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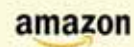


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Dear Reader,

In a country as vast as India, logistics cannot be an easy business to undertake. Over the past year or so, the government has realised that in order to target a rapid expansion of the industry, some crucial measures will have to be put in place and stumbling blocks to cargo agents, airlines, shipping lines, air and sea port operators will have to be cleared.

The year 2018 closed on a fairly good note for the Indian logistics industry. Stakeholders are now looking forward to the time ahead and hoping that changes brought about this year and those stipulated for the next will benefit the sector.

On the aviation front, too, the government is preparing a national air cargo policy and has requested industry stakeholders to provide their suggestions for it to be a comprehensive one. Presently, the focus of the government is to provide state-of-the-art technology for seamless air cargo movement that is on a par with international standards. A panorama of initiatives to support the industry's growth are also on the anvil and include creation of transshipment hubs in the country, creation of an electronic national air cargo community system, promotion of frictionless data interchange, etc. With another feather in its cap, Delhi airport registered one million metric tonnes of cargo in a year (November 2017 to October 2018) and also handled the highest-ever monthly air cargo tonnage of 100,091 MT in a single month (October 2018).

Shipping, too, is making headway in the direction of growth and progress. India's first containerised movement on an inland waterway (National Waterway-1) was recently realised. Sixteen containers of PepsiCo India's snack products sailed from Kolkata to Varanasi, setting a new benchmark.

Keep reading and giving your feedback to us at:  
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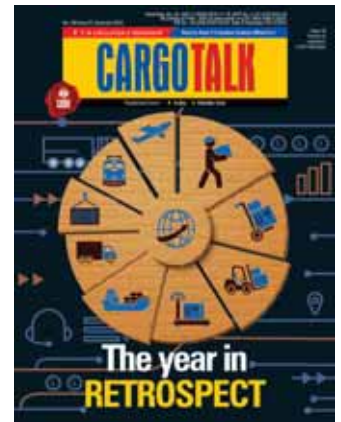
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# contents

DECEMBER 2018



12



Cover Design: Raashi Ajmani Girdhar



20



31



32

- 6** NEWS  
**News from the domestic sector**
- 10** INDUSTRY REPORT  
**India's supply chains need a big push**
- 12** COVER STORY  
**The year in hindsight**
- 20** INDUSTRY OPINION  
**Inland waterways promise sustainability**
- 28** INDUSTRY INTERVIEW  
**Technology-driven growth for TVS Logistics**
- 32** INDUSTRY TRENDS  
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## MoCA throws light on much-anticipated air cargo policy at PHD Air Cargo Summit 2018

At the recently-held fourth edition of PHD Air Cargo Summit, representatives of the Ministry of Civil Aviation deliberated upon several crucial subjects pertaining to the air cargo industry. Without specifying a timeframe for declaration of the new Integrated Logistics and Air Cargo Policy, **Suresh Prabhu**, Union Minister of Commerce & Industry and Civil Aviation, Government of India, said, "With this new policy in place, the solutions to critical issues relating to agriculture and manufacturing output and their supplies, including exports, would be sufficiently explored, though the possibilities of making improvement in such an integrated policy still exist even in future."

"The government is of the view that the basic objective on which the logistics and cargo policy is being put in place is that its context is important and significant rather than the text, because both logistics and cargo are one of the biggest growth-driven sectors in India after services and therefore, all efforts of policymakers are going in the direction so that following announcement of the policy, the growth of agriculture and manufacturing multiplies exponentially with air cargo movement picking up the anticipated movement with affordable tariff structure," the Minister added. The government is also planning to upgrade the recently-launched AirSewa 2.0 with cargo services while launching the next, enhanced version - AirSewa 3.0. "To keep the industry on a par with the international standards, the government has envisaged this new policy to create an enabling environment for further rapid growth of the air cargo sector. A multi-faceted approach for the development of cargo infrastructure is on the anvil," added **Jayant Sinha**, Minister of State for Civil Aviation, Government of India. He also said that digitisation would drive efficiency in the air cargo ecosystem and deliver incremental value to customers.

**Rajiv Nayan Choubey**, Chairperson, Airports Economic Regulatory Authority of India, said, "The bottom line is, we are committed to making air cargo affordable. We are actively pushing for establishment of offsite airfreight stations in the country. We are in the process of establishing Greenfield airports in Delhi, Navi Mumbai, Goa, Bhogapuram near Vizag, Purinder near Pune, and more. They will have a dedicated space for air cargo. We are confident that we will create an ecosystem that will make logistics easy for air cargo to thrive."

## Jet Airways uplifts record 45 tonnes cargo on Boeing 777-300ER aircraft



Jet Airways has entered global record books for the highest uplift of cargo by an Indian carrier in a single flight. The airline uplifted 45 tonnes of cargo on one of its flights on the Mumbai-London sector, operated by a B777-300ER aircraft. The record is globally significant as only two other international carriers have previously operated a flight each with a cargo complement of over 40 tonnes on a Boeing 777-300 aircraft. The cargo comprised a mix of products including perishables (fruits and vegetables), engineering goods, garments, courier, leather goods, and consolidation cargo.

**Pradeep Kumar**, Senior Vice President, Jet Airways Cargo, said, "Air cargo is a vital part of the business at Jet Airways and this milestone is testament of our dedicated focus on growing cargo revenue, which has recorded a CAGR of more than 15 per cent in the past three years. Cargo revenues increased by 18 per cent vis-à-vis last year, while the yields improved by 17 per cent. This is a significant growth in comparison to similar airlines, since we are a combination carrier with a varied fleet of B737s and wide-bodies comprising B777-300 ERs and A330-200/300 aircraft. This growth has been achieved by changing the traffic mix, market segmentation, product mix, and improved utilisation of available capacity both on our wide-body and narrow-body aircrafts."



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## India's first container vessel movement on an inland waterway debuts with PepsiCo goods

The Inland Waterways Authority of India (IWAI) transported a container cargo belonging to PepsiCo (India), the food and beverage giant, from Kolkata to Varanasi. Marking the debut of containerised movement on inland waterways, PepsiCo India became the first company to use containerised vessel movement for transporting products from its plant in Kolkata to the port in Varanasi. The maiden container vessel, MV RN Tagore, was flagged off from Kolkata on October 30 in the presence of **Gopal Krishna**, Secretary (Shipping), Government of India, along with **Pravir Pandey**, Chairman, IWAI, and PepsiCo (India) representatives. The vessel was received by Prime Minister **Narendra Modi** on November 12 at the newly-developed multimodal terminal in Varanasi, which was also inaugurated that day. Also present on the momentous occasion was **Ahmed El-Sheikh**, President and CEO, PepsiCo India. He said, "This is a significant milestone in the development of inland waterways and we believe this can be a huge enabler for the consumer goods industry." PepsiCo India shipped 16 containers, equivalent to 16 truckloads, containing the company's popular snack products as part of the pilot project on National Waterway-1. These products were manufactured at PepsiCo India's snack plant in Kolkata and will be distributed from Varanasi to various markets.

## DP World, NIIF to build Free Trade Warehousing Zone at JNPT Mumbai for \$78 million

Hindustan Infralog (HIPL), a joint venture between DP World and National Investment and Infrastructure Fund (NIIF), has won the bid to develop and operate the Free Trade Warehousing Zone (FTWZ) at India's largest container gateway - Jawaharlal Nehru Port Trust (JNPT) for \$78 million. The facility is expected to be operational by 2020. HIPL is the recently-created investment vehicle between DP World and NIIF to invest up to \$3 billion in ports, logistics, and related sectors across the country. This is the second investment for HIPL following the acquisition of a 90 per cent stake in multimodal logistics company Continental Warehousing (Nhava Sheva). The FTWZ comes with a long-term concession of 60 years and will be developed across 18 hectares at JNPT's Special Economic Zone (SEZ).



JNPT is a key gateway hub handling approximately five million TEUs per annum, which equates to 33 per cent of India's container traffic. FTWZ's strategic proximity to

the port, the upcoming Navi Mumbai International Airport, and the western dedicated freight corridor give it direct access to global and domestic markets. **Sultan Ahmed Bin Sulayem**, Group Chairman and CEO, DP World, said, "DP World has a proven track record in developing trade zones, and HIPL will aim to leverage on our global expertise to build this much-needed capacity to support India's fast-growing export-import trade."

(Source: PTI)

## Round-table in Delhi to boost Indo-Kazakhstan trade

To promote the Kazakhstan-Turkmenistan-Iran-India route under International North South Transport Corridor (INSTC), FFFAI and Embassy of Kazakhstan jointly hosted a round-table meet in New Delhi.

**Samir Shah**, Past Chairman, FFFAI, suggested that Indian freight forwarders/logistics companies as well as logistics company representatives from Kazakhstan, Turkmenistan, and Iran utilise the platform for expansion of their horizon through exchange of ideas on mutual requirements.

Commending the Government of India initiative, Shah reiterated FFFAI's firm commitment to make the INSTC project a success. He also appealed to Indian companies to study and explore opportunities and new avenues of forwarding and logistics business on the route. At present, the Kazakhstan-India trade turnover is about \$1 billion and is expected to increase manifold.

At the meet, **Manish Prabhat**, Joint Secretary, Ministry of External Affairs, Government of India, underlined the collaborative effort of the government and industry stakeholders.





