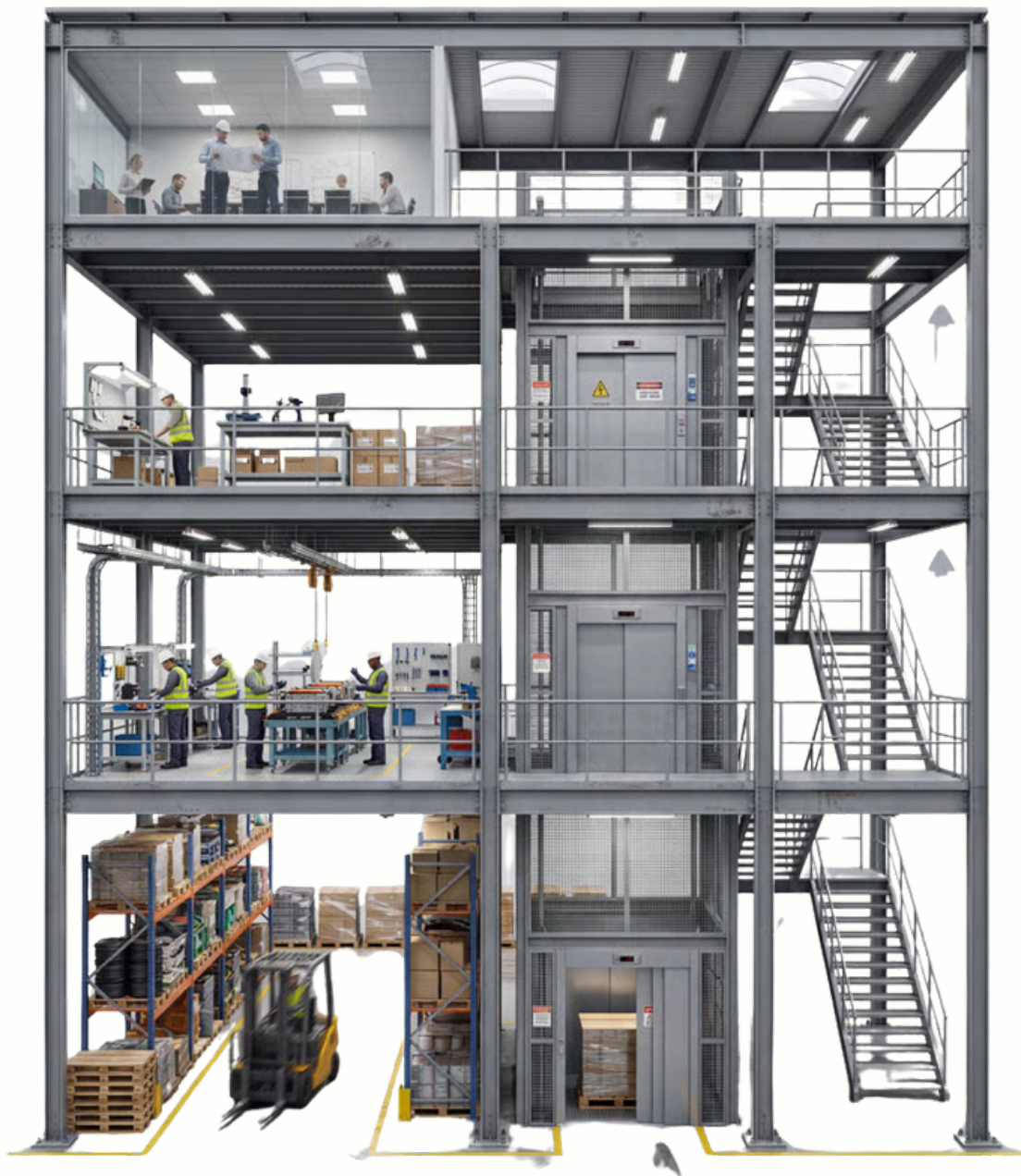




# MARKET RESEARCH

## WITH GTM STRATEGY FOR STEMATIC



# **SYNOPSIS:**

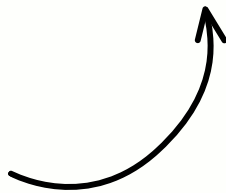
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# MARKET OVER VIEW

The Indian warehousing sector is booming, driven by e-commerce, manufacturing, and government infrastructure initiatives.

India's modern warehouse market is projected to reach **~ \$35 billion by 2027 (CAGR ~ 15.6% 2022–27)**



