion map is the famous IT hub of India 'Bangalore' Rhea plans to introduce cold storage in her warehouse in Bangalore since its has a large Expat community & is a great potential market for cold storage & luxury goods. We also provide Refers trucks for our clients with an inbuilt chiller & freezer to bridge the gap of transportation to ensure the goods remain ever fresh & undamaged.



Logistics companies, which have hitherto provided services from transportation to warehousing and inventory management, are now increasingly expanding their scope to include value-added services such as packaging, labelling - (scanning, tagging, bagging ) and reverse logistics. The emerging retail sector, which is considered to be the next sunrise industry in India, is believed to be the primary mover behind all these developments.

#### About RGL

Robinsons Global Logistics is a new initiative started by Ms Rhea Vazirani. in 2007, she started RGL as a 'Total Solution Provider in Dry & Cool Logistics' with the vision to become the preferred logistics company to the customers in the Indian subcontinent across the retail and hospitality vertical, in providing end-to-end dry and cool logistic services. RGL's USP of course is the bandwidth to operate and manage specialized storage of products across various sectors, meeting all the regulatory, operational and security requirements of the customers. From a single warehouse in 2008 to 4 today in Mumbai, Gurgaon, Pune and Bangalore, RGL boasts of a healthy annual turnover of goods worth Rs.800 crore from its warehouses. RGL's services run across Dry & Temperature controlled warehouses Octroi Facilities, Dry & Temperature controlled distribution via road, rail & air & Reverse logistics ( store returns).

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