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# India's supply chains need a big push

The recently-released report by KPMG and ASCP on the state of supply chains in India highlights the challenges faced by them, impact of key initiatives undertaken to overcome these challenges, the mindset that creates roadblocks in benefit realisation, the level of technology adoption, and key emerging themes in the segment.



CT Bureau

KPMG (India) and Association of Supply Chain Professionals (ASCP) have released a report titled 'Supply chains in India: A reality check – Here to where and how'.

The report is based on an online survey conducted among 76 leaders across manufacturing sectors to get their views on the current supply chain challenges, key focus areas, and future aspirations. As part of the report, KPMG (India) also shared its perspective on how supply chains can be built effectively for the digital world.

## CHALLENGES FACED

Some of the challenges faced by supply chains today include:

- **Planning:** According to the report, 66 per cent organisations stated that poor forecasting accuracy was the biggest challenge, followed by 51 per cent asserting that lack of end-to-end supply chain visibility hindered planning.
- **Sourcing:** A majority of 56 per cent stated that supplier quality and delivery performance were top concerns, followed by 51 per cent stating uncertainty in supplier delivery to be the top challenge.
- **Making:** The research highlights that 78 per cent respondents said that poor integration between manufacturing systems and business plans was a top challenge, while 61 per cent said that unavailability of the right resources with technical skills was a major challenge.
- **Delivering:** The inability to meet customer demands on time while incurring higher cost to serve was a double whammy - cited as a challenge by 98 per cent respondents. Only 22 per cent cited GST-related challenges as a top concern.
- **Key themes:** While selecting themes for the future, most supply chain leaders (80 per cent) expect that the future will be more customer-centric, while a number of them believe that they needed to strike a balance across other important stakeholders by improving on sustainability (54 per cent), inventory turns and costs (51 per cent), and digitisation (49 per cent).
- **Success factors that will aid transformation:** Around 70 per cent respondents said that leaders must drive the supply chain transformation agenda across the organisation, while 14 per cent said that investments in core technologies would determine transformation.
- **Technology options:** Application of technology in planning and forecasting (44 per cent), building customised tools (34 per cent), and usage of integrated supply chain platforms (32 per cent) were the top technology-related choices of supply chain leaders.
- **Skill requirements:** Operations strategy (63 per cent), scenario analysis (56 per cent), and data proficiency (51 per cent) emerged as the top skills required to successfully drive supply chains of the future. ↴

## WHAT LIES AHEAD

The report brings to the fore some key changes that are likely to drive the future of supply chains in India:

## Key findings

- 80% organisations believe customer centricity is the key theme for supply chains of the future.
- 59% supply chain leaders rank planning as one of their top two challenges.
- 73% organisations are understanding operations excellence initiatives to improve their supply chain.
- 33% believe that a 'legacy mindset' is the biggest roadblock to supply chain transformation.
- 70% believe leadership drive is key for a successful supply chain transformation.
- 21% organisations are aspiring for top range of improvements in supply chain parameters.



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Year  
Round-up

2018

The year 2018 was eventful for the cargo industry, to say the least. Government investments, announcement of policies, and introduction of advanced technologies that received a mixed response from players kept everyone on their toes. **CARGOTALK** checks in with industry experts to understand their point of view on business in 2018.

# The year in hindsight



Kalpana Lohumi

As the industry gears up for 2019, it must take a look at the past and brush up on learnings of the year. A quick review reveals that initiatives of the government brought some much-needed relief to the cargo sector. Granting the sector an infrastructure status, launching the national logistics portal as part of the commerce ministry's effort to ensure ease of trading and reduction of logistics cost

from 14 per cent of the GDP to 10 per cent by 2022, as well as formulation of a new air cargo policy that is to be announced soon spelled well for the industry. In its effort to further the sector's propensity to grow, the ministry is looking for suggestions from industry stakeholders to understand relevant problems and identify solutions. The government has also announced major projects such as Bharat Mala, Setu Bharatam and Sagarmala, im-

provement of district connectivity and port-rail connectivity, as well as development of 106 inland waterways. **CARGOTALK** unveils some of the popular trends, persistent challenges, and achievements that 2018 brought in its wake. Despite minor glitches, the Indian logistics industry is ready to script another success story in the year 2019. Though it has managed to stand its ground, a lot still needs to be done to keep the energy up and growth notable.





**TA Varghese**  
President, ACAA

The logistics industry has received much encouragement from the government during the last few years. Giving logistics and transportation an infrastructure status has given a boost to the industry, while growth has been satisfactory.

**Challenges & Milestones:** The rules, regulations and procedures, particularly customs regulations, pose a constant challenge for the smooth and expeditious clearance and transportation of export and import goods. Inadequate infrastructure at airports, sea ports, and roadways has also been a barrier to the logistics industry, which is still grappling with issues related to GST, especially the timely refund of Input Tax Credit (ITC).

ACAAI ceaselessly endeavours to make 'ease of doing business' a reality by taking up relevant issues and problems faced by the industry, with the concerned authorities. In some cases, our efforts have been successful. A major concern for the industry was imposition of an 18 per cent GST on export airfreight. Our association took up this issue with the authorities and as a result, export airfreight has been exempted from GST until September 30, 2019.



## Anil Mantri

Director, Seair Freighters International

The year was quite exciting, both from a regulatory perspective and that of the global economy. I commend the bold steps taken by the government to better infrastructure and make the ecosystem more robust. I have seen new start-ups in this sector and have also witnessed existing companies expand their product portfolio to make the customer experience better while offering a one-window solution. A separate policy on air cargo by the government will provide clear direction and aid India's growth in the air cargo space.

**Challenges & Milestones:** One of the main challenges we faced this year was capacity reduction, with airline configurations affecting overall business. Despite these issues, Seair grew 30 per cent y-o-y, gained a substantial market share, and established itself as one of the fastest growing companies in the industry.



## Ajit Venkataraman

Managing Director, APM Terminals Inland Services, South Asia

2018 has been a year of tremendous action with technology, policy, innovation and infrastructure shaking up India's logistics landscape. The common thread joining all these aspects is efficiency. The industry has laid the foundation and taken initial steps towards a progressive future through efficiency-driven initiatives like the National Logistics Policy, Multimodal Logistics Policy, Public Private Partnership (PPP) models, and the East West Dedicated Freight Corridor that has reduced distances and connected hinterlands. Inland waterways are set to write the story of a cleaner and greener logistics and supply chain. A new environment that encourages innovation and use of technology has seen multiple technology start-ups across the nation, aiming to address gaps and inefficiencies in the existing solutions and supply chains. A significant development has also been the renewed attention on India's agricultural sector and realisation of its ability to catapult the nation into a new league if supported well by a robust supply chain. Across almost all spectrums of the logistics and supply chain, 2018 has been one of the most defining years for India's domestic and global trade.

**Challenges & Milestones:** Our biggest milestone in 2018 has been the creation of an opportunity to service the country's high-potential agriculture, seafood, pharmaceutical, and chemical industries. South India's first integrated CFS and cold chain solutions facility based in Chennai was inaugurated this year and is currently handling a variety of products from across the nation. The world-class facility delivers services of global standards and customers are benefiting from plug-in facilities for cold warehousing, customs examination and clearance service under controlled temperature, value-added services, etc.



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## Ravinder Sethi

*Managing Director, RE Rogers India*

The year 2018 was vibrant, accelerated by the fact that GST overcame its initial hiccups and FDI was on the rise. Exhibition logistics also witnessed significant growth, with the exhibitions industry growing in double digits.

**Challenges & Milestones:** We faced challenges at the macro level. The exhibitions industry still lacks the attention it deserves from the government. Unlike tourism, our sector was still deprived of an industry status and all benefits that go with it.

On a micro level, our most challenging project this year was the defense exhibition outside Chennai. A difficult venue and limited time did not make it easy. The good news, however, was that we emerged with flying colours! Another internal milestone for us was receiving an AEO-LO accreditation.

## Ajay Khosla

*General Manager (NORO), Scorpion Express*

In 2018, we saw benefits of initiatives taken the year before, including launch of the E-Way Bill system, introduction of the GST, and development of several infrastructural projects. The logistics sector in the country has seen a lot of transformation in the last few months. Other than investment from big business houses, the government is now looking to attract bigger investments for development of this business vertical. The Ministry of Commerce and Industry has created a new logistics division since the previous one was being looked after by seven different ministries. The cargo sector is also developing as a viable option for employment. The industry is also witnessing a shift from mere transportation to providing end-to-end solutions. Presently, most of the big players are encouraging outsourcing of non-core functions like warehousing, storage, packaging, transportation, and other associated activities to integrated players. This will further strengthen the organised sector, helping it enjoy a bigger share in the industry.

**Challenges & Milestones:** The Indian cargo industry continues to face the challenge of high logistics cost, which currently accounts for 14 per cent of the GDP spend. This needs to be brought down significantly; many developing countries have it pegged at nine to 10 per cent only. In the last couple of years, there has been visible growth in this sector as reflected in the World Bank Global Ranking 2018 Logistics Performance Index, where India jumped to the 44<sup>th</sup> rank from the 54<sup>th</sup> in 2014. There is still scope for a big jump in ranking by addressing infrastructural costs, material handling and storage, fragmented warehouses, etc.



## Prateek Sharma

*CEO and Co-Founder, Courierhome*

Several new concepts were introduced in the logistics industry; there were IoT devices for better transparency and an increased level of adherence to advanced technology. There was also progress in terms of overall efficiency after implementation.