Indian Brand Equity Foundation Report

# TAM - SAM - SOM

Metric	Value (USD)	How calculated / source
TAM – India modern warehouse market (2027)	\$34.99B	IBEF projection: “US\$34.99 billion by 2027 (CAGR ~15.64% 2022–27).” ( <a href="#">India Brand Equity Foundation</a> )
South India share (proxy)	29%	Southern major cities (Bengaluru, Chennai, Hyderabad) contributed ~29% of absorption H1-2024 (used as share proxy). ( <a href="#">investmentguruindia.com</a> )
TAM (South India warehouses, 2027)	$\$34.99B \times 29\% = \$10.15B$	$\$34.99B \times 0.29 = \$10.15B$
SAM – India industrial racking / storage market (latest published)	\$593.8M (2024 est.)	Research & Markets / industry reports estimate India industrial racking market ~US\$594M (2024). ( <a href="#">Research and Markets</a> )
SAM (South India racking market)	$\$593.8M \times 29\% \approx \$172.2M$	$\$593.8M \times 0.29 = \$172.2M$ (this is the near-term addressable market for storage racks in South India)
Stematic – current annual revenue	₹120,000,000 ≈ \$1.32M	Stematic (site/contact) + your brief: ₹1 crore / month → 12 × ₹1cr = ₹12cr/year; convert at USD/INR ≈ 90.6 → \$1.32M. ( <a href="#">stematic.co.in</a> )
SOM – Stematic current share of South India racking SAM	$\$1.324M \div \$172.2M \approx 0.77\%$	$\$1.3245M / \$172.2M = 0.0077 \rightarrow 0.77\%$
Target: 5 Cr/month (if your growth goal)	₹60,000,000/yr ≈ \$6.62M	₹5cr/month → ₹60cr/year → /90.6 ≈ \$6.62M. To reach this you'd need \$6.62M / \$172.2M ≈ 3.84% of South India racking market. ( <a href="#">Wise</a> )

## INDUSTRY-WISE TAM SPLIT

Industry / Occupier Segment	% of Total Warehouse Demand (H1 2025)	Notes / Source
Manufacturing (other manufacturing)	45%	Largest segment, incl. energy, auto, chemicals, heavy engineering. ( <a href="#">Knight Frank</a> )
Third-Party Logistics (3PL)	27%	Traditional logistics players taking major space share. ( <a href="#">Knight Frank</a> )
E-commerce	~10%	Space leased by pure e-commerce occupiers. ( <a href="#">Knight Frank</a> )
FMCG (Fast Moving Consumer Goods)	6%	FMCG occupiers' warehousing share. ( <a href="#">Knight Frank</a> )
Retail	5%	Retail chains and distribution centre take-up. ( <a href="#">Knight Frank</a> )
FMCD (Fast Moving Consumer Durables)	~4-5%	Includes durable/white goods warehousing. ( <a href="#">Knight Frank</a> )
Miscellaneous (Telecom, Document Mgmt, Agri & Others)	~3-4%	Other smaller occupier categories. ( <a href="#">Knight Frank</a> )



Knight Frank Warehouse Report

## DEMAND OVER MANUFACTURING SPLIT

Manufacturing Sub-Sector	Indicative % of Total Warehouse Demand	Source / Basis
<b>All Manufacturing (Total)</b>	~45%	Manufacturing was the largest occupier of warehouse space (45% share) in H1 2025. ( <a href="#">ETManufacturing.in</a> )
<b>Automotive &amp; Auto Components</b>	~15–18% (indicative)	Automotive is consistently cited as a top demand driver within manufacturing because warehouses are crucial for parts and vehicle distribution. Industry commentary supports auto’s strength. ( <a href="#">India Brand Equity Foundation</a> )
<b>FMCG &amp; Consumer Goods Manufacturing</b>	~8–10% (indicative)	FMCG/consumer goods require high distribution warehousing; they are the second largest traditional manufacturing demand group. Report trends show FMCG demand growth alongside core manufacturing. ( <a href="#">India Brand Equity Foundation</a> )
<b>Pharmaceuticals &amp; Healthcare Manufacturing</b>	~4–6% (indicative)	Pharma & healthcare require regulated warehousing, cold chain growth, and are cited as a key manufacturing driver. ( <a href="#">Ken Research</a> )
<b>Electronics / Electrical Goods Manufacturing</b>	~4–6% (indicative)	Electronics production growth and need for complex component logistics add to warehousing demand, especially near tech hubs. ( <a href="#">IMARC Group</a> )
<b>Food Processing &amp; Agro-based Manufacturing</b>	~4–6% (indicative)	Includes food, allied, and cold chain demand – increasingly salient in warehousing forecasts. ( <a href="#">Ken Research</a> )
<b>Chemicals &amp; Allied Manufacturing</b>	~3–5% (indicative)	Chemical goods require warehouses for storage/distribution; part of industrial demand. ( <a href="#">IMARC Group</a> )
<b>Other Industrial Goods (misc.)</b>	~2–3% (indicative)	Smaller manufacturing niches (textiles, metal goods, parts) aggregate here based on residual sector logic. ( <a href="#">IMARC Group</a> )
<b>Total Manufacturing Sub-Sectors</b>	~45% (aggregate)	Matches reported total manufacturing share of warehousing demand. ( <a href="#">ETManufacturing.in</a> )

## DEMAND OVER 3PL SPLIT

End-User Industry (3PL)	Approx Share (Indicative)	Context
Retail & E-commerce	~35–45%	E-commerce is the primary driver of 3PL demand in India. ( <a href="#">Ken Research</a> )
Automotive	~20–25%	High logistics demand for parts & finished vehicles. ( <a href="#">Spherical Insights</a> )
FMCG / Consumer Goods	~15–20%	FMCG goods heavily depend on 3PL for warehousing & distribution. ( <a href="#">Ken Research</a> )
Healthcare & Pharma	~8–12%	Pharma 3PL demand growing especially for regulated and cold storage. ( <a href="#">Mordor Intelligence</a> )
Food & Beverages	~5–8%	Food processing and delivery needs. ( <a href="#">Ken Research</a> )
Other Industries	~5–10%	Technology, chemicals, smaller supply chain niches. ( <a href="#">Ken Research</a> )



