



Godrej

Application Dossier

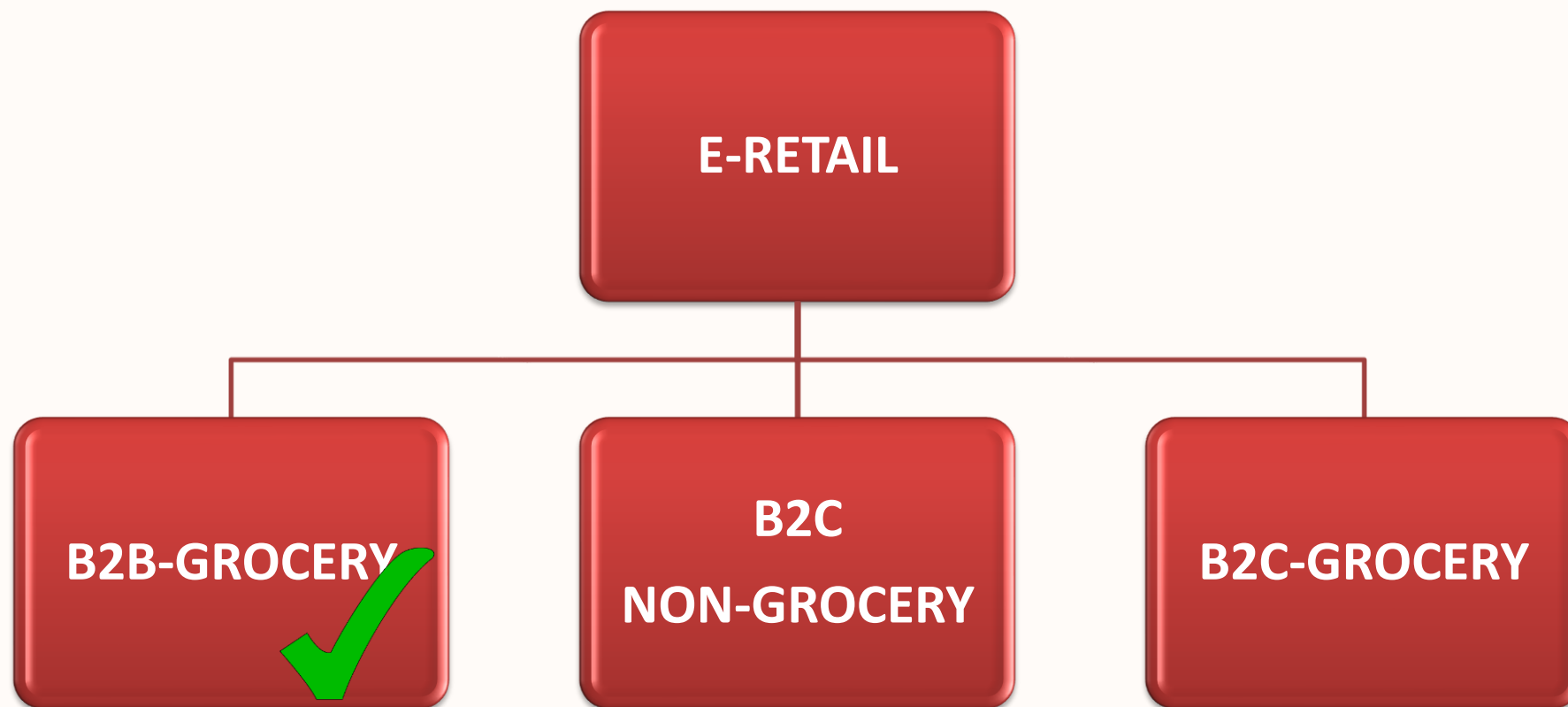
E-COMMERCE

Introduction

- E-retail, also known as electronic retail or internet retail, refers to the buying and selling of goods or services using the internet and the transfer of money and data to execute these transactions.
- The electronic retail business requires support services, as a prerequisite for successful operations.
- The following are the essential support services:
 - Communication backbone
 - Payment mechanism
 - Order fulfillment
 - Logistics
- Ref. companies: **Amazon, Flipkart, Hiveloop**



