Postal Reg. No.: DL (ND)-11/6002/2019-20-21. WPP No.: U (C)-272/2019-21 for posting on 04th - 05th of same month at G.P.O. New Delhi-110001; RNI No.: DELENG/2003/10642; Date of Publication: 03/11/2019 Vol.: XIX Issue 12; November 2019



661 ſ FarEye

Distribution & Logistics, Amway

Pages 48 | ₹50

Chairman vows to standardise procedures

D Nitin Jain India Head –

Kushal Nahata CEO & Co-founder, FarEye



SCALE UP AT IRUNGATTUKOTTAI'S MOST STRATEGICALLY LOCATED GRADE A FACILITY.

INDOSPACE SUGAL INDUSTRIAL PARK KOODAPAKKAM

IndoSpace Sugal Industrial Park Koodapakkam keeps you close to everywhere you need to be. The Grade A facility is strategically located just 2 km from the Tiruvallur-Poonamallee High Road giving you easy access to the Chennai city centre. Part of the Irungattukottai micro-market region, the park is a preferred option for blue-chip companies due to its proximity to the Sriperumbudur-Oragadam region, as well as the entire southern belt through the Outer-Ring road.





EDITOR SanJeet

MANAGING EDITOR Peden Doma Bhutia

DESK EDITOR Smita Kulshreshth

SR. REPORTER Kalpana Lohumi

GENERAL MANAGER Harshal Ashar

MANAGER Yogita Bhurani Gaganpreet Kaur

SALES CO-ORDINATOR Jaspreet Kaur

DESIGN Nityanand Misra

ADVERTISEMENT DESIGNERS Vikas Mandotia Nitin Kumar

PRODUCTION MANAGER Anil Kharbanda

CIRCULATION MANAGER Ashok Rana



Comparing and the second se

It is a publication of DDP Publications Private Limited. All information in CIIIIIIII is derived from sources, which we consider lealible and a aliveree effort is made to prove accurate information. It is passed on to our readers without any responsibility on our part. The publication is contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by CIIIIII. However, we with the adulte our readers that the ore more recognized authorities may hold different views than those reported. Material used in this publication is intered for information purpose only. Readers are advised to seek specific advice before acting on information contained to information area on the same of the content is publication and the readers that the entities of the content is publication and the readers and the our may not be appropriate for the readers' particular circumstances. Contents of this publication area exploident is interelied and the content and the publication is interelied and the relevance and the content and the publication is an enter applies when there is a copyright to the arise is taken from another publication. An exemption is hereby granted for the exatest used for the puppose of air review, provided two copies of the same use applies where here is a copyright and success befort to enterelise adjustication area to so for an exercise. Publication area there applies where a same the applies where a same there applies where a same and there appropriate automation is network application area there are there area there area to an enter applies and there area to an enter applies and there area to a source and there area there area there area to a source and there area to a devise and there area to a devise and there and there area there area to a devise and there area there area to a source and there area there area to a source and there are

contents

NOVEMBER 2019



Pg. 18 COVER STORY FarEye helps Amway boost profits



Pg. 12 ASSOCIATION TALK New FFFAI Chairman vows to standardise procedures



Pg. 32 SPECIAL GOODS Beauty and the beast of Supply Chain



- Pg.26 INDUSTRY TRENDS E-commerce companies make hay while festival sun shines
- Pg. 8 INTERNATIONAL NEWS News from the industry
- Pg. 16 GUEST COLUMN Custom-made for modern manufacturing
- Pg.40 INDUSTRY REPORT Domestic logistics to grow mid-term by 10%: ICRA
- Pg. 42 INDUSTRY INTERVIEW Changing Dynamics of Logistics in India: Softlink

LOGSTICS HASSLES? Call The Experts.

Scale Up Your Business

GET gives you the coportunity to scale up your business faster than ever. Ensure fastest doorstep delivery directly to your retailers or customers across indix. Now is the time to cuit Safexpress, the Logistics Experts. Safexpress has india's largest Logistics listwork, which scattlessly covers all 30.324 Piecodes of india.





LOGSTICS HASSLES? Call The Experts.

CH-M-M

Scale Up Your Business

GST gives you the opportunity to scale up your business faster than ever. Ensure fastest doorstep delivery directly to your retailers or customers across India. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics Network, which seamlessly covers **all 30,324 Pincodes** of India.

1800 113 113 www.safexpress.com



Distribution Redefined

Develop national grid for ports: Mandaviya

The Ministry of Shipping is working on a plan to develop a national grid for ports based on the synergy between the major and non-major ports in the country that can bring port-led development in the country. Mansukh Mandaviya, Minister for Shipping and Chemical & Fertilizers, Government of India, says, "The development plan for ports and the National Grid for ports will be ready in six months. An extensive study in identifying the specific cargo linked to the ports and the downstream industry will be done for the revival of each port." According to Mandaviya, there are 204 non-major ports in the country, of which only 44 are currently functional. All these ports have been centres of maritime activity in the past, and if revived, they can once



Mansukh Mandaviya Minister for Shipping and Chemical & Fertilizers Government of India

again become important centres of sea trade. He added, "The coastal shipping and inland waterways sector are poised to play a vital role in the development of the country. The cost-effective and pollution-free water transport can reduce logistics costs in the country."

Medical equipment installation by CEVA

CEVA Logistics has announced the launch of a specialist installation service for largescale medical equipment using its own dedicated team of engineers and

technicians in India. CEVA's expert team will be responsible for unpacking, installing and setting up equipment such as MRI (Magnetic Resonance Imaging) Scanners, Cath Labs, Digital Radiography machines and CT (Computerised Tomography) Scanners on behalf of several global manufacturers.

Akash Agarwal, Director Business Development India and Head of Freight Management Sales, India, Middle East, Africa & Turkey, CEVA Logistics, says, "Cutting-edge



medical machinery requires specialist handling and installation, a complex and technical process. As our clients are increasingly relying on our know-how in this regard, CEVA Logistics decided to bring its healthcare logistics expertise to the next level by setting up a dedicated team of medical equipment installation specialists." Initially based in Mumbai, the team will work on installations there as well as in Pune, Nagpur, Ahmedabad and Belgaum, before being gradually expanded across CEVA Logistics' network.

DP World launches Log-X, for startups



DP World has launched Log-X, a technology accelerator platform for the logistics industry. Log-X is a technology accelerator platform and the programme will focus on digital technologies like blockchain, Artificial Intelligence, robotics, simulators and Internet of Things. Their goal is to catalyse Indian entrepreneurs and the start-up community to develop smart trade solutions offered by digital technology. **Rizwan Soomar**, Chief Executive and Managing Director, DP World Subcontinent, says, "Stronger technology adoption in the logistics sector will improve transparency, reliability and predictability in the supply chains across the country. This will be transformative for India."

Rivigo focuses on relay-as-a-service

 $R^{\rm ivigo}$ has announced a shift in their focus of business from building a freight marketplace to Relay-as-a-Service (RaaS). Gazal Kalra, Co-Founder, Rivigo, says, "We believe it is important to build a freight marketplace with real value for customers and fleet owners. Through RaaS, we directly address the inefficiencies in trucking, solve the challenges faced by small fleet owners while providing better customer service. It is a necessary step towards becoming a profitable company that looks at a business model and elevates the quality of service to an industry benchmark."

The recently piloted RaaS will offer fleet owners the use of Rivigo's



Gazal Kalra Co-Founder, Rivigo

technology, access to relay pilots and a countrywide network of relay pit-stops. It will also make its patented fuel solution, maintenance and cashless payment solutions available to fleet owners in the country.

The world's best ROLLING SHUTTERS



Safety & Security Solutions from a Reliable Partner



Shakti Hormann Pvt. Ltd. India - 500 015, T: +91 40 2784 0394/5 E: sales@shaktihormann.com www.shaktihormann.com



Virgin Atlantic & Delta's export facility at Heathrow

Delta Cargo and Virgin Atlantic Cargo together opened a new technology-focused export facility at London Heathrow Airport (LHR). The carriers announced moving to a new facility housed at dnata City East building at LHR which will double the carriers' cargo operations space at the airport. Some of the benefits available at the new facility include 18 delivery doors, high-rise export freight storage racking with 1,350 positions, a pharma zone, special dangerous goods and live animal facilities and an enhanced x-ray imaging technology. The major technological improvements done in the new facility is targeted at refining the trucking operations



Emirates Delivers e-commerce platform from US-UAE

E mirates SkyCargo launched a new e-commerce delivery platform called 'Emirates Delivers'. With this platform, the carrier intends to streamline and reduce the cost for customers' e-commerce shipments travelling from the US to the United Arab Emirates. The platform will also strengthen Dubai's position as a global hub for e-commerce, in line with the Dubai Silk Road Strategy announced by **His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum**, Crown Prince of Dubai and Chairman of the Executive Council of Dubai.

'Emirates Delivers' will provide the customers with a platform to consolidate shipments from multiple US-based online retailers before delivering the goods to a home or office address in the UAE. It offers competitive shipping rates to move the consolidated goods from the US to Dubai. **Nabil Sultan**, Divisional Senior Vice President - Cargo, Emirates, says, "The e-commerce industry has grown by more than 150 per cent in the last five years and we have been working with industry partners to develop an ideal delivery platform that can deliver optimal value to our end customers."

under the 'Gatehouse' concept which will allow the drivers dropping off cargo for export to complete documentation processes without leaving their vehicles. The facility enables real-time acceptance using the facility's door management system and handheld technology that will allow instant update messages about cargo shipments and handling. This facility is the latest development in the growing relationship between Virgin Atlantic and Delta Cargo. Next year onwards, the carriers will increase their trans-Atlantic flights between London Gatwick Airport (LGW), LHR and Manchester (MAN) to destinations in the United States.

ASL Airlines Belgium & Jettainer ink ULD handling agreement

As Airlines Belgium and Jettainer ink a new unit load device (ULD) deal to manage global control and maintenance of the carriers ULD fleet for a period of five years. This will involve the ground handler management of ASL Airlines Belgium's fleet of approximately 1,500 ULDs utilised across the carrier's European network, as well as on flights to the US, China and the Middle East.

A decision was taken to outsource the management of its ULD fleet, regarding which **Marc Bollinne**, Managing Director, ASL Airlines Belgium, said, "With Jettainer we found the ideal partner to increase the efficiency of ULD handling with added financial and ecological improvements." As for Jettainer, the new agreement with ASL Airlines Belgium expanded its client portfolio at Liège Airport (LGG). ASL Airlines Belgium is the second Belgium airline, the ground handler now serves at the airport following its prior deal with Brussels Airlines, which reflects LGG's status as a rising hub for cargo.





Doha airport reveals massive new cargo terminal

Hamad International Airport (DOH) unveiled the second phase of its airport expansion project. While most of the project focuses on improving the airport's passenger operations, the second phase announcement outlined plans to construct a new cargo terminal and a flight diversion area which will support the infrastructure. DOH's new cargo terminal will comprise of three levels covering a surface area of 85,000 square metres, providing 323,000 square metres of floor space. The airport estimates the new facility to increase its cargo capacity to approximately 3.2 million tonnes per year.