# FII AND DII INVESTMENT BLUEPRINT - WAREHOUSING

#	Investor type	Investor / Sponsor	Project / focus (South India)	Approx. size / headline	State / location	Year / status	Source
1	FII (private equity / fund)	Blackstone - acquisition & platform buys	Acquisition of warehouses from Logos Asia (portfolio purchase); Blackstone expanding India logistics holdings (warehouse portfolio deals across India incl. southern markets).	~\$203M acquisition (three warehouses).	India (includes southern assets in national portfolios).	Dec 2024 (deal closed).	<a href="#">(Mingtiandi)</a>
2	FII (private equity)	Blackstone - strategic investment	Strategic investment / partnership with Casagrand to develop Grade-A industrial & logistics parks near Chennai (Sriperumbudur) – Blackstone to invest for park development.	~₹700 crore (~US\$85–95M) for ~4.2 mn sq ft development (reported).	Sriperumbudur / Chennai, Tamil Nadu.	Announced Nov 2025 (reported).	<a href="#">(Business Standard)</a>
3	FII / Global asset manager	ESR India	Large industrial / manufacturing park development in Hosur (acquisition of land & development pipeline).	Reported development investment >₹600 crore for 2.1 mn sq ft (project headlines).	Hosur (Tamil Nadu) – near Bengaluru corridor.	Nov 2025 (project announcement/land buy).	<a href="#">(The Economic Times)</a>
4	Domestic institutional / platform (DII-ish: Indian PE & developer backed)	IndoSpace (Everstone-backed)	Aggressive investment plan to expand logistics parks in Tamil Nadu / South India; multi-hundreds of millions USD pipeline in Tamil Nadu.	Announced up to ₹4,500 crore (~US\$540M) level committed for TN parks (company statements vary by source).	Tamil Nadu & other South India locations.	2024–2025 (ongoing pipeline).	<a href="#">(VCCircle)</a>

#	Investor type	Investor / Sponsor	Project / focus (South India)	Approx. size / headline	State / location	Year / status	Source
5	Domestic developer / investor (corporate)	KSH Infra	New logistics park and warehousing asset in Hosur, South India.	~Rs 450 crore (~US\$53.6M) investment announced.	Hosur, Tamil Nadu (close to Bengaluru).	Aug 2024 (announced).	<a href="#">(VCCircle)</a>
6	FII / foreign developer (multi-national REIT/fund)	Mapletree Investments	Plan to set up multiple industrial-logistics parks in Tamil Nadu and invest in the state.	MoU / proposed investment reported ~₹2,000 crore over 5 years (state announcements).	Tamil Nadu (Gummidipoondi, Sriperumbudur etc.).	2024–2025 (MoU / foundation / phase rollout).	<a href="#">(LinkedIn)</a>
7	Government (state policy)	Karnataka – State Logistics Plan	Karnataka State Logistics Plan: incentives & mechanisms for Logistics Parks, MMLPs, dry ports to attract private logistics/warehousing capital.	Policy framework; incentives + land bank (SIPCOT / state) to catalyse projects (no single ₹ value – enables private capex).	Karnataka (statewide) – promotes Bengaluru / Hosur / Tumakuru corridors.	State plan published 2025.	<a href="#">(vtpc.karnataka.gov.in)</a>
8	Government (central / budget & national policy)	Government of India – budget & National Logistics push (PM-GatiShakti / infrastructure capex)	Large central capex & logistics enablement (digital trade, Bharat Trade Net, support for multi-modal logistics parks and cold chain).	Budget 2025: record infrastructure capex (₹11.2 lakh crore) and logistics-support measures – enables state & private warehousing investment.	National (supports South India projects via funding & policy).	Budget 2025 measures (announced).	<a href="#">(Indospace)</a>

## INVESTMENTS ARE FLOWING

Category	Approx Total Investment (India + South India)
FII's (Foreign PE, funds)	Estimated hundreds of millions USD (active pipelines)
DII's (Domestic PE / Developers)	₹6,000–₹7,000+ crore (~\$720M+)
Corporates / Logistics Operators	₹500+ crore (~\$60M+)
Government (enablers / policies)	Policy support, no direct capex figure stated yet

**Multiple investor classes (FIIs, DIIs, corporates) are simultaneously deploying capital across the same corridors, signalling long-term conviction rather than cyclical interest.**



## **PATTERN 1: CAPITAL IS CLUSTERING, NOT SPREADING**

### **What we observe**

- Repeated investments in specific corridors:
  - Chennai – Sriperumbudur – Oragadam
  - Hosur – Bengaluru border
  - Bengaluru – Hoskote – Nelamangala
- Same locations attract DIIs first, FIIIs next

### **Why it matters**

- Capital clustering reduces location risk
- Creates pricing power for Grade-A assets
- Signals “winner-takes-most” corridors

### **So what**

Future returns will depend more on micro-location selection than on overall sector growth.

## **PATTERN 2: DIIS ARE THE PRIMARY RISK TAKERS**

### **What we observe**

- DIIs account for ~65–70% of active capital deployment
- They:
  - Acquire land
  - Take development risk
  - Build scale platforms (IndoSpace, Welspun One)

### **FIIIs’ behavior**

- Prefer:
  - Stabilised assets
  - Platform acquisitions
  - JV structures
- Limited greenfield exposure

### **So what**

DIIs are shaping the market; FIIIs are validating it.

## **PATTERN 3: FIIS FOLLOW ASSET MATURITY, NOT ANNOUNCEMENTS**

### **What we observe**

- FIIs enter post-construction / pre-stabilisation
- Blackstone, ESR, Mapletree focus on:
  - Income visibility
  - Scale
  - Exit optionality

### **Implication**

- Warehousing is being treated like core infrastructure real estate
- Similar to offices & data centres (not land banking)

### **So what**

Projects designed for FII exits must be exit-ready by design, not retrofitted.

