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CARGO TALK[®]

A DDP Publication

Published from : ★ India

Pages 56 | ₹ 50



LEFT TO RIGHT
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Chief Finance Officer
Shivaji Prasad
CEO - India
Rahul Bhowmick
Chief Operating Officer

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Mumbai - 400 072, Maharashtra • India
Phone: +91 22 4232 8200 • Fax: +91 224 4232 8282
dachser.india-asl@dachser.com

www.dachser.co.in

EDITOR
SanJeet

EDITORIAL TEAM
Priyanshi Bana
Smita Kulshreshtha

GENERAL MANAGER
Harshal Ashar

SR. MANAGER
Yogita Bhurani

MANAGER
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DDP is printed, published and edited by SanJeet on behalf of DDP Publications Pvt. Ltd., printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase-I, New Delhi-110020 and published at 72, Todarmal Road, New Delhi - 110 001; Tel.: +91 11 23234177, E-mail: cargotalk@ddppl.com, Website: www.cargotalk.in

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Future is electric, take charge!



FAMILY ALBUM

ACCD: A luncheon discussion

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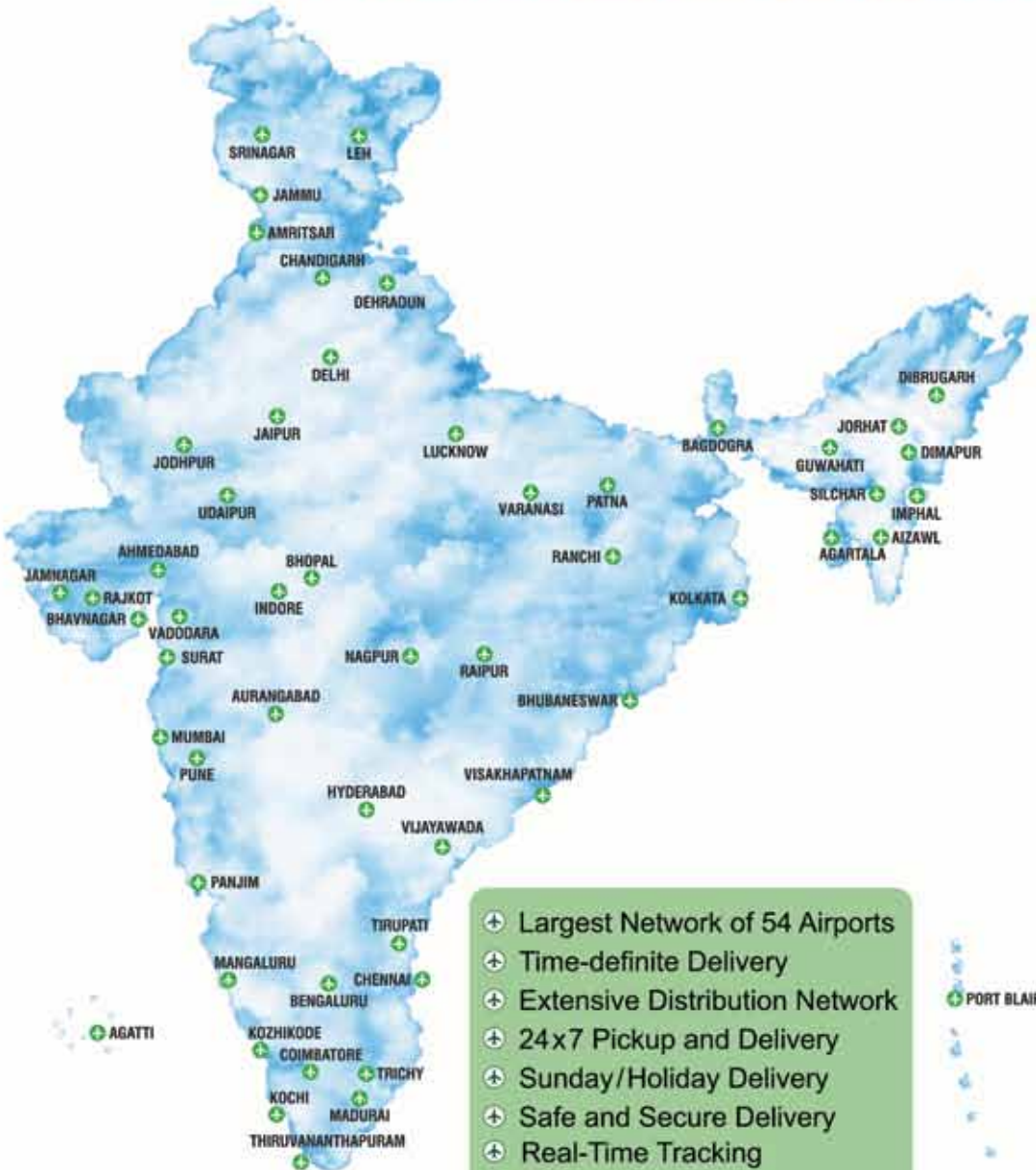
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- + Dedicated Handling Process
- + Competitive Rates



MENZIES acquires Interexpresso in Central America



John Menzies plc ("Menzies"), the global aviation services business announces the expansion in Central America with the acquisition of Interexpresso and additional contract wins in the Oceania region.

Menzies has agreed to acquire 51 per cent of Interexpresso Costa Rica Corporación ILC, S.A. ("Interexpresso") which will see Menzies' footprint expand in Central America. Interexpresso is an aviation service provider operating in Central America and headquartered in Costa Rica. Interexpresso's core business relates to cargo handling and aviation security services, primarily consisting of cargo document handling, cargo security screening and aircraft access control.

ETHIOPIAN AIRLINES teams up with IAI on new freighter conversion line

Ethiopian Airlines Group has teamed up with Israel Aerospace Industries (IAI) to launch a B767-300ER freighter conversion line in Ethiopia.

Ethiopian Airlines Group Chief Executive **Tewolde GebreMariam** said, "In line with our Diversified Aviation Business Model of Vision 2025, we have been increasing our cargo capacity in fleet, ground service infrastructure and cargo connectivity network. Accordingly, we are partnering with IAI, one of the global technology leaders in the aerospace industry, in building a cargo conversion centre in our MRO facilities in Addis Ababa Airport.



VIETNAM AIRLINES and WFS collaborate for Amsterdam Cargo Operations



Vietnam Airlines and Worldwide Flight Services (WFS) signed a multi-year contract as the airlines new cargo handling partner at Amsterdam Airport Schiphol. The contract will see WFS providing full cargo handling services for the airline's twice-weekly Airbus A350-900 passenger freighter aircraft flights directly connecting freight forwarders, importers and exporters in Amsterdam and Vietnam's Tan Son Nhat International Airport.

Stephane Scholving, MD of WFS in the Netherlands, stated, "Winning this new contract is a tribute to the responsiveness of our team in Amsterdam."



DEUTSCHE POST DHL GROUP to acquire J.F. Hillebrand Group

Deutsche Post DHL Group ("DPDHL") has signed an agreement to acquire up to 100 per cent of J.F. Hillebrand Group AG ("Hillebrand") and its subsidiaries at an equity value of around €1.5 billion. Hillebrand generated revenue of around €1.4 billion in the last 12 months, will ship 500,000 TEUs in 2021, and has more than 2,700 employees worldwide.

Hillebrand is a global service provider specialised in ocean freight forwarding, transport and logistics of beverages, non-hazardous bulk liquids and other products that require special care.

The strategic combination of Hillebrand with DHL's Global Forwarding, Freight ("DHL") division will strengthen the Group's position in the dynamic ocean freight forwarding market.

LUFTHANSA CARGO embraces for a sustainable and digital future

Lufthansa Cargo, one of the world's leading companies in the transport of air freight, has been making significant strides in the direction of embracing sustainability and digitalisation – one innovation at a time. The German cargo carrier has been on an interesting path of forging a future built with sustainability goals in mind and has rolled out a number of decisions exhibiting this especially under the leadership of Dorothea von Boxberg, Chairperson of the Executive Board and CEO of Lufthansa Cargo who took charge this March.

This also comes close on the heels of the air carrier having clocked an impressive year after its revenues reached historic highs, even as the global air cargo demand has reached above 2019 levels. Despite global air freight capacity crunch leading to a fall in sales, there was an improvement in its cargo load factor and yields were up in all regions served by Lufthansa Cargo.