Brussels launches perishables management app on BRUCloud

Brussels Airport's (BRU) cargo division advanced its digital capabilities with the pilot launch of a digital 'Perishable Management App' on BRUCloud platform, an open data sharing application. The new application is intended to simplify work for the Belgian Federal Agency for the Safety of the Food Chain (FASFC) and forwarders by offering a main digital platform for all communication and document exchange related to the inspection process of perishables. This application is mobile-friendly and will also allow FASFC and forwarders to track the inspection status of shipments in real-time.

Driving the world

ENERGY EFFICIENT MOVIGEAR® THAT DRIVES YOUR WORLD BEST!

Efficiency and functionality are the two pillars of SEW-EURODRIVE's design philosophy. And MOVIGEAR® is an excellent example of how we bring this philosophy to life.

The MOVIGEAR® mechatronic drive system is an efficient all-in-one solution comprising motor, gear unit, and drive electronics. It is designed for flexible use across various control topologies. With its compact design and optimal integration of components, MOVIGEAR® is especially tailored for efficient use in conveying applications.

With MOVIGEAR®, it is possible to achieve energy savings of up to 50% for your system. Its practical flexibility and high efficiency make MOVIGEAR® a forward-looking solution – experience its exceptional performance for yourself!

To know more, do call us or visit our website.

Range of applications

- Intralogistics
- Airport logistics
- Food and beverage industry
- Automotive industry





LEADER IN DRIVE ENGINEERING | MOTION CONTROL AUTOMATION EXPERT IN INDIA SINCE 1997 | OPERATING IN 50 COUNTRIES

DHL Express plans €131 mn expansion at Incheon Airport

 $D_{investment}^{HL Express announced its biggest} worth €131 million expansion of its gateway at Incheon International Airport (ICN). The expansion is expected to be completed by the second quarter of 2022. The DHL Express hub next to ICN opened in 2008 and has seen more than 45 per cent increase in shipment volume since then. With the new investment,$

the facility size will increase by nearly 200 per cent, from 20,000 square metres to 58,700 square metres, and will also receive several technology upgrades to boost the ICN gateway's handling volume by more than 150 per cent. The investment will include the addition of fully automated x-ray inspection machines, a four-kilometre conveyor belt, automated sorters, magnetic speed controllers and



full closed-circuit television (CCTV) coverage. **ByungKoo Han**, Country Manager, DHL Express Korea, said, "With one of the world's highest rates of online shopping, and its trajectory to become the world's third-largest e-commerce market after China and the United States by 2023; this gateway expansion will create the foundation for e-commerce businesses to expand both locally and across the Asia-Pacific region."

Swissport opens Brussels pharma centre

Swissport opened a new advanced pharmaceutical handling centre at Brussels Airport (BRU). The BRU

The Pharma Centre is part of a larger cargo complex under construction at the airport. It has eight dedicated truck docks and a material handling



facility offers 3,620 square metres of temperature-controlled warehouse space adjacent to Swissport's current facility at BRU.

The facility includes two areas for different temperature ranges; a larger area of 2,620 square metres for shipments maintained at temperatures between $+15-25^{\circ}$ C, and a smaller area of $+2-8^{\circ}$ C.

system with 432 rack and ground positions, caster decks, and forklifts and pallet movers operated solely in the pharmaceutical area. The construction of the Pharma Centre started in the beginning of this year and is expected to get completed in about two years. Once it gets completed, the complex will offer about 25,000 square metres of warehouse space.

CEVA Logistics inaugurates 'The Chill Hub'



CEVA Logistics inaugurated a cold chain facility at DP World London Gateway. The Chill Hub is a state-of-the-art operation strategically located to provide maximum customer benefit through its ability to manage all elements of the process at one site.

A 10,000 sqm multi-temperature facility has up to 10,000 pallet positions featuring seven independent chambers, capable of operating at all temperature ranges from -25°C to +16°C. Thus, accommodating chilled, frozen and temperature-specific items efficiently. Some dedicated areas will handle pharmaceuticals, fresh and frozen produce, beverage products and flowers and other goods requiring temperature-specific handling and storage.

The Chill Hub will provide a full range of value-added services including labelling, boxing, repalletising, price coding, tagging and kitting. The Reefer Hub at London Gateway which has links to over 110 ports in 60 different countries is only two hours away from the warehouse, meaning less time for shunting.



....

End-to-end logistics solutions

High-value effective integration

Pan-India reach and support

Advanced technological edge

Business-focused customizations

Cost benefits and total reliability

LOADED ADVANTAGE

TION





Other divisions:





10

V-Trans (India) Limited Head Office: Unit 06, Corporate Park, V N Purav Marg, Chembur, Mumbai - 400 071. 9870140141 © info@vtransgroup.com @ www.vtransgroup.com

New FFFAI Chairman vows to standardise procedures

Federation of Freight Forwarders Association of India (FFFAI) elected **AV Vijaykumar** as Chairman for the period 2019-21. He talks about FFFAI's role in the growth of EXIM trade and logistics sector. The core issue that an industry association always faces is the 'work in progress' phase due to many changes in this direction while pursuing the agendas.



AV Vijaykumar Chairman, FFFAI

The core concern of FFFAI is to ensure standardisation of procedures across India for a seamless, predictable and standardised process





Being elected as the Chairman of FFFAI association, what will be your target issues and challenges?

Re-engineering the business process will be my core agenda. It will require continuous monitoring and advisory members to be well-equipped in order to meet emerging challenges. The core issue that an industry association always faces is the 'work in progress' phase due to many changes in this direction while pursuing the agendas.

What will be your strategy to deal with the existing challenges? In a rapidly changing business environment, a pre-determined agenda may not be the best approach to

effectively address the main points or out-of-the-box solutions. It needs to be identified with inputs from our members and the industry stakeholders. However, our community will remain as that of a premium valueadded service provider.

How do you see the role of FFFAI in the logistics industry?

Logistics is the backbone of any economy and the role of an informed and well-equipped logistics service provider cannot be replaced either by technology or otherwise. FFFAI has been a pioneer industry asso-



ciation that disseminates knowledge through its members. It will always be our endeavour to stay relevant and provide connectivity to both outbound and inbound trade which will give a thrust to the industry. Influencing policy decisions to achieve greater cost savings and efficiency will be our prime focus.

With which initiatives, FFFAI would play an important role in the growth of EXIM trade?

FFFAI is the only pan India industry association covering all transport verticals working in close coordination with the central and state governments and other trade bodies to ensure the international best practices are implemented in India. In fact, the technological penetration in customs clearances achieved in India has been greatly aided by the re-skilling initiatives of FFFAI members and today we are proud of our proactive role to accept and adopt these changes. This has improved India's ranking in Logistics Performance Index. I believe that any policy is successful only when its benefits reach an actual user and FFFAI has been efficient in taking forward the policy to its successful implementation.

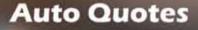
Do you have any list of problems you are planning to take forward with the government? If so, please elaborate.

The core concern of FFFAI is to ensure standardisation of procedures across India. Even though the policy is same there are many instances of local deviations. We will highlight this issue to ensure a seamless, predictable and standardised process. The faceless interaction is the big change that will require a standardised approach which in turn will increase operational efficiency.



LOSYCOde

DEL



Online Booking

Auto Airwaybills

Live Tracking

Invoices

& much more..



GET IT ON Google Play

www.logycode.com

info@logycode.com 🚫 011-47158089



FEDERATION OF FREIGHT FORWARDERS' ASSOCIATION IN INDIA

AV Vijaykumar is new FFFAI Chairman

The Federation of Freight Forwarders' Associations in India (FFFAI) elected new office bearers for 2019-21 in its 56th annual general meeting in Chennai. AV Vijaykumar, who earlier was Chairman-elect, has taken over as Chairman of FFFAI and Shankar Shinde has been elected as the Chairman-elect.





Custom-made for modern manufacturing

With the exponential increase in international trade, the modern supply chain processes are positively boosting the global economy and businesses. **Aditya Vazirani**, CEO, Robinsons Global Logistics Solutions, talks about how customised warehousing and logistics is adding value to modern manufacturing.

Warehousing and logistics are crucial factors for companies to gain a competitive edge. The advent of modern manufacturing combines smart and effective products with advanced and innovative technologies. The projected growth in the Indian economy and altering business perspectives, the logistics and manufacturing sectors have moved beyond the rudimentary transportation of trade goods in the supply chain. The solutions include an about-face in the utilisation of warehousing to drive business profits.

DYNAMIC SHIFT BETWEEN MANUFACTURING AND WAREHOUSING

Warehousing has evolved in its role in the active supply chain. The volume of the entire warehouse sector has been pegged at a value of US\$ 7.8 billion with an exponential growth of 10 per cent annually. Manufacturing as the key pillar in the supply chain is responsible for driving the warehousing industry. According to a report released by Knight Frank, in FY19 alone there has been a spike of 77 per cent in warehouse leasing. Businesses are taking another strategic step to drive profits through leasing warehouses and hence contributing to a major shift in the manufacturing leg of the supply chain.

CUSTOMISED WAREHOUSING

Warehousing has been utilised by manufacturing companies to man-

age their inventory and storage needs since its successful inception. In the current scenario, warehouses utilisation is not limited to being just a traditional storage room. Warehouses today have evolved as kitting and assembly hubs, significantly contributing towards a competitive retail scenario. The e-commerce players are expanding their operations to meet the growing demands of the consumer, increasing the need for warehouses. There has been a sharp increase in warehouse occupancy in both, Tier-I and II markets, especially in states like Delhi-NCR, Mumbai, Pune, Bengaluru, and Chennai.

Customised warehouses have allowed companies to speed up their delivery and assembly processes while investing lower capital on the core manufacturing process. Modern warehousing software has developed effective techniques, reduced the need for high-cost labour, and operational expenses while fulfilling the customer needs. Some parts of manufacturing processes which were earlier performed in the company-specific plants are now possible through evolved warehouses. With the introduction of warehouse automation, operations like picking, warehouse robots, barcode labels, and other technology-infused developments have allowed companies to cut manufacturing time and reduce expenses. It has also provided opportunities to reach out to compete at a global level by expanding to countries like the US, China, and others.

MODERN SUPPLY CHAIN

The evolution of the traditional supply chain ecosystem in India has been possible due to customised warehousing developments. A current valuation of the sector at US\$ 160 is expected to raise at US\$ 215 billion in the next two years. Modern logistics and supply chains have complemented the manufacturing process by handling the operations and making it less complicated and complex. By adding value to the process right from the 'point of origin' to 'point of consumption', logistics has defined modern manufacturing today.

CONCLUSION

The evolution in traditional warehousing powered by technology is impacting logistics and the supply chains. The retail market in India has revolutionised in time as more companies are entering the retail market. Businesses must invest more in processes that are cost-effective to produce results better than their competitors. Customised warehousing and logistics have allowed companies to invigorate their manufacturing process and make it more robust, it has complemented the end-to-end manufacturing process. It has impacted businesses at the very core with a promising vision for the future.

Customised warehouses have allowed companies to speed up their delivery and assembly processes





Aditya Vazirani CEO Robinsons Global Logistics Solutions

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



UPS's largest aircraft makes its first landing at IGIA, Delhi

UPS has announced the routing of its latest freighter aircrafts to India, from its fleet of Boeing 747-400/-8 and Boeing 767 at Indira Gandhi International Airport (IGIA), Delhi.