The logistics industry is now growing at a CAGR of 10 per cent and it's expected to touch \$215 billion in 2020.

**Challenges & Milestones:** It was a tough year for online courier platforms because of frequent changes in technology for courier partners. Several key changes were made by courier partners to make processes more efficient and transparent, which led to technical disturbances and lag in order period.

## Sarjak Sheth

*Director & Co-Founder, Camelport*

2018 was the year of developments and consolidations for the logistics industry. Granting an infrastructure status to the logistics industry shows that the government is ready to build a marketplace for logistics, with an organised approach and better cash inflow for investments.

**Challenges & Milestones:** A major challenge was making stakeholders understand that this is a neo-marketplace and they should adopt the newer tools of the industry. Since logistics industry players are relatively new to the digital era, traditional methods are still dominant in the industry. To meet this challenge, Camelport has developed a user-friendly platform to digitally handle every logistics operation, including bidding for competitive rates, online container bookings, etc.







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## Nishith Rastogi

CEO & Co-founder, Locus

The global logistics market had already reached a valuation of \$1171 billion by the end of 2017. The present situation of the logistics sector is the result of an amalgamation of meteoric globalisation, the rise of e-commerce, penetration of the internet, and advancement of technology. Add to this the rapid proliferation of trade agreements among various nations and you have got a market that is constantly changing. The industry is now moving towards dynamic solutions to keep up with demands of the modern business landscape. Enterprises now want to automate every mundane task that doesn't need human effort. Not only has this resulted in increased efficiency and cost-cutting, but has also led to better utilisation of human resources in the decision-making process.

**Challenges & Milestones:** Raising awareness about AI and how it can help supply chains of various industries is the primary challenge. Making people understand that AI is much more than automation and that it can assist in making better business decisions is a crucial aspect for our business. We have achieved a peak of one million orders processed in a day (200,000 orders an hour). Our solutions are now trained and tested on over 100 million order deliveries, and we expanded to 75 cities across the globe. We are solving complex logistics problems for more than 40 medium to large enterprises. We also launched FieldPro, which automates and optimises sales beat plans for the mobile workforce.

## Siddharth Jain

Co-founder, Vaahika

It was an average year, neither bad nor great. This year marked one of the longest running transport union strikes and a sharp increase in diesel prices, both of which were not good for the industry. However, I must admit that government investment on infrastructure and consistent support kept business running, thus making it good overall.

We witnessed slow growth in the MSME sector which is yet to go full throttle. I am sure the government is working on that as well and we should have a wonderful year in 2019. Now that the diesel prices are under control, the industry should flourish.

**Challenges & Milestones:** For us, it was a wonderful year all together as we were able to touch profitability, a mark every start-up aspires for. Also, we improved on our lead-to-sales conversion ratio, making it cross 65 per cent. Not only that, we were also able to expand geographically by increasing our client and vendor base across the North-West corridor. That said, like every logistics player, we did face challenges when diesel prices rose exponentially.



## Rahat Sachdeva

Vice President, Rahat Continental & Face of the Future (India Cargo Awards, 2017)

The logistics sector in India has seen a lot of activity in 2018. Introduction of GST is being touted as a boon and grant of infrastructure status to logistics is a step in the right direction. The government, on its part, has been working on ways to attract greater investments in the segment.

We have experienced a shift from a pure transportation business to that of end-to-end service providers, thereby facilitating growth of third-party logistics and supply chain management industries. The rising scale of freight transportation has further encouraged a trend towards outsourcing non-core activities like logistics, warehousing, and associated activities to integrated players, which has increased the share of the organised segment.

**Challenges & Milestones:** A rising e-commerce footprint has led to a manifold increase in the demand for warehousing. In times to come, continuous growth in demand for transport and storage services, demand from end-user industries, greater technology penetration, development of integrated facilities, and planned fleet acquisitions by service providers and 3PL providers will fuel growth in the sector.



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# Inland waterways promise sustainability

The first containerised cargo movement on an inland waterway was recently received at Varanasi by Prime Minister **Narendra Modi**. **CARGOTALK** unearths how the debutant shipment that sailed from Haldia Port opens a new chapter in the country's freight movement history.



Kalpana Lohumi



## Ashish Asaf

*MD & CEO, SA Consultants & Forwarders*

The determination with which the inland waterways plan has been operationalised through National Waterway-1 in the last few years is definitely a result of the government's zeal and hence, proves to be a game changer for the logistics industry. The Kolkata-Varanasi national waterway has made a revolutionary mark in Indian logistics. Movement through waterways has so far had an insignificant share in cargo

movement, with road transport accounting for 65 per cent and rail accounting for 27 per cent.

A visible modal shift in cargo transportation to the IWT in the region will result in employment generation, making river-ways safe and operations smooth. The movement of PepsiCo's 16 containers from Kolkata to Varanasi was the first commercial container movement on an inland waterway post independence. Covering more than 1300 kms in nine to 10 days proves to be the next big thing in green cargo, as it saves a lot of time and reduces damage that enables cargo owners to reduce their carbon footprint, positively impacting the shipping industry. Moving freight through barges helps reduce congestion on roads and rail tracks, and also reduces noise pollution as well as the level of pollutants in the air, ultimately reducing the expenditure on medical aid. Resultantly, market forces will also start showing interest in the protection and conservation of waterways and canals, thus contributing to the development of the shipping industry in India.



## Sudip Dey

*Vice Chairman, FFFAI*

The recently-inaugurated multimodal terminal on Inland Waterway-1 for transporting containerised cargo between Varanasi in Uttar Pradesh and Haldia Port in West Bengal is expected to provide a significant push to ex-im trade from eastern India, especially from Kolkata and its catchment areas. It is also expected that in the months to come, Haldia Port would be able to strengthen its position as

a viable transshipment port in the South East Asia region, thanks to burgeoning and potential trade transactions between India and Bangladesh through multimodal connectivity, where this port would play a pivotal role. Import of cargo meant for consumption in the heartland of India, especially from the Far East, can now move in an economical manner. This shall save cost and Kolkata's port will be at an added advantage. We hope to see increased imports via the waterway, with more activities for forwarders since they will book the barges themselves, thereby reducing dependence on surface transporters.

To position Haldia Port as a transshipment port, customs must take the lead because cleared cargo will be entitled to use this facility. It is pertinent to mention that India's customs authority has already given the green signal to Bangladesh to use Haldia as a transshipment port. Approval from Bangladesh customs is awaited though. The only thing that is now required is strict regulation by the government.



### Capt. Ram Iyer

*Vice President - Operations  
Seahorse Ship Agencies*

Inland water transportation is the name of the game and we, in India, have not even looked at it seriously, let alone capitalise on the country's waterways to effectively engage in one of the most acknowledged green modes of transport. It is time that India looks beyond road transportation and the overwhelming lobby of the automobile sector. Our country is committed

to green initiatives outlined under COP21 and there is a TINA factor. River and waterways transport are the perfect response to India's determination to reduce the adverse environmental impact of a fast-growing economy and the aspirations of its citizens, and one sincerely hopes that this movement from Kolkata to Varanasi is only the beginning.

The Indian government does need to encourage the use of waterways as an environmentally virtuous mode of transport. It needs to facilitate and support the development of sustainable transportation and logistics solutions for the country.



## Highlights

- A recent study unveils that the movement of bilateral cargo between India and Bangladesh through coastal shipping is on the rise.
- During the first six months of FY 2018-19, Haldia Port handled approximately 4000 containers traded between India and Bangladesh. This is higher than the 3700 boxes handled in the year 2017-18.
- River and waterways transport are the perfect response to India's determination to reduce the adverse environmental impact of a fast-growing economy.
- Development of this mode would assist in unclogging the urban road network in addition to bringing in much-needed development.



### Jaideep Raha

*Managing Director, Jetex Oceanair*

With the advent of railway systems and civil aviation, we have completely ignored river transport systems since we all wanted faster modes of transport. River transport does not destroy nature, all we need is regular dredging. More importantly, the maintenance cost in this case is lower than that of road surface maintenance. The country's logistics cost on an average is higher than that of China

or other foreign countries and hence, we need to find ways and means to reduce it in order to compete in the global market. An inland waterways transport system is perhaps a parameter that can greatly help in reducing cost without damaging the environment. Development of this mode of transport would also assist in unclogging the urban road network in addition to bringing in much-needed development of the hinterland. For this, the private sector also needs to be encouraged and incentivised to ensure viability of the entire spectrum of inland water logisticians. A holistic approach is needed to safeguard the environmental concerns of India and its future generations.



# Spreading the wings of air cargo

The fourth PHD Air Cargo Summit was held on November 20 in New Delhi. Here, industry experts deliberated on measures that would enable a continued double-digit growth for air cargo.

 Kalpana Lohumi

Growth of the air cargo industry of a country is driven by a rise in the country's GDP. India is expected to become the third largest aviation market by 2025; Indian airfreight's y-o-y growth is expected to be around 10 per cent. At the event, **Vipin Vohra**, Co-Chairman (Civil Aviation Committee), PHD Chamber of Commerce and Industry, offered an overall view of the global air cargo industry and how the domestic air cargo traffic has recovered. He said, "Key government initiatives that have boosted Indian air cargo are 'Make in India', trade facilitation, ease of doing business, GST, improved infrastructure, digitalisation and technology, and a high projected growth of agriculture, pharma-


ceuticals, garments and textiles, automotive, and other sectors."

