



**INDIGO**  
G R O U P

## Mon-marché.fr logistic hubs in INDIGO Car parks

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Transforming 2 400 m<sup>2</sup> (450 spaces) of unoccupied underground car parks levels

# A realisation aligned with INDIGO Long-term strategy

## INDIGO Strategy and vision

### The car park of the future is an extension of the city

The car park of the future blends a range of considerations, including mobility and local services, to disencumber streets and optimise networks of all kinds (energy, food etc.). It is essential to relieve congestion in public spaces and minimise land take.

Our vision of the car park of tomorrow is an open-air car park that harmoniously reflects its surroundings, forming a space for the community dedicated to mobility where people in the urban area transition from one part of their day to the next. Linking up with all destinations and connections (such as transport, retail and events) and open all throughout the day, the car park of tomorrow also offers a range of new services, including a hub for environmentally friendly modes of transport, urban logistics, storage and even cultural events and entertainment. Consequently, traffic on the surface is less congested, the streets are quieter, and public sphere can develop new spaces for community and biodiversity.



In 2021, INDIGO Group has open to the real estate market 110 000 m<sup>2</sup> for long-terms partnerships (logistics, storage, data centers)



## Why this project?



mon-marché.fr is an innovative service of fresh food delivery, subsidiary of French major food retailer Grand Frais. Located at the heart of the city and close to its inhabitants, it stores in cold rooms fresh products coming directly from Orléans, France to be delivered to its inhabitants, who make their order directly on the mon-marché.fr mobile app.

To set up its services, the supply chains needed to be set up close to city dwellers, in order to avoid long-distance deliveries -> at the hearth of Paris, France.

Some INDIGO car parks in Paris are not fully occupied - due to the City mobility policy - and provide great spaces in interesting locations

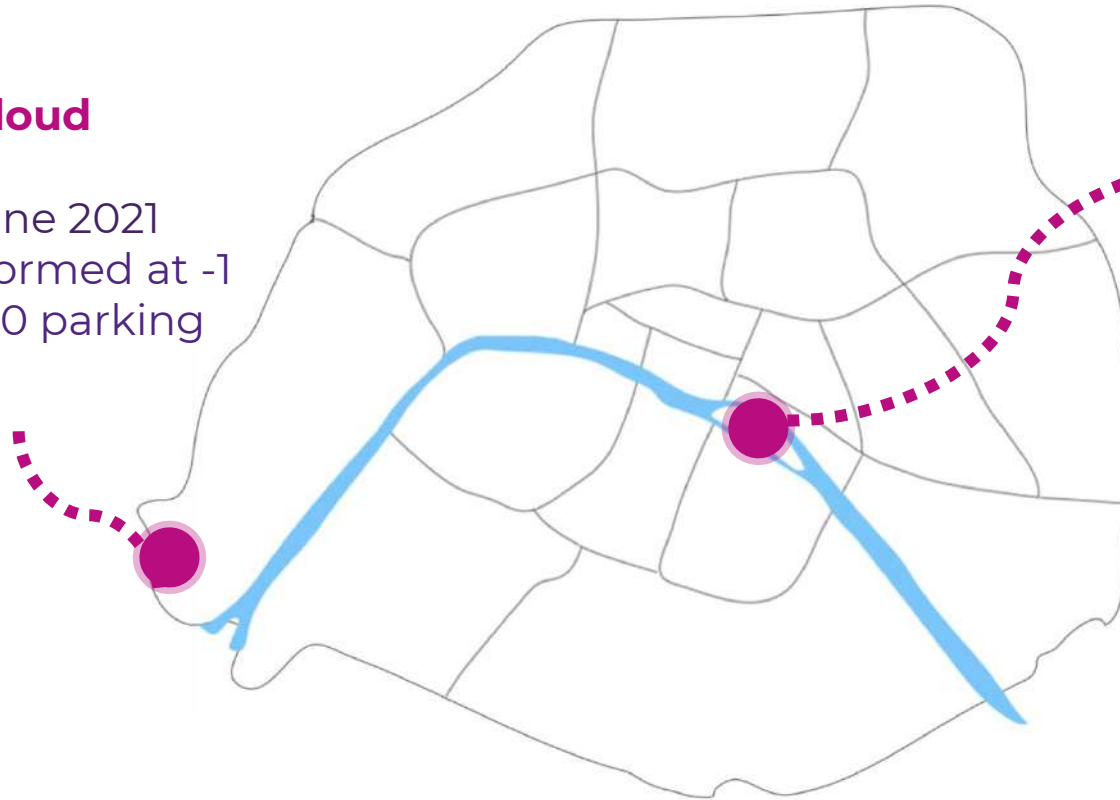
INDIGO and mon-marche.fr has signed a long-term partnership to convert some Parisian car parking spaces into logistics hubs.