Businesses in North India will gain faster access to markets in the West, with extended pick up time, later commercial clearance and shorter time in transit to capitalise on growth opportunities in Europe and United States. The flights will similarly support imports from Asia due to its origin in Shenzhen via Bangkok before landing into Delhi. The company's goal is to increase business efficiency and make the global marketplace more accessible for Indian customers. UPS's largest aircraft – the Boeing 747-8F freighter received a ceremonial welcome from Delhi International Airport (DIAL) for its first landing in the city.

This plane is part of UPS's investment of adding 10 million pounds of new lift capacity globally. UPS has already taken delivery of 18 of 49 new aircraft previously announced and will receive the remainder by 2022.

With UPS announcing the routing of its latest freighter aircrafts to India, businesses in North India will benefit from up to one day faster time in transit and extended pick up time to reach markets in Europe and United States.



- Project Planning
 - Selection of Reliable Carriers
- Track and Trace with En-Route Reporting
- Final Stage Delivery with Closing Report
- Customs Clearance
- Insurance Support
- Documentation Services
- Consolidation Service

INDIA H.Q. D - 301-305, Level 3, Tower - II, Seewoods Grand Central, Plot No. R1, Sector - 40, Nerul Node, Navi Mumbai - 400 706, India. Tel.: +91 22 6811 0300 ④ ⑨ ⑨ ⑨

transworld

FarEye helps Amway boost profits

The online retail market in India has grown by leaps and bounds – from its nascent state in the mid-2000s to its current market of US\$ 19.5 billion worth of transactions at a gross level, before returns and rejections. **Kushal Nahata**, CEO & Co-founder, FarEye, talks about the e-commerce wave that has been riding strong across the globe.

YCT Bureau

Please comment on the present status of the retail logistics industry. Online shopping now accounts for almost 10 per cent of the total retail sales, as the retail industry begins to readily move into the online space, moving away from the traditional brick-and-mortar

ForEye

operations. Deliveries have an extremely critical role to play in such a scenario, and with the use of Artificial Intelligence (AI) and advanced Machine Learning (ML) techniques, retailers are now able to transform both the front-end and back-end operations of retail deliveries in a manner that has never been possible in the past. By triggering significant improvements in all areas of the supply chain, the industry can save immensely on both cost and time. As per a report by Capgemini, retailers could save as much as US\$ 340 billion by taking Al to scale across the value chain. More than 150 leading brands are using FarEye to enhance supply chain and logistics visibility. We are helping businesses build pro-active supply chains, generate highly accurate ETAs and predict delays better

66-

What are the challenges retail companies are facing in managing their logistics operations?

Some of the serious challenges that retail companies encounter time and again include:

Poor task allocation and address issues: With the absence of digital processes, many organisations still allocate jobs manually, resulting in poor productivity and the inability to scale operations. It also results in manual errors that are responsible for shipment misallocations, parcels being lost and increased chances of insider thefts. In addition, there is also the challenge of bad address quality, incorrect addresses, lack of proper signage, no option of communicating with the end customer, which leads to inefficient deliveries and a high number of reattempts.

Inability to change routes dynamically: Inefficient route planning has been weighing down last-mile delivery operations for a long time. Lack of visibility and inability to predict delays are two major reasons fuelling this problem. When it comes to lastmile delivery, there is always a possibility of route changing based on conditions that prevail on that day on the ground. Auto-routing technology has considerably evolved to help delivery companies solve this challenge and achieve

efficiency thereby significantly saving costs on fuel.

Unpredictability in freight movement: Once the packages are out for delivery, customers and logistics managers are at times unaware of when they will arrive and in what condition. The condition on-ground is not in anybody's hands, such as traffic jams, natural calamities, strikes, etc. There can be innumerable last-minute situations that can cause delays and loss. This unpredictability is a major challenge for companies, therefore one needs to have a communication plan in place to communicate the delays to the respective stakeholders in a proactive manner.

Inability to meet fulfilment timelines: The biggest battle that brands face is adherence to timelines. If the timeline is missed, it could then prove very expensive for brands in both the short and long-term. In case of food deliveries, some companies cannot charge customers for the delivery if the guaranteed timeline is missed. Not just that, it also causes damage in terms of reputation for the brand.

Hence, the process of delivery needs to be as robust as possible to help them fulfil orders in a timely

manner. This calls for a lot of flexibility and agility in the context of delivery management as a process.

These challenges need to be solved at the earliest because the delivery landscape is changing rapidly with advancements such as drone deliveries, delivery robots, and driverless vehicles in the picture. These would become part of the mainstream in the blink of an eye and pose an entirely

> Kushal Nahata CEO & Co-founder, FarEye



new set of challenges that will be several times more complex than the current ones. Now is the right time to opt for technologically feasible and affordable solutions as these are core challenges affecting both operational efficiency and profitability.

How is digitalisation changing the logistics process?

Digitalisation is playing a major role in transforming logistics into a vigorous and IT-enabled service. Enabling technologies such as sensors, IoT, data analytics, and robotics are being deployed in specialised applications for the logistics sector. The logistics industry is being significantly transformed by digitalisation. This is due to its many inefficiencies resulting from many key players along the value chain and the intermittent exchange of information. For example, self-driving technology, which was initially developed for passenger vehicles, is now helping the trucking sector to solve the growing pain point of an increasing shortage of truck drivers. Digitalisation of current operational processes is another area that needs transformation.

Legacy operations that involve phone calls and faxes to create shipment orders are not only inefficient, but also lack visibility in tracking shipments progress.

Startups, digitalised logistics companies and automotive manufacturers are trying to address these inefficiencies and are making life easier for established logistics companies through digital solutions and business models.

What are the technologies that are making processes more efficient and how?

The need to meet rapidly-evolving customer expectations and simultaneously ensure profitability are driving businesses to rethink the way they have been executing supply chain and logistics operations. Achieving this twin objective is not easy. To address this, savvy businesses have been



Digitise the supply chain

With the use of Artificial Intelligence (AI) and advanced Machine Learning (ML) techniques, retailers are now able to transform both the front-end and back-end operations of retail deliveries experimenting with multiple disruptive technologies for quite some time now, hence opening the doors for solutions that are driven by technologies like Machine Learning, the Internet of Things (IoT), automation, data analytics and more.

TO ELABORATE FURTHER...

Machine Learning: Machine Learning is a rich form of Artificial Intelligence, by way of which all the supply chain data generated by sensors and various IT systems is quickly absorbed and made a good sense of to automatically identify and derive meaningful patterns in the supply chain.

These patterns serve as great insights to the supply chain managers who could use this intelligence to optimise their decision-making, strengthen deliveries and fulfil consumer expectations. Daily production planning could be streamlined with the use of insightful patterns in customer demands. The process of inventory management could be controlled and strengthened as the use of Machine Learning (ML) allows accurate forecasting of demand and sales.

IoT: The deployment of more and more IoT solutions has been to transform and continuina modernise the supply chains by bringing in more operational efficiency to the system. These smart devices are built in with sensors, which facilitate easy monitoring of goods through each leg of the supply chain. These sensors generate massive volumes of shipment locations, data like status of the inventory etc., which is transmitted back to the software applications.

Artificial Intelligence: AI is revolutionising the world of logistics. The technology is fundamentally changing the way packages move around the world, from predictive analytics to autonomous vehicles and robotics. With growing digitisation, more and more companies are adding AI to their supply chain to maximise their resources by reducing the time and money spent on figuring out how, where and when to send a package to a certain place.



Blockchain: Blockchain technology can transform and improve freight and shipping. The technology has disrupted the landscape of the logistics industry and solves most problems by boosting the efficiency and transparency of supply chains, banishes inaccuracies, prevents frauds, and reduces expenses. The use of these powerful technologies has the utmost potential to reshape the dynamics of the logistics industry. Clearly, we foresee a brighter future for businesses worldwide, with supply chains taking a stronger grip.

How is FarEye contributing to make the logistics operation efficient and cost-optimised?

More than 150 leading brands are using FarEye to enhance supply chain and logistics visibility. We are helping businesses build pro-active supply chains, generate highly accurate ETAs and predict delays better. FarEye's unique combination of disruptive technologies, IoT, ML, data analytics and advanced automation, has helped large enterprises to not only save costs and improve visibility, but also deliver delightful customer experience. Tata Steel FAMD used FarEve to reduce risks and save about US\$ 1 million by avoiding theft and pilferage. DHL enhanced courier productivity by 15 per cent by deploying FarEye. It also empowered Hilti to provide an Amazon standard delivery experience to its customers, something that has never been done before in the B2B world.

How do you ensure that your company stays on top of its game?

To stay on top of the game, we have doubled investment to capture global markets. Besides enhancing our ML & AI capabilities, we are actively developing technology around Blockchain that would help us solve even more complicated issues of logistics worldwide.

Digitise the supply chain

By triggering significant improvements in all areas of the supply chain, the industry can save immensely on both, cost and time

The logistics industry is being significantly transformed by digitalisation



Nitin Jain, India Head – Distribution & Logistics, Amway, shares that before adopting FarEye solutions they were grappling with issues like lack of visibility and inefficient 3PL management leading to poor delivery experience for customers. However, these have now become a thing of the past after they joined hands with FarEye solutions.



What prompted you to adopt FarEye's solutions? Amway sells more than 140 products

across different categories and is a US\$ 9 billion per year direct-selling company. Speaking about India, e-commerce contributes about 50-60 per cent sales volume. With rising volumes from e-commerce and transforming customer expectations, delivery times had to be shorter. It was necessary for us to ensure seamless delivery operations. Initially, Amway employed a good amount of people in its 'track and trace' team sitting across multiple locations in India. It was the company's nerve centre; it worked 24x7x365, communicating with vendors and constantly monitoring the status of deliveries.

However, with an aim of reaching ₹6,000 crore turnover in India by 2025, this manual handling of delivery operations was not the most suitable. This led Amway to embark on a journey to digitalise logistics operations. Amway evaluated multiple logistics technology platforms, but FarEve's datadriven solution made the cut. FarEye's platform is customisable and its ability to seamlessly integrate with heterogeneous IT

Nitin Jain India Head – Distribution & Logistics Amway systems of multiple vendors is unique. FarEye's workflow-based platform allows to easily design and implement new logistics processes. Also, FarEye's constant support and expertise in managing global customers were important factors behind our partnership.

What were the challenges before you started working with FarEye?

Amway was grappling with issues like lack of visibility and inefficient 3PL management leading to poor delivery experience for customers.

Here's a look at the key challenges Amway had to address.

- Inability to track shipments in real-time
- Poor visibility and inappropriate allocation of 3PL providers
- Rising operation costs
- Inaccurate arrivals time or ETAs
- Lack of customer transparency and engagement

How did you overcome the challenges and what is the impact on your company's business?

