

**“SINCE 34+ YEARS, WE HAVE BEEN PRESERVING SEEDS IN COLD STORAGE. BEYOND HYDERABAD WE HAVE PLANS TO EXPAND IN MUMBAI, BANGALORE AND VISAKHAPATNAM. BY MARCH 2022, WE WILL START OPERATIONS FOR AMBIENT PHARMA FACILITIES AS WELL.”**



**Gubba Kiran**

CEO, Gubba Cold Storage

**Tell us about the cold storage operations of Gubba Group?**

Gubba Group is a 34+ year old organization, having its operations run through all over Telangana and Aurangabad. In 1987, Gubba became the pioneer by altering the view of India's vision with respect to preservation by establishing the first and back then, the only cold storage in Andhra Pradesh. Initially, Gubba started with 500 tons. With expanding further till date we have 18 facilities, one Seed Quality Testing lab, one Biotech lab and the only private company that has ventured into multi-location trials (MLT) operating all throughout India. As on date, we have invested ₹150 crore into serving the Seed, Pharma & Food industry. Today, we stand at 1,25,000 tons and 1.35 crore cubic feet capacity. We are proud of many 1st in our cap.

- 1st Seed Cold Storage in India
- 1st Jumbo Cold Storage in India
- 1st Private Germ Plasm Bank in India
- The only NABL accredited private seed quality testing lab in India
- 2nd largest pharma complaint cold storage facility in India
- Gubba Biotech lab – Precision and excellence in testing at molecular level
- Gubba multi-location trials – The only one in India undertaking MLT for

public and private entities to produce unbiased results.

- In Hyderabad – we have a total capacity of 1,22,500 MT (Metric tons) and in Aurangabad our capacity sizes up to 6,000 MT

**In the near future what investments are you planning into cold storage?**

In the near future, Gubba sets its eyes on being the lifeline of Indian Agriculture. Since 34+ years, we have been preserving the seed in cold storage facilities. Since 4+ years, we expanded our wings to serve the Indian Seed Industry and launched our Seed Quality Testing lab and Gubba Biotech Lab. Our germplasm bank which preserves years of research of companies can securely store the seeds up to 4 generations. Our dedicated team at Gubba, after working with seed companies closely over so many years understood one major pain point of the seed companies – Multi-Location trials, which demands a lot of time and resources and shifts the focus from their core work. To solve this, Gubba became the first and only private 3rd party outsourcing MLT in India. Having such intense connection with seed, we see a vision for our self to be the lifeline of Indian seed industry. Coming to food, we are shortly showing our foot prints beyond Hyderabad, in Mumbai, Bangalore and Visakhapatnam. By March 2022, we will start operations for ambient pharma facilities.

**Which industrial sectors are largely using your warehousing operations?**

Seed, Pharma and frozen food are the industries that have been using the warehouse services largely. Gubba is at present serving 850+ clients in the mentioned 3 verticals. However, our major clients belong to seed.

**Tell us about the use of technology and automation in your warehouses?**

Gubba has always set its priority in investing in world class technology and infrastructure for the clients. Keeping that in mind, after intense research, we have integrated an android application – “Gubba App” where our client can, any minute log in with his unique credentials and

monitor the temperature and RH of his products stored in the warehouse. Apart from this, below are the pointers to summarize our technology advancements:

- Upgraded EOT crane operations for efficiently handling up to 2 ton jumbo bags.
- Motion sensors for entry and exit in chambers to maintain temperature integrity.
- Emergency fire exits in every chamber. 24\*7 CCTV surveillance camera to monitor the operations from the office room
- Advanced MHE operations by trained forklift operators certified by Godrej.
- Motion sensing doors for -20° temperature maintenance
- Robotic Sleeve operations for safe handling of pallets in the racking system.
- Enterprise resource planning (ERP) enabled operations.
- We are coming up with a bar coding system to have utmost accuracy in inventory.
- Our docking will be soon streamed live such that clients can have an access to watch the operations via the comfort of one click on a smart phone.
- Our facilities are certified by WHO-GDP, HACCP, ISO, NABL etc.

**What is the size of cold storage market in India? How much of it is organised?**

As on March 2021, we have close to 8,200 cold storages across India. Most out of these, deal with agri-commodities and are traditionally managed. Hence, they are restricted in technology and upgradation, this leads to lesser reliability on operations. Talking of the organized cold chain sector, the number of facilities that make it to this category can literally be counted on fingers. On top of that, facilities are not evenly distributed. Most of them are located in the prime locations of the country (businesswise) as the industry is dominated by private players. Gubba is one such organization that keenly believes in structures, systems, technology and research. We believe in transparency and provide our client to trace his stock right from unloading to storage and transporting. 