## **PATTERN 4: GOVERNMENT'S ROLE IS INVISIBLE BUT CRITICAL**

### **What we observe**

- Limited direct capex numbers
- Strong indirect levers:
  - Logistics policies (TN, KA)
  - SIPCOT / KIADB land banks
  - PM GatiShakti, MMLPs
  - Port-led development

### **Real impact**

- Faster approvals
- Lower execution risk
- Improved IRRs for private capital

### **So what**

Government is not the investor – it is the IRR accelerator.

## What we observe

- Growth near:
  - Manufacturing clusters
  - Ports
  - Industrial corridors
- Warehousing demand tied to:
  - Auto
  - Electronics
  - White goods
  - 3PL & export supply chains

## Shift underway

- From “storage” → “industrial infrastructure”

## So what

Long-term demand is anchored in Make-in-India, not just online retail.

## CAPITAL FLOW SNAPSHOT (DIRECTIONAL)

Investor Class	Role in Ecosystem	Capital Intensity
DIIIs	Builders & shapers	●●● High
FIIIs	Validators & consolidators	●● Medium
Corporates	Demand anchors	● Low
Government	Risk reducer	Non-monetary

## SOUTH INDIA WAREHOUSING DEMAND SPLIT (FIT-OUT DRIVEN VIEW)

(Basis: Grade-A Warehouse Absorption →  
Direct Proxy for Racking & Storage Demand)

State (City proxy)	Absorption (Mn sq ft)	% of South India Demand	Demand Drivers	Implication for Stematic
Telangana (Hyderabad)	1.9	39.60%	Pharma, FMCG DCs, regional distribution hubs	Largest opportunity for high-volume, standardized racking
Tamil Nadu (Chennai)	1.5	31.30%	Manufacturing-led logistics, port-centric warehouses	Custom racking + mezzanine + heavy-duty systems
Karnataka (Bengaluru)	1.4	29.10%	E-commerce, Q-commerce, tech-led fulfilment	Fast-turn, modular racking + scalability
<b>Total South India</b>	<b>4.8</b>	<b>100%</b>	—	Focus geography for growth

Nearly **40%** of South India's warehouse demand is concentrated in **Hyderabad**, followed by **Chennai (31%)** and **Bengaluru (29%)**, making these three cities the **core revenue engines** for storage and racking solutions in the region.

## STRATEGIC TAKEAWAY (MCKINSEY-STYLE)

- Telangana = volume play → standardized pallet racking, faster closures
- Tamil Nadu = value play → higher ticket sizes, engineered solutions
- Karnataka = speed & innovation play → modular, scalable, repeat installs

**80%+ of Stematic's South India growth can be captured by focusing only on these 3 states**



## TAMIL NADU: SUB-REGIONAL DEMAND PRIORITISATION

Cluster / Region	Current Absorption Data	Core Demand Drivers	Demand Intensity	Strategic Meaning for Stematic
<b>Chennai (Metro)</b>	1.5 Mn sq ft (reported)	Port-led logistics, manufacturing DCs, 3PL hubs	● Very High	Immediate revenue engine; large, engineered racking projects
<b>Sriperumbudur – Oragadam – Poonamallee belt</b>	Not reported separately	Auto & electronics manufacturing, logistics parks, corridor connectivity	● Very High	Chennai spillover; large-format warehouses → high ticket sizes
<b>Hosur – Krishnagiri corridor</b>	Not reported separately	Auto ancillaries, proximity to Bengaluru DCs	● High	Cross-border demand; standardized + repeat racking installs
<b>Coimbatore cluster</b>	Not reported separately	Manufacturing MSMEs, cold storage, export-driven logistics	● High	Mid-sized warehouses; modular & customized racking
<b>Trichy – Madurai – Tuticorin</b>	Not reported	Agri-logistics, regional distribution	● Medium	Selective opportunities; price-sensitive projects
<b>Tier-III TN towns</b>	Not reported	Policy-driven future logistics expansion	● Low (Today)	Long-term pipeline, not short-term focus

# INDIA WAREHOUSE STORAGE & AUTOMATION MARKET - STRUCTURED VIEW

Product Category	2024 India Market Size (₹ Cr)	2029 Forecast (₹ Cr)	5-Year CAGR	Market Stage	Primary Use Case	Buying Behavior & Reality
Pallet Racking (Selective, Double-Deep, Drive-In)	~3,035	~4,060	~6.1%	Mature / Core	Backbone of all large warehouses (3PL, FMCG, Manufacturing, Retail)	Price-competitive, standardized specs, long replacement cycles. Volume game, margin pressure.
Shelving Racks (Light / Medium Duty)	~500	~650	5-7%	Highly Mature	Small parts, retail backrooms, pharma stores	Highly commoditized, dominated by local fabricators, low differentiation.
Mezzanine & Multi-Tier Floors	~300	~450	7-10%	Growing	Vertical space expansion in warehouses & factories	Project-driven, customized selling, strong demand in high-rent cities.