FarEye integrated with Amway's existing IT systems such as warehouse management system, financial and order management systems to provide complete visibility of orders from the time customers placed it online till they were delivered. Once a customer or direct seller places an order online, the warehouse team starts preparing the ready-to-ship package. Simultaneously, using FarEye's platform, Amway digitally notifies the best suited 3PL amongst the many it uses, about the order. As soon as the 3PL provider receives the notification, it starts planning for the delivery of product. Amway is also able to provide live tracking of the entire delivery process to the end customer.

IMPACT OF THE SOLUTION:

FarEye's platform empowered Amway to drastically increase the visibility of 3PL providers, enhance customer engagement, accurately benchmark performance of 3PL partners, reduce operational costs and much more.

The benefits that Amway gained from FarEye's network are:

- Complete transparency of delivery process across stakeholders
- Good amount of reduction in overall supply chain costs
- Real-time update of shipment status to customers and direct sellers
- Enhanced engagement between customers and 3PL providers
- Proper evaluation of 3PL provider's on-ground performance
- ✤ Generating accurate ETAs
- Reduced delivery time and costs

Driving Force

■ FarEye's constant support and expertise in managing global customers were important factors behind our partnership

Global Leader in Loading Dock Equipment and HVLS Fans

KELLEY.



Kelley invented 1" counter balanced **Dock Leveler** in 1953 in the USA.

Kelley **HVLS** (High Volume Low Speed) Fans: An ideal energy saving solution for employee comfort and efficiency.

More than three thousand machines serving Factories, Warehouses, Super Marts & Churches in India

Kelley Material Handling Equipment India Pvt. Ltd.

(100% wholly owned subsidiary of 4Front Engineered Solutions Inc., Dallas, Tx, USA)

506, SSR Corporate Park, 13/6, Delhi Mathura Road, NH-2, Sector – 27B, Opposite NHPC Chowk Metro Station, Faridabad – 121003, Haryana, India.

 North
 : Chandra Mohan Suhag
 +91-9899118241

 East
 : Kishanu Banerjee
 +91-9899118243

 West
 : Bhushan Rewatkar
 +91-9899118242

 South
 : Arun Hagaragi
 +91-9899118244

support@kelleyindia.com www.kelleyindia.com



IONS



Sparkle and shine with ACCD

Following the tradition of celebrating Diwali, ACCD held an evening get together at Hotel Atrio in New Delhi. Several games and activities for kids were arranged at the event to ensure everyone had a great evening. Eye masks and accessories were gifted to all kids and fancy bangles to the female participants.





E-commerce companies make hay while festival sun shines

E-commerce giants are gearing up for an all-time high, throughout this festive season, which continues till December. **CARGOTALK** explores how the warehousing industry is helping to manage the high sales of e-commerce companies mainly by managing the incoming and outgoing volumes during festival time.



Kalpana Lohumi

This festive season retailers and e-tailers are stepping up their game in delivery, fulfilment and warehousing technology to improve the effectiveness of existing resources. Online shopping drives logistics growth as almost every e-commerce purchase needs to be delivered to the consumer's home. CARGOTALK discovers how the warehousing industry is getting ready and how are they making the most of this festive season. The last five years has seen the rise of e-commerce as a preferred shopping routine for consumers.

Talking about the growth in volume of e-commerce goods, **Vikas Anand**, Managing Director, DHL Supply Chain, explains, "The volume doubles in the festive season. The good part is we get projections from e-commerce well in advance which enables us to efficiently plan manpower requirements by giving them training to handle the festive demand in-advance."

Explaining the trend of e-commerce companies like Amazon, Flipkart and Myntra, **Vishal Shah**, Executive Director, V Xpress (a division of V Trans India), says, "E-commerce companies do crazy business during the festival period and logistics become very important during this period simply because of the increased sales. On a large scale, e-commerce companies use third party, that is, Layered Service Providers (LSPs) to carry out all the necessary steps and to ensure an adequate flow of orders between a company and its customers and simultaneously manage the deliveries themselves during the season.

Shah adds, "E-commerce industry is growing rapidly and to fulfil customer requirement, companies are looking for logistics partners. Other than regular shipments, the festive season demands additional warehousing facility with technology and automation to support it. Time is the key concern for e-commerce deliveries and while storing, the warehouse technology and automation becomes a key factor for successful deliveries. Efficient warehousing requires understanding the clients Service Level Agreement (LSA) clearly and setting up Standard Operating Procedure (SOP) in same tune. A prior experience in handling such clients, skilled manpower, support of additional services like primary and secondary movement, warehouse's location and valueadded services makes it a successful package for clients."

According to **Aditya Virwani**, Spokesperson EIP and COO, Embassy



Group, "E-commerce industry has changed the whole business landscape. The increasing demand of online shopping has opened doors to new opportunities; e-tailers bring the

eturn

Enter

convenience of product purchases with reduced delivery time on table. E-Commerce players therefore must considerably plan ahead of time especially during the festive season sales. For such a large-scale event, retailer remain cautious about their real estate support so that they can successfully meet their commitment of on-time delivery of orders."

There is an increase in demand of warehouses in festive season sales explaining this, Vikas Yadav, Director, Future Warehouse Solutions, says, "Warehouses and fulfilment centres are the backbones of any online retailer. There is a sharp spike in demand during the festive season due to the big discount sales from the e-commerce players which normally starts from October to December and even up to February of the following year. To capture new customers and to convert them into repeat purchasers, e-commerce companies need to ensure on-time deliveries and give them the best experience possible. Therefore, for the additional sales during the festival season, these companies look for temporary storage spaces which lead to increase in warehouse demand during festival season."

Similar views are expressed by **Abhishek Bhardwaj**, Chief Marketing Officer, Shristi Infrastructure Development Corporation, he says, "The festive season has started, and we expect the sales to be more than last year. With better offers and easy EMI schemes, the sales are going to



Vikas Anand Managing Director DHL Supply Chain



We have had tremendous success in the e-commerce fulfilment business at our multi client sites as compared to standalone fulfilment sites

skyrocket. The warehousing industry must increase its capacities to cope with the increased demands. In fact, we have increased our capacities and are ready to meet the increased demands of the e-commerce players."

Connect India is another big e-commerce service provider. **L.R. Sridhar**, Founder & CEO, Connect India, explains his business model saying, "Connect India business model is last-mile and hence the scope for warehousing is limited and our new initiative of rapid fulfilment centres in each of the district headquarters allowing lastmile delivery will not only enable faster delivery but also reduce the



Vishal Shah Executive Director V Xpress (a division of V Trans India)



Time is the key concern for e-commerce deliveries and while storing, warehouse technology and automation become crucial

On-time delivery

E-commerce companies needs quick turnaround time for their delivery plan

Inside and outside operations of the warehouse are important



cost of warehousing. During this festive season with the existing Infrastructure of Connect India, we were able to scale up the volume."

"Warehousing during peak seasons



Aditya Virwani Spokesperson EIP and COO Embassy Group



E-commerce industry has changed the whole business landscape; the increasing demand has opened doors to new opportunities





Vikas Yadav Director Future Warehouse Solutions

To capture new customers, e-commerce companies need to ensure ontime deliveries and give them the best experience possible

is mainly about managing the incoming and outgoing volumes. The surge in e-commerce sales is cyclic in nature and happens during major holidays or festivals. People in the industry generally predict the amount of shipments coming in and going out and set plans earlier in the year for dealing with the large volumes. It's important to map verticals that are in demand and pay special attention to them. Also, one must have a concrete plan and execute steps on the ground that increase the efficiency of employees and reduce turnaround times, states Uday Sharma, Director -Sales, Spoton Logistics.

The e-commerce growth trends for the year 2019 and beyond shows how companies plan well for the festive seasons and tackle the challenges of the industry. Karan Singh Tomar, Co-Founder and Director, Nutriorg says, "The ever-changing landscape of e-commerce is both exciting yet at times unnerving. Every year, there are changes that may help us grow our business or challenges that we may not be able to keep up with. The e-commerce market is still bigger and brighter as ever. As we approach 2020, we can provide a sneak peek into the e-commerce growth trends for the present year and beyond. Online shopping trends show that a well-planned sales and marketing strategy for the holiday season can bring in more sales for the online business owners than the rest of the year put together. We have already prepared our inventory and carefully calculated discount margins for the products on sale. We have also designed different sale offers for a range of our product lines along with already factoring in the latest trends and promotion plans for the festive season."

In conclusion he adds, "Some of the areas where we are focusing more during festive season is improving customer support service, integrated Customer Relationship Management (CRM) and Warehouse Management System (WMS) for better control by companies, providing detailed information in real-time, facilitating the orders by customers, providing them faster and safer shipping at best costs."

MATCHING PACE WITH E-COMMERCE PLAYERS

To cater to this immediate rise in sales due to attractive deals and offers, e-commerce sellers need to get all prepared ahead of seasonal sales and for this logistics and warehousing industry need to match with the e-commerce players' needs. Shah explained that the basic need for e-commerce logistics is quick delivery time, vast reach, last-mile delivery model, resources to handle payments, real-time visibility and adaptability as per dynamic needs. An LSP must build strength in these



PINKCITY LOGISTICS LIMITED

0

Ve move your EALEY

WAREHOUSE

SERVICES OFFERED:

- International Freight Forwarding
- Custom Broker (CHA)
- Multimodal Transportation
- ODC & Project Cargo clearance & handling

PINKCITY LOGISTICS LIMITED

Registered Office:

V6 04, Ansal Garg Enclave, 122/235, Sarojini Nagar, Kanpur-208 012 Tel: +91-512-2224641/2217001/2216976 Fax: +91-512-2234911

Corporate Office:

216 Chawla Complex, Sector-15, CBD Belapur, Navi Mumbai-400 614 Tel: +91-22-27562739/49, 61400500 Fax: +91-022-27565396 Email: info@pinkcitysilica.com

www.pinkcitysilica.com

- Agra
- Bhopal

Delhi

- Gandhidham
- Hazira
- Indore
- Kanpur
- Kolkata
 Ludhiana
- Mumbai
- Mumbai
 Mundra
- Nagpur
- Renukoot

DDP/CargoTalk/Nov-191

Vizag



Abhishek Bhardwaj Chief Marketing Officer, Shristi Infrastructure Development Corporation



The warehousing industry must increase its capacities to cope with the increased demands of e-commerce players

On-time delivery

Embassy Industrial Parks help to mitigate all sorts of risk and provide support to handle the local government

Meticulous planning means building of warehouse to suit the needs of festive sale ahead



L.R. Sridhar Founder & CEO Connect India



Our initiative of rapid fulfilment centres in each of the district headquarters will not only enable faster delivery but also reduce the cost of warehousing



areas of preference to become an ideal logistics partner.

Anand also informed how his DHL Supply Chain is working closely with the customers to understand their requirements and make them prepared with all the required resources along with backup plans, in case of contingencies. They provide best integrated fulfilment solutions to grow their businesses and expand into new markets.

Virwani tells that the start-up companies in the e-commerce industry prefer buying instead of leasing warehouses. The factors majorly influencing their decision could be capital investment or



compliance need or all the required back work in land-buying. They would much rather lease the required space as they grow. This allows the companies to go into business faster and invest all their capital in product and personnel.

