

Delivered a **40-ft Reefer with Anteroom** in Just 7 Days for a **Large Quick-Commerce Player's Biggest Festive Sale**



Swift Setup



Includes Anteroom



Rack storage





THE CHALLENGE:

- Ahead of the **Big Billion Day Sale**, Client expected a massive demand surge in frozen & food products — especially **ice creams, desserts, and frozen snacks**. But faced critical operational gaps:
- Limited cold storage capacity at **Ahmedabad and Pune hubs**
- A short window of time While sale approaching fast
- Requirement only for **3 months, not long-term CAPEX**
- Need for safe & compliant temperature-controlled space
- They needed instant, flexible, rental-based cold storage, **without construction**, without delay.

OUR SOLUTION:

- Crystal deployed **2 × 40ft Dual-Machine Reefer Containers** on a 3-month rental model, one each at: Ahmedabad & Pune
- The reefers were delivered, installed, powered and made fully operational in just **7 days from approval**, ensuring client could pre-stage frozen inventory before the **Big Billion Day** kickoff.

Accessories Installed (Full Cold Room Experience)

- Dual-machine redundancy (Near-zero downtime)
- Flameproof LED lights
- Strip curtains
- Anti-room internal zone
- Cold storage racks
- Safety man-trap system
- Rapid temperature pull-down and stability





Results That Made the Difference

- Efficiently store, organize, and **dispatch frozen food SKUs in advance** of the Big Billion Day sale
- Reduce product spoilage, maintain temperature integrity, and avoid **costly stock-outs during the peak shopping rush**
- Eliminate **heavy upfront CAPEX by renting plug-and-play** cold chain infrastructure instead of investing in permanent facilities
- Go live instantly with scalable solutions, deploying capacity anytime, anywhere, based on demand
- Ensure consumers across India received fresh, frozen, and ready-to-eat products during the highest-volume shopping week of the year, securing **customer satisfaction and repeat sales**

Outcome Snapshot

KPI	Result
Deployment Time	7 Days
Units Deployed	2 × 40ft Refrigerated Containers
Duration	3-Month Rental for Big Billion Day
Reliability	Dual Machines – Continuous Cooling

Clients Testimonial

“We were worried about smooth and reliable operations—especially across two locations. Crystal made everything easier than expected. Their cold chain setup was quick to deploy, simple to manage, and kept things fully under control, helping us run without stress or delays.”

— Operations Head

