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Rockwell introduces India's first cold chain experience center

The company plans to open 20 Experience centers in Tier-II cities of India in next 2 years

By **Mansi Jamsudkar** | August 7, 2023



WordPress post #28657

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Rockwell Industries, a leading refrigeration innovator, and cold chain appliance manufacturer announced the opening of its state-of-the-art “Rockwell Experience Center” in Hyderabad. It displays 5 realistic sets up - a Bakery, a Professional Kitchen, a Bar, an Ice Cream Parlor, a Supermarket, and the latest cold chain systems.

The first of its kind in India, spread over a 4000 sq ft immersive center, aims to transform the way consumers and businesses understand the importance and benefits of cold chain and refrigeration technologies.

Industries and sectors that stand to benefit the most from the technologies highlighted in the Experience Zone include Hospitality (hotels, restaurants, catering, and QSR), Ice cream and Dairy, Beverage, and medical sectors.

"The commercial refrigeration industry in India lacked a proper experience center," said Soma Bharat Kumar, Chairman of Telangana State Dairy Development Co-operative Federation. "There were showrooms, but no place where a person could walk in, engage with different products in different settings, and make a well-informed decision regarding their choices. “Rockwell Experience Center”, fills that void and provides a customer-benefiting experience."Bharat Kumar added.

Through this initiative, Rockwell hopes to make a significant impact within the cold chain and refrigeration industry.

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