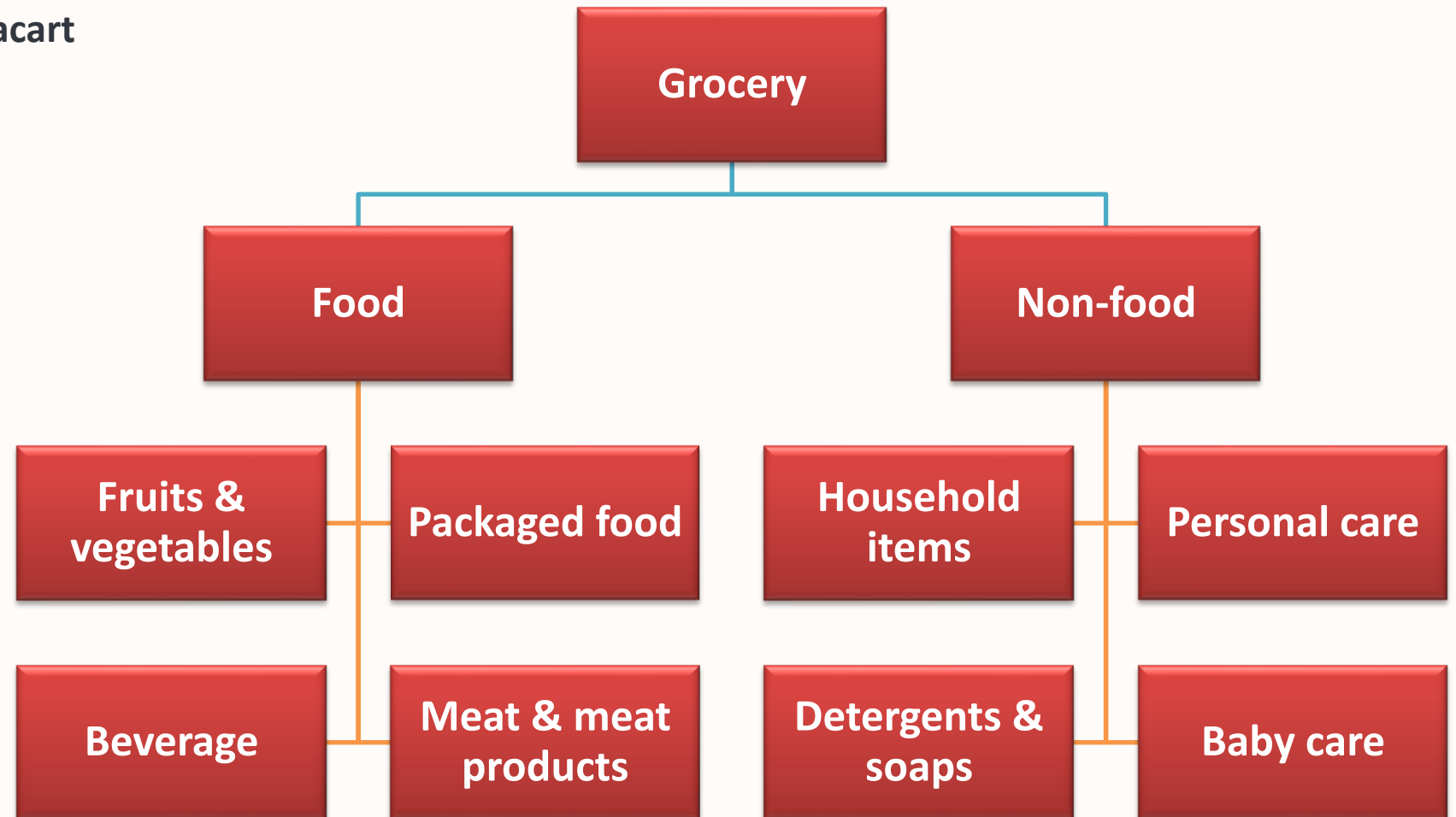
Sub-Segments





B2B – GROCERY

- The Grocery e-retail industry makes up the largest food retail channel.
- This industry deals with food products, including food grains, canned foods, fresh fruits and vegetables.
- Ref. companies: **Hiveloop, Ninjacart**



We Understand You

Challenges

- Multi commodity SKU storage
- Vertical space utilization
- SKU damage during storage
- Maintaining clean & sterile storage environment
- Unutilized space due to FIFO dispatch of loose items