IAG CARGO reaches 10 mn vaccine milestone with UNICEF and Crown Agents

IAG Cargo has transported over 10 million COVID vaccines, supporting global efforts in the fight against COVID-19. This includes a 4 million dose shipment to Abuja, Nigeria in collaboration with UNICEF and its COVAX initiative and 300,000 doses to Jamaica, donated by the UK government. The Abuja shipment, completed on behalf of UNICEF, departed London Heathrow in July on two British Airways B777-200. The 300,000 doses of COVID-19 vaccines bound for Jamaica also departed in July and were delivered in partnership with Crown Agents on a British Airways B777-200. Darren Peek, Head of Sales at IAG Cargo, said, "We're proud that with our sister airlines, British Airways, Iberia, and Aer Lingus, we continue to support countries across the world in the fight against COVID-19."



VOLGA-DNEPR concerned for aircraft fuselage degradation



Volga-Dnepr delegation held a meeting with Airbus's top management about the launch programme for A350 freighter conversion, as a wide-body cargo aircraft solution, hosted on board Airbus's A350-1000 on July 22, 2021, during the MAKS 2021 international aviation and space salon held in Russia. There are, however, concerns emerging about the widebody aircraft as Qatar Airways grounded thirteen A350s citing fuselage degradation.

The all-cargo carrier that specialises in large air freight shipments, along with its subsidiaries, never had any Airbus aircraft in its freighter fleet that includes Antonov, Ilyushin and Boeing aircraft. The group's interest in the new A350 production freighter, along with their curiosity to be the launch customer for the MC-21-300 freighter version, could be a serious attempt to diversify fleets to offer customised solutions to customers around the world.

QATAR AIRWAYS debuts two new gateways in Africa



Qatar Airways expands its presence in Southern Africa with the launch of a new linked service between Doha and Lusaka, Zambia and Harare, Zimbabwe. To mark this milestone, the new linked service was inaugurated by the airline's state-of-the-art Airbus A350-900 featuring 36 seats in the award-winning Qsuite business class and 247 seats in economy class.

Qatar Airways now operates to Lusaka's Kenneth Kaunda International Airport (LUN). Lusaka is the gateway to experiencing Zambia's legendary tourist attractions from the Victoria Falls which it shares with Zimbabwe, to game reserves and a variety of wildlife.



CHAPMAN FREEBORN transports over 204 tonnes of PPE to Namibia

Chapman Freeborn Germany transported over 204 tonnes (1,400 CBM) of cargo from Germany to Namibia to aid in the fight against COVID-19 over a week. The cargo, which comprised of vital supplies including face masks, gowns and gloves, was transported in an A340 passenger aircraft that had its seats removed so it could be used as a freighter.

Charter Broker Jan Körber explained, "It was a big challenge to find an airport that was able to handle all of the flights in a row. Paderborn Lippstadt Airport (PAD) was able to support this and meet all our expectations."

ANTONOV AIRLINES flies mining equipment from France to Argentina



Heavy-lift freighter operator Antonov Airlines has carried 40 tonnes of mining equipment from France to Argentina via Brazil. Cargo included a large semi-autogenous grinding (SAG) mill head, which was split into four parts sections and transported on an AN-124-100 chartered by Dynami Aviation.

Antonov Airlines said the aircraft type was selected for the operation because it can accommodate over 700 cubic metres of "unusually shaped cargo". Additionally, it responded quickly to ensure the flight met a "strict deadline", allowing operations at the mine to continue as normal.



Management Team

“Easy to do Business With”

Till the time freight forwarders remember that their core existence is to streamline the challenges faced by end customers and keep on adding value, they are here to stay, says **Shivaji Prasad**, CEO India, ISS Global Forwarding.



CT Bureau

It all started three years back on September 1, 2018 – the day when ISS Global Forwarding came into existence. In three years, the company has managed to grow to a team of 180 people with presence in 22 locations within India. With a focus towards ‘customer delight’ and ‘happy team’, ISS Global Forwarding is forecasting 2021 closure at around ₹1,200 crores of turnover.

In today's world where everyone is moving towards digitalisation and are losing the customer connect big time, here is a company who believes they went from zero to Rs 1,200 crores just by keeping the basics right of staying engaged with their customers, giving innovative solutions to

every new demand, not losing sight of the tiniest business goals, while focusing on ‘customer delight’. Chaos in the world brings uneasiness, but it also allows the opportunity for innovations and growth. This is the key mantra of the team of ISS Global Forwarding.

With organic and inorganic growth, ISS Global Forwarding is targeting to become a 5000 cr. company by 2025

ISS Global Forwarding is owned by the Investment Corporation of Dubai. The company is recognised as a premium supplier of end-to-end supply chain services. With owned offices and affiliate office representation in more than 100 countries worldwide with global headquarters in Dubai, the ISS Global Forwarding team can cater to the needs of customers across the world. In India, ISS Global Forwarding has 22 branch

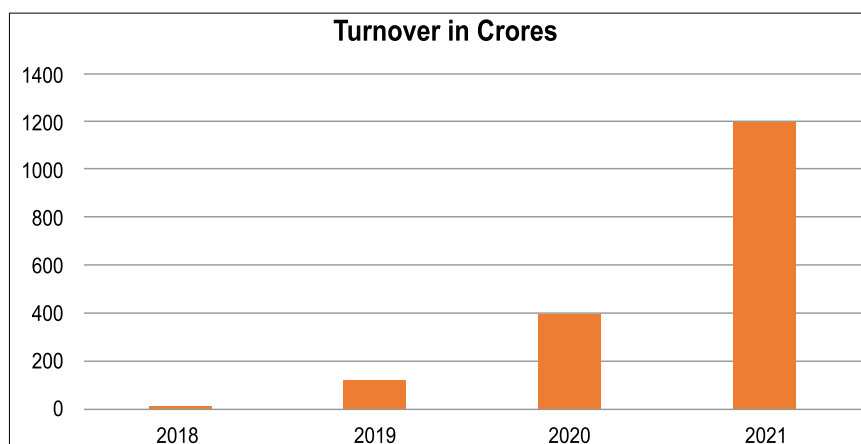


Mumbai Team

offices with the Country Head Office in Mumbai. ISS Global Forwarding has presence in all major airports, seaports, and dry ports of India – Mumbai, Pune, Nashik, Nagpur, Goa, Raipur, Jharsuguda, Gurgaon, Ludhiana, Kanpur, Indore, Kolkata, Gandhidham, Ahmedabad, Baroda, Surat, Jaipur, Bangalore, Chennai, Hyderabad, Cochin and Tuticorin.

Commenting on ISS Global Forwarding's strategy for surviving the pandemic, **Shivaji Prasad**, CEO India, says, "The pandemic has increased uncertainty to a level never seen before in supply chains. Demand patterns are all over the place, supply lines are disrupted, lead times are uncertain, and nobody is quite sure when and how things will change going forward. Having said that, when the lockdown actually started in mid-2020, ISS decided that the most important asset of the organisation was its team and all efforts were made to make sure that the team is taken care off. When most of the organisations were cutting costs, ISS Global Forwarding India was expanding and hiring new talents.

On the issue of space crunch, Prasad shares, "Yes, it's a problem in today's world and with a strong relationship with most carriers, most of the times space has been managed for the customers. Also, there is so much scope of Innovation still there to serve the customers and help them manage the supply chain. ISS India team has managed to convert more



In 2022/23 our focus will be on further strengthening air and LCL product along with investment in last-mile deliveries within India. We are also on the lookout for the right acquisition opportunities in warehousing and LCL product areas

than 20,000 TEUs into bulk in these difficult times to make sure customer demands of raw material are met."

Talking about the role of a freight forwarder in the next five years, Prasad states, "Till the time freight forwarders remember that their core existence is to streamline the challenges faced by end customers and keep on adding value, they are here to stay. In today's world the importance of strong logistics players who can give multiple solutions under one umbrella has increased. Digitalisation is good but it should add some real value when it comes to immediate rates, real-time visibility, issue resolutions.



Delhi Team



I believe the market is big enough for all to co-exist. The story of the role of a freight forwarder is an open question from the time I have entered into the industry and keeps on coming up in different shapes every five years. Whichever way the market moves, companies with an innovative mindset, scale and strong bottom line will also sail through the waves.

