ZOHO Creator

Digitizing cold chain logistics solutions with low-code

Powered by Zoho Creator

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About Carryfresh

Carryfresh offers cold chain solutions to manufacturers and distributors across India, including logistics, storage, and consulting. The business was established in 2015, when Mr. Prakash, the founder and MD of Carryfresh, started operations with four trucks and a few drivers. Over the years, Carryfresh has grown and now operates across India, with over 75 employees, including admin, sales, IT, truck drivers, and contract workers.

To date, Carryfresh has served 80+ enterprise and small business clients across industries, including chocolate, dairy, floral, meat, medicine, chemical, and other temperature-controlled food products.

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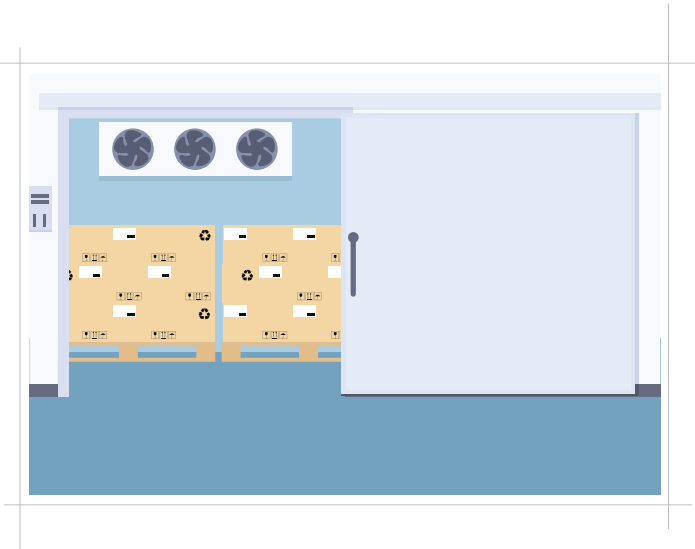
The need for cold chain solutions

In the last few years, this industry has experienced a significant shift and moved towards digitizing processes and the way they function—for example, managing orders, appointing drivers, setting routes, and keeping track of assets.



The main issue that manufacturers of pharmaceutical products and other kinds of perishable items face revolves around packaging and transporting temperature-controlled goods.

This niche was in its nascent stages in India a decade ago. Prakash found a huge market potential in the cold chain logistics industry, as there weren't many businesses addressing the pain points and catering to the needs of these manufacturers.

In the early stages, there were challenges with the availability of affordable specialized trucks, maintaining and operating equipment for such temperature-controlled goods, and navigating compliance and safety standards.

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Carryfresh's growth story

In 2015, Carryfresh had only four vehicles and a handful of staff to run the show, but they've seen tremendous growth of 50% YoY for the last seven years. They now operate more than 55 vehicles.

> At different stages of growth, the complexity increased. We moved from telephonic coordination for our small fleet and then transitioned to Microsoft Excel to manage 15 vehicles. But around 25-30 vehicles, we just couldn't manage operations and get visibility on our fleet. Adding to this complexity, another challenge that we faced was that we were moving from one city to a multi-city remote operation setup in India.
>
> Zoho Creator has helped us scale to keep up with the demand. We've grown from a single user to 7 users using Zoho Creator across locations to manage operations and accounts.
>
> - **Prakash, MD & Founder, Carryfresh**

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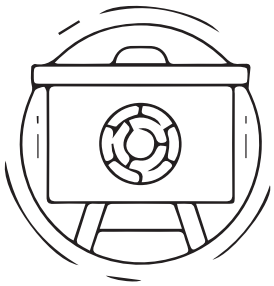
Operational challenges

Initially, Carryfresh operated temperature-controlled vehicles from point A to point B, and it was easy for them to assign drivers and coordinate goods with fewer clients.



The first layer of complexity

As client needs grew, operations evolved into a multi-city scenario. The team had to optimize fleet utility, for which finding the best route was critical to delivering on schedule. Allocating drivers and getting real-time visibility on consignments was slowly becoming challenging.

The second layer of complexity

Carryfresh was expanding into a diverse set of clients. Each of them had different waiting periods at different locations for various operational reasons, like the nature of the goods, availability of resources and machinery, and compliance. Due to this, Carryfresh had to expand its fleet of trucks.