Our Value Proposition

- Configuration to address selective & dense
- High CBM utilization design
- Sharp edge free design
- Powder coated & easy to clean
- Hybrid racking to have 100% utilized levels

Application - 1

Bulk Food Items Like Rice, Cereals



Rice



Cereals



Atta



FMCG Items



Edible Oil

Palletization of products



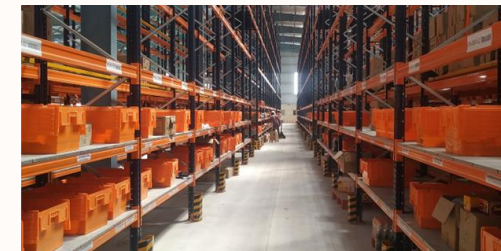
Recommended Solutions by Godrej

Selective Pallet Racking System



- Items can be picked only as pallets or individual cartons using order picker
- If the order received for discrete quantity, provisions must be made for picking from separate shelving units
- Lesser no of locations for discrete picking compared to hybrid racking
- Bulk replenishment of all levels in palletized form

Hybrid Pallet Racking System



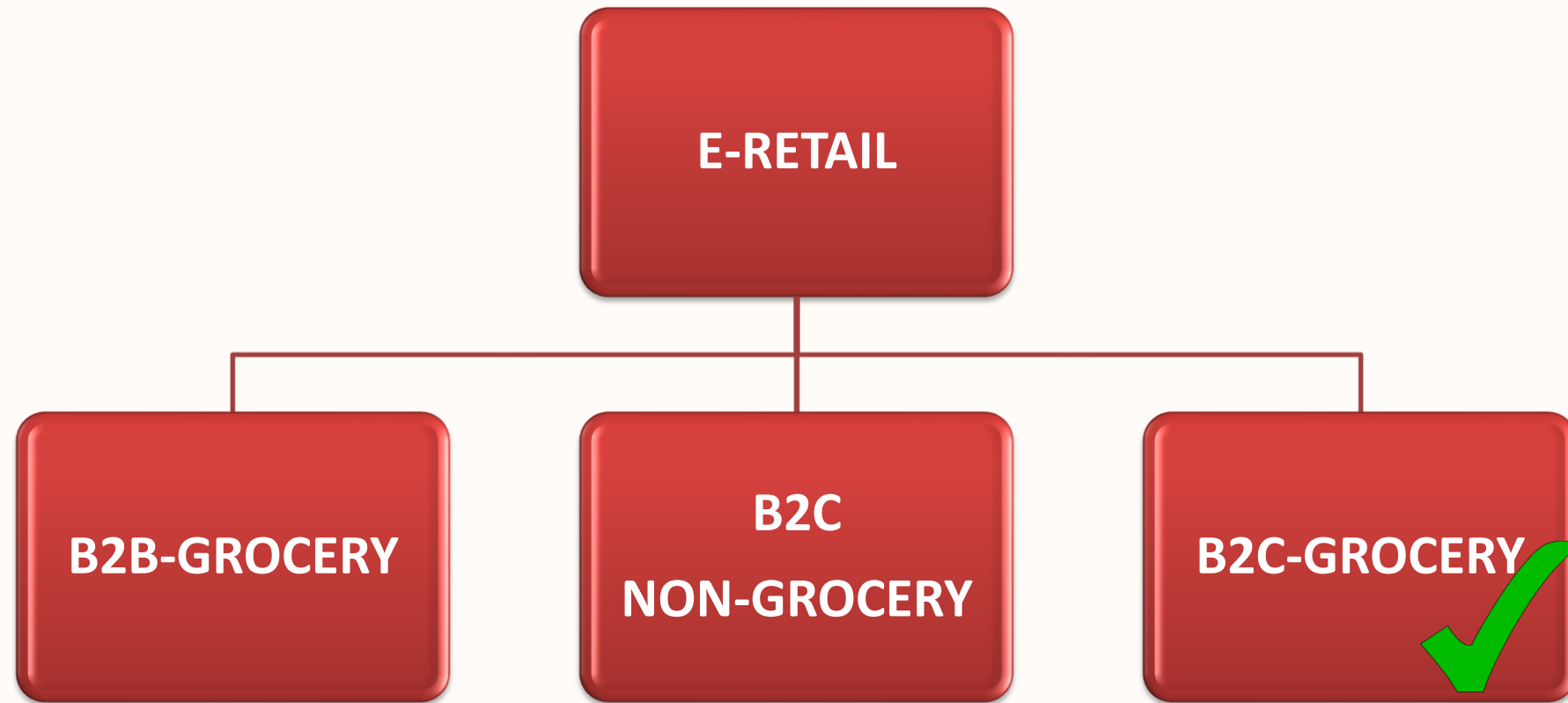
- Items can be picked as pallets from upper levels and loose pieces can be picked from bottom levels
- If the order is received for discrete quantity, items are picked from the bottom shelving level in same system
- Higher number of locations for loose items compared to standard pallet racking
- Both bulk & discrete replenishment for fast throughput

