



Institute of Management, Nirma

University Summer Internship

Report – Phase II

April – June 2020



Understanding Industrial and Warehousing Sector in Ahmedabad

Date of Submission: 5th July 2020

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MBA (FT) 2019 – 2021

Submitted to:

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DATE OF REPORT	05 th July 2020
PURPOSE OF REPORT	Submitted as partial fulfilment of the requirement of the MBA Course (2019-2021)
INSTITUTE NAME	Institute of Management, Nirma University, Ahmedabad
SUBMITTED TO	Praneti Shah (Faculty Coordinator, IMNU)

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ACKNOWLEDGEMENT

I take this opportunity to thank **Institute of Management, Nirma University**, who has kept this very much necessary summer internship training program for the benefits of the students.

Secondly I express my sincere gratitude to **Mr. Runit Parekh & Chirag Jain**, who at each and every moment has given me valuable guidelines and without their constant support, this training program would not have been as rich a learning experience as it is now.

I would also like to thank **Prof. Praneti Shah** for constantly supporting me and providing valuable guidelines through the journey of my summer internship program.

Last but not the least, I would like to thank all my colleagues at Knight Frank, who have been my motivators right throughout my internship program.

EXECUTIVE SUMMARY

The report talks about the experience which I had during my Summer Internship at Knight Frank International property consultancy firm office situated in Ahmedabad. Knight Frank is a UK based property consultancy firm which helps corporate by providing them with consultancy related to their real estate requirements. Its tagline says, “Connecting people and property, Perfectly”. I was selected in the organization under industrial and Logistics as an Intern. The two months with the organization was a unique learning experience wherein I had a chance to interact with higher level executives of corporate companies.

The project report mainly focuses on my work which I had done during this lockdown period. Due to COVID-19 outbreak, I had to settle for WFH (work from home) internship. The project report has three parts in which **Part A** talks about the organizational profile. The main body of the project, i.e., the **Part B** talks about the project details, the various products of the firm and the methodology of the project. The last part, i.e., the **Part C** talks about the experiences and key learnings I had during my internship.

PART A: Profile of the Organization

About Knight Frank

Knight Frank is a residential and commercial property consultancy firm founded in London by John Knight, Howard Frank and William Rutley in 1896. Knight Frank together with its New York-based affiliate Newmark Grubb Knight Frank is one of the world's largest global property consultancies. Its global network encompasses 370 offices in 55 countries and more than 12,000 employees handle more than US\$817 billion (£498 billion) worth of commercial, agricultural, and residential real estate annually. It operates in India under the Name Knight Frank India Private Limited" with head office in Mumbai for the Indian operations.

History

Knight Frank & Rutley is an earlier name of the firm. Sir Howard George Frank, 1st Baronet was a UK estate agent, head of the firms of Knight, Frank & Rutley of London and Walton & Lee of Edinburgh and was president of the Estate Agents' Institute from 1912 to 1914.

Year	Details
1897	The first recorded business property sale is achieved in November, when Knight Frank & Rutley sells a „cycle machinery and plant“ business in Battersea for £270 11s 6d.
1911	The Crystal Palace is sold to Lord Plymouth for £210,000.
1914	Howard Frank, the senior partner, is knighted.
1915	Cecil Chubb buys Stonehenge through Knight Frank & Rutley for £6,600 as a present for his wife Alice. Mr & Mrs Chubb gave it "to the Nation" three years later.
1921	The town of Reigate is sold by Knight Frank & Rutley for £203,840 – the first time the firm has disposed of an entire town.
1922	The firm handles the sale of Winston Churchill's house and sells Chartwell to him.
1924	The Duke of Westminster sells Grosvenor House in Park Lane through Knight Frank & Rutley.
1927	The firm advises on the site assembly for the BBC's world famous headquarters, Broadcasting House in London.
1937	Most of the town of Lytham St Annes in Lancashire is

	sold – including the celebrated golf course.
1974	Fountains Abbey, Yorkshire, dating back to 1132, is sold for £1 million.
1981	In New York, Douglas Elliman Knight Frank sells Pan-American World Airways Intercontinental Hotels Corporation to Grand Metropolitan for \$500 million.
1996	On 1 January, „Rutley“ is dropped from the Knight Frank name as part of a plan to expand international market share.
2000	Knight Frank sells the Duke of York’s Headquarters in Chelsea, London, on behalf of the Ministry of Defence.
2005	The firm is appointed to advise on the development of the London Olympic Village for the 2012 Games.
2006	With effect from 1 January, Knight Frank establishes a global real estate partnership with leading New York-based real estate service firm Newmark Knight Frank, formerly Newmark
2012	February, presents Battersea Power Station to the global property market
2013	Participated in the founding of OnTheMarket

Top management

Position	Name of the person
Chairman and MD India	Shishir Baijal
National Director	Balbirsingh Khalsa
Executive Director	Gulam Zia
Senior Executive Director	Naushad Panjwani
Executive Director	Satish BN
Executive Director	Rajeev Bairathi

About Indian warehousing sector:

Modern warehousing forms an integral part of the supply chain where goods are not only stored for safe keeping, but many advanced processes are made to maintain the inventory and to keep inventory cost minimum. The warehousing sector is mainly driven by the industrial growth of the country. The key demand generators for warehouse have been both the service sector and the manufacturing sector. Previously the main growth driver was the export and import of the country but now the current drivers includes Organized retails information technology, telecommunication, healthcare etc. Because of the growth in these sectors along with the growth of technology the systematic warehouse demand has increased, and it will also make the automated warehouse a new trend in the country.