Such players would like to take their business off the ground guickly, to avoid the stress of land buying approval which is not their core area. Ethereum Improvement Proposals (EIPs) offer good solutions and provides the businesses the best quality infrastructure needed for a smooth operation. They provide built-tosuit options where changes to a warehouse can be made as per clients demands. Also, the lineage of Embassy Industrial Parks allows them to construct 30 per cent faster than their competition so the e-commerce player can meet timelines quickly.

The e-commerce industry faces a lot of challenges in course of their process. Sharma says, "E-commerce is more dependent on the e-tailers readiness than the transporters readiness. There is usually an issue with the forecasted/ ordered volumes and capacity of e-commerce players to manage the same. Volumes are picked up but aren't delivered because of space constraint at customer warehouses resulting in delay in securing timely appointments which ultimately is the cause of vehicles being detained for days. E-commerce players need to improve their appointment and warehouse process to ease out a lot of challenges that come to transporters."

Bhardwaj tells that increased capacity building, proper ventilated and climate proof storage areas, 24-hours surveillance and standard safety procedures should be taken care of in meeting up with the needs of the e-commerce players.

Tomar shares the two-pronged strategy saying, "It entails living with the latest trends and providing the consumer a host of carefully curated products along with attractive launch offers with exclusive and innovative promotional methods. One needs to know the market competition and keep ahead, in terms of offer, as one needs to not only excite the customer but also provide the quality."



TARGETS ACHIEVED

E-commerce companies start preparing months ahead for the peak seasons and establish expectations with their shipping partners. When companies set targets, they also need a plan to achieve them. "Volume targets are set by our customers. These are generally almost 100 per cent higher than the volume on normal days.

Our fulfilment solutions have proven successful in helping e-commerce companies maximise their opportunities in this fast-growing market. We have had tremendous success in the e-commerce fulfilment business located in our multiclient sites as compared to stand-alone fulfilment sites. Looking at this trend, DHL is establishing a 'plug and play' model at our multi-client sites to support our e-commerce customer clients during the peak season," points Anand.

Yadav shares the developer's perspective about the festive season. He says, "We don't focus only on festive seasons. If we have any ongoing projects, then we try and give the handover of the same to the tenant by June of that respective year. So that, it can help the client to focus on their festive season and achieve their targets."

V-Xpress set the target of 40 per cent higher than average monthly targets for festival season. Shah lists the ways in which e-commerce players can be helpful:

- Informing the schedule and possible flux in advance
- Comfortable schedule for returns and prioritising deliveries
- Giving lucrative offers to promote prepaid orders
- Predictive analysis to keep the inventory ready as per the trends and current festive offers
- Consolidation with one player to leverage the resources and network
- Integrating customer service support with the logistics providers



Uday Sharma Director - Sales Spoton Logistics



One must have a concrete plan and execute steps on the ground that increase the efficiency of employees and reduce turnaround times

Several big companies predict their targets for this festive season. Tomar's brand, Nutriorg, is likely to achieve the sales target of \gtrless 10-15 for this festive period (Oct to Jan) alone. Connect India aims to achieve 1.5 times more and achieved 2 times with 95 per cent and above delivery performance.

Similarly, Spoton Logistics have expected the surge in volumes in the range of 35-40 per cent. They are all geared up for the surge, for e-commerce they have a centralised inhouse appointment cell which helps all the sellers in acquiring appointments from e-commerce companies. They have also created delivery infrastructure close to e-commerce players in multiple cities for faster deliveries.



Karan Singh Tomar Co-Founder and Director Nutriorg



One needs to know the market competition and keep ahead as one needs to not only excite the customer but also provide quality

Beauty and the beast of Supply Chain

The cosmetics industry is dynamic and with their favourite celebrities telling people what to use and what to avoid, it's hard catering to consumer demand. Little wonder then that the supply chain of the cosmetics industry is under pressure. CARGOTALK delves into understanding the supply chain and how it can be improved to create a sustainable business.

Peden Doma Bhutia

Don't we all love to turn up looking our best for every event, be it a party, an office event or a day out with that special someone? And with a little help from our friends in the cosmetics industry we make sure that the mission is not that impossible! The cosmetics industry sells dreams through celebrities who endorse a certain idea of beauty. However, while we are busy dabbing that rouge on our cheeks or mastering that art to apply lipstick like a pro, do we even realise the complex supply

chain that is involved to ensure that the finished product reaches us in the perfect temperature and transportation conditions? And, because every cosmetic company is vying to catch the attention of the consumers, transportation and logistics conditions play a pivotal role in this industry. Time is of the essence, says **Aditya Shah**, Executive Director, V Trans (India), Special in-charge – V Xpress (A division of V Trans), while sharing the supply chain fundamentals. "Trend and seasonality are two major things in cosmetics supply chain, hence, it is essential to sense the demand and respond to it in

> a timely manner to get the desired effect. Companies invest heavily on hiring celebrities and creating demand, thereby highlighting that the demand on time is essential."



Shah adds, "Fashion keeps changing and making the inventory available as per the fashion trend is extremely critical for cosmetics companies. Consequently, the delivery expectation from the logistics service provider (LSP) is very high. The LSP in this case is left with an awfully thin margin of error. At one end, LSPs must manage the fastest possible delivery and at the same time they need to prevent pilferage, theft and damage. For this, acute planning and execution while delivering the goods as well as packaging and control mechanism become the top priorities for us."

Timely delivery may be of utmost importance in the cosmetics supply factor but the nature of the cosmetics is also of prime concern as cosmetics come in every form - liquid, powder, gel etc. As Sandeep Padoshi, Co-Founder & Director, WOW Express, says, "There are different types of cosmetic and beauty products such as liquids and gels (foundations, lotions, oils, etc.), aerosols (deos, perfumes, dyes etc.) and powders. These products require certain basics to be built in the entire supply chain such as temperature, humidity, pressure monitoring and control. High amount of movement or a vibration can not only damage the container/s but also damage the state of the product inside, liquids might get coagulated, solids/semi-solids could melt."

The consumer demand for cosmetics and skincare is surely driven by what's trending that season. Arindam Bhattacharya, Head Vertical Development – Fashion & Lifestyle, Holisol Logistics, says that while all factors are equally important, a robust technology is also the need of the hour. He goes on to explain, "A fast response and timely availability of the right product to the point of sale are critical for business. Managing logistics of cosmetic products requires expertise in the understanding of temperature required for storage and transportation of the product, handling compliance standards, multi-channel fulfilment, right transport packaging to prevent damages, faster delivery solution, and return management. It is also important to have a robust technology in place such as warehouse management system (WMS), which can bring batch control and ensure complete 'first-expiry-first-out operation; to minimise expiry and damage.

NOT AN EASY TASK

and Mary S

Name of Street

An industry that's so susceptible to outside elements, surely is fraught with challenges. Suppliers and logistics providers in this sector need to be on their toes.

Bhattacharya enlists the boxes that need to be ticked, "The availability of the right product in the fulfilment centre and timely dispatch to fulfil demand are key challenges. And, as the large volume of cosmetic products requires temperaturecontrolled delivery mechanism, it can be a challenge to find a reliable logistics partner without compromising on the turnaround time (TAT). Another challenge is lack of experienced LSPs which can increase the cost of logistics and lead to inefficiency in handling and delayed delivery. Add to that, the reverse logistics of picking up unsold inventory before the expiration dates. Reverse logistics is still not a well-organised sector in the country."

Shah enlists the challenges faced by the logistics service providers. "The major challenges are need of extensive reach in terms of network, clearly-defined standard operating procedures (SOPs) & service-level agreement (SLA) for time-sensitive products, measures to avoid loss/ damage in transit, complete efficiency of first mile, middle mile and last mile delivery, cost of transportation and the cost of insurance. Managing the seasonality and quick response to compeition are challenging as an LSP has to deploy additional resources. Cost-



Aditya Shah Executive Director, V Trans (India) and Special in-charge, V Xpress

Trend and seasonality are two major things in cosmetics supply chain, hence it is essential to sense the demand and respond to it

66____



Key challenges

The availability of the right product in the fulfilment centre and timely dispatch to fulfil demand

Finding a reliable logistics partner without compromising on the turnaround time effective technology solutions and capabilities of secondary distribution is another add-on. Sourcing of raw material and making it available for production are challenges. Reverse logistics also demands an efficient mechanism."



Arindam Bhattacharya Head Vertical Development – Fashion & Lifestyle Holisol Logistics

A fast response and timely availability of the right product to the point of sale are critical for business Companies which sell beauty products online can do a better job at balancing both marketing efforts and logistics

Sandeep Padoshi

Co-Founder & Director WOW Express Padoshi works in the last-mile delivery space, where they need a sound understanding of what products to move through which mode. "Both surface and air mode of transport have their own share of problems. Surface mode has a possibility of damaging the products due to bad roads and air pressure can ruin some products."

M FOR MARKETING

How would you manage to sell a brilliant product if there was no marketing? This is expecially true for cosmetics, little wonder then that companies rally behind celebrities to endorse their products. Reacting to inconstant demand and connecting marketing and logistics efforts require a great deal of collaboration. As Shah says, "Logistics must be adaptive to sudden needs, even if it requires efficiency and better transit times than service-level agreements. It is occasions such as these that make them win the trust of the company who can then bank on them during unplanned urgencies."

Bhattacharya opines that sales, marketing and supply chain teams need to be in sync to ensure uniform communication at all levels. "Right collaboration is required to ensure the right products are made available on time and there is capacity enhancement at the warehouse or transportation level."

Padoshi talks about e-commerce having an advantage over brick and mortar, "As e-commerce is more data-driven, it's more predictable, giving us the window to predict and plan. Companies which sell beauty products online can do a better job at balancing both marketing efforts and logistics/distribution."

RIGHT TIMING

Catering to the taste of consumers is a top priority. This means that the product has to be on the display shelf a day before it hits the demand list. Padoshi is of the view that product companies (suppliers), e-commerce companies/retailers and logistics service providers need to collaborate better to enable logistics companies to manage just in time (JIT) and planned despatches.

For Bhattacharya, responsive supply chain becomes the key differentiator to manage demand uncertainties and seasonal trends. "LSPs need to develop a flexible and responsive process to enable sales. Digitisation of the end-to-end process helps trace products at each milestone and plan replenishments. Also, Albased tool can help with added visibility and ability to predict the changing environment which can hamper sales and delivery time."

Explaining the importance of LSPs, Shah says, "First and foremost one needs to understand the product, delivery locations, transit time expectations, packaging quality, value added services that can be offered. The LSP must analyse what can be done and what cannot.

Secondly, the LSP must align customer teams and local service teams and ensure that there are no communication gaps. The SOPs need to be designed and communicated to all stakeholders. The LSP has to identify the delight points where it can deliver more than what has been promised. Cosmetics require many value-added services, having those clubbed in the offering can be costeffective and can enhance efficiency.

Thirdly, besides having operations locally, the LSP should appoint a centralised single point of contact (SPOC) who shall watch all the transactions and ensure that they meet customer expectations. Transparency should be maintained to ensure that the company's supply chain team is on the same page, lest there is an issue that needs immediate addressal."