Talking about the USP of ISS Global Forwarding, Prasad shares, "The growth of ISS Global Forwarding is second to none in the industry and can be a real story of 'Growing India' If we can keep this pace for another two to three years. No other company that I know of has managed such growth in such a short time in a competitive market like India. The USP of our company is its 'Team, Team and Team'. This is a story of a team who together want to be in office every day at 9.30 am and enjoy the whole day with work mixed with laughter and joy. It's like a typical Indian joint family where everybody is working for the good of the other member of the family. Once

FACTFILE

Innovation Solutions Desinged for customers by ISS Global ForwardingTeam

- Conversion of container cargo into Bulk/ Break bulk mode
- Customised train logistics
- Air Charter Solutions
- Sea-Air & Air - Sea Solutions
- Sea-Land-Sea Solutions

this is achieved then sustainable growth comes automatically. The whole team has a global mindset with a local approach which gives a completely different experience to a customer"

When queried on where does he see ISS Global Forwarding five years down the line, Prasad states, "2021 is the year where all the hard work done in last few years have shown results for ISS Global Forwarding India with a decent top line along with a strong bottom line. All this has been managed due to a strong focus on sales along with an eye towards cashflow management. In next three years we would like to be a 5,000 crores company. While we are doing all right in ocean with our controlled volumes of 60,000+ TEUs in India, key growth in 2021 has been towards air freight. In 2022/23 our focus will be on further strengthening air and LCL product along with investment in last-mile deliveries within India. We are also on the lookout for the right acquisition opportunities in warehousing and LCL product areas." 📌



Supporting technically

The cargo community system brought the industry stakeholders including customs, customs brokers, airlines, cargo handlers, freight forwarders, shippers, etc. under one roof, thereby facilitating the seamless movement of goods and data across the logistics ecosystem. **Parvinder Singh**, MD, Hans Infomatic shares details.



Priyanshi Bana

Kindly elaborate on the services offered by Hans Infomatic.

Hans Infomatic is a pioneer in providing technology solutions to cargo and logistics industry in India, with over 30 years of domain experience. In the logistics and supply chain industry, including Airports Community Systems (ACS), ICDs, airlines, cargo handling operations (air, sea & land), freight forwarding, customs broking, shipping and aviation, Hans has empowered and carved a niche for itself by providing domain enriched, emphatic & cost-effective technology solutions meeting international standards. The solutions from Hans come with a very deep understanding of the domain. This makes our solutions easy to implement and use, thereby increasing business process efficiencies and effectiveness, right from the word go.

Below is our wide range of technology solutions/ offerings to the cargo & logistics industry:

- ❖ iCAFFE – Web-based freight forwarding, customs clearance, billing & accounting module
- ❖ WiseDox – Central storage system of all e-documents, go paperless, safely & securely
- ❖ HR Expert – The next generation, remote workforce management system
- ❖ Advanced Manifest System – Air/Sea Consol, IGM, EGM filing solution for Indian customs
- ❖ WiseStox – An efficient, effective and automated warehousing system



Parvinder Singh
MD, Hans Infomatic and
India Cargo Awards Winner 2019

- ❖ WiseFleet – The most comprehensive technology solution for fleet management
- ❖ WiseCargo – The highly compatible interface for air, sea & land cargo handling operations
- ❖ ACMES (Air Cargo Message Exchange System) – It is the air cargo community system, bringing together all stakeholders under one roof and facilitating the seamless movement of goods

Salient features of our solutions:

- ❖ Cloud ready – Releases you of investment in expensive hardware and manpower to manage it
- ❖ Integrated to other ERP and external modules – No need to worry about technology being used, now or in the future
- ❖ Device ready – Be it PC, tablets or mobiles, our solutions are geared to be accessed on any device
- ❖ 24 X 7 visibility – Can be accessed, anytime from anywhere
- ❖ Updated databases – Get correct information at all times by our regular database updates
- ❖ Tracking – With near real-time information, any part of the shipment and processes can be tracked

What is the role of digitisation in making logistics supply chain sector more efficient and visible?

Worldwide, logistics and supply chains are undergoing a transformation as more artificial intelligence is being employed to manage both domestic and international movement of goods. There are vast opportunities, from improving





performance to creating customer satisfaction, and the logistics service providers are increasingly seeing the benefits of being part of a digitally integrated value chain that is truly global, scalable, agile, and cost-effective.

The industry is now waking up to the potential transformation that it can undergo by leveraging the new-age technologies that can drive the sector in the near future. Digitisation plays an important role in optimising the modern supply chain. It extracts important data from customers, suppliers and documents. It helps to manage the flow of goods throughout the supply chain, ensuring that raw material and products are in the right place at the right time by providing digital tools. It can analyse warehouse processes and optimise the sending, receiving, storing, picking and management of individual products. Digital tools analyse the fleet performance and ensure the right distribution channels to get goods to retailers and other customers in good time by providing timely metrics.

Our offering to the trade is a widespread bouquet of highly customisable applications for end-to-end logistics management, for almost every trade partner in the supply chain.

What are the new digital Initiatives taken up by your company in recent times for better visibility and efficiency?

The COVID-19 pandemic in recent times has forced companies across, to adapt to new ways of working and doing business, which experts believe is the new or next normal. Now the business houses have re-engineered their organisations to reduce costs and follow social distancing norms among other things. The key is to get the most optimal model, based on

several parameters such as type of work, security requirements, customer constraints etc.

We at Hans understood the fast-changing scenario and very quickly came out with adaptive solutions (which were already in place though) to counter work crisis during lockdown and post COVID-19. We have literally reduced much of paperwork, provided seamless integration with other third-party systems and helped standardisation of processes. People who earlier hesitated, have now moved as they realised the power of cloud to work from anywhere. Moreover, digitisation is now a necessity and not a choice.

Hans facilitated air community in handling cargo operations right from paperless, contactless to gate pass management. Our cargo community system brought together all stakeholders including customs, customs brokers, airlines, land transport, ground & cargo handlers, freight forwarders and shippers under one roof, thereby facilitating the seamless movement of

✈ **There are vast opportunities, from improving performance to creating customer satisfaction, and the logistics service providers are increasingly seeing the benefits of being part of a digitally integrated value chain that is truly global, scalable, agile, and cost-effective** 🚚

goods and data across the logistics ecosystem. This eliminated unnecessary documentation and delays, hence bringing transparencies in supply chain and improving upon ease of doing business in the sector.

We have also provided faster transformation and enabled our customers to work from home/anywhere model rather smoothly, providing business continuity without lowering quality or productivity. Also, data plays a key role nowadays, hence we are assisting organisations wherein data can be accessed and shared at the click of a button. This has helped the industry to take informed decisions while building a more optimised infrastructure. So, cloud-based data management has now come to the forefront.

Not to mention, we got excellent feedback from our valued customers on adapting secured digitised solutions from Hans during such difficult times. We are proud to mention that the whole team of Hans has been working effortlessly round the clock to facilitate the industry operate seamlessly, while keeping them safe, yet connected and help achieve their goals. Being a technology solution provider to the cargo and logistics industry, the responsibilities these days are more on our shoulders to support the industry in challenging times. 🙌

FACTFILE

➔ Hans Infomatic is a pioneer in providing technology solutions to cargo and logistics industry in India, with over 30 years of domain experience. In the logistics and supply chain industry, including Airports Community Systems (ACS), ICDs, airlines, cargo handling operations (air, sea & land), freight forwarding, customs broking, shipping and aviation, Hans has empowered and carved a niche for itself by providing domain enriched, emphatic & cost-effective technology solutions meeting international standards.

Jeena to distribute Covishield

Jeena Criticare, the pharmaceutical and critical healthcare logistics arm of the 100+ year old legacy brand, Jeena & Co., has been recently appointed to distribute Serum Institute of India's COVID-19 vaccine, Covishield, for private hospital supplies, across the country.

The impact of the pandemic remains a matter of primary concern, more so now, with the impending third wave, and so do the logistics hurdles. The Central government told Parliament on July 23, that a total of 135 crore doses of COVID-19 vaccines will be made available in the country between August and December. So every arm of manufacturing and distribution will have to work as a well-oiled collaborated

machinery. Jeena Criticare have been instrumental in clearing and moving 3000 MT of COVID care equipment that include oxygen concentrators, RT PCR kits, PPE kits, hospital beds, medicines & critical care drugs, masks,

✈ **We are distributing the vaccine shipments which are otherwise time & temperature-sensitive, in a record time. 70% of the vaccines are delivered pan India within 8-12 hours flat** ✈

vaccines, ventilators and what have you. Known for their fastest speed & delivery which are of life-saving importance, they have been able to get import clearance from 24 hrs to five hours flat, for COVID

Care aid and other healthcare transportations from countries like South Korea, Germany, USA, Taiwan, China, Italy and also the WHO. With their global logistics support, Jeena has also been a part of India's export chain, enabling healthcare to various countries and also for customers like the WHO.

"This is a proud moment for Jeena Group, as we are actively a part of the nation building process. We are distributing the vaccine shipments which are otherwise time & temperature-sensitive, in a record time. 70% of the vaccines are delivered pan India within 8-12 hours flat. It is important that the nation's vaccine distribution system is empowered and made robust in these trying times, once again now, when we are staring at an impending



Cyrus Katgara
Partner, Jeena & Co and
Gallery of Legends (India Cargo Awards) 2017

third wave. We are happy to associate with Serum Institute of India, the dominant vaccine manufacturer in India and distribute their Covishield vaccines to even the most remote parts of India", says **Cyrus Katgara**, Partner, Jeena & Co.