Introduction

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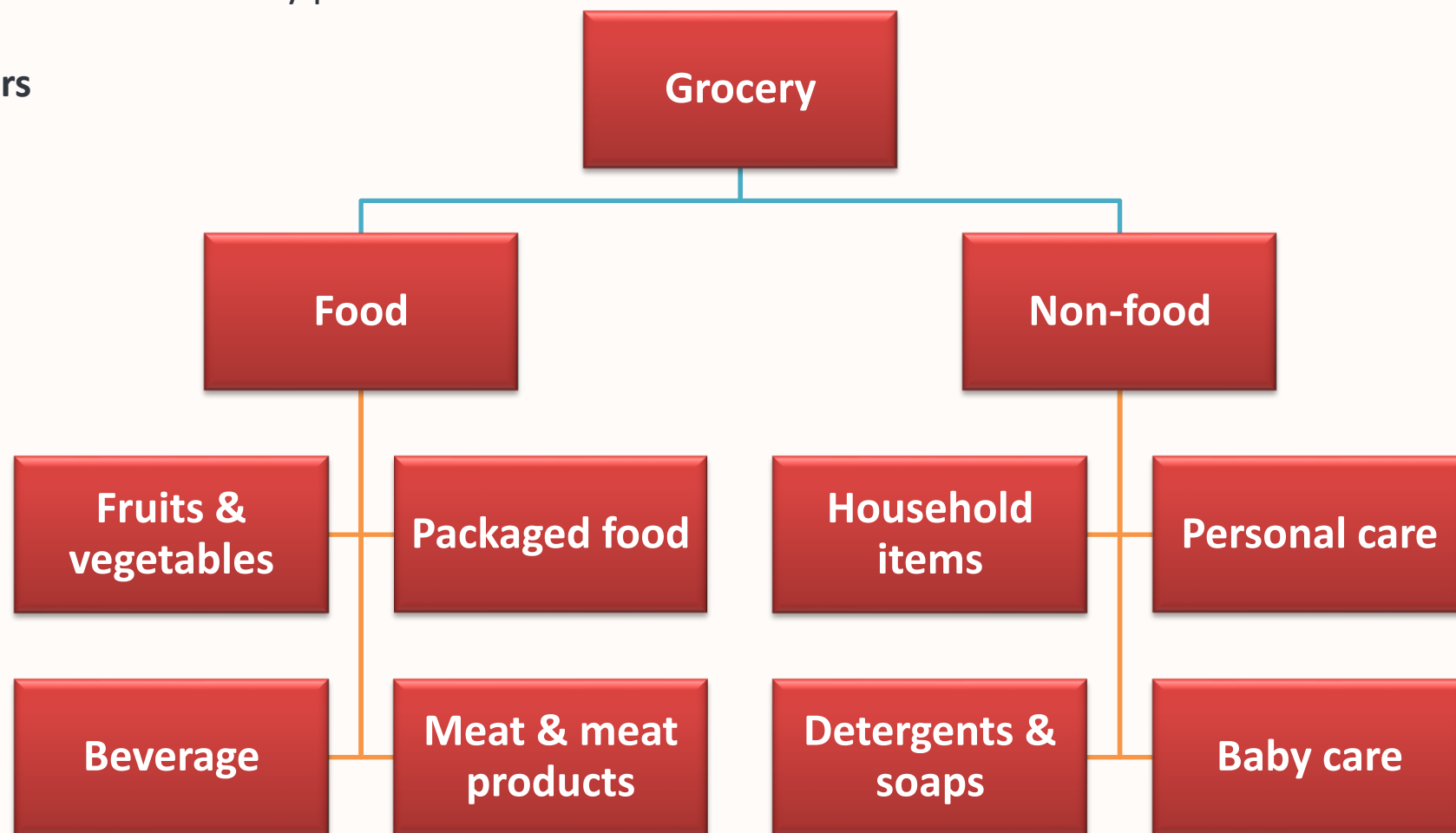
Sub-Segments