According to him, few aspects that need attention are enabling regulatory provision and their effective implementation; leveraging advanced technology that is reliable, efficient, and cost competitive; addressing handling capacity constraints at airports; augmenting infrastructure such as allocation of dedicated space for cargo at all airports; and enhancing reach to the hinterland to decongest other airports, etc.

**Vandana Aggarwal**, Economic Advisor, Ministry of Civil Aviation, encouraged everyone to suggest actions and implementation measures once the policy was out, to help improve it. She also said, "We have initiated an India-Afghanistan dedicated freight corridor. Many were of the view that cargo facilitation cannot be done to achieve four hours of dwell time at the airport, however, within a year of existence of this freight corridor, we have been achieving four hours of cargo clearance under the corridors at Delhi, Mumbai, and Amritsar."

Traditionally, airfreight doubles every five to seven years depending

on the market, economy, GDP, etc. **Keku Gazder**, CEO, AAI Cargo Logistics & Allied Services, while addressing the gathering, said, "To move from 3.3 million tonnes to 10 million tonnes between 2017 and 2027, it is important to understand that not only are we to pursue the current products that we have but also to look for new products or markets."

**Amar More**, CEO, Kale Logistics Solutions, spoke of the importance of a connected ecosystem. He said, "Logistics as an industry is highly fragmented and there are 42 sub-verticals within it. So, when you are moving a shipment internationally, it is exchanging quite a few hands and involves 30 types of documents, 124 copies of paper, and 200 signatures; 67 per cent of data of the mother document is actually reusable for creating all these other documents in the supply chain. If you have the right kind of technology platform, you can eliminate this repetition. Also, in air cargo, which is so time-sensitive and hence expensive, the average time to move cargo from one place to another was 6.3 days; IATA did this study in 1978. They repeated the study after 20 years and the average time was 6.1 days. Despite IoT, nothing much has happened." 





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# Çelebi launches new charter handling product

Çelebi Delhi Cargo Terminal Management India recently launched a charter handling product at a gathering attended by non-scheduled and scheduled operators as well as the management of DIAL.



CT Bureau

With an aim to make Delhi a charter hub, Çelebi recently launched its charter handling product in the capital. The idea behind the new development was to attract more charter to the capital, while offering a comprehensive product for all scheduled and non-scheduled operators. Delhi has been identified as the first pilot station to be developed as a transshipment cargo hub by MoCA, under National Civil Aviation Policy 2016. Resultantly, Çelebi is working towards making the capital city a transshipment hub by attracting transit charters from Dhaka, Hong Kong, Colombo, and Yangon (Myanmar) among other stations.



**Ramesh Mamidala**  
CEO, Çelebi Delhi Cargo Terminal Management India & DDP Game Changer (India Cargo Awards, 2016)

“Our project allows charter customers to manage multiple operations through a single point of contact”

“Our project allows charter customers to manage multiple operations through a single point of contact,” said **Ramesh Mamidala**, CEO, Çelebi Delhi Cargo Terminal Management India, at the launch. He also explained how the project would allow charter customers who wish to operate in Delhi, manage multiple operations through a single point of contact. “Çelebi Charter Helpdesk is also being created, which will operate 24x7 to meet the requirements of charter operators. We have a terminal area of 80,000 sqm with a handling capacity of more than a million tonnes annually,” he added.



Commenting on what drove the company to explore this area and subsequently launch the product, Mamidala said, “We have seen huge demand for airfreight globally in 2017 and a lot of charters started coming back to India. This drove our interest. The decline in

2018, however, made us think of the reason behind it and we found three challenges that charter operators faced - finding slots, coordinating with regulators and operations, and the need to have somebody on the ground to deal with the struggles.”

## Product features

- TP hub with dedicated TP facility at Airside (TEC)
- Bonded road feeder services to connect charters
- ETD, K9 facility, X-ray scanning facilities
- Regulatory support
- Booking through CargoCEL Charter App (under preparation)
- Time and cost benefit
- Connecting loads to a large network of scheduled and non-scheduled operators





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# 2018: A good year

As the calendar year comes to a close, our esteemed award winners look at the months gone by. Sharing their opinion, they delve on performance of business, challenges faced, and how far the industry has come aided by government initiatives and new technologies.



CT Bureau

► Best Logistics Service Provider – Ocean (North & East, 2016) : **AS India**



## Cross-border trade flourished for logistics

**Amit Tandon**, Managing Director, AS India, says, "The period April-August 2018 saw a growth of approximately 16 per cent as compared to the corresponding period last year. During this time, imports rose by 51 per cent compared to last year, primarily on the back of a 42 per cent rise in Brent crude prices. Business for the logistics industry as far as cross-border trade is concerned has therefore been bright. With the festive season fast approaching, the prospects for international movement of goods and services to and from India seem even brighter."

Each year comes with its own set of challenges and Tandon says that a major challenge faced by the industry this year was the steady increase in crude oil prices, which constantly put international freight rates under pressure. In the face of competition, AS India continued to perform well. Tandon explains, "In spite of severe competition within the logistics industry, we have been able to maintain our market share, largely due to our concentration on our specialised trade-lanes."

► Emerging 3PL Company (West & South, 2017) : **Katson 3PL Services**

## E-Way Bill became a game changer

**Homi Katira**, Managing Director, Katson 3PL Services, says, "Being provided an infrastructure status helped the logistics sector get credit at competitive rates on a long-term basis, as rising logistics costs impacted the global competitiveness of exporters. Also, changes brought about by the GST are expected to solve one of the most significant problems the sector faces – the inter-state transport of goods without the hassle of documentation and long queues at check posts."

According to him, one of the biggest concerns that have brought about the need to cut transportation costs are dynamic fuel prices and technology, both in terms of strategy and implementation.



► Fastest Growing Freight Forwarder – Air (North & East, 2017): **Cargo Partner Logistics India**



## Africa and LatAm, most promising markets

**Ravinder Katyal**, Director - Air Cargo & Head - Co-load, Indian Subcontinent, Cargo Partner Logistics India, says, "2018 was overall a good year across the globe and witnessed reasonable growth. The pharmaceutical and automobile industries achieved the highest growth in terms of volume. Also, markets like Africa and Latin America (LatAm) were the most promising ones this year."

He says that 2018 was a stable and healthy year, except for a few operational challenges that formed the mix. "Initiatives of digitalisation and E-AWB or

booking further strengthened this year. The chaos brought about due to implementation of the GST had also more or less settled down in 2018," he adds.

# for business

► Emerging Road Freight Forwarding Company (West & South, 2017) : **Tata Group**



## Multinational trade agreements drove logistics demand

**Zubin Poonawalla**, Consultant - Supply Chain & Logistics, Tata Group, says, "The global logistics market reached a value of \$1171 billion in FY17-18. This has come about as a result of amalgamation of supply and demand-side trends. The rapid proliferation of trade agreements among various nations was a major driver of demand in the global logistics market. Additionally, initiatives aimed at increasing global trade activities expanded the demand for logistics in order to keep pace with the rising needs of importers and exporters."

In his opinion, the logistics industry has benefitted in recent years from the advancements made in technology, integration, globalisation, legislation, and confederations. "The upsurge in internet retailing and the popularity of online shopping are some of the other factors supporting this market growth. The market is projected to reach a value of \$1374 billion by FY23, registering a CAGR of 2.7 per cent," he concludes.

### INDIA CARGO AWARDS

## Agra to host India Cargo Awards 2018

The 2018 edition of India Cargo Awards will be held on December 5, 2018, at Hotel Clarks Shiraz, Agra. Being India's first internet voting-based cargo award, it promises a fair and unbiased result. This one-of-a-kind, black-tie event also serves as a networking opportunity for professionals to connect with other industry stalwarts.

Speaking about the value that India Cargo Awards brings to the industry, **Debasish Bhowmik**, Senior Vice President, Hotel Clarks Shiraz, Agra, says, "India Cargo Awards is a great initiative to honour and acknowledge the valuable contribution of the remarkable performers of the cargo industry. The industry

contributes significantly to the government exchequer in terms of foreign currency. India Cargo Awards serves as the perfect platform to recognise those working hard to take the cargo industry in India to new heights. The awards motivate the industry and I am sure the event will play an important role in the growth of the industry."

All set to host the 2018 edition of India Cargo Awards, Bhowmik is exhilarated that it is the right time for the iconic hotel to host the iconic awards.

The cargo industry in India is finally getting the desired attention from the government. Achievements like an infrastruc-



**Debasish Bhowmik**  
Senior Vice President  
Hotel Clarks Shiraz, Agra



**Nikhil Jeet**  
Convenor  
India Cargo Awards

ture status and implementation of the E-Way Bill are a mark of progress and development of the country itself. **Nikhil Jeet**, Convenor of the 2018 edition of India Cargo Awards, says, "The industry is putting in efforts to match the pace of these government initiatives. But, are we doing enough to acknowledge the hard work and contributions made by industry representatives? India

Cargo Awards was instituted to meet this objective. The exponential growth expectations from the sector are projected to reach \$250 billion by 2021 with a CAGR of 10 per cent. Continuous recognition and acknowledgement of the effort put in by industry players is a catalyst for this growth. With these awards, we intend to boost their spirit, recognise their role in the overall development of the cargo industry, and inspire them to be future leaders."

**INDIA CARGO AWARDS**  
December 5, 2018

# Technology-driven growth for TVS Logistics

'Our acquisitions have always been to add capabilities and customers, and expand our geographic spread,' says R Shankar, CEO, TVS Logistics Services. He further explains how the company aims to achieve its goal of becoming a billion-dollar entity in India in the next three to five years.