# Locations of the logistics hubs

Map of Paris, France

## INDIGO car park Porte de Saint-Cloud

- ✓ launched in June 2021
- ✓ 1200 m<sup>2</sup> transformed at -1 level (about 300 parking spaces)



## INDIGO car park Harlay Pont-Neuf

- ✓ launched in March 2020
- ✓ 800 m<sup>2</sup> transformed at -1 level (about 150 parking spaces)

**7 ongoing projects to create new logistics hubs in the INDIGO car parks**

# Organisation of the logistics hubs

- ✓ **5 cold rooms**, each of which has its own temperature to ensure that the different foods are perfectly preserved
- ✓ **Mobility and charging zone** for ecargo bikes
- ✓ **Offices for staff** - About 20 to 50 employees working on each site to prepare and deliver the orders
- ✓ **Zone for non-profits** (banque alimentaire) for unsold products
- ✓ **A space for click and collect** – customers can come by foot, bikes or cars to get their delivery



# Set up timeline

First meetings with mon-marché.fr

2018

A 2-years work for conception, authorizations and space refurbishment

2018 - 2020

Opening of the first mon-marché.fr in March 2020 and second one in June 2021

2020 - 2021

7 upcoming projects

2022

# Sustainable impacts

## Answer last-mile logistics challenges

- Reduction of pollution and congestion
- Contribution to sustainable mobility
- Better use of urban space: public and private space allocation
- Contribution to city center attractiveness

## Create local jobs!

- Avoid trucks traffic downtown the city, provide green non polluting deliveries thanks to e-cargo bikes
- “Zero waste” policy (unsold products given to non profits, optimisation of the supply chain...)
- Avoid creation of outside logistics spaces in the suburbs by using the existing space downtown the cities: less construction and « urban spread »
- Partnerships with local grocery stores
- Provide a positive service to city dwellers – affordable fresh food directly home!

## A long-term and virtuous partnership



*"Our mission is to bring high quality fresh produce at competitive prices to city dwellers, connecting them to more than 700 producers, through a responsive and easy-to-use service for customers.*

*The business model we built with INDIGO allows us to meet our objectives, while decongesting urban traffic and decarbonising the delivery process in the city centre.*

*To set up our logistics workshops, INDIGO has played a facilitating role, particularly with regard to regulations, and has put us in touch with the right contacts to remove certain obstacles we may have encountered. As a result, we launched our first pilot project in March 2020 in the heart of Paris and have several other projects underway."*

**Gilles Raison, Managing Director of mon-marché.fr**



# A topic of great interest to the press

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## Quand un parking de Paris sert à livrer fruits et légumes

Par Emmanuel Egloff  
Publié le 03/05/2021 à 18:42, mis à jour le 04/05/2021 à 10:47



Flottes Automobiles

LA SECTEUR DES VÉHICULES PROFESSIONNELS

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Accueil ▾ Météo ▾ Transition énergétique ▾ Logistique urbaine Les secteurs de préférence dans des parkings souterrains

### Logistique urbaine : des ateliers de préparation dans des parkings souterrains

Des ateliers installés dans des parkings souterrains du groupe Indigo permettent à la start-up mon-marché.fr de préparer sur place les commandes de ses clients parisiens pour ensuite les livrer en triporteur électrique.

par Marie-Laurence - 10 juin 2021



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\*Votre email professionnel

L'actu en bref

- 2012: Autoroute de Normandie : passage au flux libre d'ici 2027
- 2012: Mercedes EQ0 : 7 places et 0 émission
- 2012: MG Marvel R : opération séduction
- 2013: BMW i4 et iX : le futur s'écrit en électrique
- 2013: Mercedes EQ0 450+ : l'électrique en première classe
- 2013: Volvo C40 Recharge 4x4 : virage 100% électrique
- 2013: Kia Sportage 1.6 T-Di HEV 230 ch : batterie homogénéisée

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Fleet Solutions : cap sur l'électrique et les nouvelles mobilités

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Accueil LSA

## Les secrets de mon-marché.fr (Grand Frais) pour optimiser sa logistique du frais

JULIE DELVALLÉE | LSA COMMERCE CONNECTÉ & E-COMMERCE, LOGISTIQUE  
Publié le 12/06/2021

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Les équipes de mon-marché.fr font grossir le site grâce à l'acquisition de place de parkings souterrains qu'elles transforment en entrepôts urbains. Objectif : livrer en 30 minutes, au mieux, des produits ultra frais grâce à une logistique rapide et pointue. Visite.



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2022  
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Une amende de 200 000 euros pour Sephora

Économie, Consommation

## Grande distribution : avec Mon-marché.fr, Grand Frais à la conquête de Paris... en ligne

À travers Prosol, son principal partenaire, l'enseigne spécialisée dans les produits frais, bien connue des banlieusards et des provinciaux, veut désormais séduire la capitale en proposant à la livraison à domicile une partie de l'offre présente en magasin.



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# INDIGO

G R O U P

DES PRODUITS  
US POUVEZ :  
ER VOUS-MÊME.