

This proposal is tailored for **Cold Room Owners, Solar Cold Storage Operators, and Infrastructure Investors**. The focus here is on **Asset Utilization, De-risking their investment, and providing a consistent flow of high-quality inventory**.

Business Partnership Proposal: Cold Room Owners & Infrastructure Partners

To: Cold Room Facility Owners and Infrastructure Investors

From: Kishan Retail Sathi Pvt Ltd (KRS)

Subject: Maximizing Asset ROI through the KRS "Storage-to-Shelf" Cluster Model

1. The Opportunity: Turning Idle Capacity into Consistent Revenue

The greatest challenge for cold storage owners is **low capacity utilization** and **inconsistent inventory**. Many units sit empty during off-seasons or suffer from high operational costs with low turnover.

Kishan Retail Sathi (KRS) offers a strategic partnership that integrates your facility into our "Farm-to-Fork" supply chain. We don't just rent space; we provide the **technology, the farmers, and the retail demand** to ensure your cold room operates at peak efficiency year-round.

2. The KRS "Cluster Hub" Model

We designate your facility as a **KRS Strategic Storage Cluster**. This means:

- **Guaranteed Inventory:** We funnel produce from our partner farmers in the surrounding 20 villages directly to your unit.
 - **Operational Integration:** Use our **Blockchain-ready application** to track every crate, manage shelf-life, and automate invoicing.
 - **Tech-Enabled Management:** Our AI-driven demand forecasting ensures your cold room is filled with commodities that are already scheduled for delivery to our **1,000+ branded outlets**.
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3. Why Partner with KRS?

1. Consistent Occupancy

Forget seasonal fluctuations. Our **Controlled Production** model ensures farmers are growing crops in staggered cycles, providing your facility with a steady flow of high-value perishables (fruits and vegetables) 12 months a year.

II. Reduced Operational Friction

- **Digital Logistics:** Our dedicated transport network handles all "Farm-to-Inward" and "Outward-to-Store" movements.
- **Quality Crates:** We utilize specialized **KRS Cold Crates** designed to maximize airflow and space within your unit, reducing energy consumption per kilogram.

III. Infrastructure Support

With a core team including experts from **Ecofrost**, we offer technical guidance on:

- **Solar Integration:** Reducing electricity overheads.
- **Maintenance:** Professional advice on maintaining peak thermal efficiency.

IV. Transparent Commercials

- **Automated Payments:** Our digital dashboard provides clear, real-time reporting on storage volumes.
 - **Flexible Models:** We offer various partnership models, including **fixed-rent per crate**, **revenue sharing**, or **capacity leasing**.
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4. Digital Monitoring & Security

As a KRS Partner, you gain access to our **Storage Dashboard**, providing:

- **Real-time Stock Audits:** See exactly what is in your room and when it is scheduled to leave.
 - **Quality Tracking:** Monitor transit damage and storage duration to minimize loss.
 - **Direct Settlement:** Weekly or bi-weekly automated payouts directly to your business account.
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5. Partnership Tiers

1. **Standard Partner:** We lease a specific number of crates/capacity in your existing facility.
 2. **Strategic Cluster Lead:** Your facility becomes the primary hub for a 20-village zone, housing our local "Sathi" management team.
 3. **Infrastructure JV:** For new sites, we partner on the setup of solar-powered units in unserved high-potential zones.
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6. Join the "Storage-to-Shelf" Revolution

We are currently targeting the onboarding of **100 Cold Rooms** in Odisha to support our first phase of retail expansion.

Let's maximize your asset's potential together.

Contact our Logistics & Infrastructure Team: **Phone:** +91-7854954845 **Email:** info@kisanretailsathi.com **Web:** www.kisanretailsathi.com