<b>Rack-Clad Warehouses</b>	~150	~250	8–10%	Emerging	Integrated steel + racking warehouse structures	Bought by large enterprises only; long sales cycles, high ticket size.
<b>Pallet Shuttle Systems</b>	~200	~400	12–15%	Nascent / Premium	High-density pallet storage with minimal forklifts	Technology-led sales, limited vendors, ROI-based decision making.
<b>Automated Vertical Storage (VLM / Carousel)</b>	~150	~300	12–15%	Nascent / Fast Adoption	Secure, compact storage for pharma, auto, electronics	Strong value selling; space & manpower savings drive decisions.
<b>Mobile Pallet Racking</b>	~100	~170	10–12%	Emerging	Cold storage, pharma, indoor high-density setups	Higher capex justified by space cost savings.
<b>Autonomous Mobile Robots (AMRs)</b>	~1,200	~2,230	~15%	Early Growth / Strategic	Intra-warehouse transport & goods-to-person systems	CXO-level buying, automation roadmap driven, fastest innovation cycle.

## SOUTH INDIA MARKET CAP AND FORECAST FOR OUR PRODUCT LINE

Product Category	2024 South India (₹ Cr)	Applied CAGR	2029 Forecast (₹ Cr)
Pallet Racking	~480	~6%	~640
Shelving Racks	~55	~5%	~70
Mezzanine Floors	~60	~9%	~90
Rack-Clad Warehouses	~115	~9%	~175
Pallet Shuttle Systems	~28	~14%	~55
VLM / Carousel	~12	~14%	~23
Mobile Pallet Racking	~15	~11%	~25
AMRs	~315	~15%	~635

## WHERE THE MONEY IS TODAY?

- Pallet Racking + Shelving = Bulk of revenue
- But → low margins, high competition
- Buyers negotiate hard, replacement cycles are long
- Great for scale, tough for differentiation

## WHERE THE SMART GROWTH IS?

These categories grow faster than the market average:

- Mezzanine floors
- Rack-clad warehouses
- Mobile racking
- Pallet shuttles
- VLMs

### Why?

- Space costs rising
- Vertical optimization becoming essential
- Warehouses moving from “storage” → “efficiency centers”

## WHERE THE FUTURE POWER IS?

### AMRs & Automation

- Highest CAGR
- Strong policy tailwinds (Make in India, smart logistics)
- Buyers think in ROI, throughput, labor reduction
- Tech + service + integration = pricing power
- This is where vendors become partners, not suppliers.

## MARKET MATURITY PATTERN (SIMPLE LENS)

Stage	What It Means	Examples
<b>Mature</b>	Price-driven, standardized	Pallet racks, shelving
<b>Growing</b>	Custom projects, consultative selling	Mezzanine, rack-clad
<b>Emerging</b>	Value-driven, fewer players	Mobile racking
<b>Nascent / Strategic</b>	Tech-led, CXO buyers	Shuttles, VLMs, AMRs

## STRATEGIC INSIGHT (KEY TAKEAWAY)

India's warehouse market is shifting from steel to systems.

- Steel racks = entry ticket
- Space optimization = differentiation
- Automation = long-term moat

## WHERE THE FUTURE POWER IS?

### AMRs & Automation

- Highest CAGR
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## STRATEGIC INSIGHT (KEY TAKEAWAY)

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- Steel racks = entry ticket
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## PRODUCT PORTFOLIO - FEASIBILITY

Product Line	South India Market Size (2024)	Growth Outlook (5Y CAGR)	Margin Potential	Sales Complexity	Strategic Role	Capital Allocation Priority
Pallet Racking	₹450–550 Cr	Low–Mid (≈6%)	Low–Mid	Low	Cash Engine	● Maintain
Shelving Racks	₹45–65 Cr	Low (≈5%)	Low	Very Low	Commodity / Defensive	● De-prioritise
Mezzanine & Multi-Tier Floors	₹45–75 Cr	Mid–High (8–10%)	Mid	Medium	Profit Optimiser	● Scale
Rack-Clad Warehouses	₹90–140 Cr	Mid (8–10%)	High	High	Strategic Flagship	● Selective Bet
Pallet Shuttle Systems	₹20–35 Cr	High (12–15%)	High	High	Differentiation Lever	● Aggressive
VLM / Carousel	₹8–18 Cr	High (12–15%)	High	Medium	High-Margin Niche	● Aggressive
Mobile Pallet Racking	₹10–20 Cr	Mid–High (10–12%)	Mid–High	Medium	Cold-Chain Specialist	● Focused
AMRs	₹250–380 Cr	Very High (≈15%+)	Very High	Very High	Future Growth Engine	●● Core Bet

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South India Reality	Product Implication
High land & rental costs	Mezzanine, Mobile Racks
E-commerce hubs (BLR, HYD, CHE)	AMRs, Shuttles
Pharma & electronics clusters	VLMs, Rack-Clad
Cold chain expansion	Mobile Racks, Shuttles
Fewer but larger buyers	Solution selling works



## KEY CUSTOMER INSIGHTS - WAREHOUSING & LOGISTICS SECTOR

### 1. Shift from Storage to Efficiency Solutions

Customers no longer see warehouses as static storage; they want **efficient, integrated supply chain hubs** that reduce lead times and cost. Modern expectations include:

- Inventory optimisation
- Fast order fulfillment
- Real-time tracking & visibility
- This evolution is driven by e-commerce and omnichannel demands.

**Insight:** Customers prefer partners who offer process efficiency, not just space. Modern warehousing is being bought for speed, accuracy, and responsiveness.