The size of the Indian warehousing industry is pegged at about INR560 billion (excluding inventory carrying costs, which amount to another INR4,340 billion). The industry is growing at over 35-40% annually. Growth of infrastructure also plays an important role in the growth of warehousing sector, as the infrastructure facilities in India was low as compared to other nations its growth was considered importantly while creating the union budget in the year 2009. In the transport sector for roadways the funding was increased by 23 percent whereas the funding for railways has increased by 45 percent. The power sector's funding was also increased by 160%. Since majority of goods in India are transported by roadway, the government of India has recently initiated a project to connect the north south and the east west corridors with world class road infrastructure. Along with these projects the NHAI has also taken challenging decisions to connect the major cities of the country. As far as transport through rail is concerned the Indian railways has commissioned the diamond rail corridor project which aims to cop up the increasing demand of freight in India.

About warehousing sector in Ahmedabad:

Major warehousing sectors in Ahmedabad

Generally, warehousing exercises in Ahmedabad have been packed in the fringe zones of the city, for example, Aslali, Changodar and Naroda, with godown-type structures ruling the landscape. As land prices became infeasible for such activities, they gradually started moving further away from the city. With assembling units step by step moving from Naroda and Vatva towards Changodar and Sanand, the need for warehousing likewise witnessed a steady move towards these areas. Currently, a large portion of the warehousing action is concentrated on the Ahmedabad-Kheda parkway and Ahmedabad-Rajkot roadway.

Moreover, Sanand has additionally been drawing in interest from warehouse developers over the last few years yet is as yet a relatively smaller market compared to the other two areas. For the motivation behind this report, we have grouped the different warehousing areas into two significant belts: Aslali-

Kheda belt and Changodar-Bagodara belt, in view of components, for example, topographical area, vicinity to the national thruway, access to the downtown area and good ways from the significant assembling centers. Since these two groups by and large record for most of the warehousing space request in the Ahmedabad showcase, the remainder of the areas have been ordered into the "Others" class.

Total requirement of warehousing space in Ahmedabad

Currently, Ahmedabad's all out requirement for warehousing space is estimated to be 40 mn sq ft, of which more than 85%, or 34 mn sq ft, is attributable to the producing sector. However, the larger part of the warehousing requirement of the producing sector is fulfilled by captive space, either in terms of space at the manufacturer's plant or company owned warehouses. Despite the fact that the trend of leasing a warehouse rather than claiming it is steadily getting with the emergence of outsider coordinations (3PL) players, it is still at a nascent stage compared to developed markets, for example, Europe and the US. These 3PL players, for example, Safexpress, Blue Dart, TCI and Future Supply Chain, among others, provide end-to-end coordinations services, including a typical warehousing office, to multiple manufacturers, thereby reducing the need to have a separate warehouse. With the Goods and Services Tax (GST) set to become operational, the need for captive warehouses will reduce further. We believe that a large number of manufacturers will outsource their coordinations and warehousing requirements and spotlight on their core operations. This will create an extra demand for leasable warehousing space in Ahmedabad in the coming years. Rather than the fabricating led requirement for warehousing space, utilization led requirement is for the most part for leasable space, with very few operators satisfying their needs through a captive warehouse. This is essentially due to the need to have a fulfilment centre as close to the urban area as possible in order to ensure snappy delivery. Over the last ten years, this segment has witnessed a renewed foothold, especially in the E-tail sector. As the time between putting an order and delivery has contracted definitely with the advent of the E-tail sector, the need for warehousing space has likewise expanded altogether. With the portion of E-tail expected to rise consistently in the coming years, we gauge the interest for distribution centers from this section to increment proportionately too. As of now, the leasable market in Ahmedabad is assessed to be in the scope of 6-8 mn sq ft. In any case, the portion of yearly executed volume is roughly 0.6-0.8 mn sq ft. This incorporates exchange volume from assembling drove and utilization drove request.

- **Aslali – kheda warehousing belt**

Aslali was one of the principal warehousing markets to be created in Ahmedabad because of the different favorable circumstances that this area orders. Before the National Expressway-1 (NE-1) was developed, the Ahmedabad-Vadodara roadway used to be the essential access street among Ahmedabad and urban areas like Vadodara, Surat and Mumbai. Aslali, which is situated on this expressway not long before entering Ahmedabad city from south, was a significant travel point for all the transporters and coordinations players. With increased urbanization and rising area prices, warehousing development started moving southwards on this roadway towards Jetalpur and Bareja. Over the last ten years, this move has continued further south on the roadway with warehousing development stretching all the route till Kheda. Since the request drivers for all the distribution center areas along the Ahmedabad-Vadodara interstate are comparative, we have clubbed these areas into a solitary warehousing bunch with the end goal of this report and named it as the „Aslali-Kheda warehousing belt“. In the accompanying areas, we have clarified the kinds of distribution

centers, significant players, advertise qualities, foundation advancement, winning rentals and land rates, challenges and the future viewpoint for this belt.