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IT challenges

Their in-house software wasn't built to handle the complexities of the changing business needs at Carryfresh; it wasn't flexible in managing dynamic scenarios. It was also plagued with an unintuitive UI/UX that made navigating through the software difficult. At times it was more complex than just picking up the phone and coordinating operations on a notepad or spreadsheet—in short, it defeated the purpose of implementing software.

> I hired a team of IT engineers to build an application using PHP and HTML. The problem we faced was that development was taking too long, and by the time we would build a basic workable solution, it wouldn't add any value for us. Our business was evolving faster than our operating software. The IT team was in this continuous struggle of playing catch-up.
>
> **- Prakash, MD & Founder, Carryfresh**

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The business driver for change

In time, Prakash realized that there were other important aspects to the business, and he couldn't dedicate time and resources to building or upgrading their software.

Our internal IT team saw things from a software point of view; they lacked the context of the dynamic state of our business. Their job was to gather requirements and code, which proved to be challenging over multiple rounds of iterations.

As I was looking for better solutions online, I stumbled upon Zoho's low-code platform, and I started studying the company. I was specifically inspired by the way your founder, Sridhar Vembu, had grown Zoho to what it is now.

- **Prakash, MD & Founder, Carryfresh**

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Discovering the "low-code magic"

We started a pilot project with one of Creator's sample applications, 'Fleet management', as I wasn't sure how my business would grow and evolve based on the customers we'd acquire and the number of bases we could operate remotely. I was looking for sample plug-and-play applications as and when required; this is where I found Zoho Creator interesting.

I started uploading the vehicle and driver details and made minor tweaks to the application with a few custom forms. I ended up setting up a fully functioning prototype to see where this experiment would take us.

- **Prakash, MD & Founder, Carryfresh**

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I'm great at designing application blueprints and creating workflows, as I've always been closely involved with my business. However, creating a compelling UI and easy-to-use software wasn't my strong suit. I like Zoho Creator because I could build applications visually and didn't have to bother about the front-end; this helped combine my strengths and compensate for the lack of resources and time. If I were to learn Java and HTML, creating a single page would take me 3 to 4 days, and I wouldn't know how to make changes.

I was relieved of the tedious steps involved in configuring buttons, custom actions, and body text on my webpage. I'm also very comfortable with Deluge, which is Creator's scripting language, as it's analogous to JavaScript.

- Prakash, MD & Founder, Carryfresh

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Zoho Creator's differentiation

Simplified development experience

One significant advantage with Zoho Creator is that development time is fast and far more straightforward than traditional development.

> I was also able to test the live application in the sandbox environment. When we create an application, it gives us alerts and references as to which part of the code would be affected if we were to modify the code. This saves a lot of time. As a businessperson, I can take care of the company and don't need to bother with the front end and other app development issues, as most of them can be automated.
>
> - **Prakash, MD & Founder, Carryfresh**

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User-based access and control

The IT team at Carryfresh could now control who could see which data and access certain forms or reports, which eventually led to the development of a single application, CarryFresh SAP (systemized application process).

Cost and transparent pricing

Prakash began by evaluating Salesforce and a few other tools. However, he didn't proceed with them due to the ease of use and cost.

The team at Carryfresh was much more comfortable with Zoho's pricing model, as it's user-based, which meant that the cost would increase only with the growth of the business. This allowed them to scale incrementally and pay as the scope of usage increased.

> When any business is going through a digitization process, most of them generally don’t know how much a specific piece of software will help, and I was clear that I didn’t want to spend huge sums of money upfront on a complex solution with multiple features that Carryfresh wasn't ready for.
>
> **- Prakash, MD & Founder, Carryfresh**

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Future plans

Carryfresh plans to digitize their operations further and add more trucks to their fleet in order to gain even more market share.

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About Zoho Creator

Running a business is no easy feat, but we believe we can help.
Rapidly build custom applications that are a perfect fit for your business,
or choose from and modify our extensive range of pre-built apps. The best part?
You don't have to be a programmer. Just sign up, pick a plan, and start building!

zoho.com/creator

We'd love to talk! Reach out to us:
hello@zohocreator.com

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