B2C – GROCERY

- The Grocery e-retail industry makes up the largest food retail channel.
- This industry deals with food products, including fresh and prepared meats, poultry and seafood, canned and frozen foods, fresh fruits and vegetables and various dairy products.
- Ref. companies: **Bigbasket, Grofers**



Business Models

There are mainly 3 kinds of business models when it comes to B2C grocery segment.



INVENTORY
MODEL



MARKETPLACE
MODEL



HYBRID
MODEL

We Understand You

Challenges

- Multi commodity SKU storage
- Vertical space utilization
- Temperature controlled storage conditions
- Complying with national regulations
- Secured storage for cold stored items
- SKU damage during storage
- Clean & sterile
- Environmental commitment

Our Value Proposition

- Configuration to address selective & dense
- High CBM utilization design
- Infallible & secured cold storage solutions
- Design with FSSAI compliance
- Storage system with audit trail
- Sharp edge free design
- Powder coated & easy to clean
- Lead free & RoHS compliant

Application - 1

Bulk Food Items Like Rice, Cereals



Rice



Cereals



Atta



Household Items



Edible Oil



Home & Kitchen

Recommended Solutions by Godrej

Selective Pallet Racking System



- Items can be picked only as pallets or individual cartons using order picker
- If the order is received for discrete quantity, provisions must be made for picking from separate shelving units
- Lesser no of locations for discrete picking compared to hybrid racking
- Bulk replenishment of all levels in palletized form

Hybrid Pallet Racking System



- Item can be picked as pallets from upper levels and loose pieces can be picked from bottom levels
- If the order is received for discrete quantity, items are picked from the bottom shelving level in same system
- Higher number of locations for loose items compared to standard pallet racking
- Both bulk & discrete replenishment for fast throughput

Application - 2

Discrete Non-food Items Like Baby Care, Personal Care



Personal care products



Bakery products



BOTTLED ITEMS



BABY CARE ITEMS

Recommended Solutions by Godrej

long span shelving



- Due to shorter span, more locations are created in the same storage space
- 30% to 50% more floor space than mobile shelving due to individual aisle for each rows
- Each row is fixed with dedicated aisle enhancing air circulation
- Span ranges from 0.9m to 1.3m wide

Short span or Boltless shelving



- Higher flexibility to create locations in a level due to longer span using dividers
- Option for mesh decking and cladding for enhancing ventilation
- Can be expanded vertically with MT option up to 12 meters
- Span ranges from 1.5m to 2.6m wide
- Multi variety option for walkway with perforations

Application - 3

Cold stored items like chocolate, dairy products.



Fruits & Vegetables



Meat & Meat Products



Dairy Products

Recommended Solutions by Godrej

Boltless shelving system



- Due to shorter span, more locations are created in the same storage space
- 30% to 50% more floor space than mobile shelving due to individual aisle for each row
- Each row is fixed with dedicated aisle enhancing air circulation
- Span ranges from 0.9m to 1.3m wide
- Possibility of having multi-picks at the same time

Long span shelving system



- Higher flexibility to create locations in a level due to longer span using dividers
- Can be expanded vertically with MT option up to 12 meters
- Option for mesh decking and cladding for enhancing ventilation inside cold room
- Span ranges from 1.5m to 2.6m wide
- Multi variety option for walkway with perforations

Mobile shelving system



- Less floor space in controlled environment
- Vertical space utilization with double deck(G+1) mobile system
- Each row can be adjusted with equal space to have proper ventilation
- Span with 0.9m to 3m wide
- Possible to provide 4m 1T mobile system
- Provision for restricted access



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