

## Efficient cold chain management practices to maintain fresh seafood

### Introduction:

India's seafood market is mostly unorganized, mainly been sold either through wet markets, pavement stalls or fisherwomen coming to homes and selling at the door. This means that those who do not live near a fish market may not have an easy access to fresh seafood.

### Intervention:

In order to provide fresh seafood to consumers who did not have easy access to traditional seafood markets, it was critical to have efficient cold chain system to ensure freshness is maintained in quickly perishable an item such as seafood. Pescafresh was India's first fresh seafood brand conceived in 2004; offering fresh, hygienic, cut & cleaned seafood. The venture started off from Mumbai. Pescafresh reached its customers through organized retail partnerships (BigBasket, Godrej's Nature Basket, TESCO's Star Bazaar, etc.) as well as directly through Home Delivery. Home Delivery was executed from various satellite units with order fulfillment by delivery bike across Mumbai. Its supply chain set out to ensure that the seafood is received from landing centers by the most effective means.

Exclusive seafood EPS (expandable polystyrene) boxes have been designed by the team at PescaFresh and specialised moulds have been created with optimum boxes size after extensive study and market research. The fish is packed into these boxes by correctly wrapping the product into food grade polythene with sufficient quantity of ice. This packaging keeps the product fresh, in optimum condition, even if deliveries are over a longer distance, which helps maintain the product temperature at below 4 degree Celsius minus any contamination. The table below depicts the marketing channels and packaging strategy of the company.

Sr No	Channel	Temperature	Packaging	Delivery
1	Home Delivery	Product chilled to core temperature 1 to 4 degree celsius by keeping it in contact with ice throughout	Wrapped in a polythene paper and arranged on the ice bed in Insulated box	Delivery boy collects the box
2	Hypermarket	Product chilled to core temperature 1 to 4 degree celsius : by keeping it in chiller	Wrapped in a 2D & 4D tray with cling film	Delivery experts load the insulated boxes in the vehicle
3	Gourmet Stores	Product chilled to core temperature 1 to 4 degree celsius : by keeping it in chiller	Wrapped in a 2D & 4D tray with cling film	Delivery boy collects the box
4	Supermarket	Product chilled to core temperature 1 to 4 degree celsius : by keeping it in chiller	Wrapped in a 2D & 4D tray with cling film	Delivery boy collects the box

To enable convenience, the company also offers shopping through a number of supermarkets, hypermarkets, as well as web shopping.

### Impact:

- The company now serves to over 20,000 households across Mumbai, Bangalore, Hyderabad and Delhi through home delivery centers and the supermarkets.
- It has formed alliance with major retailers such as MORE (Aditya Birla Group), Foodhall & Big Bazaar (Future Group), Nature's Basket (Godrej Group), Gourmet West (Westside, Tata Trent Group), Haiko among others.

*Source: Yes Bank, Indian seafood industry: The cold chain perspective, December 2015; TechStory, Pescafresh – Breaking Into The Tough Seafood Ecommerce Market!, 13 October 2015, accessed on 11 January 2019*