CT Bureau

## How far have you come in achieving the target for \$1 billion in revenue from India operations?

TVS is on track for its ambitious growth plan and its target of achieving \$1 billion for its Indian business, in the next few years.

We have adopted a three-pronged approach: First, we are focusing on increasing our wallet share with our customers by enhancing the value-added service offerings; second, we are partnering with new customers who have decided to reorganise their network post GST; third, we are evaluating new services and sectors here by bringing in new capabilities and leveraging our know-how. We have introduced sourcing and green packaging solutions, and have also made headway in new sectors.

## What initiatives have you taken for furthering capabilities?

TVS Logistics believes in providing knowledge services to its customers. Our global presence allows us to bring certain niche capabilities and supply chain best practices, technology, and experience from developed markets into India.

Integrating our service offerings has enabled us to cross-deploy various capabilities.

Through a set of lead indicators monitoring methodology, we ensure that we deliver our committed SLAs and meet our customer requirements every time. This has been possible because of our continuous investment in various proprietary and customised tools and applications like Msys, Trace, RVW, Mobility Solutions, and powerful business intelligence reporting through Power BI.

We have set up control tower operations which will be a catalyst for us in creating a visible and responsive supply chain where there is minimal wastage and higher efficiency.

## Are more acquisitions on the cards?

Our acquisitions have always been to add capabilities and customers, and expand our geographic spread.

We will continue to evaluate opportunities as they arise and take decisions keeping in mind our overall goal of becoming a billion-dollar company in the next three to five years in India.

## Could you tell us about recent developments at TVS Logistics?

We have consciously focused on increasing diversity in our workforce. Upskilling through the SEAT programme has helped cover over 600 employees, who then contributed to efficiency improvement in more than 200 projects, leading to external annualised savings of ₹ 17 crore in the past three years.

Reviews as well as customer and operations management are done via real-time dashboards. Better visibility, leading to swifter corrective actions, is reflecting in our enhanced metrics.

In the past two years, the focus has been to transform our existing non-returnable and non-collapsible packaging methods to returnable, collapsible, and green solutions. Bundled with transportation, they reduce the Total Cost of Ownership by increasing Truck Fill Rate and reducing product damages.

We have also implemented point-to-point transportation solutions for metal, mineral, and chemical sectors. We are exploring such solutions for other sectors as well. 🚚



R Shankar  
CEO  
TVS Logistics Services

“ We have set up control tower operations which will be a catalyst for us in creating a visible and responsive supply chain ”



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# Turning the tide with Automation

**Kartik Gandhi**, Director, Gandhi Automations, talks about how industrial automation in India is evolving and getting implemented across several sectors in the country.

The world of logistics is moving to an on-demand model. A competitor to a traditional logistics service provider need not be just another LSP, but can be any platform provider, industrial automation or technology company that can aggregate supply and demand, as well as offer logistics solutions at one place and meet a customer's requirement. This could look ideal or theoretical to a few, but is not impossible. A country as large as India can use automation in tandem with its huge demographic divide to create a manufacturing base.

Intelligent automation is pushing industries towards training their workforce to take up more high-end jobs. Most Indian manufacturers today are not at a stage where they can automate most of their processes, yet those that can automate processes should certainly do so. Over the next decade, by using the best of automation and human capital, the Indian industry may reach its true potential, something that has eluded it thus far.

The infrastructure for warehousing and logistics is very poor. The

emerging trends are remote-operated high-speed doors and rolling shutters; the challenges here are sustainability and access. The opportunities to the Indian industry with automation are to maintain an efficient production cycle, a safe inventory, cutting-edge technologies, speed of movement, functionality, and safety - the must-haves for this line of products by Gandhi Automations. If we add a high quality of personalisation and design, they become unique elements necessary for daily logistics operations and for the visibility of customer identity.

*(The views expressed are solely of the author. The publication may or may not subscribe to the same.)*



**Kartik Gandhi**  
Director  
Gandhi Automations

## PHD SUMMIT 2018

### Industry felicitated at PHD Air Cargo Summit - 2018



PS Atree & Co awarded 'Outstanding contribution by an air cargo custom broker'. Award being received by **PS Atree**, MD, PS Atree & Co, from **Jayant Sinha**, Minister of State for Civil Aviation, Government of India



Group Concorde awarded 'Leading Airline Representative (Cargo)'. Award being received by **Prithviraj Singh Chugh**, Director, Group Concorde, from **Suresh Prabhu**, Union Minister of Civil Aviation and Commerce & Industry, and **Jayant Sinha**, Minister of State for Civil Aviation, Government of India



Kale Logistics Solutions awarded 'Outstanding contribution to Logistics IT Sector'. Award being received by **Amar More**, CEO, Kale Logistics Solutions, from **Suresh Prabhu**, Union Minister for Civil Aviation and Commerce & Industry, Government of India



PHD Chamber of Commerce and Industry felicitates **Jayant Sinha**, Minister of State for Civil Aviation, Government of India, at PHD Air Cargo Summit - 2018 held in New Delhi on November 20, 2018

## Altico Capital and Renaissance close ₹ 650 crore deal

Altico Capital has recently closed a ₹ 650 crore transaction in the warehousing and logistics sector with Mumbai-based Renaissance group. The transaction includes a ₹ 50 crore co-investment from Asia-focused private equity fund and Altico's founding shareholder, Clearwater Capital (now Fiera Capital).

**Sanjay Grewal**, CEO, Altico Capital, said, "The funding is towards an ongoing warehousing and industrial park - Renaissance Industrial Smart City - in Bhiwandi, which has a development potential of 20 mm sqft across the warehousing and industrial space. The park is the only one in Mumbai to have the Integrated Industrial Area licence." Over three mm sqft of warehousing space in the project has already been committed to marquee tenants, including a leading global e-commerce player.



(L-R) Suryansh Jalan, Gaurav Srivastava, Kushal Nahata, Ayush Syal

## FarEye acquires Dipper, an IoT platform for visibility and management of freight movement

FarEye has acquired Dipper, a predictive technology platform, for an undisclosed sum. This move reinforces FarEye's plan to solve challenges for long-haul and multimodal logistics. Dipper provides logistics stakeholders end-to-end real-time visibility of their chain, while enabling them with preventive management tools and easy decision-making aided with smart KPIs and analysis. Their propriety ML engine estimates real-time delay in freight movement. This helps shippers with better planning for arrival of goods, reliable transportation, and benchmarking SLAs to reduce transportation costs. The technology allows on-time deliveries, bottleneck mitigation, theft and pilferage reduction, digitised documentation with electronic proof of deliveries and dispatch orders, customer satisfaction, and optimised operations.

**Kushal Nahata**, Co-founder & CEO of FarEye, says, "Shippers were losing a lot of time, money, and inventory due to unpredicted freight movement. The Dipper team understood the problem well and this understanding coupled with a very passionate team and a strong product supplemented FarEye's existing strength in supply chain industry technology."

To this, **Suryansh Jalan**, Co-founder & CEO, Dipper, adds, "Our joint comprehensive solution will enable shippers to gain end-to-end visibility of the freight and will give them access to preventive tools for optimising supply chain management."

## VE Commercial Vehicles records 14.4% growth in sales over Oct '17

VE Commercial Vehicles recorded sales of 5980 units in October 2018 as compared to 5,228 units in October 2017, recording a growth of 14.4 per cent. This includes 5,826 units of the Eicher brand and 154 units of the Volvo brand. Following are the key highlights for October 2018:

- Eicher-branded trucks and buses recorded sales of 5,826 units in October 2018 (YTD 40,407 units) as compared to 5,166 units in October 2017 (LYTD 31,442 units), representing a growth of 12.8 per cent.
- In the domestic CV market, Eicher-branded trucks and buses recorded sales of 5,121 units in October 2018 (YTD 34,961 units) as compared to 4463 units in October 2017 (LYTD 26,996 units), representing a growth of 14.7 per cent.
- On the exports front, Eicher-branded trucks and buses recorded sales of 705 units in October 2018 (YTD 5,446 units) as compared to 703 units in October 2017 (LYTD 4446 units), representing a growth of 0.3 per cent.
- Volvo trucks recorded sales of 154 units in October 2018 (YTD 596 units) as compared to 62 units in October 2017 (LYTD 386 units), representing a growth of 148.4 per cent.



# To shelve or not to shelve



Kalpana Lohumi

The fashion industry is one sector that will continue to grow. The global fashion industry is today valued at \$3 trillion, which is two per cent of the world's Gross Domestic Product. Size of the domestic market for clothing and footwear is \$68 billion. Hence, to stay competitive in this market, logistics need to be strong. Where fashion is the business, supply chain management and logistics are factors critical to its success. Supply chain management in the fashion industry starts with vendor management and goes on to smooth transportation and distribution with a supportive IT platform. **CARGOTALK** brings to light the requirements of the fashion industry from a freight forwarder's point of view.

#### Mahendra K Shah,

Managing Director, V-Trans (India), says, "Logistics involves the integration of information, transportation, inventory, warehousing, material handling, packaging, and even security. Fashion brands are looking out for reliable logistics companies that will help them not only provide these facilities but also help them manage flexibility and tackle the increasingly complex fashion environment without delays, while providing precise tracking. To match speed, a logistics partner is required to have a robust communication system and process. Another important requirement is safe and

Fashion has become a complex business involving long supply chains. **CARGOTALK** gets in touch with industry experts to understand how fashion's dynamism affects its logistics partners.



