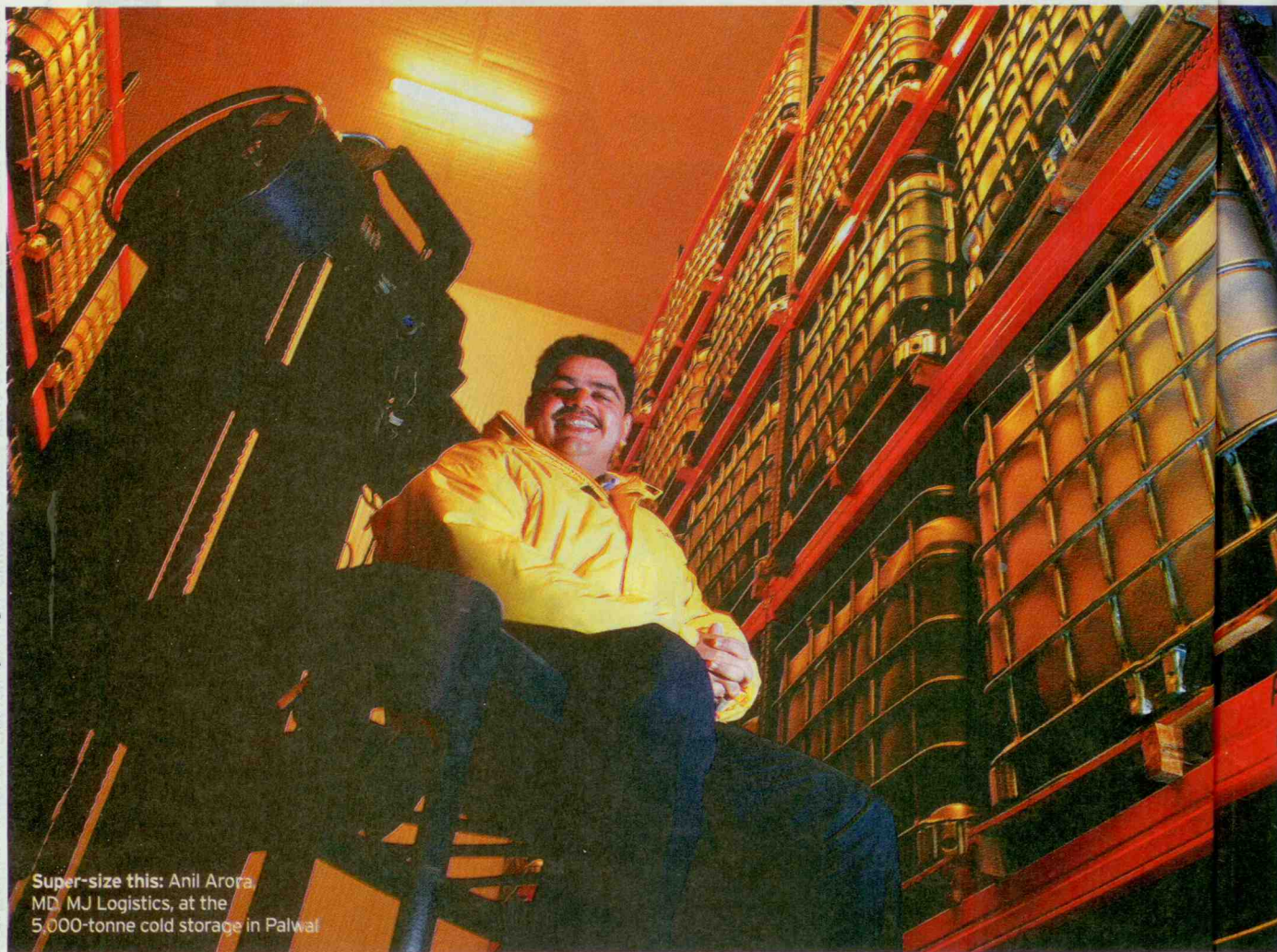




Cold Comfort

A clutch of entrepreneurs wants to set up refrigeration facilities in India – and prevent colossal food wastage in the bargain. BY SHALINI S.DAGAR and SUMAN LAYAK



Super-size this: Anil Arora, MD, MJ Logistics, at the 5,000-tonne cold storage in Palwal

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In 2001, Dev Lall founded Bakers Circle to make frozen snacks and desserts that would be sold through the country's fast food chains, restaurants and bakers. The business didn't exactly begin with a bang; Lall needed truckers who

would deliver his frozen products at minus 20 degrees Celsius. The few who were ready to take up the challenge were just not up to the task. "To take our dough from Kashipur (in Uttarakhand, where the company has its production unit) to, for instance,

Hyderabad would take 15 days," points out Lall.

The solution: Lall invested in partially building his own cold chain, which today consists of seven refrigerated vehicles — leased back to truckers with a minimum guarantee. "We