### 2. Technology & Automation Are Key Decision Drivers

Across India, warehouse occupiers increasingly prioritise:

- Robotics
- Warehouse Management Systems (WMS)
- IoT and AI for real-time data as ways to improve operational efficiency and reduce errors.

**Insight:** Customers are increasingly seeking **robotic and smart warehousing technologies**, not just traditional storage solutions.

## KEY CUSTOMER INSIGHTS - WAREHOUSING & LOGISTICS SECTOR

### 3. Cost Pressures & Delivery Expectations Shape Preferences

Customers — especially e-commerce, retail & 3PLs — want:

- Lower logistics costs
- Faster delivery windows
- Less shrinkage / damaged goods

The rise of trends like *10-minute delivery peaks* (e.g., hyperlocal warehousing) shows how customer expectations are reshaping facility design and demand.

#### **Insight:**

The warehousing customer values solutions that directly impact:

- Delivery speed
- Cost savings
- Flexibility & responsiveness

### 4. 3PLs Are Large, Strategic Customers

Third-party logistics operators (3PLs) are among the heaviest occupiers and adopters of new technologies because they:

- Serve multiple clients
- Need operational efficiency
- Optimize inventory and fulfillment functions

They prefer integrated service providers, not just space landlords.

**Insight:** Winning 3PL agreements means larger volumes and stickier customer relationships – making 3PLs key priority accounts.

## KEY CUSTOMER INSIGHTS - WAREHOUSING & LOGISTICS SECTOR

### 5. Demand Varies by Industry Segment

End-user segments – such as **e-commerce, retail, automotive, healthcare & pharma** – have differentiated warehouse needs:

- Pharma & healthcare demand stricter compliance and cold chain capabilities
- Automotive and industrial need space-optimised storage
- Retail & e-commerce prioritise speed and flexibility

This segmentation is backed by organized market research.

**Insight:** Customers segment hierarchically – meaning sales & product offerings should be industry-specific, not generic.

### 6. Customers Are Moving to Outsourced Warehousing

Many businesses – especially growing SMEs – prefer outsourcing warehousing to specialised operators instead of owning infrastructure. This includes:

- Multi-client warehousing
- Fulfillment as a service
- Third-party logistics partnerships outsourcing allows customers to scale without heavy capital.

**Insight:** There's a growing customer base for warehouse-as-a-service, not just leased space.

## KEY CUSTOMER INSIGHTS - WAREHOUSING & LOGISTICS SECTOR

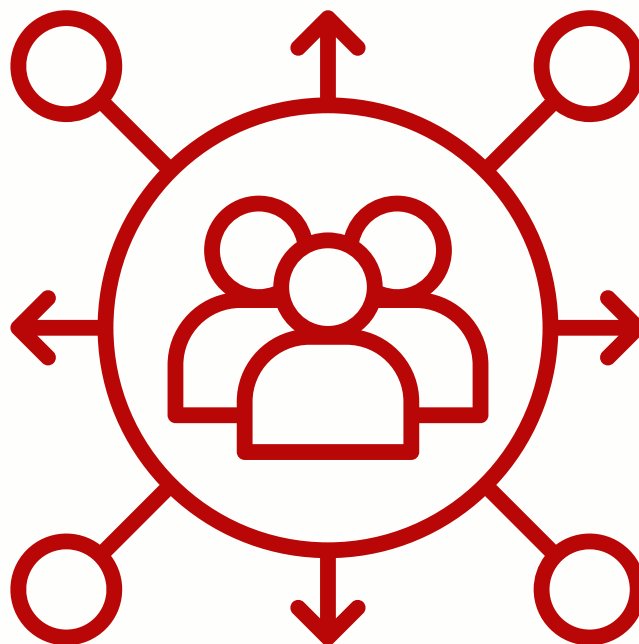
### 7. Location & Connectivity Influence Customer Choice

Warehousing customers prioritise:

- Proximity to major highways
- Nearness to ports & transport nodes
- Regional hubs with good infrastructure

With India's logistics push (like multi-modal parks), customers consider strategic location a competitive advantage.

**Insight:** Location strategy (e.g., near ports, rail, highways) is now a critical purchasing criterion for customers, not an afterthought.



## **WHAT THIS MEANS FOR YOUR GO-TO-MARKET STRATEGY**

### **For Product Development**

Focus on:

- Automation & robotics
- Warehouse management analytics
- AI/IoT tracking solutions

### **For Target Customers**

Prioritise:

- 3PLs & large retail/e-commerce firms
- Pharma & cold-chain logistics segments
- Regional logistics hubs in South India

### **For Sales Messaging**

Lead with:

- Cost reduction
- Speed & accuracy improvements
- Tech integration
- Scalability without heavy capex

## SUMMARY OF CUSTOMER PRIORITIES

Customer Priority	What It Means
<b>Speed of fulfillment</b>	Fast & flexible warehousing + automation
<b>Cost efficiency</b>	Solutions that reduce logistics costs
<b>Technology integration</b>	WMS + robotics + IoT
<b>Flexibility &amp; scalability</b>	Outsourced 3PL models & multi-client warehouses
<b>Industry compliance</b>	Specialised solutions for pharma/cold-chain