## HIGHLIGHTS

- Size of the domestic market for clothing and footwear is \$68 billion.
- As per an IBEF report, the fashion and textile industry is about to reach \$223 billion by 2021.

pilferage-proof, intact delivery of goods in the given time."

According to **Mansingh Jaswal**, Director & CEO, Genex Logistics, the requirements range from managing the physical movement of goods to bringing order to the

dynamism which otherwise has the potential of turning to chaos. He continues, "On the physical side, the requirement is to manage the inward movement, storage, and outward movement of goods and to create visibility for the customer to help them take decisions. It looks





so linear on the face of it, however, the sheer number of vendors, SKUs, and customers adds to the complexity. Further, the front-end of the fashion industry is highly dynamic. Everyone works on macro trends based on historical data, but it is not easy to comprehend the micro trends.”

Sharing his understanding of the segment, **Ashish Mahajan**, Director, Landmark Logistics, says, “The fashion industry has always been ahead of its time and for logistics service providers, a major area of focus has been ‘just-in-time deliveries’. This industry needs timely delivery of goods and timely delivery of post-shipment documents from the forwarder.”

“As per an IBEF report, the fashion and textile industry is about to reach \$223 billion by 2021, which is almost five per cent of India’s GDP. With the ever-changing dynamic demands from customers, the logistics sector needs a complete overhaul in their way of doing business,” explains **Vaibhav Vohra**, Managing Director, Continental Carriers. He goes on to add, “We have come across few requirements from shippers, such as JIT delivery, damage-proof last-mile delivery, live tracking of shipment, reduced lead time, and

warehouse for inventory management both at origin and at the destination. It is crucial to ensure that shipments reach customers in the fastest time possible and in a safe condition with complete visibility of movement in the most economical way.”

### CHALLENGES

It is always fascinating to see the amazing collection of brands like Zara, H&M, Marks & Spencer, et al. But getting the latest fashion trends to retail shelves on time can at times be challenging. Speaking about factors that pose a challenge to enhancing the overall speed of operations, Jaswal says, “The fashion industry is ever-evolving. At a macro level, the understanding may be uniform, however, the understanding at the micro level surely varies across players. These micro elements create multiple micro barriers at each interface across the fashion supply chain, thus impacting the speed of logistics. For LSPs to be able to contribute to the increase in overall speed of logistics, they need to sync real-time with the demands of customers.”

Shah believes that how industry players view fashion logistics varies. He explains, “Changing fashion trends require many changes in the collection within the year, therefore,

for the fashion industry, logistics plays an important role, requires discipline, and is the most challenging. The understanding of fashion logistics is an important aspect to manage the inventory. Fashion brands while deciding on the logistics partners need to decide on important parameters which will help them carry out smooth operations and maintain a perfect balance between speed of service, cost and communication, and ensure that the product is delivered without damage.”

Echoing similar views, Mahajan adds, “It is difficult to handle fashion logistics in a uniform manner. Logistics requirements depend on country of destination/buyers’ requirement or kind of product, which may include a regular product or one meant for a particular season, etc. A logistics provider should be well-aware about delivery details and can always do reverse planning mainly while using ocean-ways.”

Vohra notes that this understanding differs in many ways, as each forwarder has a unique forte and sticks to his/her respective domain. “The market, too, is highly sensitive to fluctuations in price and cost. Since each shipper has unique requirements, the logistics industry needs to provide customised



solutions, forcing the investment of crucial time towards arranging the same. For example, Zara needs specialised handling of its products, but Fbb needs bulk handling as they package the cargo differently. Since the movement needs dealing with various transporters, shipping lines and other handlers, streamlining of the cargo movement is pretty difficult for each of the shipments. This hinders the standardisation of operations in fashion logistics," he points out.

#### POOR PACKAGING IS STILL A CONSTRAINT?

Shah feels that fashion products are prone to damage in transit if there is wear and tear of packaging. He says, "Poor packaging is a constraint for cargo to reach its destination in good condition. Also, inappropriate packaging creates an opportunity for pilfering by unscrupulous elements. V-Trans helps in reducing transit time with advanced technology and infrastructure, as the company has a pan India presence. It also ensures its customers zero pilferage and no cargo loss."

In this monopolistic competition, everyone is trying to be better than competitors by implementing innovative solutions in their production and distribution techniques, feels Vohra. "Packaging is a factor that adds additional cost to the shipper in the fashion industry. Hence, they try to experiment with alternative options, which in turn leads to poor packaging. Since we work in a multimodal transportation agreement, we are not in a position to control each and every handler



**Mahendra K Shah**  
Managing Director  
V-Trans (India)

“  
Poor packaging is a constraint for cargo to reach its destination in a good condition

”  
situated in different countries. This mishandling may damage the cargo if the packaging is improper. Hence, the packaging needs to be standardised to ensure there is no loss to the cargo in transit during multiple handling. Necessary attention has to be paid to the commodity, weight of internal contents, and their vulnerability. Additionally, extra care needs to be paid at transit points and the final destination," he explains.

#### MATCHING UP TO A CHANGING MARKETPLACE

"Adoption of technology would be one of the most important factors for keeping pace with rapid changes. The role of technology is to bring order to chaos and manage the rapidness of information by



**Mansingh Jaswal**  
Director & CEO  
Genex Logistics

“  
Everyone works on macro trends based on historical data, but it is not easy to comprehend the micro trends

”  
converting it into decision making points. Technology, in this regard, would include not only gadgets and their application but also culture and discipline. Some organisations have deployed lots of gadgetry, but still haven't been able to leverage it due to the prevailing culture. So, for us, introduction of any element of technology is more of a cultural change," shares Jaswal.

Innovative ideas, knowledge about gateway ports, new services of carriers, as well as changes in regulations of origin and destination countries are some of the important factors according to Mahajan.

Shah says that with the increase in online marketplaces and consumer

## HIGHLIGHTS

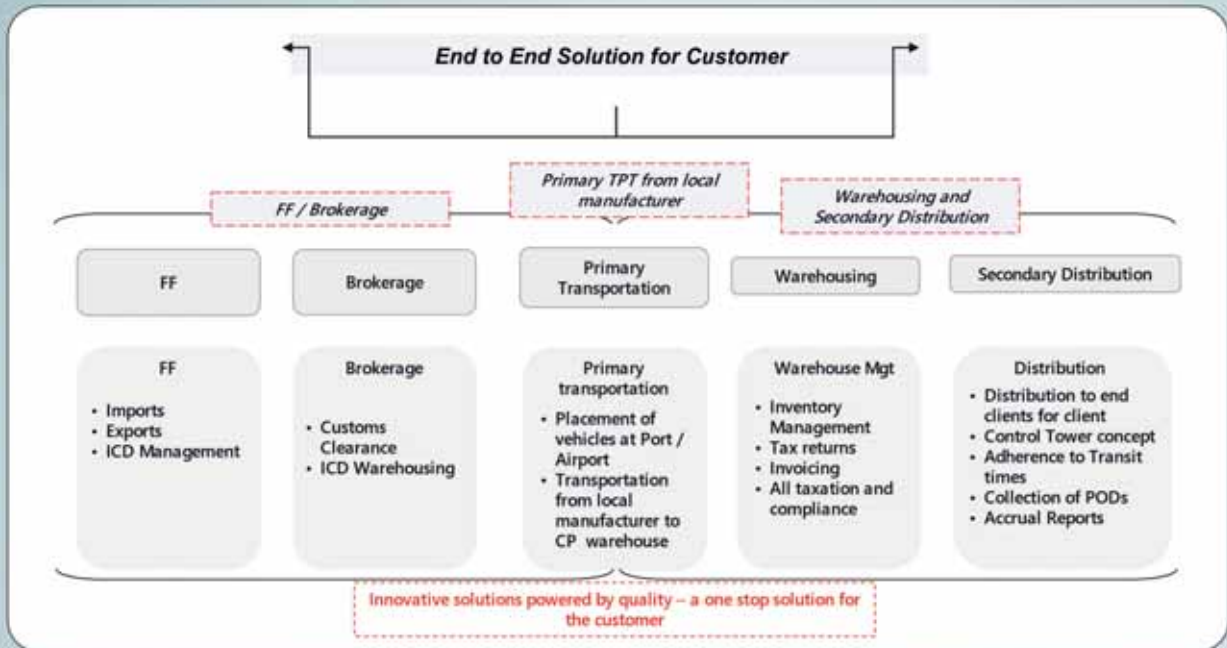
- For LSPs to be able to contribute to the increase in overall speed of logistics, they need to sync real-time with the demands of customers.
- Packaging needs to be standardised to ensure there is no loss to the cargo in transit. Necessary attention has to be paid to the commodity, weight of internal contents, and their vulnerability.



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spending capabilities, we now have more customers heading to malls or shopping online. Catering to peak season sales becomes a challenge. Predictive analysis and advanced IT management systems aid smooth operations during these times. He adds, "Warehouse robotics in supply chain automation have witnessed a growth. Implementation of this can help the logistics sector and allow the transportation of cargo faster." Shah also feels that a shift from manual intervention to automated data storage will enable transfer of power to the customers via advanced IT systems and fasten the process.