Types of warehouses in aslali kheda belt

Warehousing centers in areas, for example, Bareja, Kanera, Ghobalaj, Hariyala and Kheda are generally ongoing developments. The vast majority of the advancement on this street includes pre-built structure (PEB) type structures with 24-foot clear tallness and essential framework, for example, security, ample stopping space, firefighting equipment and protection, among others. Some of the prominent occupiers are Panasonic, Ceat, Schenker and Reckitt Benckiser. However, heft of the warehouses in Aslali and Jetalpur are old godown-type structures with insignificant amenities and poor infrastructure. Currently, a large portion of the incremental demand comes from the E-tail and FMCG sector companies that not just require adequate clear height inside the warehouse for multi-level stacking of items, yet additionally seek added amenities, for example, putting out fires hardware and improved security. This has brought about greater part of the new stockrooms being developed to hold fast to such principles and move away from the conventional godown-type structure. In the course of the most recent five years, countless FMCG and 3PL organizations have moved their warehousing space from old godowntype structures in Aslali towards the as of late developed great quality distribution centers in Bareja, Kanera and Ghobalaj.

Location and Infrastructure

The Aslali-Kheda warehousing belt is situated in the southern piece of the city on the old Ahmedabad-Vadodara expressway and starts in the wake of intersection the Sardar Patel Ring Road and stretches till the town of Kheda. This interstate is a six-path national thruway interfacing Ahmedabad with Mumbai by means of Vadodara and Surat. With the development of the National Expressway-1, the street pulls in not many traveler vehicles and is generally utilized by carriers and coordinations players. This makes it less inclined to gridlock and is effectively available structure the downtown area inside 30-an hour of movement time. The Sardar Patel Ring Road, a four-path street around the outskirts of the city, gives a smooth access to all the major mechanical and retail goals in the city from the Aslali-Kheda warehousing belt. Major modern territories, for example, Vatva, Naroda and Changodar can be reached inside 70 minutes. Also, the greater part of the modern territories of Vadodara can be gotten to inside a commutable season of two hours.

Land and rent cost of warehouses

Warehousing centers that are nearer to Ahmedabad in areas, for example, Aslali and Jetalpur are as of now citing the most elevated rental qualities. The rents in these areas start from '14/sq ft/month and in specific cases go as high as '20/sq ft/month, contingent upon the nature of the warehouse and access from the parkway. However, there are numerous reinforced cement concrete (RCC) structures located in Aslali that offer warehousing space for as low as '11/sq ft/month. These are very old godowntype structures with poor amenities and hence are offered at a noteworthy markdown compared to the pre-engineered building (PEB) type structures. Currently, a large number of the occupiers are relocating from these RCC structures towards modern PEB structures due to the different inherent advantages, for example, higher floor quality, fire wellbeing gear, security, basic courtesies and great nature of approach street. The

rental worth lessens as we move further away from Ahmedabad towards Kheda on the parkway and contacts as low as '10/sq ft/month in Kheda. Additionally, land rates are the most noteworthy in Aslali and lessen as we move towards Kheda on the interstate.

CHANGODAR-BAGODARA WAREHOUSING BELT

The immersion of empty land parcels in the erstwhile mechanical center points of Naroda and Vatva resulted in a large number of manufacturers setting up their greenfield plants in Changodar on the Ahmedabad Rajkot interstate. The development of this area as a modern center point shaped the demand for warehouses, especially mechanical warehouses. With increased urbanization and rising area prices, warehousing development started moving southwards on this roadway towards Bavla and Bhayala. Over the last few years, this move has continued further south on the expressway, with warehousing development stretching all the route till Bagodara. Since the demand drivers for all the warehouse areas along Ahmedabad-Rajkot interstate are comparative, we have clubbed these areas into a single warehousing cluster for the purpose of this report and called it as the „Changodar-Bagodara warehousing belt“. In the following sections, we have explained the types of warehouses, major players, market characteristics, infrastructure development, prevailing rentals and land rates, challenges and the future viewpoint for this belt.

Types of warehouses and major players

Warehousing centers in areas, for example, Bavla, Bhayala and Bagodara are moderately late developments. The majority of the improvement on these streets contains pre-designed structure (PEB) type structures with 24-foot clear stature and fundamental framework, for example, security, abundant parking spot, putting out fires gear, and protection, among others. A portion of the noticeable occupiers on this belt are LG, TCI, FedEx and Yazaki. While Changodar still houses a portion of the old godown-type structures, greater part of the stockrooms on this belt are of PEB structure. As of now, a large portion of the steady interest for warehousing space in this belt originates from assembling organizations and 3PL players. In any case, in the course of the most recent couple of years, request from web based business and FMCG players has been developing.

Location and Infrastructure

The Changodar-Bagodara warehousing belt is in the south-western piece of the city on the Ahmedabad-Rajkot roadway and starts from Sarkhej and stretches till the town of Bagodara. This thruway is currently a four-lane national roadway and connects Ahmedabad with Rajkot and Kutch. Due to the immense traffic that this parkway pulls in, the government has already initiated the process of converting it from a four-lane street to a six-lane one. This will provide a significant fillip to the already flourishing warehousing market as newer land parcels towards Bagodara will get doable for warehousing improvement in the coming a long time because of diminished travel time.

