Besseling-Group and Voltas Limited form Strategic Partnership for better Post Harvest Management

25th August, 2006: Netherlands based CA/ULO storage technology specialist Besseling-Group and India's leading Air conditioning & Refrigeration Company Voltas Limited announced the formation of a strategic partnership to deliver turnkey solutions for storage of Horticulture Produce in the Controlled Atmosphere (CA) / Ultra-Low-Oxygen (ULO). Voltas will be Besseling-Group's sole representative in India.

"Serving the Nation through adaptation of the latest technology has always been close to the heart of Voltas. For over five decades, Voltas has developed core competence in offering AC & R solutions to various applications," stated Ravin Sanghavi, AGM - New Business (AC&R), Voltas. "The combination Besseling-Voltas offer is the best post harvest solution for long-term storage of fruits and vegetables," he added.

"With successful installations all over the world, Besseling brings a wealth of experience to India," mentioned Eric van der Zwet, Sales Manager, Besseling-Group. "Our strategic alliance is committed to the development and success of effective post harvest management in India."

Considering India is an agrarian economy, the opportunity for post harvest solution is huge. Changing consumer lifestyle and growth of organized retail along with favourable government legislation provides further impetus for growth. The Voltas-Besseling alliance has tremendous scope when one considers the scale and size of the storage solutions market in India, which is as large as Rs 5000 crore. Voltas plans on targeting a sizeable chunk of this market and has bagged several projects including Adani project, International Flower Auction Sector in Bangalore, Abhirami in Chennai, Jaya Cold Storage in Tamil Nadu.

About Voltas Limited

Voltas Limited, a Tata Enterprise, is known for its customized cooling solutions for many Comfort and Industrial applications. It has over the last decade extended its activities in the field of Cold Storages and Process Refrigeration through a focussed group, which has taken up turnkey projects involving design and building of the Post Harvest Management System for horticulture produce. Their capabilities include offering total solutions for Integrated Pack Houses, covering, structures, insulated panels, refrigeration systems, CA / ULO storage and sorting/grading/packing machinery.

About Besseling-Group

For more than 25 years, the Besseling-Group worldwide develops, produces and installs CA and ULO equipment necessary for long-term storage of fruits and vegetables under optimum conditions. Their high quality products are designed for long life with intense use and need minimum maintenance.