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Warehouse – worth an investment

With the onslaught of technology and a favourable tax regime, the warehousing and logistics sector are one of the fastest growing sectors, owing to a sharp increase in domestic demand making India the 'preferred destination' for global manufacturers. **John Thomas**, Group Director, Realistic Realtors shares the details.



CT Bureau

Warehousing is a crucial part of India's logistics sector, as well as a highly sought-after subset of the commercial real estate asset class. Previously, warehousing in India was characterised by outdated infrastructure, limited cargo mechanisation, low technology adoption, and a lack of value-added services. Over the last few years, the warehouse has evolved from a large storage room to a facility that adds value in packaging, inventory management, and product extraction. In other words, from the conventional godown to a modern A-Grade warehouse facility or a logistics park with huge space and ultramodern warehousing facility with excellent infrastructure.

According to industry sources, the warehousing and logistics sector has proven to be one of the fastest and most strategic asset classes to recover from this pandemic, owing to a sharp increase in domestic demand and a possible major manufacturing shift that will make India the 'preferred destination' for global manufacturers. Amidst various factors effecting this positive turnaround for this sector, few vital factors like improved infrastructure, regulatory and structural reforms, implementation of GST and few others are the major driving force. 3PL (Third Party Logistics), e-commerce, manufacturing, FMCG, retail, and consumer durables are just a few driving sources of sector-based end-users of warehouses. With some exceptions like automobiles and engineering, most of the industries such as e-commerce and fast-moving consumer goods (FMCG), cold storages etc. have seen a shift in consumer behavioural patterns leading to intensified acceptance, resulting in increased demand for warehouses from these end-use industries. And it's not only the metro cities getting the eyeballs, but the Tier-2 and Tier-3 cities too have started witnessing the explosion of the new shift of the warehousing needs.

The recently implemented Production-Linked Incentives (PLIs) in various sectors such as electronics, pharmaceuticals, food products,



John Thomas
Group Director
Realistic Realtors

🔥 **The warehousing market in India was valued at ₹ 1,501.2 billion in 2019 and is expected to reach ₹ 2,821.1 billion by 2024, expanding at a CAGR of ~13.57% during the 2020-2024 period** 🔥

white goods, telecom & networking products, auto components, and others are aimed at luring global manufacturers to India as a preferred destination and in turn creating positive pathways to warehousing growth. When it comes to warehousing, global manufacturers bring with them expectations of international standards of construction & infrastructure, compliance, human safety, hygiene, and automation. This aligns with the growing interest in Grade-A warehouses, which are focused on technological advancement, modernisation, optimisation, and automation. As a result, leading national/global institutions are acquiring or developing warehouses/industrial parks near industrial and warehouse clusters across the length and breadth of India, indicating rapid scale-up activity.

For the better part of the last decade, warehousing as an investable asset class was barely a speck on the target list of private equity investors. The warehousing sector's fortunes turned around in 2017, when various policy initiatives, infrastructure status to the sector, 100% FDI approval, combined with the growing e-commerce segment. Today the warehousing sector has actually paved its way to one of the most favourable sub-segment in real estate alongside offices and other commercial segments. The recent add on initiatives like 'Make in India' and future awaited National Logistics Policy will undoubtedly make a direct and positive impact on the warehousing sector.

The warehousing market in India was valued at INR 1,501.2 billion in 2019 and is expected to reach INR 2,821.1 billion by 2024, expanding at a CAGR of ~13.57% during the 2020-2024 period. On the institutional investment side, the sector has seen investment volume growing from USD 125 million in 2016 to USD 2.7 billion in 2017. In 2018 & 2019 it was recorded USD 2.2 billion and 1.8 billion respectively. In 2020 the investment activity was subdued on account of COVID-19 disruption, but the long-term outlook remains attractive on rising demand from e-commerce players, 3PL and others. 🔥

Softlink Global

How can freight forwarders grow sales?

A sound marketing plan can help you run your company smoothly and guarantee success in the form of qualified leads, higher ROI, and more sales, says **Amit Maheshwari**, CEO & Managing Director, Softlink Global.

Until recent times, freight forwarding business growth and customer acquisition has been dependent on customer satisfaction index, deliverance efficiency, customer referrals and relationship. Although such practices remained the foundation of the business, freight forwarders have failed to assess the impact of implementing strategic marketing.

With the growth of the internet, advertising, and digital marketing, it has become imperative for freight forwarders to get to the level-playing field. I agree the industry is struggling with various disruptive forces ranging from shifting demand patterns, more complex and global supply chains, and an evolving customer base and latest technology.

There is no denying the fact that you have your way of differentiating yourself from the competition. But how do your prospects or even your customers would know that until and unless you market them? Being a technology provider to freight forwarders and customs brokers for more than two decades, I found this industry is way behind the rest, in terms of marketing. A sound marketing plan can help you run your company smoothly and guarantee success in the form of qualified leads, higher ROI, and more sales.

POSITIONING IS IMPORTANT

Specify your service offer. What kind of products do you deal with? What type of technology do you use? Do you provide a tracking facility to your customers? Country-specific regulations that you deal with etc. Defining the brand strategy with proper positioning and the messaging platform is the first step of marketing.



Amit Maheshwari
CEO & Managing Director, Softlink Global
and India Cargo Awards Winner 2019

✈️ **Articulate your value proposition through marketing so that your customers understand and feel confident about the services you provide over your competition** ✈️



MARKETING STRATEGY

✈️ Do not forget to evaluate your marketing strategy time and again. Keep comparing your branding, lead generation, market expansion with your competition and from where you started.

DEFINE YOUR USP

Let your customers and prospects know your USPs. Articulate your value proposition through marketing so that your customers understand and feel confident about the services you provide over your competition.

KNOW YOUR MARKET WELL

It is important to establish your primary and secondary market focuses and dedicate your capability and capacity for material handling, customs, transportation, carriers, shippers, warehousing, and security accordingly. By determining your target market, you can prepare your marketing strategy and utilise the budget efficiently, thus increasing your ROI.

EVALUATE YOUR COMPETITION

Determine what is that you offer that your competitors don't? Is it lower prices, the latest technology, operational efficiencies, customer support, or something else? Marketing helps stand out in an industry flooded with companies offering similar services, establishing your value proposition to serve your customers.

ALLOCATE A MARKETING BUDGET

Once you finalise your marketing strategy and goals, determine how much money you want to spend on marketing. Now prepare a marketing plan based on the micro and macro targets you wish to achieve, whether it is more customers, expanded market, etc.

Last but not least, do not forget to evaluate your marketing strategy time and again. Keep comparing your branding, lead generation, market expansion with your competition and from where you started. There is always scope for improvement through A/B testing in marketing.

Every freight forwarder knows what they are offering better than their competition, but their potential customers don't. So it's time you start implementing a solid marketing strategy along with your unique service. A well-articulated marketing plan is a foundation to boost branding and generating quality leads in a business environment that is already on the digital platform.

Delivering, precisely!

Enabling e-commerce companies with all possible tools required in seamless delivery, Shipway is simultaneously helping the customers by sending timely updates and getting feedback. **Gaurav Gupta**, Co-founder, Shipway has more to share.



Priyanshi Bana

Kindly elaborate on the services offered by Shipway.

Shipway is a shipping automation platform which helps in delivering excellent customer experience. We are helping the e-commerce sellers with all the tools like order management, printing labels, tracking & notifications, fraud prevention, returns & refunds and reducing the RTOs. We are helping

Shipway is working on developing an enterprise tech stack that manages the entire e-commerce operations under a single umbrella. Along with that we are focusing more on DIY e-commerce and AI

brands to ship faster, more accurately and parallelly enabling them to be as close to the customers as possible, to proactively help the customers in case of any delivery issues, sending timely updates and getting feedback.

What are the challenges faced with returns/refunds?

Returns is a big problem for any e-commerce business, and specially for apparels and footwear categories, where almost 20% of the entire sales are getting returned. But the bigger problem is how to manage your returns, exchanges & refunds and how to add it to your advantage as compared to huge cost. It's one of the areas where all the departments need to be in sync, be it the warehousing team, logistics, accounting or customer support. In today's time no customer would like to reach out to customer support in order to resolve their queries and most of the times there is no self-service returns dashboard, resulting in a lot of to & fro communications over



Gaurav Gupta
Co-founder
Shipway

email or WhatsApp etc. Apart from that there are no timely reverse pickups of the returns as the majority of the D2C brands are manually processing the returns & exchanges and sometimes the turnaround time is almost 10-15 days or even higher. All of these not only result in bad customer experience, but it significantly hits your bottom lines as there is a lot of customer churn.

What are the expansion plans for 2021?

Currently, Shipway is working on developing an enterprise tech stack that manages the entire e-commerce operations under a single umbrella. Along with that we are focusing more on DIY e-commerce and AI, which will eventually decrease the dependency of a customer from the brand and hence enhance the customer experience.