Stressing on technological innovation, Vohra says, "With the advancement of online sales, the total number of orders is increasing rapidly but the number of products per order is decreasing. This is creating huge pressure on forwarders to deliver the cargo while maintaining a substantial margin. To compete, forwarders need to aggressively adapt the technological innovations to handle and track the cargo efficiently. Also, the time has come where forwarders do have to analyse the demand pattern of clothes regularly in order to get themselves prepared to handle the cargo."

## HIGHLIGHTS

- Warehouse robotics in supply chain automation have witnessed a growth.
- To compete, forwarders need to aggressively adapt the technological innovations to handle and track the cargo efficiently.



**Ashish Mahajan**  
Director  
Landmark Logistics



**Vaibhav Vohra**  
Managing Director, Continental Carriers &  
Face of the Future (India Cargo Awards, 2017)

“Adaption of faster change in supply chain globally in the fashion industry is the key to improvement”

### INVESTMENT IN TECHNOLOGY & INFRASTRUCTURE

Mahajan says, "We have seen in the recent past that exporters who have invested in technology and infrastructure development have gained good orders and rapport with top international fashion brands. Adaption of faster change in supply chain globally in the fashion industry is the key to improvement. Skill development for the support team like packing, loading, and transporting can prove to be a good investment in the longer run."

"Apparel logistics require proper infrastructure and warehousing facilities that will not cause damage to the apparels. The warehousing facility should be equipped with hydraulic trolley and pallets to load them with care, ensuring no damage is caused. The industry definitely needs the manpower to ensure

“Trend analysis needs to be done so the product can be delivered to vendors efficiently before time”

proper functioning of systems. Companies should facilitate small workshops which will help educate employees about the industry and enhance their working style," informs Shah.

Vohra concludes, "Direct collaboration with manufacturers, vendors, shop owners, etc., is the key step to reduce the lead time per product delivery. Once the user chooses or orders the product, it can be directly procured from the source and delivered to end-customers while reducing the storage cost. Trend analysis to anticipate the demand for each of the apparels needs to be done so the product can be delivered to vendors efficiently before time. To achieve this, we can adopt methods like proper routing selection and scheduling, RFID tagging, management of reverse logistics, single-point and multi-step picking, etc." ↴



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## Dachser to shift to lithium-ion technology by 2022



**Michael Schilling**  
COO - Road Logistics  
Dachser

By 2022, logistics provider Dachser plans to replace its roughly 6,000 ground conveyors in Europe with vehicles powered by energy-saving lithium-ion batteries. Compared to conventional lead-acid batteries, the lithium-ion variety lasts three times longer and boasts significantly shorter charging times. This increases the flexibility of using vehicles equipped with these batteries and does away with the need for special rooms set aside for battery charging. The resulting freed-up space in transit terminals can be used for cargo handling. "Dachser invests continuously in cutting-edge logistics facilities and equipment, which ultimately enhances the quality of its services," explains **Michael Schilling**, Dachser's COO of Road Logistics.

"This modernisation project is an excellent example of how profitability and sustainability can go hand in hand, which in turn produces benefits for our customers," he adds. By 2022, Dachser wants to convert all its Road Logistics locations in Europe to this new technology. The switch is also good news for environmental sustainability. The conventional batteries, which have to be replaced after about 1200 charging cycles, contain lead, a toxic heavy metal. The lithium-ion batteries conserve energy and thus save some 1600 kilograms of CO2 per vehicle per year. Multiply that by 6,000 ground conveyors and you get 9.6 million kilograms of CO2 annually.



## CEVA Logistics and Goodpack join hands to develop innovative solutions for the tyre sector

CEVA Logistics and Goodpack have entered into a strategic alliance driven by the desire of both companies to provide advanced digitisation and innovative solutions for the tyre industry. As part of this new alliance, the two companies have developed TYRECUBE, an intelligent, returnable container for tyres with data acquisition and track-and-trace capabilities. Through this, both companies aim to collaborate on developing strategies and services for the efficient and safe transportation and storage of tyres across Asia, North America, Europe, and Australia.

**Xavier Urbain**, CEO, CEVA Logistics, says, "The exciting part of this alliance is the scope it has for delivering across multiple vertical markets, from aviation to passenger cars, motorbikes, trucks, off-road vehicles, and industrial and agricultural equipment."

**Eric Grégoire**, CEO, Goodpack, says, "By bringing our core competencies together, we are proposing a much-needed innovation in the tyre industry, enabling us to address some of its biggest issues such as quality, traceability, workplace hygiene and ergonomics, all at a lower cost."

## DB Schenker commits to stricter CO2 targets in freight transportation

DB Schenker is committed to stricter CO2 reduction targets for commercial vehicles over 7.5 tonnes. Having joined the global climate initiative EV 100, DB Schenker recently decided to gradually convert its own fleet of distribution vehicles to electromobility. The objective is to retrofit all vehicles up to 3.5 tonnes with electric drives or fuel cells by 2030. Half of all vehicles weighing between 3.5 and 7.5 tonnes will also be electrically powered by then.

**Jochen Thewes**, CEO, DB Schenker, says, "To encourage the forthcoming structural transformation in the automotive industry and the availability of alternative drive technologies in freight transport as well, I consider the ambitious CO2 reduction targets for commercial vehicles of 20 per cent by 2025 and 35 per cent by 2030 to be absolutely feasible."

DB Schenker already operates electric transport vehicles in Austria, Italy and Norway, as well as electric cargo bikes in a dozen European cities. A pilot project in Germany together with MAN and Fresenius University is also currently testing the efficiency of digitally controlled truck convoys.





## Turkish Airlines expands cargo fleet with three more B777 freighters

Boeing has won a major freighter order from Turkish Airlines for three 777 freighters, as the flag carrier of Turkey continues to soar on record financial results and double-digit passenger and cargo growth. Based on the 777-200LR (Longer Range), the 777 freighter can fly 4900 nautical miles (9,070 kilometres) with a full payload of 112 tonnes (102,000 kg). The long range means fewer stops and associated landing fees, less congestion at transfer hubs, lower cargo handling costs, and shorter delivery times.

The new order comes days after Turkish Airlines posted record profits for the first nine months of 2018 on strong passenger and cargo demand. The carrier's airfreight business saw a 25 per cent tonnage increase and a 29 per cent revenue increase compared to the same period a year ago. The results extend the airline's success in recent years, as Turkey has become one of the largest and fastest-growing aviation markets.

## Delta Cargo introduces CSafe's RAP cool-chain containers

Delta Cargo has introduced the new CSafe RAP container to its cold-chain pharma programme. The CSafe RAP container utilises innovative heating and compressor-driven cooling technologies, along with superior insulation, to maintain constant temperatures even at extreme ambient temperatures ranging from -30°C to +54°C; the broadest operating conditions in the industry.

The large payload compartment easily accommodates up to four standard US pallets or five standard Euro pallets, and the container has an extended battery run time of over 120 hours with efficiencies found in its best-in-class operating system. "Alongside our joint venture partners Air France-KLM Cargo and Virgin Atlantic Cargo, we can now offer our customers tailored pharma options across our broad trans-Atlantic network," explains **Shawn Cole**, Vice President for Cargo, Delta Cargo.

**Jeff Pepperworth**, CEO, CSafe Global, adds, "With Delta's extensive global network and first-rate cold-chain pharma programme, along with the superior quality and performance of the CSafe RAP, pharma shippers will have a potent combination to effectively transport temperature-sensitive, life-enhancing medicines to patients in need, throughout the world."



## dnata increases investment in US operations, launches LAX service

Ground handler dnata has invested \$8 million to launch operations at Los Angeles International Airport (LAX), expanding its overall investment in United States-based airports.

Since the Dubai-based company's entry into the US market in 2016, it has invested a total of \$35 million in operations and added 1000 employees. The new service location will appeal to carriers with trans-Pacific services, as Los Angeles serves as a major hub between eastern and western destinations. At

LAX, dnata's clients will include Austrian Airlines, Iberia, Japan Airlines, Lufthansa, Swiss International Air Lines, and Qantas. Lufthansa Group also utilises dnata's services in Boston (BOS), New York (JFK), San Diego (SAN), and Tampa (TPA).

**Joerg Mnich**, Vice President – Commercial Airport Infrastructure, Lufthansa, says, "The carrier intends to continue to grow the North American relationship with dnata at LAX." Including LAX, dnata's ground handling and cargo network consists of 87 airports in 13 countries worldwide.



# Festivities made joyous with supply chains

Retail is an extremely price-sensitive business, especially so in the festive season. Streamlining processes through advance planning and execution with the help of experienced online logistics marketplaces can not only ease the burden but also help control costs. **Ruchi Dogra**, Co-Founder & Director, FreightCrate, explains how.

Modern retail is a global marketplace which streamlines transactions between manufacturers, producers (farmers), creators, shopping platforms, and consumers. Logistics and supply chain act as key enablers in helping consumers get what they want and aiding retailers with timely deliveries during the challenging festive season.

## WHAT RETAILERS NEED

Maintaining a balance in the festive season is a challenge for retailers. They need to turn to:

- **Forward planning:** This needs to be done not just for one or two months, but a period of at least six months, across regions, marketplaces, and preferences.
- **Alerts and demand expectation management:** Consumers do not want a lag in getting a product. It is not a good situation to be saddled with outdated fashion or old technology models.
- **Accelerated processing and reduced errors:** Lost sales opportunities can cost a whole season's sale in case of inability to address the niche demands and changes in consumption pattern created by external factors.
- **Enhanced visibility:** Technology and communication use

sensors across the value chain, and end products create a load full of data. This data needs to be interpreted in a timely manner and action be taken to course-correct decisions.