## COMPETITIVE LANDSCAPE – WAREHOUSE STORAGE & RACKING SOLUTIONS (INDIA)

Competitor	Positioning	Strengths	Notes
<b>Godrej Storage Solutions</b>	National Tier-1	Strong brand, engineering depth	Recognized legacy player; large project execution
<b>Nilkamal Storage Systems</b>	Large OEM	End-to-end planning + installation	One of India’s known storage solution manufacturers
<b>Silver Lining (Amara Raja)</b>	Engineering-led	Euro-code compliance, engineering projects	Strong project management expertise
<b>Metal Storage Systems (MESTO)</b>	Regional OEM	Multi-tier + customized heavy racks	Good local presence in South India
<b>Donracks</b>	Regional + pan-India	Broad product range, localized service	Strong presence in Chennai / Bangalore
<b>Rack &amp; Rollers</b>	Regional specialist	Custom racks + automation	Focus on optimized warehouse storage
<b>PRK Steel Products</b>	OEM supplier	Pallet & warehouse racks	Active across North & South India
<b>Simco Steel</b>	National OEM	Industrial racks	Price competitive, broad portfolio
<b>MKK Metal (TN)</b>	Local supplier	Regional distribution	Focused on Tamil Nadu market
<b>Sahay Racks</b>	National / regional OEM	Industrial rack systems	Additional supplier for broader market

## COMPETITOR MAPPING (FOR STEMATIC.CO.IN)

Tier	Competitor Examples	Typical Customer Base	Strategic Threat
Tier-1 National	Godrej, Nilkamal, Silver Lining	Large enterprise, multi-site warehouses	High – brand + execution
Tier-2 Regional	Metal Storage, Donracks, Rack & Rollers	Mid-size warehouses, local 3PLs	Medium-high
Tier-3 Local / OEMs	Simco Steel, MKK Metal, others	Smaller warehouses / MSMEs	Medium
Price-Driven / Commodity	Directory manufacturers	Budget constraint buyers	Low – fragmented

## COMPETITIVE POSITIONING / FEATURE COMPARISON FRAMEWORK

Company	Core Products / Services	Strengths	Weakness / Opportunity	Source
Godrej Storage Solutions	Warehouse racks, shelving, ASRS, engineered solutions	Trusted brand, integrated solutions, automation tie-ups	Higher pricing	( <a href="#">Godrej Koerber</a> )
Nilkamal Material Handling	Industrial racks, pallet storage, shelving	Large OEM, national presence	Market perceived as commodity	( <a href="#">Persistence Market Research</a> )
Silver Lining (Amara Raja)	Warehouse racks, shelves, customized designs	Engineering pedigree + strong tech	Premium segment customer focus	( <a href="#">Silver Lining Storage</a> )
Donracks	Industrial & retail rack systems	Strong in Chennai + South India	Lower brand recognition beyond region	( <a href="#">Donracks</a> )
Racks & Rollers	Industrial racking, pallet racks	Good quality + standard storage systems	Smaller footprint vs national OEMs	( <a href="#">Racks &amp; Rollers</a> )

## COMPETITIVE POSITIONING / FEATURE COMPARISON FRAMEWORK

Company	Core Products / Services	Strengths	Weakness / Opportunity	Source
<b>Metal Storage Systems (MESTO)</b>	Custom heavy racks, mezzanine	Strong customization focus	Regionally concentrated	Industry directory
<b>Vinar Systems</b>	Industrial storage racks	Alternative to big brands	Smaller sales engine	( <a href="#">13SQFT</a> )
<b>PRK Steel Products</b>	Warehouse racks & storage frames	Long operating experience	Limited automation portfolio	( <a href="#">PRK Steel</a> )
<b>Spangle Steel Products</b>	Heavy duty racks & pallet systems	Quality & customization	Lower scale than Godrej/Nilkamal	( <a href="#">Spangle Steel Products</a> )
<b>Pandex Storage Systems</b>	Pallet racking & storage solutions	Legacy in storage solutions	Tier-2 supplier level	( <a href="#">Expand A Stands</a> )
<b>Slotking India</b>	Racking, shelving & automation export focus	Multi-region supplier	Not India-centric sales strength	( <a href="#">Slotking India</a> )
<b>Indobuilt / MetaFold / Residential OEMs</b>	ASRS (Indobuilt), home storage (MetaFold/Indobuilt residential)	Niche / adjacent markets	Limited industrial focus	( <a href="#">Indobuilt</a> )
<b>Smaller OEMs &amp; Local Suppliers</b>	Various racks + accessories	Price advantage	Fragmented & quality varies	( <a href="#">Justdial</a> )

Capability / Offerings	Godrej	Nilkamal	Silver Lining	Donracks	Racks & Rollers	Mesto	Vinar / Others	Stematic
Pallet Racking	✓	✓	✓	✓	✓	✓	✓	✓
Shelving / Light Racks	✓	✓	✓	✓	✓	✓	✓	✓
Multi-Tier / Mezzanine	✓	✓	✓	Partial	Partial	✓	Partial	✓
Pallet Shuttle / Dense Storage	Partial	Partial	Partial	✗	✗	✗	✗	✓ (Opportunity)
ASRS / Automation	✓ (via Godrej-Körper)	✗	✗	✗	✗	✗	✗	✓ (Differentiator)
Integration / WMS	✓	✗	✗	✗	✗	✗	✗	✓ (Opportunity)
Project Engineering	✓	✓	✓	Medium	Medium	Medium	Low	✓ (Focus)
Robotics & AMRs	✗	✗	✗	✗	✗	✗	✗	Core Focus
Nationwide Reach	✓	✓	Medium	Medium	Medium	Medium	Low	Growing

## STRATEGIC INSIGHT (COMPETITIVE GAPS & WINS)

### Where Competitors Are Weak

- ✓ Automation integration (AMR + WMS) — most rack makers offer steel only
- ✓ Dense storage + shuttle systems — not widely offered by current players
- ✓ End-to-end intralogistics — integrated software + hardware is rare

### Stematic Opportunity:

- ✓ Position as automation-led intralogistics partner, not just racking supplier.
- ✓ Differentiate with robotics & systems integration (AMRs, WMS tie-ups).
- ✓ Capture automation growth compared to steel commoditisation.