How has digitisation played a crucial role during these difficult times?

There is no denying that the pandemic has only accelerated the adoption of technology. And e-retail is one such space which has benefitted the most out of it. Shopping online has now become a necessity rather than a convenience. As we looked more into the data, the trend that we have seen is traffic from tier-2 and tier-3 cities has increased to almost three times in a year's time. There is a huge rush of players entering into the space, the D2C brands as well as the e-commerce enablers, thus together contributing to the growth of the ecosystem. When the ecosystem grows, everyone benefits out of it.

FACTFILE

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Balancing the demand and supply

With an unprecedented growth in exports volumes, the shipping lines, which earlier used to ship out empty containers from India, had to start repositioning empty containers into the country and move them inland to demand locations at a huge cost. **Sunil Vaswani**, Executive Director, Container Shipping Lines Association (India) has the details.

 Priyanshi Bana

After several months of lockdown, the U.S. & Europe went on a buying spree and started importing big time from India, China & the Far East from July 2020 onwards. At the same time, Indian imports dropped due to low consumer demand locally and certain restrictions on imports from China. This created a major equipment imbalance as export demand for containers far outweighed the import supply. The pandemic thus distorted the demand & supply situation. The Indian trade which was always dominated by imports saw a sudden surge in exports and a drastic reduction in imports, something that no one had really anticipated. During the third quarter of 2020 for instance, India's exports in terms of volumes grew by 24 per cent while its imports reduced by 28 per cent compared to the same period in 2019. The excess of exports over imports continued thereafter too. As a result, the shipping lines, which earlier used to ship out empty containers from India, had to start repositioning empty containers into the country and move them inland to demand locations at a huge cost.



Sunil Vaswani
Executive Director
Container Shipping Lines Association (India)

This distortion in demand & supply, with its resultant impact on costs & rates, did not happen just in the case of India but in the case of the rest of the world too. Besides, this was unique not just to container shipping but applied to airfreight as well.

 **Between 2020 & 2021, the shipping lines introduced additional services which increased capacities ex India to the tune of 11,000 TEUs a week to the U.S., 2,000 TEUs a week to Europe, 6,500 TEUs a week to West Africa & 14,000 TEUs a week to the Far East** 

In fact, unlike in the case of sailings of container shipping lines, the number of international flights plunged due to the virus & air travel restrictions, thereby pushing some of the air freight business like i-phones, leather goods, etc., to sea freight, thus putting additional pressure on container shipping.

Contd. on next page ►

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Congestion at transshipment ports like Colombo & Singapore and in some of the major ports in China, Europe and the key gateway ports on the east & the west coasts of the U.S. further aggravated the situation by increasing the turnaround time of vessels & containers. Ports like Shanghai & Shenzhen for instance have been experiencing berthing delays of 5 to 7 days. Similarly, Hamburg, Antwerp & Felixstowe have been having berthing delays of 4 to 7 days, Los Angeles & Long Beach - 8 / 10 days,

✈ **Hundreds of ships around the world have been waiting for a week or even longer before they can berth. Currently about 300 vessels are waiting to berth at approximately 100 ports across the globe.** ✈

— Sunil Vaswani

Vancouver - 7 days & New York - 2 to 6 days. Hundreds of ships around the world have been waiting for a week or even longer before they can berth. Currently about 300 vessels are waiting to berth at approximately 100 ports across the globe. In view of the increased volumes coupled with COVID protocols and labour & trailer shortages, the terminals internationally have been struggling to keep the momentum going. North America for instance, has continued to face a 40 pct equipment imbalance.

In other words, out of every 100 containers entering North America, just 40 move out. Presently, about 55 pct of the container fleet is sitting either at various ports or on water, as against the normal average of just about 30 pct. All this has resulted in the slower turnaround of boxes. The issue thus has more to do with the limitations at terminals globally which has resulted in the slower turnaround of ships & containers & impacted their

eventual availability at the required locations. Despite all this, the shipping lines, on their part, have been continuing to reposition empty containers into India at a huge cost, to help meet the export demand. Besides, all available vessels have already been deployed with the idle fleet being just 0.8 pct which comprises essentially of vessels undergoing repairs & maintenance. All available tonnage in the charter market too has been on-hired by the lines at exorbitantly high charter hire levels which have increased five-fold as compared to last year. It must also be noted that any increases in the freight rates have happened not just in the case of India but in the case of other countries too. In fact, it's happened even more so in the cases of China & S.E. Asia. Also, the shipping lines have always transparently put up their charges in the public domain. As a matter of fact, they are the only ones to display their charges on their respective websites.

It is also pertinent to note that between 2020 & 2021, the shipping lines introduced additional services which increased capacities ex India to the tune of 11,000 TEUs a week to the U.S., 2,000 TEUs a week to Europe, 6,500 TEUs a week to West Africa & 14,000 TEUs a week to the Far East. Hence, all efforts have been made by the lines to meet the demand which in turn has helped Indian exports to grow, with the first quarter of this financial year registering a growth of 16 pct in exports over the same period of the normal year - 2019/20. Further, MSC has revised the rotation of its existing Indus Express & Indusa Services and is also launching a new Indus 2 Service from Aug 30, 2021 which should improve its service levels & enhance its capacity further from India to the U.S. East Coast & Med ports. Besides, orders for 437 new ships have already been placed by the various shipping lines with the shipyards. These ships should start joining the existing fleet from mid-2022 onwards. That should further help in increasing capacities to meet the demand. ✈

FACTFILE

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➔ Besides, orders for 437 new ships have already been placed by the various shipping lines with the shipyards.

Kale Logistics Solutions

'Indian airports setting an example'

Relegated to the shadows of passenger traffic, the pandemic set the stage for air cargo to grow into the ascendant. With passenger flight nose-diving suddenly, international airports in India are rapidly expanding their cargo capacity while creating dedicated infrastructure for special cargo categories. Amar More, CEO, Kale Logistics Solutions shares more.

How are the Indian airports setting an example for the world in terms of digitisation?

India is expected to become the world's third-largest aviation market by 2024. Cargo has proven itself to be a key revenue generator for Indian aviation industry in the chaos and duress of a global pandemic, and now the stage is set for air cargo to grow into the ascendant industry of India's globalised future. Prior to COVID-19, Indian aviation frequently landed in the headlines for the rapid expansion of its passenger base—and for good reason. The Indian market regularly achieved double-digit passenger growth. In fact, between 2009 and 2019 passenger airlines in India logged a whopping 12 per cent CAGR. The cargo market had long been relegated to its shadow, despite achieving a respectable eight per cent growth rate for the same ten-year period. However, with the pandemic disrupting the growth trajectory of the passenger markets (e.g., Indian passenger volumes fell by nearly 70 per cent in 2020), the aviation sector had to refocus their business models in order to remain viable. It seems clear that cargo's moment in the market spotlight has finally arrived.

International airports in India are rapidly expanding their cargo capacity while creating dedicated infrastructure for special cargo categories. While Delhi Airport has set up India's first dedicated Transshipment Excellence Centre (TEC) to provide seamless and efficient transshipment services, Bengaluru Airport has created additional digital infrastructure to handle demand and position itself as the cargo hub of South India. Mumbai International Airport has laid the foundation to digitisation more than a decade ago with its Cargo Community System AMAX (Adani MIAL Air Exchange) the erstwhile GMAX. AMAX completely digitised the exports and imports at the Mumbai Airport thereby reducing cargo dwell time by 80 per cent and paper documents to one-fourth. With complete data accuracy and trade visibility these airports are able to attract more cargo to transform themselves as cargo hubs.



Amar More
CEO, Kale Logistics Solutions and
India Cargo Awards Winner 2019

✈️ **Airports Authority of India plans to invest ₹ 25,000 crores (US\$ 3.58 billion) in the next five years to augment facilities and infrastructure at airports** ✈️

FACTFILE

✈️ Mumbai International Airport has laid the foundation to digitisation more than a decade ago with its Cargo Community System AMAX (Adani MIAL Air Exchange) the erstwhile GMAX

AAI (Airports Authority of India) plans to invest ₹25,000 crores (US\$ 3.58 billion) in the next five years to augment facilities and infrastructure at airports. It has opened the airport sector to private participation as six airports across major cities are being developed under the PPP (public private partnership) model. This is paving the way for great digitisation in the sector with the right investments.

How can digitalisation help in addressing the issue of congestion at the airports?