Rent and Land cost of warehouses:

Warehousing centers that are nearer to Changodar are citing the most noteworthy rental qualities. The rents in these areas start from '16/sq ft/month and in specific cases go as high as '20/sq ft/month, contingent upon the nature of the distribution center and access from the roadway. Nonetheless, there are a couple RCC structures situated here that offer warehousing space for as low as '12/sq ft/month. These are extremely old godowntype structures with helpless luxuries and consequently are offered at a noteworthy rebate contrasted with the PEB type structures. The rental worth decreases as we move further away from Changodar towards Bhayala on the interstate and contacts as low as ' 11/sq ft/month close Bagodara. Also, land rates are most noteworthy in Changodar and diminish as we move towards Bagodara on the roadway.

Challenges:

- Accessing industrial locations such as Changodar and Sanand takes relatively longer time as compared to Vatva industrial areas (from Ahmedabad city center)
- Vendors have to face the problems and have bear transportation cost because now they have to it becomes imperative for them to be close to the warehouses due to development of new industrial units.
- Time constraint – It takes approx. 60 to 80 minutes to get materials from warehouses located in areas like Gobhalaj.
- Availability of viable land parcels is the biggest challenge that arises in these areas. This is because of the presence of manufacturing units which have caused in rising land rates.
- As said earlier, the prices are major factor in warehousing industry hence due to big setup of manufacturing units in these areas are raising the land cost and rent.

PART B: Main Body of the Project Work

Methodology

Ethnographic Study

Before our actual work we visited the office in Vastrapur twice to thrice. When you enter any office of Knight Frank India you can see a different level of energy for work in the people working over there. There is a willingness in their employees to bring as much leads for the company as they can and convert maximum leads out of them. Even I have seen that employees have made schedule which includes exercise, proper meal, and the timing for different process by which they can get new client. People over there are serious towards their work. Employees at knight frank have learned the art of time management because of which they are being able to keep time for their personal and professional life. Knight frank also takes care of their employees they follow 5 working days a week and they also have the concept of TGIF- Thank god it's Friday under which on every last Friday of the month at 5.30 PM there is a party to celebrate the birthdays and the work anniversary of the employees in that particular month.

The work culture at knight frank is very good. When I first entered the office after being selected, I was introduced to every member in the office they greeted me very well and met me despite their busy schedule. People over there are very cooperative; they help each other a lot even if they are not in the same vertical. One of the examples is that if a person from industrial asset services vertical finds a lead which is not useful for him but can be useful for the person of PMC then he definitely tries to help PMC guy to convert that lead and complete his target. At knight frank I was never treated as an intern who is there for only 2 months rather, I was treated as their regular employee who is going to stay there for at least 2 years.

Diary:

My internship started on 19th April 2020 at 6 P.M. with my senior head, Mr. Chirag Jain along with the company President, Mr. Rumi Parekh. At that day we were introduced to the company profile, company workings and their role in the organization. From the following day we had 2 meetings scheduled everyday: one with our head at 10 A.M and the other with the president at 3 P.M. Being an intern at Knight Frank we were instructed to do experiential learning and help the company to develop and expand. Due to Covid-19 situation, we have been assigned work from home schedule, where the task is divided into three parts:

A Sample of my daily routine is attached below. It shows my analysis report i.e., my workout during my entire day – beginning with a video call with my head and ending with submitting a report for what I did during the period of 24 hours:

Name of Employee: Siddharth Mehta			Employee Activity Log				
Department: I&L			Name of Manager: Pinkesh Teckwani / Balbirsingh Khalsa				
Region: Ahmedabad			Designation: Intern				
S.No	Date	Activity / Task as delegated	Measurment Criteria/ Expected Output	Time Logged in	Time Logged out	Total Work Time	Work Completion Report
1	20-Apr-20	Watched videos and get a clear concept related to real estate.	Meeting	2 P.M	3:30 P.M	1 hour 30 mins	We all interns got to know a brief about Knight Frank i.e., what the company is all about and what is does. Also we were made familiar to all the verticals of this business.
2	21-Apr-20	Read KF report 19-20, JLL report 19-20 and warehousing report along with some videos for clearing querries.	Review Meeting	10 A.M	11 A.M	1 hour	We had a call with our team leader, Chiraj Sir in which he briefed us about Industrial and Logistics department and specially focused on warehouses.
			Meeting	2 P.M	3 P.M	1 hour	Rumit Sir took the skype meeting along with their members in which we were discussing more about Knightfrank and at the end each one of us were alloted our weekly work.
			Research	4 P.M	8 P.M	4 hours	As per the instructions given by Chirag Sir, we went through the Knightfrank report 19-20, KF warehousing report & JLL report.
3	22-Apr-20	read the Industrial and logistics capability PDF	Review Meeting	9:30 A.M	10:30 A.M	1 hour	I and my colleauge Aakash cleared our doubts regarding what we have read, with Chirag Sir and further we got understandings of warehousing industry and the way in which we have to work.
			Meeting	3 P.M	4 P.M	1 hour	Arjun sir along with his colleagues and other intern attened a meeting regarding maintenance of database
			Meeting	5 P.M	6 P.M	1 hour	Regular team meeting was done in which we were asked to start our work towards Business Development and a few advice and instructions for the same.
		Asked to find list of 15-20 FMCG companies with logistics	Review Meeting	9:30 A.M	11 A.M	1 hour 30 mins	Chiraj Sir assigned the task to me and Aakash respectively. We were told to find the contact details of logistics head/SCM head/Commercial head of FMCG and E-Commerce companies
DAR Calling List Business Development Vapi Waghodia-Halol Manjusar-Savli Changoda ... (+) :							