SCALE AWARDS - 2019 SUPPLY CHAIN AND LOGISTICS EXCELLENCE

Platinum Supporter



3PL Partner

Dec. 2 12 1

Hotel Taj Bangalore, Airport, Bengaluru

6th edition

800+ Companies

300 Awards

K S Syam Sundar 8754494552 | 044 6636 0314 ks.syamsundar@cii.in

www.ciilogistics.com

TRAFFIC STATISTICS

			Freight (in tonnes)								
			For the Month			For the period April to August					
S. No.	Airport	August 2019	August 2018	% Change	2019- 2020	2018-2019	% Change				
(A) 19 Internat	tional <i>I</i>	Airport	s							
1	Chennai	6953	7700	-9.7	35348	43314	-18.4				
2	Kolkata	9206	8884	3.6	36106	44665					
3	Ahmedabad	5026		2.5	24820	23743	4.5				
4	Goa	402	199	102.0	1697	1150	47.6				
5	Guwahati	948	1986		8211	9214	-10.9				
6	Lucknow	1042	170	-	4796		167.2				
7	Jaipur	1413	1372	3.0	6014	6298	-4.5				
8	Trivandrum	160	289	-44.6	994	641	55.1				
9	Bhubaneswar	858	883	-2.8		3596	9.0				
10	Calicut	0	55	-	389	235	65.5				
11	Coimbatore	886		-8.9			-9.7				
12	Varanasi	369	143		1442	676	113.3				
13	Srinagar	213	565	-62.3	4508	3847	17.2				
14	Amritsar	69	83	-16.9	665	488	36.3				
15	Mangalore	0	35	-	24		-87.4				
16	Port Blair	496	443	12.0	2644	1987	33.1				
17	Trichy	0	1	-	2	5	-60.0				
18	Imphal	729	681	7.0			39.2				
19	Vijayawada	204		106.1	1069	99	-				
	Total	28974	29464	-1.7	139970	148787	-5.9				
(B)) 6 JV Intern	ationa	l Airpo	rts							
20	Delhi (DIAL)	31894	30661	4.0	152073	144788	5.0				
21	Mumbai (MIAL)	25688	23762	8.1	117325	116896	0.4				
22	Bangalore (BIAL)	14320	13441	6.5	63493	62124	2.2				
23	Hyderabad (GHIAL)	5293	5237	1.1	25215	24780	1.8				
24	Cochin (CIAL)	1197	775	54.5	5931	5991	-1.0				
 25	Nagpur (MIPL)	509	736	-30.8	3914	3591	9.0				
	Total	78901	74612	5.7	367951	358170	2.7				
(C) 9 Custom A	irport	s								
26	Pune	. 3151	3902	-19.2	14898	23074	-35.4				
 27	Patna	1174	1143	2.7	5262	4711	11.7				
28	Bagdogra	652	516	26.4	3213	2768	16.1				

		Freight (in tonnes)							
		For the Month			For the period April to August				
S. No.	Airport	August 2019	August 2018	% Change	2019- 2020	2018- 2019	% Change		
30	Chandigarh	644	631	2.1	4116	2217	85.7		
31	Madurai	187	398	-53.0	563	1320	-57.3		
32	Surat	21	145	-85.5	495	313	58.1		
33	Aurangahad	36	176	-79 5		965	-68.4		
 34	Indore	912					-15.5		
	Total	7130	8400	-15.1	35544	42793	-16.9		
(D) 23 Domest	ic Airp	orts						
35	Ranchi	451	497	-9.3	2431	2373	2.4		
36	Raipur	509	409	24.4	2443	1830	33.5		
37	Agartala	321	503	-36.2	1987	2147	-7.5		
38	Udaipur Jammu	0	0	-	2		0.0		
39	Jammu	117	175	-33.1	624	797	-21.7		
40	Dehradun	19	19	0.0	64	70	-8.6		
41	Vadodara	231	219	5.5		1083	28.2		
42	Leh	126	75		886		83.8		
43	Bhopal	99	142	-30.3	513	611	-16.0		
44	Jodhpur	0	1	-	1	611	-66.7		
45	Hubli	9	0	-	48	0	-		
46	Rajahmundry	0	6	-	0	27	-		
17	Silchar	78	79	-1.3	368	288			
48		75	67	11.9	391	344			
19 	Rajkot	3	22	-86.4	11	121 210	-90.9		
50	Dimapur Bhuj		25	-28.0	121	210	-42.4		
51									
52	Tuticorin			0.0		15	80.0		
53	Jorhat	0	3	-	0	20	-		
54 55	Juhu Kanpur (Chakeri)	30 	32	12.5	ا ا 71		7.0		
55 56			U 	-	/ I 0	U	-		
50 57	Jamnagar Agatti	Λ	2	100.0	10	Q	1111		
58	-		0		12		-		
	Total				11562	10590	9.2		
(E)) 2 St Govt./	Pvt Ai	rports						
59	, Lengpui (Aizwal)	34	• 77	-55.8	169	235	-28.1		
60	Nasik (Hal Ozar)		6	-	7	43	-83.7		
	Total	34	83	-59.0	176	278	-36.7		
	and Total -B+C+D+E)	117166	114843	2.0	555203	560618	-1.0		

TRAFFIC STATISTICS - INTERNATIONAL FREIGHT

		Freight (in tonnes)							Freigh			it (in tonnes)			
		F	or the Mor	ıth		or the period oril to August					For the Mon	th		or the period oril to August	
S. No.	Airport	August 2019	August 2018	% Change	2019- 2020	2018- 2019	% Change	S. No.	Airport	August 2019	August 2018	% Change	2019- 2020	2018- 2019	% Chang
(A)	14 Interna	tional A	irports	5				(B)	6 JV Interna	ational	Airpor	ts			
1	Chennai	23262	29281	-20.6	120092	137943	-12.9	16	Delhi (DIAL)	51847	56136	-7.6	259091	276046	-6.1
2	Kolkata	4793	5380	-10.9	25478	24898	2.3	17	Mumbai (MIAL)	47938	57805	-17.1	246338	289402	-14.9
3	Ahmedabad	3782	3676	2.9	21590	17847	21.0	18	Bangalore (BIAL)		21682	-15.5	95980	106499	-9.9
 ļ	Goa	93	166	-44.0	567	915	-38.0	19	Hyderabad (GHIA		7035	-5.3	35828	35752	0.2
	Guwahati	0		-	0	18	-	20	Cochin (CIAL)	7488	3004	149.3	29187	20573	41.9
	Lucknow	216	219	-1.4	1595	1262	26.4	21	Nagpur (MIPL)	65	111	-41.4	597	316	
	Jaipur	183	243	-24.7	975	1030	-5.3		Total	132309	145773	-9.2	667021	728588	-8.5
	Trivandrum	2398	2755	-13.0	11253	9420	19.5	(C)	4 Custom A	irports	;				
	Bhubaneswar	4	5	-20.0	4	5	-20.0	22	Pune	21	3	-	41	10	310.0
0	Calicut	2748	1293	112.5	12363	5396	129.1	23	Visakhapatnam	43	0	-	175	0	-
1	Coimbatore	225	177	27.1	1126	902	24.8	24	Madurai	166	156	6.4	682	646	5.6
2	Varanasi	0	0	-	5	0	-	25	Indore	28	0	-	449	0	-
3	Amritsar	82	52	57.7	604	279	116.5		Total	258	159	62.3	1347		105.3
4	Mangalore	204	225	-9.3	1056	1628	-35.1	(D)	Total 9 St Govt. Pvt Airports	0	0		0	12	
5	Trichy	809	452	79.0	3462	2671	29.6		Grand Total	171366	189873	-9.7	868538	933470	-7.0
	Total	38799	43941	-11 7	200170	204214	-2.0		(A+B+C+D)		105075		000000	555470	7.0

Monthly Traffic And Operating Statistics During 2019 (Provisional) (Scheduled Domestic Services) (Cargo Carried)

	Freight in Tonnes	Mail in Tonnes	Total in Tonnes	Freight in Tonnes	Mail in Tonnes	Total in Tonnes	Freight in Tonnes	Mail in Tonnes	Total in Tonnes	Freight in Tonnes	Mail in Tonnes	Total in Tonnes
		Air Asia	a		Air India	a	Air	India Exp	oress	1	Alliance	•
JAN	2,020.2	0.0	2,020.2	5,673.3	750.6	6,423.9	48.6	0.0	48.6	6.5	0.0	6.5
FEB	1,927.0	0.0	1,927.0	5,283.3	750.4	6,033.8	63.8	0.0	63.8	8.0	0.0	8.0
MAR	2,478.0	0.0	2,478.0	6,417.6	731.0	7,148.6	64.2	0.1	64.3	11.5	0.0	11.5
APR	2,241.9	0.0	2,241.9	6,220.9	803.6	7,024.5	41.3	0.0	41.3	11.6	0.0	11.6
MAY	3,123.9	0.0	3,123.9	6,954.6	849.1	7,803.8	50.0	0.0	50.0	15.1	0.0	15.1
JUN	2,857.6	0.0	2,857.6	6,208.2	673.3	6,881.5	82.4	0.1	82.6	13.6	0.0	13.6
JULY	2,837.8	0.0	2,837.8	6,081.4	709.6	6,791.1	84.1	0.0	84.1	11.7	0.0	11.7
AUG	3,110.9	0.0	3,110.9	5,940.0	755.1	6,695.1	49.1	0.0	49.1	21.6	0.0	21.6
TOTAL	20,597.5	0.0	20,597	48,779.5	6,022.8	54,802.3	483.6	0.2	483.8	99.6	0.0	99.6
		Blue Da	rt		GoAir			SpiceJet	:		Indigo	
JAN	9,314.0	0.0	9,314.0	5,229.4	0.0	5,229.4	7,705.3	0.0	7,705.3	13,069.6	2,078.0	15,147.6
FEB	8,593.0	0.0	8,593.0	4,851.4	0.0	4,851.4	6,831.9	0.0	6,831.9	14,069.6	1,811.3	15,880.8
MAR	9,558.0	0.0	9,558.0	6,721.9	0.0	6,721.9	8,506.4	0.0	8,506.4	18,433.9	1,942.8	20,376.6
APR	9,513.0	0.0	9,513.0	6,772.5	0.0	6,772.5	7,624.3	0.0	7,624.3	18,918.9	1,557.5	20,476.4
MAY	10,311.0	0.0	10,311.0	7,918.5	0.0	7,918.5	9,149.3	0.0	9,149.3	20,557.9	1,610.3	22,168.2
JUN	10,110.7	0.0	10,110.7	7,445.3	0.0	7,445.3	9,841.7	0.0	9,841.7	19,024.6	1,548.6	20,573.1
JULY	11,224.2	0.0	11,224.2	8,094.7	0.0	8,094.7	10,706.2	0.0	10,706.2	20,020.0	1,730.2	21,750.2
AUG	10,921.1	0.0	10,921.1	8,752.8	0.0	8,752.8	11,256.8	0.0	11,256.8	20,637.4	1,499.9	20,637.4
TOTAL	79,544.9	0.0	79,544.9	55,786.6	0.0	55,786.6	71,621.7	0.0	71,621.7	144,731.9	13,778.6	157,010.5

Free data exchange among

The idea of standardising the system is to create a transparent and simplified workflow allowing a free data exchange among logistics stakeholders and streamlining the industry with globally accepted practices and procedures. India Cargo Award winners share how it will accelerate the industry's growth.