Truck congestion at cargo complexes in airports is a global issue and it is expected to increase as the demand for air cargo increases. Pre-arrival information, advanced planning, and collaboration are possible applications to ease these complexities, but these are just not enough. The world is in dire need of truck slot management and airport cargo

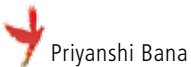


community systems, which is why many such systems are making their way into the market. They are artificial intelligence-based tools that allow ground handlers, freight forwarders, and trucking companies to better coordinate their landside freight management. It eventually helps them reduce waiting times and smoothen peaks and idle times. This truck slot management system/cargo community system will help the airports significantly enhance their throughput with the existing infrastructure.



Digitalisation: Oxygen for business

Globally, digital transformation is heralding a new era in the cargo sector. Be it Air, Ocean or Land, digitalisation has become the necessary oxygen for the operations to run seamlessly. **CARGOTALK**'s virtual conclave on 'Digitalisation' discussed at length how adopting latest technologies are blurring the lines between the supplier and the customers.



Priyanshi Bana

The unforeseen scenarios created by the pandemic has pushed the cargo, supply chain, freight forwarders etc. to go full-blown for digitalisation. Focussing on the need of the hour, the virtual conference discussed the various aspects of digitalisation in making the operations and supply chain management more efficient. The session was led by **Tushaar Jani**, Chairman, Cargo Service Centre Group (CSC); **Amar More**, CEO, Kale Logistics Solutions; and **Ashish Asaf**, Managing Director, S. A Consultants and Forwarders.

REDEFINING AIR

More and more carriers and forwarders have embarked on digitalisation to streamline operations and increase productivity by using modern technology. In fact, to accelerate digitalisation, it is necessary for the stakeholders of the industry to embrace the transformation seamlessly. Says **Tushaar Jani**, Chairman, Cargo Service Centre Group, "I have redefined Air in the last one-and-half-year as Agility, Innovation and Resilience. The cargo industry needs a human face of technology. If our mindset is ready to adopt technology, what the primitive

technology in the face of email and others have achieved, with an integrated technology approach as a whole, the transformation it will bring to the air cargo industry is beyond imagination. I think we can be number one in showing the

ADOPTING TECHNOLOGIES

→ India has a drone policy in place now. In Delhi, they already have a 'proof of concept' of how drones can be used to monitor inventory as well as the security of the cargo warehouse.

→ Today, with the pandemic many logistics companies have already adopted various technologies to remain operational. Technologies like Cloud have become the lifeline for operations.



technology path to the world. We have the capacity and capability to do it. All the three pointers, Agility, Innovation and Resilience, can be achieved through technology."

Expounding on the same lines of digitalisation, **Amar More**, CEO, Kale Logistics Solutions, says, "We work in more than 30 countries including the USA. But the digital acceleration in India was palpable and we are leading from the front. There

are some key initiatives being taken up for the environmental and economical sustainability which will be the benchmark from the airports' perspective. The pandemic has indeed taught us to lap up technology. As an air cargo industry, we were ranked 117 ten years back, today we are 4th in IATA's Air e-way bill ranking! If we don't encash upon the opportunity to digitise now, then there is a natural death waiting for us. India should take-off now!"

Airlines, freight forwarders, airports and ground handlers too are playing their part in innovating and finding solutions. It was digital technology that enabled the industry to move the air freight more efficiently. Digitisation has kept the industry stay afloat even during the pandemic disruption. Says **Ashish Asaf**, MD, S.A Consultants and Forwarders, "Digitisation has always been important in enhancing efficiency and increasing real-time visibility in every part of the value chain. The pandemic has accelerated the digitisation by years. It is no more a choice but a necessity. However, I would insist on building a balance between technology and human expertise. Cloud-based data has become the norm. Also, the pandemic has changed the perception towards technology, which was earlier considered a cost is now pondered upon as investment to improve logistics operation. We need to train our people in such a way that they treat technology as an enabler rather than a burden."

PANDEMIC: BLESSING IN DISGUISE

Each adversity brings us a bigger opportunity! The pandemic did the same. It was like 4-5 years of digitalisation packed into one and delivered to all of us. Says More, "Earlier words like Artificial Intelligence, IoT's, Blockchain etc. scared all of us. But with the pandemic, these same words have become the norm. Not only this, India has a drone policy in place now. In Delhi, they already have a 'proof of concept' of how drones can be used to monitor inventory as well as the security of the cargo warehouse. This should have happened long time back since the world relies on India for technology. It is considered as the world's IT back-office. Today, with the pandemic many logistics companies have already adopted various technologies to remain operational. Technologies like Cloud have become the lifeline for operations. There was tremendous increase in digitisation in India. Digitisation is no longer a nice thing to have, it has become a necessity now."

Automation and business intelligence technologies have been central to improving adaptability and optimising the supply chain to meet customer demand. Internet-connected sensors can detect the supply chain disruptions and address the issue in real-time with minimal human intervention. If done right, it can



Tushaar Jani
Chairman, Cargo Service Centre Group (CSC) and
Gallery of Legends W&S (India Cargo Awards) 2015

✈ I have redefined Air in the last one-and-half-year as Agility, Innovation and Resilience. The cargo industry needs a human face of technology ✈

increase visibility, responsiveness and resiliency across the entire supply chain ecosystem. The main aim for digitalisation is to have a sustainable future for the air cargo industry, enhanced online customer experience and seamless connectivity. With unprecedented COVID-19 impact on the air cargo industry, air freight market players are reassessing the importance of digitalisation and accelerating its pace.

DATA, THE NEW DRIVER

Integrations such as Big Data and analytics have provided immense success towards the reduction of wastage and enhancement of profitability. Says Asaf, "Data driven decision has become much faster with ever evolving technology as it can be accessed and analysed with just a click away. It has become utmost priority that the logistic industry adapts consistently to unforeseen challenges thrown by the pandemic. Hence, shifting the gears from crisis handling to

an optimistic future is always the need of hour in our sphere of business. Cloud-based data management has come to the forefront. The 2020 pandemic has changed the perception towards technology in improving logistics operations. There are other factors which need to be considered equally. Logistics is not just a simple chain of acuties but the dynamic network of integrated processes of technology and people wherein technology should be seen as an enabler.



Another important area of concern is cyber security. In cyber space there are no boundaries, thus making back players abuse digital assets which can quickly become compromised and is vulnerable to cyber attacks from anywhere. This could result in security breaches at national level costing lives and money."

CHANGE IN THE CUSTOMER BEHAVIOUR

As most of the transactions shifted online during the pandemic, customers became less tolerant towards delayed or incorrect orders, meaning, the logistics and distribution companies had to be more accurate and on-time with their orders. Explaining the change in customer expectations, Jani says, "Post pandemic the market segmentation, the product character and the demand from the customer has changed completely in terms of expected delivery, mindset and in terms of the commercial. It's a new era where a customer is looking for a better solution than what he had in the past. He is more educated than before. Therefore, it has become more partnership-oriented rather than a customer-vendor relationship. The customer today understands the importance of air cargo. If there was no air cargo supply chain working in supplying medicines, PPE kits, oxygen concentrators etc., India would have lost 50,000 more lives. Secondly, with the problem of maritime logistics (Suez Canal), the customer has realised that air cargo supply chain is more reliable than ever before. However, an Indian customer is always cost conscious, a challenge which will always be there. Therefore, the industry has to work together."

KEY TRENDS SHAPING THE FUTURE

Playing a significant role in digitisation, e-commerce has grown manifold during the pandemic. With online shopping becoming the trend, delivery and courier service companies quickly realised the urgency for digitalisation. From real-time tracking of parcels to route optimisation and the latest being the contactless delivery, the industry adapted and adopted the latest technologies at an unprecedented pace. Says More, "Thanks to e-commerce, the customer today wants a certain level of quality of transportation, like staying updated on the status of the shipment, time of arrival etc. Digitalisation will play an important role in dealing with this trend. The other trend which the industry has seen is in the last one-and-a-half years, is that over a billion of dollars have been invested in cargo technology or cargo marketplace portals. Large carriers like Lufthansa etc. have made those investments and are a part of these portals already. This was essentially fuelled by the pandemic. No one imagined such a thing would happen in cargo. Selling cargo capacity online is a reality today. Third, is the role of regulators. They are more into trade facilitators today. The world banks and United Nations are now helping



Amar More
CEO, Kale Logistics Solutions and
India Cargo Awards Winner 2019

✈️ **As an air cargo industry, we were ranked 117 ten years back, today we are 4th in IATA's Air e-way bill ranking!** ✈️

in trade facilitating in terms of measuring the logistics industry in the form of ease of doing business, rankings, or logistics performing index. Our Prime Minister is very keen on improvement when it comes to these rankings.