For example, on 21st April, 2020 at 10 A.M we had a group video call with our manager for about one hour where he briefed us about industrial and logistics department and specially warehouses sector as well. Secondly, we had a meeting at 2 P.M. with the president where he discussed about what we have to do in our internship project. Between the gap of two meetings we have to make calls and generate leads and after the second meeting we have to focus on business development i.e., getting information about different FMCG and Pharma companies.

- 1. Business Development** – Here we have to search for Supply Chain Head or Logistics Head or Commercial head of Pharma and F.M.C.G companies. We have to get the name, email id, contact number and get connected with the concerned person on LinkedIn. Further our task is to draft a formal mail, enquiring about any warehouse requirement at present or in future and then send to them. Here I have attached a pic about the research that has been done (a sample) – **Till now I have accumulated 650+ data of such companies.**

Company Name	Salutations (Mr, Ms, Mrs etc)	Contact person Full name	Contact person Last name	Designation	Email Address	Sector	Contact no.	Location
AMUL	Mr.	Sandeep Chopra	Chopra	SCM Head	sandeep.chopra@amul.com	FMCG		Vadodara
AMUL	Mr.	Sandeep Chopra	Chopra	SCM Head	sandeep.chopra@amul.com	FMCG		Vadodara
AMUL	Mr.	Amit Thakur	Thakur	Logistics Head	amit.thakur@amul.co.in	FMCG		Anand
Godrej	Mr.	Dhiren Vora	Vora	Chief General Manager	dhiren.vora@godrej.com	FMCG		Mumbai
Godrej	Mr.	Dhiren Vora	Vora	Chief General Manager	dhiren.vora@godrej.com	FMCG		Mumbai
Godrej	Mr.	Dhiren Vora	Vora	Chief General Manager	dhiren.vora@godrej.com	FMCG		Mumbai
ITC	Mr.	Mayank Mathur	Mathur	Logistics Head	mayank.mathur@itc.co.in	FMCG		Kolkata
Cavinkare	Mr.	Ravi Suresh	Suresh	Logistics Head	raavi.suresh@cavinkare.com	FMCG		Chennai
Britannia	Mr.	Chaitanya Ballvada	Ballvada	Logistics Manager	chaitanya.ballvada@britannia.co	FMCG		Pune
Delhivery	Mr.	Aditya Swain	Swain	Supply Chain Manager	aditya.swain@delhivery.com	FMCG		Gurgaon
Delhivery	Mr.	Vivek Gupta	Gupta	Director (B.D. Head)	vivek.gupta@delhivery.com	FMCG		Bengaluru
Cadbury	Mr.	Sunit Mukherji	Mukherji	Associate Director	sunit.mukherji@cadbury.com	FMCG		Mumbai
Load share networks	Mr.	Rakib Ahmed	Ahmed	Co-Founder	rakib.ahmed@loadshare.net	FMCG		Delhi
Bisleri International	Mr.	K.L. Paul	Paul	Logistics Manager	k.l.paul@bisleri.com	FMCG		Delhi
HUL	Mr.	Gaurav Chug	Chug	Head of Logistics Dept.	gaurav.chug@hul.co	FMCG		Mumbai
Marico	Mr.	Nikhil Narkhede	Narkhede	Supply Chain Head	nikhil.narkhede@marico.com	FMCG		Bengaluru
Marico	Mr.	Nikhil Narkhede	Narkhede	Supply Chain Head	nikhil.narkhede@marico.com	FMCG		Bengaluru
Patanjali Ayurved Ltd	Mr.	Sanjeev Kumar Khanna	Khanna	Senior Vice President	sanjeev.khanna@patanjali.com	FMCG		haridwar,uttarakhand
Nestle India	Mr.	Rudrajit Ghosh	Ghosh	Head of Distribution	rudrajit.ghosh@nestle.co	FMCG		Gurgaon,Haryana
Wagh Bakri	Mr.	Vinay Sharma	Sharma	General Manager	vinay.sharma@waghbakri.com	FMCG		Ahmedabad
Wagh Bakri	Mr.	Vinay Sharma	Sharma	General Manager	vinay.sharma@waghbakri.com	FMCG		Ahmedabad
Reckitt Benckiser	Mr.	Radhamohan Gupta	Gupta	Logistics Head	radhamohan.gupta@reckitt.com	FMCG		Delhi
Kellogg's	Mr.	Manish Borade	Borade	Head of Logistics	manish.borade@kellogg.com	FMCG		Mumbai
Kellogg's	Mr.	Saurabh Lal	Lal	Director Supply Chain India	saurabh.lal@kellogg.com	FMCG		Mumbai
Dabur	Mr.	Samrat Sehgal	Sehgal	Head of supply chain	samrat.sehgal@dabur.com	FMCG		South Delhi
MTR	Mr.	Sreejith Nandakumar	Nandakumar	Head Manufacturing & Supply Chain	sreejith.nandakumar@mtr.co	FMCG		Kerala
MTR	Mr.	Satyakant Y	Satyakant Y	Talent Management	satyakant.y@mtr.co	FMCG	99869 30841	Bengaluru
Mother Dairy	Mr.	Saji Matha	Matha	SCM & Purchase Head	saji.matha@motherdairy.co	FMCG	96869 00111	Bengaluru
Colgate-Palmolive(India) Ltd.	Mr.	Ashish Bansal	Bansal	Head - India Procurement	ashish.bansal@colgate.com	FMCG		Mumbai