- **Reduced operational costs:** A multitude of delivery nodes in a chain of supply with stocking norms and in-transit warehousing needs to be operationalised to

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Consolidation of shipments can help reduce shipping costs and facilitate better order management

”

reduce operational costs. Also, there is a need to not create undue pressure on last-mile deliveries.

- **Improved customer experience:** There is a need to reduce the reverse logistics of customer returns and low demand goods. Retailers can protect their margins and achieve a higher margin by ensuring timely availability or

placement of products through a smarter use of retail logistics.

## INTELLIGENT PROCESSES

One such process is that of forecasting, which uses vital data of past shipments, like frequent destinations, frequently used sea or airfreight forwarders, average delivery time, etc., enabling business retailers to acquire customised costs and eliminate variability, with little to no scope of additional or hidden charges.

## SMART CONSOLIDATION

Consolidation of shipments through centralised warehouses is a trend that is helping shape the organised logistics framework for retailers. It can also help reduce shipping costs through bulk volume discounts and facilitate better order management.

## REVERSE LOGISTICS

Reverse logistics presents one of the biggest operational challenges in the world of e-commerce freight logistics due to the sheer volume and cost of processing returns. However, if handled effectively by organised logistics providers, it can result in direct benefits, including improved customer satisfaction, decreased resource investment levels, and reduction in storage and distribution costs. ↴

*(The views expressed are solely of the author. The publication may or may not subscribe to the same.)*



**Ruchi Dogra**  
Co-Founder & Director  
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# FFFAI hosts round-table

FFFAI and Embassy of Kazakhstan jointly hosted a round-table meet in New Delhi to promote Kazakhstan-Turkmenistan-Iran-India route under International North South Transport Corridor (INSTC). The meet was attended by members of Delhi Customs Clearing Agents Association under the leadership of its President, **PS Atree**, and a number of leading freight forwarding and logistics companies from different parts of India to interact with their overseas counterparts and explore business opportunities.





# CML celebrates Silver Jubilee

CML Group celebrated its journey of 25 years on November 16 in the capital. Around 250 guests, including customers, trade partners, business associates, and representatives from airlines, shipping companies, DIAL, Çelebi, and CSC gathered and graced the occasion. **Deepak Gupta**, CMD, CML Group, said, "Over the years, CML has made a mark for itself in the development of logistics business in the country by evolving different quality standards." **V Sarva Gupta**, its Director,

shared that CML had grown exponentially in the last 25 years. She remembered the initial days when it had started, and how it gradually reached this position today.





**DECEMBER 2018**

► **Domestic**

Air CarSmart Logistics	New Delhi	7
ASCTL Summit	Mumbai	7-8
India Cold Chain Show 2018	Mumbai	13-15
Shipping & Logistics India	Chennai	13-15

**JANUARY 2019**

► **Domestic**

Gujarat Junction	Gandhidham	04
Global Logistics Show 2019	Hyderabad	17-19
Supply Chain Technology Summit	Mumbai	29

► **International**

Intermodal Europe	Netherlands	17-19
Digital Supply Chain Conference	Germany	23-25
Temperature Controlled Logistics Conference	United Kingdom	28-31

**FEBRUARY 2019**

► **Domestic**

Logistics 2019	New Delhi	3-5
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► **International**

Production & Logistics Forum	Berlin	5-6
Cargo Logistics Canada Expo & Conference	Canada	5-7
Reverse Logistics Associations Conference & Expo	Las Vegas	5-7
Industrial Warehousing and Logistics Conference	United Kingdom	7
LogiMAT 2019	Germany	19-21

**AIRFREIGHT**



Videh Kumar Jaipuria, Chief Executive Officer, DIAL

## Delhi airport registers one million tonne cargo handling in 12 months

GMR Group-led Delhi International Airport (DIAL) has registered one million tonne cargo between November 2017 and October 2018, and also handled the highest-ever monthly air cargo tonnage of 100,091 MT in a single month (October 2018). This has placed IGIA's cargo handling at the 28<sup>th</sup> position globally, making it the only Indian airport to be among the top 30.

This feat is the result of several initiatives undertaken by DIAL, such as dedicated transshipment facilities, expansion of the cargo terminal facility, development of Airport Cargo Logistics Centre (ACLC), as well as digitisation and technology advancement. Significant investments have been made in the upgrade and modernisation of air cargo handling facilities at Delhi airport in the last 10 years.

DIAL is also recognised as the 'Authorised Economic Operator Certified Airport' by Central Board of Excise & Customs, Ministry of Finance, Government of India, for making a significant impact amongst its stakeholders in promoting Delhi airport as the cargo hub airport for the region and the world.

**Videh Kumar Jaipuria**, Chief Executive Officer, DIAL, says, "Delhi airport has been recognised as India's air cargo gateway for its handling capacity, efficient processes, and service standards."

### Quick Facts

- DIAL handles 29% of India's air cargo, the highest in the country.
- It also handled the highest-ever monthly air cargo tonnage of 100,091 MT in October, 2018.



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# movements



## ★CEVA Logistics Germany and Eastern & Central Europe

CEVA Logistics has appointed **Guillaume Sauzedde** to the newly-created position of Managing Director – Germany and Eastern & Central Europe. With more than 20 years' experience in the logistics industry, Sauzedde joined CEVA in October from Kuehne Nagel in Poland, where he was responsible for all business lines. He has strong market knowledge and experience of both the German and Eastern European markets, and this will be a key driver for the future development of the extended cluster.



## ★CEVA Logistics Australia & New Zealand

CEVA Logistics has appointed **Milton Tadeau Pimenta** as Managing Director of its Australia & New Zealand cluster. He takes over from Carlos Velez Rodriguez who is leaving CEVA to pursue other career opportunities. Pimenta joined CEVA 17 years ago and is a result-driven, performance-focused team leader with a wealth of experience across both freight management and contract logistics. He has previously lived in both Australia and Asia, and has extensive knowledge of the industry there.



## ★National Bulk Handling Corporation Mumbai

National Bulk Handling Corporation (NBHC) has brought on board **Ramesh Doraiswami** as its new Managing Director & CEO. He takes over the reins from Maninder Singh Juneja who will continue to be associated with NBHC as a Director, providing strategic direction and leadership to the company. Doraiswami will be responsible for enhancing organisational performance, giving strategic guidance and direction, driving desired growth plans, and improving returns to stakeholders across the value chain.



## ★Allcargo Logistics Mumbai

Allcargo Logistics has appointed **Malini Thadani** as a Non-Executive Independent Director of the company with immediate effect. Thadani serves as Senior Advisor to FTI Consulting India and chairs the Advisory Council for Watershed Restoration Trust (WOTR). In an earlier stint, she was the Head of Corporate Sustainability, Asia Pacific Region, for The Hong Kong and Shanghai Banking Corporation (HSBC). She has excelled as a sustainability leader with an extensive experience across Asia Pacific, spanning key markets including India, China, Singapore, Indonesia, Malaysia, and Australia.



## ★B&H Worldwide Heathrow

B&H Worldwide has appointed **Gary Wilson** as Managing Director of the B&H Group. Wilson is a highly accomplished financial director with significant board-level experience in driving efficiency and growth in international business. He has spent the last three years working closely with B&H's Group CEO Stuart Allen, on shaping the group's strategic development including current initiatives to increase the B&H presence and services in Europe ahead of BREXIT, expansion of B&H's hub in Miami, and the further expansion of the company's 24x7 control tower in Asia.



## ★B&H Worldwide Heathrow

**Mark McKenna** has been promoted to a new position, Head of Global Operations & Quality. He has been responsible for leading the EMEA team and has been at the forefront of streamlining operational processes and interaction with key clients. In his new role, he will take the global lead in standardising operations and service quality across the network, improving productivity, and ensuring that B&H's service delivery remains best in class. He will also be based at Heathrow.

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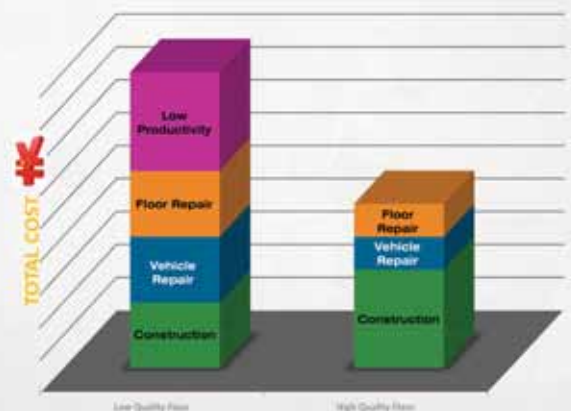
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**IMPORTANCE OF QUALITY, FLAT, LEVEL CONCRETE FLOORS**

**Is a Quality Floor Important to the Building Owner/End-User?**

The roof and walls of a building protect contents from outside elements, but the floor carries the load of the entire business operation. The concrete floor is the most critical component of any building. The floor is the base or the foundation from which all other trades start their work and, if improperly installed, will show in the finished product and the efficiency of the building.

**A HIGH-QUALITY FLOOR  
 ULTIMATELY HAS A LOWER COST...**



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*In close partnership with Indian Railways, the country's lifeline, CRWC contributes to nation's growth by providing integrated logistics solutions.*

## Integrating Logistics.... Transforming India...



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