So when we are competing with the world, we have to prove that we run a very smooth and an efficient supply chain. Then comes the paperless trade, with a focus on sustainability, saving more trees, gas and pollution. These are some of the key trends. Without the support of technology, none of these are achievable. The e-marketplace for the cargo like Webcargo, Freightos etc. cannot sell cargo capacity without technology. Coming to paperless trade, India has the most vibrant ecosystem of digital communities' system. All our major airports have put those in place and integrated different stakeholders to eliminate

paper. Similarly, providing visibility to the shipper about the shipment to the extent that he is aware about the condition of his shipment, has been possible with digitisation. Therefore, trends like supply chain transparency, paperless trade, marketplace and trade facilitation are all being supported well with technology."

FACT FILE

✈️ **Out of the 123 commercially active airports in India, 29 are major airports, where cargo operations can be nurtured and can start as feeder airports to metros like Delhi, Mumbai etc. where the international cargo space and connectivity is more frequent.**

DIGITALISATION TO EASE CONGESTION

Aside from disrupting terminal operations, port congestion is a frustrating predicament for both the carriers and shippers. Real-time shipment tracking is a capability that is a must-have today, helping shippers monitor freight movement. Explains More, "To understand congestion, we have to understand its principles. One, there could be shortage of physical infrastructure. Second, if the cargo terminal handlers could



have more visibility to process the shipments faster, it can help them plan their resources well in time. Prior information about the arrival time of the shipments and about the slots of what is coming at a particular time, will enable us to address the congestion to a large extent. Also, if the entire documentation can be done online before the arrival of the trucks at the airport, a lot of congestion can be avoided.

Congestion can be addressed, first, by having a system of streamlining the traffic flow with the help of an appointment management system at the airport. Second, if the cargo handling companies could have more visibility through cargo community platforms, they could process the trucks much faster. For this, the onus lies on the airports and the ports to implement digitisation across the cargo industry since they are the neutral agency in the supply chain. We already have some of the best cargo community platforms in the world and many countries are following us. Leaving behind the differences, the cargo community has to stand united in its approach towards digitisation."

REVIVING THE SMALLER AIRPORTS

Due to zero passenger flights, smaller airports who were not doing any cargo have suffered a lot in this pandemic. Many of them have been temporarily shut since they have remained non-operational most of the time. The maintenance cost is exorbitant. According to Asaf, "The crisis has shown the importance of freight in helping sustain the airports. Out of the 123 commercially active airports in India, 29 are major airports, where



Ashish Asaf
Managing Director, S.A Consultants and Forwarders
and Face of the Future (India Cargo Awards) 2018

✈ The pandemic has changed the perception towards technology, which was earlier considered a cost is now pondered upon as investment to improve logistics operation ✈

cargo operations can be nurtured and can start as feeder airports to metros like Delhi, Mumbai etc. where the international cargo space and connectivity is more frequent. Smaller airports should first and foremost focus on their local cargo hub and trade representatives, identifying the strength and the weakness of the regional market, the air cargo facilities and the service infrastructure. The government is also working out the retail strategies for trade deals, promoting districts as export hubs, import monitoring and using market intelligence for exporters which will lead to have a seamless and high quality of supply chain at low cost logistics to boost exports. This is the time for us to establish a new identity of quality and reliability. Full-fledged cargo operations at smaller airports will be the milestone complementing the vision of our Prime Minister targeting a \$1 trillion economy by 2027-28 for merchandise exports and \$500 billion exports in next two years for which we need to start our groundwork from now onwards."

Supporting the role smaller airports can play, Jani says, "It is a block in our mind that an airport must have an aeroplane. To fly an aircraft from a smaller airport would be a very costly affair. The country must develop a proper multi modal connectivity which is still not well defined and well established. Even a truck can have a flight number!"

AFTER DIGITALISATION, IT'S TIME FOR DIGITISATION

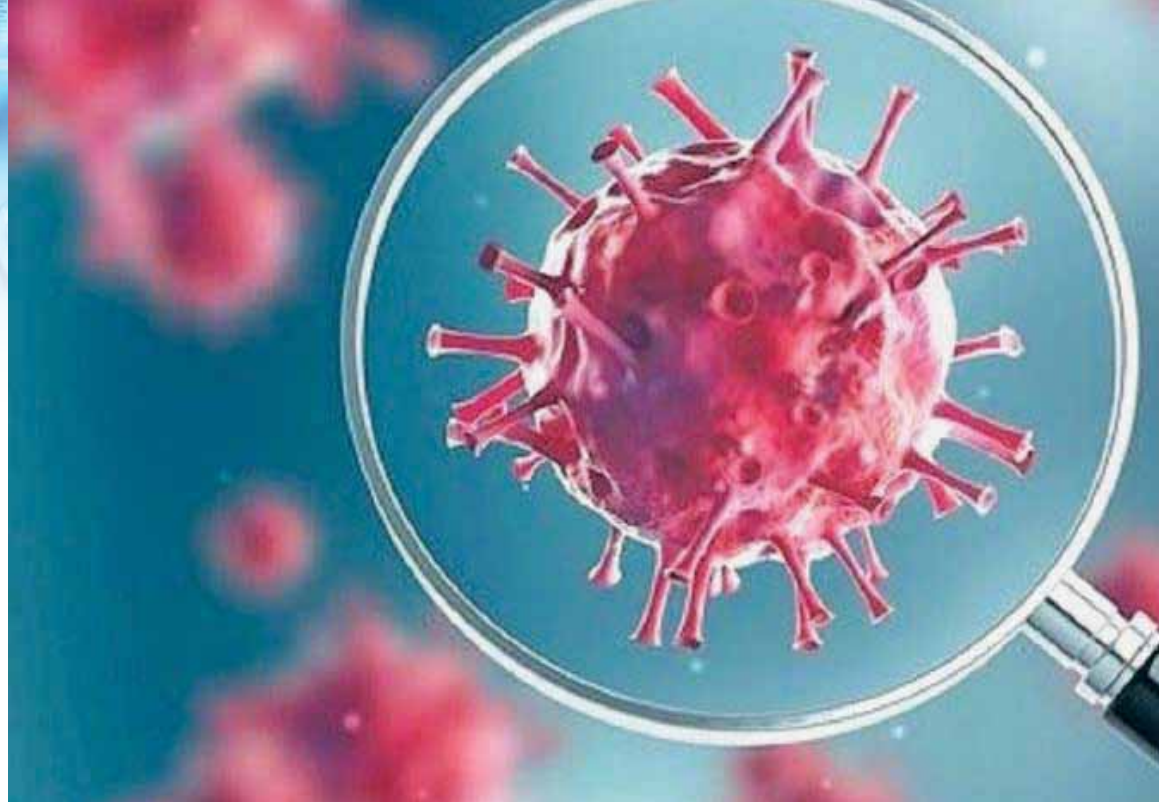
Since most of the industry has already adopted the latest technologies to remain operational, it's time we move to digitisation. Says Jani, "After digitalisation, our next step should be digitisation. If we do that, we will be increasing our cargo infrastructure by at least one hundred times!" The advantages of digitisation include: (i) cost rationalisation, (ii) process optimisation, (iii) infrastructure multiplies and others. India is going to assume an important place in supply chain in times to come. The government has done a commendable job and is ready to change the law as far as the cargo industry is concerned. In short, digitisation is the oxygen for the cargo industry.

FACTFILE

✈ Full-fledged cargo operations at smaller airports will be the milestone complementing the vision of our Prime Minister targeting a \$1 trillion economy by 2027-28 for merchandise exports and \$500 billion exports in next two years for which we need to start our groundwork from now onwards.



COVID-19 presented a unique situation and highlighted the importance of investing in supply chain resilience to build long-term stable operations. The importance of supply chain resilience and risk management is the lesson learnt well by one and all. Let us hear it more from the industry veterans.



Building a resilient supply chain for pharma logistics

 Priyanshi Bana

The coronavirus pandemic and its resultant lockdown badly affected all major sectors of the economy. Pharmaceutical industry was no exception to it. Restrictions and lockdowns created many unforeseen situations during the early phase of COVID-19, which the industry stakeholders have gradually learned to work in uncertainty and keep the competitive spirit alive.