- 2. Lead Generation** – This means that we have to search for client's contact details, connect to them, have a chat and ask their requirements if any. Apart from the first one, here we have to talk with people via phone and ask them their current position, their need for present and future as well. Out of every 12-15 calls made, we find people who are interested in buying or leasing property or warehouses specifically. We start the conversation with greetings and a brief intro about the company in case they are unaware about the organization. Then after few chatting, we get to the point and ask them about their business, whether they need a warehouse or not, if yes then of how much area (sq. Ft), at what location etc. Here I have attached a sample of my work done in lead generating area:

Till now I have reached out to 170 people and generated leads for the company as well which I have mentioned in the report at a later part.

A	B	C	D	E	F	G	H	I
Company	Name of the person	Contact No.	Email-ID (confirmed/new)	Contacted on date	conversation done or not	Warehouse operating or not	Interest	Mail sent
Rfor rabbit baby products	Kunal Popat	7930447126	kunal.popat@rforrabbit.com	28-Apr-20	no. does not exist	NA	NA	No
VKC pride	Hari Narayan	9726604473	harinarayan.urf@vkcgroup.com	28-Apr-20	yes	Yes	Yes	Yes
Atos	Sumit Nirmal	9898987147	sumit@atosindia.com	28-Apr-20	yes	No	No	Yes
Eco Paints Pvt.Ltd.	Ramesh Patel	9825051165	ramesh@ecopaints.com	28-Apr-20	yes		no	yes
Ingram Micro pvt ltd	Ramkrishan Nautiyal	8238359400	ramkrishan.nautiyal@ingrammicro.com	29-Apr-20	yes	Yes	No	yes
Flyhigh logistics	Nitin Solanki	8238031618	nitin.solanki@flyhighlogistics.com	29-Apr-20	yes	Yes	No	Yes
Crompton	Umesh Patel	9924378987	warehous@gdn26.crompton.com	29-Apr-20	yes		No	Yes
IFB Industries Ltd	Himanshu Bhavsar	9327036674	himanshu.bhavsar@ifbglobal.com	29-Apr-20	yes		no	Yes
Mehta Excels	Paresh Mehta	9909012133	paresh.mehta@mehtaeccel.com	30-Apr-20	yes	Yes	No	Yes
Liebherr India	Ashwin Bitora	9979854598	ashwin.bitora@liebherr.com	30-Apr-20	no	-	-	-
Grofers	Darshan Dodiya	7400403307	darshan.dodiya@grofers.com	30-Apr-20	yes	Yes	No	Yes
Valvoline oil	Laxman Singh Chauhan	8448089452	laxman.chouhan@valvolineindia.com	30-Apr-20	busy for the moment	-	-	no
DS group	Sunil Rana	9824098925	ahmedabad@dsgru.com	05-May-20	no	No	-	no
Ceat	Vijay	9712458611	ahmedabad.ceat@ceatin.com	05-May-20	yes	yes	no	yes
Kuenhe Nagel	Yogit Modi	8000103677	yogit.modi@kuenhenagel.com	05-May-20	yes	Didn't Had much coversion, said that he was too busy and told to contact after few days.		
Arvind	Alok Bharadwaj	9624031779	alok.bharadwaj@arvind.in	05-May-20	yes	no	no	yes

3. Mapping – In Ahmedabad, there are some specific belt on which warehouses are found or built i.e., Changodar-Bavla belt, Aslali-Kheda belt, Indrad-Chhatral kadi etc. We have to mark all these warehouses through google map on excel sheet. To be more specific, we have to collect information about who is the owner of the warehouse or who is the current tenant, at what location (Latitude, Longitude), which village and area. Here I have attached a sample of my work done in mapping:

A	B	C	D	E	F
Sr.No.	Name	Location (Lat,Long)	Tenant	Area	Village
1	Stand-alone	22.960761, 72.475343	Oswal Motors	Sanathal Circle	Changodar
2	Stand-alone	22.959118, 72.476300	Tata Motors	Sanathal Circle	Changodar
3	Stand-alone	22.953739, 72.471731	KIA Supernova Stockyard	Rajkot-Ahmedabad Highway	Changodar
4	Stand-alone	22.958178, 72.468876	Relay Express Pvt. Ltd.	Sarkhej-Bavla Road	Changodar
5	Stand-alone	22.952665, 72.468785	IFB Warehouse	Sarkhej-Bavla Road	Changodar
6	Stand-alone	22.951973, 72.467681	Aditya Lubricants	Sarkhej-Bavla Road	Changodar
7	Stand-alone	22.951657, 72.468119	Apco Innovative Auto	Sarkhej-Bavla Road	Changodar
8	Stand-alone	22.951798, 72.468398	Apco Motors	Sarkhej-Bavla Road	Changodar
9	Stand-alone	22.951551, 72.469103	Vipul Industries	Sarkhej-Bavla Road	Changodar
10	Stand-alone	22.951232, 72.468003	Avis Motolink Pvt.Ltd	Sarkhej-Bavla Road	Changodar
11	Stand-alone	22.953091, 72.467460	Ratan Business hub	Sarkhej-Bavla Road	Changodar
12	Stand-alone	22.953740, 72.467758	Vishal Estate	Sarkhej-Bavla Road	Changodar
13	Stand-alone	22.953713, 72.467189	Prakesh auto Armechar & rewinding	Sarkhej-Bavla Road	Changodar
14	Stand-alone	22.952814, 72.466953	Sajj Décor	Rajkot-Ahmedabad Highway	Changodar
15	Stand-alone	22.949487, 72.464187	Tuttsan Pharma	Sarkhej-Bavla Road	Changodar
16	Stand-alone	22.949592, 72.464498	Mahindra Shital Motors	Sarkhej-Bavla Road	Changodar
17	Stand-alone	22.948739, 72.464982	Shree Haridwar Logistics	Sarkhej-Bavla Road	Changodar
18	Stand-alone	22.947295, 72.466262	Uttam Dairy	Jasdan-Ahmedabad Highway	Changodar

Till date I have worked on Changodar-Bavla belt and Indrad-Chattral Kadi belt marking approx. 1200 tenant along with Vapi area, Waghodia-Halol belt and Manjusar-Savli belt.

Analysis & Interpretation

Challenges

The major challenges faced by real estate consultancy firms are that clients prefer to find warehouses themselves and contact warehouse manufacturers instead of contacting consultancy firms as they try to avoid brokerage. Apart from this maintaining client relationship is tough as the market is highly competitive and they will switch the consultancy firm if they find better rate from other company. And also it becomes difficult to make a mutual agreement between the warehouse manufacturers and clients as manufacturers want to rent at higher rates while clients want rents as low as possible.

Observations

About Organizational Training

As far as organizational training is concerned, knight frank being an IPC needs people who can work extra miles to achieve the objectives. The best way for organizational training according to me is field work and knight frank do follow this as the organizational training. Each employee at knight frank has gone through the field work after joining and so was my work after joining knight frank. But, due to lockdown we were allowed for field work only for 2 days but it was a great experience overall.

About self-learning

My mentor was highly experienced property consultant who made sure that I learn and become comfortable with getting leads within the first few weeks of my internship and move out confidently for my research work in the later part of my stay. In addition, he trained me as how to make our client comfortable to deal with us and only us. These included how to talk to them, to be polite with them etc. another thing which I learned at knight frank is patience, because we knew that out of 10 calls that I would make, we will get positive response from 1 person only and that 1 too can be negative as well and rest 9 would even not respond.

With such knowledge, which is both a mile in width and depth, I believe I have acquired high quality ammunitions which will help me cross over any managerial hurdle in the future.

Identification of strength, weakness, critical issues, and recommendations:

Strengths:

- Strong market position
- Strong revenue growth
- Large-scale operations
- Total solution under one roof
- Best salespeople
- Low debt
- All sorts of warehouse available

Opportunities:

- Geographical expansion
- New market segment
- Transport infrastructure
- Hire more talents
- Use strong financial position to make acquisition
- Acquire market share through branding

Critical issues:

- Branding could be better
- High brokerage
- Limited spaces available
- Developers directly gain market share through branding
- Threat from local agents
- Competitors copying strategies
- Low quality and inefficiency of roads, infrastructure in few areas.

Recommendations:

- The Ahmedabad sector lacks popularity because while talking to clients many were unaware of such a big MNC and hence few advertisements is needed.
- Secondly the employee number is less as people are not willing to enter real estate due to negative influence and all so I request to educate people about the same and clear their doubts so that people with good skills can join this sector.
- Since I have not much experience about field work but by few observations I feel that the employee should act or talk to the clients like they know them already and not being professionals because in real estate utmost trust becomes important and also the image of the organization is on stake.
- I have noticed that our managers have to do hell lot of work all alone. So, if they can hire a junior as an assistant then majority of the work would get complete on time that too with positive outcome.

