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Celcius Logistics enters pharma cold supply chain with Rs 50 Cr investment

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Mumbai-based startup Celcius Logistics, India's leading tech-driven 3PL and cold supply chain solutions provider, has announced the launch of Celcius+, a specialised logistics arm dedicated exclusively to the seamless management of the pharmaceutical supply chain.

Designed to meet the sector’s stringent requirements for temperature control, compliance, and real-time visibility, Celcius+ ensures medicines, vaccines, and other sensitive products are transported with maximum safety and efficiency.

In its initial phase, Celcius will invest Rs 50 crore to create a dedicated pharma fleet and support infrastructure, with a goal of achieving Rs 100 crore in Annual Recurring Revenue (ARR) from this segment within the next 18 months. Of this, Rs 35 crore will be allocated towards deploying 100 new reefer vehicles for Celcius+ along key pharmaceutical corridors across India. A further Rs 10–15 crore is being earmarked to build a robust pharma courier system tailored to serve high-demand urban and semi-urban markets.

To support this rapid expansion, Celcius will add 30–40 specialised team members with expertise in pharma logistics, operations, and regulatory compliance. Leveraging its advanced technology platform, Celcius+ will offer real-time tracking, continuous temperature monitoring, and AI-enabled route optimisation, ensuring every shipment adheres to the industry’s most stringent quality and compliance standards.

With this specialised vertical, Celcius plans to partner with leading pharmaceutical companies and extend its reach to more than 100 cities across India by the end of 2025.

Earlier this year, Celcius Logistics raised Rs 250 crore in an oversubscribed Series B funding round to accelerate technology upgrades and expand its network. Currently operating in over 600 cities, the company aims to scale its footprint to 1,000+ cities in the coming years—further strengthening capabilities across all verticals, including the newly launched Celcius+ for pharmaceutical logistics.