Best Ocean Freight Forwarding Company



COMBINED LOGISTICS SOLUTIONS

" Standardisation can maximise compatibility, interoperability, repeatability, and quality. Since the current unorganised logistics industry connects a wide range of sectors, a necessary integration among all sectors will bring better flow of information. Standardisation can play a vital role in bringing uniformity in practices adopted by various sectors which can help in better data tracking and processing, a potential solution for improving the supply chain. There is enough data available on the internet which shows that lack of standardisation results in inefficient logistics operations in turn increasing the logistics cost. To sustain high global competition, countries must reduce their logistics costs through logistics standardisation. Therefore, there is a need to look for standardisation in the whole spectrum of the logistics industry."

Vineet Chadha, Managing Director, Combined Logistics

Best Cold Storage Warehousing Company – Sea

JWL COLD STORAGE

" Standardisation means making the entire chanmanufacturing plant, the equipment is perfect and on the dot. But surprisingly in the logistics industry we can't have any standardisations because it should keep changing and improving with time. It's a service industry which requires more and more efficiency and has a scope of enhancing the logistical solutions. For me standardisation in logistics would mean to keep raising standards for efficiency and infrastructure in our country, keeping in mind the international standards."

Kruti Jobanputra, Director JWC Logistics Park

Best Freight Forwarding Company – SAARC Nations



"The standardisation in our logistics sector has quite a wide spectrum. Standardisation of basic operating processes range from use of drones in US to bullock carts for last mile in remote areas of India. The main challenge is to understand how to bridge this interface of supply chain process with standards. Best practices need to be studied by placing standards at different processes in industries. We need to ponder on the basics of operational process and the warehouse safety and reliability standards need to be firmed. A regulatory body under department of logistics to monitor standards and service providers is needed. Four major areas for standardisation are safety, reliability, efficiency and growth."

Rajiv S Passi, Head – Express, Sugam Group

logistics stakeholders Best Technology Solution Provider





KALE LOGISTICS SOLUTIONS

¹¹ S tandardisation of logistics processes, together with smarter segmentation, are key strategies for achieving the goals around streamlining the supply chain. In logistics, specifically standardisation of processes and cargo handling is the need of the hour. Trade facilitation has emerged as a key factor for international trade efficiency and the economic development of countries. One of the four fundamental principles of trade facilitation is standardisation. Electronic Data Interchange (EDI) standardises the language that structures the message overcoming language and technical barriers. Advance Cargo Information (ACI) is also the new standard for the industry and allows timely processing of import/export documentation as well as detailed monitoring of the traffic of imported/exported goods. Time is turning out to be the most critical aspect of today's logistics. Concepts like 'same day delivery' and 'express delivery' are the next evolutionary steps in the logistics industry."

Amar More, Director, Kale Logistics Solutions

NEWS

Hyderabad Airport launches Cargo Charter Circle

G MR Hyderabad Airport Cargo launched Hyderabad Cargo Charter Circle (HC3) for facilitating cargo charter operators via Hyderabad Air Cargo Terminal. The move is to develop Hyderabad as an air charter hub in the South and boost the regional direct connectivity and link it to the main hubs across the globe.

S.G.K. Kishore, Chief Executive Officer, GHIAL, says "Cargo Charters in India is still in nascent stage but holds a lot of promise, and hence launching the HC3 platform will give value and advantage to this segment and thereby boost trade and logistics."



S.G.K. Kishore Chief Executive Officer GHIAI

Under the aegis of HC3, the consignees from across southern India will also have the advantage by reduction in multiple handlings of their consignment thus gaining more reliability and control over their cargo throughout the transit.

Telangana gets its firstever logistics park

K. T. Rama Rao, Minister of MA & UA, Industries and IT&C in Telangana KCR's Cabinet, inaugurated the state's first-ever logistics park. Developed by Ancon

Group in partnership with HMDA, this is the first-of-its-kind integrated logistics park developed in PPP mode. Spread over 22 acres, the logistics park at Mangalpalle

has 2.5 lakh square feet of grade A warehouse space. It has facilities such as parking for 250 trucks, warehousing, automobile service centres, fuel stations, provision for cold storage, a primary health centre, dormitories and restaurants. The logistics park will provide employment to 800-2,000 people. Rao announced, "Eight more logistics parks will come up along the 162-km long ORR, which has 19 interjunctions." He also



added, that logistics is one of the 14 thrust areas identified in the state's industrial policy, and these parks would facilitate industrialisation in all four directions around the city and through decongestion ensure there is not much pressure on the city infrastructure.

NOVEMBER - 2019 CARGOTALK 39

Domestic logistics to grow mid-term by 10%: ICRA

The domestic logistics sector will outpace the GDP growth over the medium-term, says an ICRA Research report. According to the research, this will be supported by the demand side factors along with the positive supply-side. The ensuing demand momentum will lead to higher freight volumes in H2 FY2020 despite a weak economic scenario.



Shamsher Dewan Vice President ICRA Ratings

____66____

ICRA expects the Indian logistics industry to evolve in the medium-term as reflected by the ongoing trends



CRA Research forecasted the domestic logistics sector to grow at 8 to 10 per cent over the medium term with the outlook remaining largely stable. The key drivers for demand pick-up would be the festive season as well as the anticipated revival in infrastructure spending postmonsoon and improvement in the receivable cycle of contractors. The ensuing demand momentum will lead to higher freight volumes in H2 FY2020 despite a weak macro-economic scenario.

Shamsher Dewan, Vice President, ICRA Ratings, said, "We expect the sector to continue to outpace the GDP growth over the medium-term. Apart from demand-side factors, it will be also be supported by positive supply-side like the emergence of integrated logistics players, investments in infrastructure development - warehouses & inter-modal transport hubs and capacity augmentation being undertaken by large logistics players."

The credit metrics of ICRA's sample of logistics companies are anticipated to remain comfortable with Debt/OPBITDA ranging between 1-2x and interest cover between 7-8x, in line with previous fiscal given the focus on asset-light strategy. Industry capex towards capacity augmentation (fleet, warehousing, cold storage, terminals, etc.) and investments in technology to improve service offerings are estimated at ₹9 to 11 billion annually which translates into two to three per cent of operating income. On the flip side, however, ICRA's analysis of a sample of 12 large logistics players in Q1 FY2020, has indicated a slow down to 7 per cent as compared to 11 per cent in Q4 FY2019 and 10 per cent in Q1 FY2019. This subdued macro-economic trend was in line at a time when India's GDP growth hit a 25-guarter low of five per cent and the Index of Industrial Production (IIP) slowed down to 3 per cent as compared to 5.1 per cent in Q1FY2019.

The economic slowdown resulted in subdued freight availability which coupled with flat freight rates moderated the revenue growth momentum of the logistics sector. Industry demand segments like automobile, FMCG and retail displayed a slow growth that primarily impacted the unorganised player of these sectors. The organised and integrated players with diversified presence continued to grow slowly in the post GST and E-way bill era. The slowdown of economy also impacted the growth of rail and seaways freight traffic that primarily comprises of bulk commodities like coal, cement and fertilizers.

As per financial trends, operating profitability margin (OPM) of ICRA's sample improved to 9.5 per cent during Q1 FY2020 as compared to 7.4 per cent in Q1 FY2019 and 7.6 per cent in Q4 FY2019. However, the same is not comparable due to the implementation of the Ind-AS 116 impact. During the quarter, PBT margin declined by 100bps sequentially, to 4.6 per cent in Q1 FY2020 from 5.6 per cent in Q4 FY2019 primarily owing to lower revenues. However, the decline was partly due to benign diesel prices and cost-rationalisation measures undertaken by the players. However, profitability remains constrained due to increased competitive intensity in sectors like e-commerce logistics and air cargo, thereby limiting the profitability of players with high exposure to these segments.

Dawan added in conclusion that, "ICRA expects the Indian logistics industry to evolve in the mediumterm as reflected by the ongoing trends. This includes trends like the shift towards organised players post GST and E-way bill implefocus on mentation, multimodal offerings, increasing interest by private equity and foreign players in the space, the emergence of e-commerce logistics requirements, focus on warehousing and cold chain services, and increased adoption of technology." 🐓





Air Cargo Agents Association of India (ACAAI)

45th Annual Convention

21st to 24th November 2019



Theme: End to End Logistics The Way Forward

Largest readership of over **4,00,000** Decision Makers, Senior Executives in the Cargo & Logistics industry

Book now to avail special offer

For more details & best rates, please contact: Delhi

yogita.bhurani@ddppl.com, +91-96503 99916 ajeet.saxena@ddppl.com, +91-96503 99933

Mumbai

harshal@ddppl.com, +91-96194 99167 priyanshu@ddppl.com, +91-96194 99170

Changing Dynamics of Logistics in India: Softlink

Logistics supply chain is changing dynamics with ERP, robotics, Internet of Things and Artificial Intelligence. Amit Maheshwari, CEO & MD, Softlink, talks about how digitisation enables companies to address the new requirements of the customers and the challenges on the supply and demand side by providing more transparency.



Amit Maheshwari CEO & MD Softlink

The industry needs more acknowledgement from the government as a facilitator to smoothen the customs compliances globally



What role is being played by an Indian customs broker in facilitating the country's foreign trade? The free trade agreements signed by India have enabled merchandise exports to register a 9.06 per cent growth, to hit a new high of US\$ 330 billion in 2018-19. The role played by intermediaries in the customs environment, has supported India's foreign trade by enabling a systematic channel to facilitate cross border trade. They have been successful in implementing the rules and regulations with every type of enforcement for ease-of-doing-business. Customs

for ease-of-doing-business. Customs brokers act as the bridge to manage data, relationship and complexity on the ICEGATE government portal for custom compliances.

What are the regulatory and compliance needs of the customs broking in India? How can your software enhance the efficiency of the customs broking process?

Given the developing economic scenario and open market in India the logistics industry has adopted to dynamic market demand and is evolving over time. We have complex customs laws and navigating through them is not easy. Custom brokers, being the critical link to the global supply chain, find it challenging to implement the



ever-changing rules and regulations. We at Softlink engage in providing technology solutions to global logistics players. We conceptualise, design, create and market cloud-based ERP systems to cater to the demanding needs of the logistics industry. With our decade-old domain expertise and experience we have developed our products Logi-Sys and Live Impex to help customs brokers that not only cater to their customs compliance needs but also take care of their sales, marketing, finance and complex tax compliances in the regime of GST. We have been foresighted enough to develop products for the logistics industry to facilitate freight forwarders, transporters, warehouse, Container Freight Stations (CFSs) and Inland Container Depots (ICDs). We will provide real-time systems to facilitate customs clearance in the future.

What kind of support does the industry need from the government?

The Government of India has granted infrastructure status to the logis-

tics industry and that is the major step by the government to make it an important economic contributor. Given the market demand, customs has become technology-oriented and the focus has shifted to bring in more comprehensive technologies to streamline the operations and increase efficiency in the logistics industry. I believe, the industry needs more acknowledgement from the government as a facilitator to smoothen the customs compliances globally.