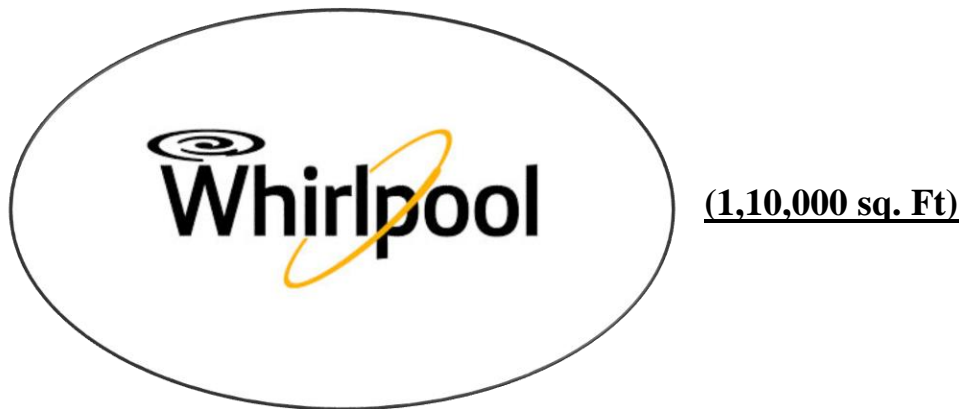
Conclusion

The warehousing industry is seeing the major change shifting to organized top quality warehouses with the development of industrial parks but it is a long road as it is not at access to many small cities. Instead of Warehouses parks with 3-4 warehouses , we need to build Logistics park like Sumar And Mascot Industrial Parks to meet the increasing demand. After the GST, the market saw a dip in business but slowly it is starting to get back on track and so is the demand for warehouses. Overall, warehouse markets have started maturing, even local developers have started providing quality specifications and Infrastructure as a standard offering. Hence, the benchmark of warehousing space has climbed a score and has started to build up. Consolidation among players, where smaller developer and land owners are selling out to the bigger institutional engineers in the current groups.

Leads Brought:

- Whirlpool – 70,000 sq. Ft (Ahmedabad) & 40,000 sq. Ft (Nagpur)
- NA Distributors – 5000 sq. Ft
- PG India – 50,000+ sq. Ft
- Pride Healthcare
- PCL logistics
- VKC Pride
- Greenlam Industries
- Sangee Sales
- Lalchand Ravjibhai

Main Lead Generated:



Mr. Nitesh Kumar was the person with whom I had a chat and got his requirement for Ahmedabad area and Nagpur area i.e., 70,000 sq. Ft for the former one and 40,000 sq. Ft for the later one.

PART C: Learning from the summer training

Learnings

1) Communication:-

- The most important thing learned from this internship was to be able to communicate in a professional way with potential clients. What things to say, What questions to ask, How to introduce your company, How to pitch to clients and few others are the important things which I learned during the course of my internship.

2) Accepting Ignorance :-

- When you call the owner of the warehouse or the supply chain head, every manager does not reply to you in a good way it might be because they are busy so taking that ignorance in a positive way will only help you move further and go ahead and generate leads instead of thinking that all will do the same and there is no use of this client detailing. I learnt how to keep patience, dedication towards work and learnt to face rejections.

3) Responsibility and confidence :-

- First to find a lead and then getting a chance to convert that lead on your own was a great responsibility given to me and it boosted my confidence a lot.

4) Knowledge of the field :-

- From working on demand and then on supply, making client do site visits, roaming from warehouse to warehouse, understanding clients and rents of different areas gave me an exposure more about the warehouse industry.

5) Company's Working Discipline:-

- Discipline is crucial at workplace as it ensures employees behave in a decent way and also maintain the decorum of the workplace. Every employee was helpful and were ready to help when needed and there was a very respectful environment at the workplace.

6) Importance of Data and Surveys :-

- It is through data collection that a business or management has the quality information they need to make informed decisions from further analysis, study, and research. Without data

collection, companies would stumble around in the dark using outdated methods to make their decisions. And conducting Field surveys is one of the best methods.

7) Time Management :-

- Good time management allows you to accomplish more in a shorter period of time, which leads to more free time, which lets you take advantage of learning opportunities, lowers your stress, and helps you focus, which leads to more career success.

8) Convincing Clients :-

- If the client have some specific requirement and by any reason we were unable to provide them, then I used to convince client with some other options. i.e. There was a client Khimji Ramdas they wanted a warehouse near Narol but we were unable to offer them warehouse in that area. So, I convinced them to take a warehouse in Sarkhej area. Though the final outcome was not fruitful, but at least I tried to convince them.

Understanding Own Behavior:

This summer internship has taught me to maintain my cool and composure at difficult situations. My work in this SIP was mainly interacting with warehousing clients and creating demand out of them. I have come across very arrogant clients as well. I had to deal with all of them with a smile on my face. I think that it was not difficult for me to do so because it is in my nature. Being from a retail business family background I have developed my nature in a way that I do not feel irritated when things goes wrong.

Key Points Learned:

With the help of this internship I learned the following things –

- Got the knowledge of Ahmedabad's warehousing industry and the areas.
- Got the knowledge of Rates at which warehouse are available in the city.

- Learned how to deal with corporate.
 - Helped to me improve my communication skills because my work was to interact with higher level executives.
 - Helped to increase my confidence level.
 - Improved my communication on phone call.
 - Increased my patience level.
 - Helped me to create a relationship with higher level executives as I used to follow all the persons that I met on LinkedIn.
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