

Project Storehouse

▼ About the company

The company, based out of Mumbai, offers warehousing and order fulfilment services to over 100+ Direct-to-Consumer (D2C) and Business-to-Business (B2B) brands. The customers are spread across a broad spectrum, from beauty, personal care and cosmetics, fashion, and lifestyle, to electronics and appliances, home and kitchen and food and nutrition.

The company currently operates 11 warehouses PAN India.

▼ Solutions provided by the company:

E-commerce fulfilment

- Widespread network of fulfilment centres across various cities helps in efficient order execution
- Robust return handling process to ensure return orders are back in circulation with shortest turnaround time

Flipkart, Amazon and Myntra fulfilment programs

- Company's facilities meet Amazon and Flipkart requirements
- Warehouses are Flipkart Alfalite and Vendor Flex compliant and operate multi-client alfalite and vendor flex for its customers
- The company provide Amazon and Flipkart approved packaging material at competitive pricing

Marketplace B2B services

- Ensure shipments are packed perfectly to meet each marketplace's requirement with zero rejection
- Handle thousands of orders a day without any breaches or complaints
- Offer appointment delivery services, where the company track each appointment and ensure its timely delivery

General and Modern Trade B2B services

- Warehouse management system that allows our clients to set up bulk processing
- Seemless integration with industry-standard ERPs like SAP and Oracle
- Can process single or multiple orders at a time and the company's system allows it to sort and consolidate multiple orders with ease and accuracy

Custom bonded warehousing

- Help clients save working capital by debonding cargo on an as-needed basis. Store goods up to 90 days without paying duty
- Save logistic costs, as the bonded and fulfilment operations are under one roof

▼ Market overview

- a) At FY-18, the Indian 3PL industry was valued at **INR 450 – 480 billion**, exhibiting a **19% CAGR over FY14-18**. Major contributors for this growth were rising adoption of 3PL services by Indian manufacturers in the past few years.
- b) The Indian 3PL market is expected to register a **growth rate of over 11.5%** during the forecast period of 2020-2025. The market is expected to be driven by the growth in manufacturing, FMCG, retail and e-commerce sectors.
- c) 3PL and express distribution segments offer the rare trinity of structural, above-industry growth potential, sustainable moats (high customer lock-in, scalability) and sturdy return ratios.
- d) Rising consumerism and the emergence of e-commerce has created a need for faster deliveries. This trend is a big positive for 3PL players as they capitalize on this consumption driven demand.

▼ Core team

CEO: An experienced business leader with 15+ years hands-on experience of driving a variety of logistic businesses from cash logistics, global relocations, freight forwarding and 3PL. Post his various leadership roles, he decided to start this venture with a vision of creating a seamless supply chain platform to cater to the growing need of SMB enterprises in India both online and offline. He holds a Bachelor's degree in Business Administration and Management from William & Mary, USA.

COO: An experience spanning almost two decades. He has worked in some of the top institutions in the country and has deep subject matter expertise in this field. He is a fellow member of the Institute of Cost Accountants of India and has an Advanced Diploma in Management Accounting from CIMA, London.

▼ Funding (past and current)

In 2017 the company successfully secured fresh funding led by US-based VC firm.

For the current round of fund raise the company is looking to raise fresh equity capital worth INR 15 crore from investors. The infused funds will be deployed by the company.....[WIP]

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