Given the significant demand related to India's own exports and imports, India should develop a port that has the capability to challenge established regional hubs such as Dubai and Colombo. Also, there should be an internal hub and spoke model that will allow smaller ports to feed cargo to the hubs. The industry also expects improved road transport infrastructure, since its direct and indirect effect has a bearing on sustainable growth and overall development of a country.

FULLY EQUIPPED MODERN WAREHOUSE- AVAILABLE ON PAN INDIA BASIS



<image>

Our services 🗬

- 📝 Ready To Use Warehouses & Factory Sheds Available Across India On Lease
- More Than 20 Million Sq.Ft. Warehouse Space At Multiple Locations Across The Country
- 🖌 National and regional distribution centers
- Specialized product storage and handling
- 🧭 Conventional and high-density storage
- Warehouse management system integration
- On-site assembly and packaging services

Om Group Companies





Corporate Office:

130, Transport Centre, Ring Road, Punjabi Bagh, Delhi - 110035 Ph: +91 - 11 - 45970200 | Fax: +91 - 11 - 28316533 Email: warehousing@omlogistics.co.in Website: www.omlogistics.co.in Contact Us: **9811681184 | 9953622722**



m

OMTRAX



www.omlogistics.co.in | Follow us



NOVEMBER 2019

Domestic Sth PHD Air Cargo Summit	New Delhi	5
CILT India Expo	New Delhi	19
India Warehousing & Logistics Show (IWLS)	Pune	15-17
Asian Supply Chain Thought Leadership Summit	New Delhi	21
Chartered Institute of Logistics and Transport India Expo	New Delhi	21-22
► International		
TransLogistica Poland	Warsaw, Poland	5-7
Supply Chain & Logistics	Greece	9-11
Logistics Madrid	Spain	13-14
Logitrans Transport Logistics Exhibition	Turkey	13-15
Supply Chain & Logistics Arabia	Dubai	18-19

TIACA Executive Summit	Budapest, Hungary	19-21
International Conference on Supply Chain Management	Thailand	21
ACAAI 45 th Annual Convention	Thailand	21-24
5 th China Digital Supply Chain and Logistics Summit	Shanghai	25-26
Logistics & Mobility	Frankfurt, Germany	26-28
Hypermotion	Germany	26-28

DECEMBER 2019

Domestic		
Cold Chain Show 2019	Mumbai	4-6
Future of Logistics Summit	New Delhi	12
► International		
International Expo Logistica Panama	Panama	10-11

EVENTS

FIEO to focus on Japan



The true potential of trade between India and Japan is more than US\$ 3 billion. To realise the untapped potential and move to value-added exports, **Sharad Kumar Saraf**, President, FIEO launched India-Japan Business Group.

FIEO launched India-Japan Business Group, an online platform, to promote interaction between business communities of India and Japan for promoting exports, imports and investment between the two countries.

Addressing the session on 'Trade & Business Opportunities between India and Japan', Saraf said that the current export of US\$ 17.6 billion does not reflect the true potential of trade between India and Japan. He added that the untapped export potential for Japan is more than US\$ 3 billion in sectors such as pharmaceuticals, gems & jewellery, marine products, rice, bovine meat, knitted t-shirts, ferro silicon, aluminium, etc.

The association also signed an MoU with Japan-India Industry Promotion Association (JIIPA), a Tokyobased NPO affiliated to Tokyo Metropolitan Government, to promote trade between India & Japan. The MoU shall pave the way for greater cooperation and The current export of US\$ 17.6 billion does not reflect the true potential of trade between India and Japan; the untapped export potential for Japan is more than US\$ 3 billion

> Sharad Kumar Saraf President, FIEO

interaction between the two premier institutions.

Dr Ajay Sahai, DG & CEO said that Indian exporters should look into value-added segments of exports which account for major imports into Japan. In many of the products, the share of India is extremely low. India's share in electric and electronic components (0.09%), machinery (0.36%), pharmaceutical (0.24%) and medical & surgical equipment (0.38%) requires massive improvement as combined imports of these products in Japan is over US\$ 250 billion.

Nominate Now

December 2019

nikhil.jeet@ddppl.com, +91 9910031313 | yogita.bhurani@ddppl.com, +91 9650399916 www.indiacargoawards.com



Breaking



f in

ENDORSED BY

Ei

MOVEMENTS



Worldwide Flight Services

Worldwide Flight Services (WFS) has announced the

appointment of former AP Møller-Maersk Chief Executive

Nils Andersen as its new Chairman. Andersen has

spent the last 19 years in executive and non-executive

board roles at large companies across several industries,

notably in Denmark where he was group CEO of AP

Møller-Maersk for nearly 10 years, until 2016. He was

president and Chief Executive of Carlsberg, Chairman

of AkzoNobel, served as a Board Member for Unilever

and BP and is Chairman of Dansk Supermarked Group.

Andersen's role would be to work with the management

team to build upon the progress made.

Global

Dachser Kempten

Dachser appoints **Edoardo Podestá** as the Chief Operations Officer (COO) of the air and sea logistics business field. Podestá replaces Jochen Müller in this position. The 57-year-old Italian joined Dachser back in 2003 as part of the management team for the Züst Ambrosetti Far East joint venture after Dachser had taken full control. In recognition of his successful expansion of the air and sea freight business in Asia, he was appointed Managing Director of the Asia Pacific business unit in 2014.

CEVA Logistics Switzerland

CEVA Logistics has announced the appointment of **Niels van Namen** to the position of Global Head of Healthcare Business Development. With more than 20 years' experience in healthcare and over a decade in the healthcare logistics industry, Namen has an extensive track record in the sector. His previous positions include Business Development Director Healthcare for DSV and VP Healthcare Europe for UPS' Healthcare and Life Science Sector. As Global Sector Leader, he will drive growth and develop the strategy for CEVA's growing healthcare sector.

ECS Group Europe, the Americas and Asia

ECS Group has brought on board industry veteran **Robert Van de Weg** as Chief Commercial Officer to support the GSSA with its transformation. Weg has joined ECS, following his departure from Cargo Logic Management, the UK group which includes Cargologicair. He becomes Chief Commercial Officer of the GSA, based in Paris. He first worked with ECS on a consultancy basis in 2017 after leaving Volga-Dnepr Group. His main task will be to develop and maintain business and to lead regional teams in Europe, the Americas and Asia.





Leschaco Aircargo Global

Oliver Kaut has been named the new Head of Global Air Freight and Vertical Market Automotive at Leschaco Aircargo. He takes over from Antonio Oliveira, who will concentrate on his role as Managing Director of Leschaco Aircargo. Kaut has had a 35-year career in freight forwarding, in which he has mostly focused on airfreight and automotive logistics. He began his career with UPS Supply Chain Solutions, where he spent 16 years and finished as Director Airfreight & Express EMEA.

Cathay Pacific Airways Mumbai

Cathay Pacific Airways has announced the appointment of **Vishal Pillai** as the Regional Cargo Services Manager for South Asia, Middle East and Africa. He will be responsible for the business of Cathay Pacific Cargo handling the regional operations for cargo, safety, contracts, compliances, regulatory affairs and quality for the said regions. With over a decade of experience in the aviation industry, Pillai has worked with some of the renowned airlines such as British Airways, Lufthansa German Airlines and Kingfisher Airlines.

Crane Worldwide Logistics Houston

Crane Worldwide Logistics appoints **Alexandra Kleinschmidt** to lead customs brokerage. She joins from DHL Global Forwarding, where she was Senior Director - Customs Sales US for more than a year. Prior to that, she spent two years at Panalpina as South District Head of Customs Services, following stints at both DB Schenker and Expeditors. "Alexandra is not only considered an expert in the field but is also a perfect fit for a company with a strong work ethic," said Chad Taylor, Executive Vice President (Global Operations), Crane Worldwide Logistics.



Imperial Logistics Germany

Imperial Logistics has appointed **Muazzez Anadolu Dindar** as Chief Human Resources Officer of its international business. Dindar will take responsibility for all HR matters throughout the international business, including personnel administration, recruitment, learning and development, and liaison with the works council. She has spent a total of 13 years in human resources positions, including HR Manager at WKW Erbslöh Aktiengesellschaft, Director HR at SQS Software Quality Systems AG and, most recently, Senior HR Manager Mid Europe at Hach Lange GmbH.





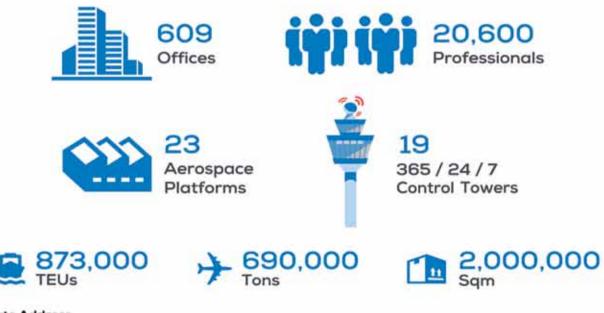


Integrated Logistics Solutions of Aerospace Supply Chains

A GLOBAL LEADER IN INTERNATIONAL TRANSPORT & LOGISTICS

KEY FIGURES

PRESENT IN 107 COUNTRIES ON 5 CONTINENTS



Corporate Address

Bollore Logistics India Limited - Corporate Office Gurgaon Building No. 5, Tower A, 14th Floor, DLF Cyber City, Phase-III Gurgaon 122002, Haryana - India T. (91) 124 660 1500 Email: mesa.inquiries@bollore.com

bollore-logistics.com



SpiceXpress

- 1



NEW ROUTES BY SPICEXPRESS COMINGYOUR WAY

Cexpress

FREIGHTER ROUTE								
FLIGHT NO.	ORIGIN	DEPARTURE (LOCAL TIME)	DESTINATION	ARRIVAL (LOCAL TIME)	DAYS OF			
SG 7032	MAA	20:35	HYD	21:30	123456			
SG 7032	HYD	22:30	DEL	00:55	123456			
SG 7032	DEL	02:15	BOM	04:00	234567			
SG 7032	BOM	04:50	BLR	06:30	234567			
SG 7031	BLR	07:35	MAA	09:45	234567			
SG 7045	BOM	01:20	SHJ	02:45	DAILY			
SG 7046	SHJ	19:30	BOM	00:15	DAILY			
SG 7095	DEL	06:00	HYD	08:20	13			
SG 7095	DEL	06:00	HYD	08:35	2			
SG 7095	HYD	10:30	CCU	12:35	123			
SG 7095	DEL	06:00	MAA	09:20	456			
SG 7095	MAA	10:30	CCU	12:35	456			
SG 7095	CCU	14:55	DAC	16:30	123456			
SG 7096	DAC	19:00	DEL	20:50	123456			
SG 7093	DEL	03:00	MAA	05:50	7			
SG 7094	MAA	08:10	DEL	11:00	7			
SG 7017	DEL	18:30	HAN	00:15	7			
SG 7018	HAN	01:45	DEL	04:50	1			

Overnight service for next day delivery before noon • Dangerous Goods • Oversized Goods • Automotive • Pharma
 Perishable Goods • Mobile Phones • E-commerce • Live animals and much more • Serving 11,000+ pin codes

🔇 www.spicexpress.com 📔 🛈 +91 9999 570 570

For more information:

E: spicexpress@spicejet.com