# GTM STRATEGY FOR STEMATIC

## Positioning Warehouse Automation & Storage as a Strategic Business Solution

### Strategic Positioning (Kotler Marketing Philosophy)

Value Proposition:

**“We help logistics, warehousing & 3PL leaders in South India transform static storage into efficient, automated, data-driven supply chain ecosystems that reduce cost, increase throughput, and accelerate fulfillment.”**

This positions Stematic not as a commodity rack supplier but as a strategic intralogistics partner – essential in an era of automation-led growth.

### Target Market Segments

Segment	Needs / Pain Points	Why Priority
<b>3PL Operators</b>	Scalability, accuracy, rapid fulfillment	India’s 3PL market is rapidly growing, with value-added warehousing as a fast segment.
<b>E-commerce Logistics</b>	Quick delivery, peak-season surges	E-commerce demands automation for speed and accuracy.
<b>Manufacturers &amp; OEMs</b>	Space optimization, lean operations	Automation reduces cycle time and improves productivity.
<b>Cold Chain &amp; Pharma</b>	Dense storage, compliance systems	Specialized needs → higher margin solutions.
<b>Regional Distributors</b>	Cost control + efficient inventory	High volume order processing drives demand.

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## CORE GTM PILLARS (KOTLER + CUSTOMER PROBLEM FRAME)

### 1. Product-led Differentiation

Shift from “racks & steel” to Integrated Fulfillment Systems:

- AMRs + shuttle systems
- Mezzanine & multi-tier dense storage
- WMS + software dashboards
- Retrofit modernization offerings

This mirrors the warehouse automation transformation trend — moving from manual to data-enabled operations.

👉 Message: “Reduce labor dependency & errors, improve throughput, and future-proof warehouse operations.”

### 2. Customer-Centric Segmentation

Each segment gets a tailored solution package:

Segment	Solution Theme	Sales Hook
3PL	Tech Stack + Scale	“Grow warehouses without linear headcount.”
E-commerce	Speed & Accuracy	“Beat delivery SLAs and return inefficiencies.”
Manufacturing	Lean Optimization	“OEE uplift + space efficiency.”
Cold Chain	High Density + Compliance	“Safe, optimized and regulation-ready storage.”

This echoes modern B2B go-to-market principles: differentials + outcomes, not prices.

### 3. Pricing & Commercial Models

Offer flexible **Capex + Opex models**:

- Leasing / rental models for small to mid warehouses
- Managed automation (AMR as Service)
- Performance-linked outcomes

Why? Automation CAPEX remains a barrier: companies and 3PLs share funding for automation.

### 4. Sales Channels & Partner Network

Omni-Channel Sales Stack

Channel	Role / Strategy
Direct Enterprise Sales	Target 3PL, OEM, large warehouses
Digital Inbound (SEO/Content)	Educate prospects at top of funnel
Channel Partners	WMS integrators, robotics OEMs
Platforms (B2B marketplaces)	Catalog exposure on IndiaMART / niche portals

Content strategy should ride on thought leadership – automation ROI stories, tech case studies, benchmarking guides.

## 5. Brand Positioning & Messaging

Position as:

**“The Intralogistics Transformation Partner for South India Warehouses”**

Core themes:

- **Efficiency > Steel**
- **Data-driven operations**
- **Scalable automation tailored for Indian markets**
- **Outcomes over products**

## Marketing Mix (Kotler’s 5Ps + Digital)

### Product

- High margin automation modules
- Retrofit solutions for existing warehouses
- Service and support contracts

Message: “Plug-and-play warehouse automation and optimization suite.”

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### Price

- Outcome-linked models
  - Subscription or leasing for robotics
  - Volume discount contracts
- 

### Place (Distribution)

- South India flagship demo centers
- Channel partnerships with WMS providers and robotics OEMs
- B2B marketplace listings

## Promotion

### Educational Content

- Webinars on automation ROI
- Case studies (speed, accuracy metrics)

### Industry Events

- Warehousing & logistics expos
  - Supply chain summits in South India
- 

## People

Sales team structured by segment:

- **Enterprise hunters** (3PL, OEM)
  - **Solution consultants** (Mezzanine & automation)
  - **Support & training** (post-sales excellence)
- 

## Competitive Playbook

Focus Where Others Don't

- Integrated automation + software stack (few competitors cover this)
- Outcome-based pricing
- Partner tech ecosystem (WMS + AGVs + analytics)

**This clearly differentiates Stematic from standard rack suppliers and local OEM competitors.**

## GTM Launch Plan (0–12 Months)

### Quarter 1

- Regional sales team build
  - Customer segmentation + persona mapping
  - Content launch: automation ROI eBook
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### Quarter 2

- Strategic partnerships (WMS & robotics OEMs)
  - Webinars & roadshow events in Chennai & Bengaluru
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### Quarter 3

- Pilot customer programs + showcase case studies
  - Scale digital campaigns
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### Quarter 4

- Repeatable sales playbook maturity
- Retention programs & upsell strategies

*Thank You*