ROLE OF AIR CARGO IN VACCINE TRANSPORTATION

Today, the industry stakeholders have already prepared well in advance for the vaccine distribution with temperature-controlled warehouses and logistics channels. Says **Manoj Singh**, Senior Vice President and Head – Cargo & Express, CSMIA, "During the time of the pandemic, pharmaceutical products proved to be of core importance for the air cargo sector. Air cargo played a vital role in transporting pharmaceuticals, COVID vaccines etc. throughout the ongoing pandemic. Pharmaceuticals and perishables are some of the key commodities which kept the logistics world on the toes, encouraging airlines to maintain additional capacity across the globe. In Q1 FY22, when



Manoj Singh
Senior Vice President and Head –
Cargo & Express, CSMIA and
DDP Game Changer (India Cargo Awards) 2016

India was battling with the second wave, huge quantities of COVID medications, oxygen concentrators, oxygen generators, ventilators, PPE kits and other critical medical equipment were imported to the country as our global partner countries extended timely support with required medical aid. The

 **The pharma shippers will have to control the logistics cost and offer end-to-end quality supply chain to the life-saving cargo** 

— Manoj Singh

excellent collaboration between the governments, scheduled airlines, charter operators and logistics providers, established a strong logistic network to provide COVID relief to the country. The air cargo industry has witnessed a huge portion of regular pharmaceutical cargo shifted to other modes of transport due to pricing issues and better inventory management. In order to enhance the market share of pharma in air cargo and ensure its continuity in the future, air cargo stakeholders need to closely work with associations like IATA & Pharma.Aero and



Guillaume Halleux
Chief Cargo Officer
Qatar Airways

in terms of connectivity and speed to customer. There's still a need for freighter operations depending on destinations and commodities. Thanks to our increased dry-ice limits across the fleet, we are able to support large quantities of products requiring this type of cooling agent, notably the COVID-19 vaccines." Stating further the impact on air cargo supply chain of the pharmaceuticals, **Vipin Vohra**, Chairman, Continental Carriers, adds, "Initially, during the first wave in 2020, there were just disruptions as airport facilities were badly affected due to staff shortage and cargo offloading was a colossal task.

👉 Due to the global capacity crunch, many of the healthcare products that would move with other providers were supported by Qatar Airways 👈

— Guillaume Halleux

the pharma shippers will have to control the logistics cost and offer end-to-end quality supply chain to the life-saving cargo. There is a need for the pharma logistics players to adopt 100 per cent digitisation and seamless interface of individual cargo processing systems to cater real-time visibility to the customers. The collaboration coupled with technology offering accurate flow of information, transparency in transactions and real-time cargo tracking would enable air cargo to compete in a bigger way with other modes assisting pharma clients with better planning, faster movement of goods and cost-effectiveness."

Expounding on the same lines, **Guillaume Halleux**, Chief Cargo Officer, Qatar Airways, says, "Pharmaceutical logistics was not immune to the complete shakeup witnessed globally due to the pandemic in the past months. The extraordinary demand for PPEs around the globe during the first few months of the pandemic required additional capacity to be deployed. Due to the global capacity crunch, many of the healthcare products that would move with other providers were supported by Qatar Airways due to the reach of our network and fleet versatility and also the fact that we continued flying, operating all our aircraft except for the A380s. We have seen an increased demand of active container usage due to challenges at airports posing risks to the products if shipped as passive and we have also seen an increase in demand for charter options to destinations where no regular scheduled flights were available.

The situation currently, although not back to "normal" or pre-pandemic conditions, is seeing an improvement in terms of destinations reached and most importantly, the frequency of those. We have gone from destinations with two or three weekly flights to daily or several frequencies a day, which give us more options to move the time and temperature-sensitive shipments

FACT FILE

➔ We have gone from destinations with two or three weekly flights to daily or several frequencies a day, which give us more options to move the time and temperature-sensitive shipments in terms of connectivity and speed to customer

Less export, high freight rates, rising oil prices, shortage of staff at airports, unavailability of in-house staff, truck drivers and delivery boys, everything was messed up. Innovative thinking and 'out of the box solutions' in collaboration with authorities made us manage the situation effectively. During COVID 2.0, we were prepared with solutions and were equipped to face the situation. We effortlessly shipped all pharma & other logistics requirements including three charters carrying oxygen, raw material for oxygen."

CHALLENGES IN TRANSPORTING THE VACCINE ACROSS

Several other factors like lack of uniform industry standards for handling pharmaceutical shipments among all the stakeholders is another weak point in the pharmaceutical supply chain. Non-uniform standards lead to time loss as well



as hinder optimised use of the cargo capacity of an airline. The pandemic did just that. The industry was not well prepared for transporting vaccine at such a massive level. However, things started looking more organised by the time the second wave hit. Yet, there were challenges in the colossal task of transporting the vaccine. Says **Martin Drew**, Senior Vice President Sales and Cargo, Etihad Airways, "The reduction of passenger flights continues to significantly impact available capacity and is a key consideration in routes adjustments that ensure we can provide the required airlift where it is needed

✈️ **We effortlessly shipped all pharma & other logistics requirements including three charters carrying oxygen, raw material for oxygen** ✈️

— Vipin Vohra

most for our customers worldwide. The ability to adapt our schedules, optimise both our freighter and charter services, and work closely with our partners and customers has ensured we provide vital support across the globe at a time when our customers have faced unprecedented challenges. Amongst many challenges, deep frozen or frozen requirement for certain vaccines implied much larger dry-ice usage as a coolant into their packaging. Dry-ice is considered as a dangerous goods and its quantity is limited per aircraft. At Etihad Cargo we managed to increase by five the amount of dry-ice per flight in order to facilitate movements of these vaccines."

According to **Mohamad Sayegh**, Vice President, India Operations, FedEx Express, "While visibility and control are important in most industry supply chains, they are essential for the healthcare sector. From manufactured biological items to pharmaceuticals, the healthcare industry ships sensitive, critical, and valuable items. Logistics is increasingly playing a larger role in addressing some of the biggest challenges faced by this industry, which can have an impact on cost, quality, and access.



Vipin Vohra
Chairman, Continental Carriers and
Gallery of Legends N&E (India Cargo Awards) 2015



Martin Drew
Senior Vice President Sales and Cargo
Etihad Airways

As the world seeks to control the impact of COVID-19 and speedy delivery of vaccines to global recipients, FedEx is proud to deliver critical pharmaceutical and medical supplies in India and across the globe. From specialised and temperature-controlled packaging to expedited services for critical medical equipment, FedEx supports the healthcare industry with its local and global air and ground networks. Our reliable and time-definite connectivity, ability to manage sensitive products, and expertise in customs clearance, has also enabled us to manage clinical trial initiatives using specialised packaging solutions and robust networks to ensure safe delivery of these shipments."

Commenting on the challenges in moving vaccine, **Huned Gandhi**, MD, Air & Sea Logistics Indian Subcontinent, Dachser India, says, "Global shipping processes of pharmaceuticals, Life Science and Health Care (LSH) products are complex, it requires intensive management and expertise. For vaccines and alike, it requires strict temperature control at all stages during the transport and storage process. Any deviation, even small ones, could cause severe challenges and make the vaccine invalid / ineffective. Therefore, the collaboration of all the stakeholders at all the stages is the key. At Dachser, we always ask our customers to provide full product specifications and Material Safety Data Sheet (MSDS), which helps us to understand the product aspects like stability, temperature range, humidity requirements etc. and accordingly we create "tailor-made solutions based on the needs of individual customers".

✈️ **At Etihad Cargo we managed to increase by five the amount of dry-ice per flight in order to facilitate movements of these vaccines** ✈️

— Martin Drew

We have Implemented Service Level Agreements (SLAs) with all our sub-contractors to ensure complete transparency and to provide reliable solutions to our customers."

According to **Vijay Vashisht**, AVP-Business Marketing, Safexpress, "Global supply chain of vaccines and many other pharma products for that matter involve two basic constraints – one is that of the availability of raw materials for the manufacturer and the second being the specialised infrastructure that can be customised to preserve the efficacy of the product in transit and during storage. In case of COVID vaccines, a group of chemicals known as nucleoside phosphoramidites and the associated reagents that are used for creating DNA and RNA sequences are essential for companies developing DNA-based or mRNA-based COVID vaccines. But many of the key precursor materials come from

Contd. on next page ▶

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Infrastructure & Advantages

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- ✓ GDP Certified



Temperature Control Handling Area

Freezer\Chiller Chamber



Services

South Korea and China. The sourcing firms are also very particular about focussing on a narrow range of products but nonetheless, depend on a range of suppliers themselves. This arrangement has its benefits and works well so long as balance is maintained but it is vulnerable to disruptions. So, once the demand for m-RNA based-formulations grew, the supply was hit and prices escalated.

✈️ **From specialised and temperature-controlled packaging to expedited services for critical medical equipment, FedEx supports the healthcare industry with its local and global air and ground networks** ✈️

— Mohamad Sayegh

The other aspect of availability of vaccines and many other pharma products need refrigerated solution to maintain certain drugs' efficacy and reduce wastage. COVID vaccines developed by Moderna and Pfizer are stored at -20 to -70 C. To keep this temperature sensitivity maintained and customisation along the entire breadth of supply chain till consumed, is highly expensive and fraught with obstacles."

DIGITALISATION: OXYGEN TO SUPPLY CHAIN

Facing the daunting task of vaccine transportation, digitalisation came in as a breather for the supply chain industry. It revolutionised the way of working and the operations moved much faster and seamlessly with greater visibility than ever. Says **Swarup Bose**, Founder and CEO, Celcius, "The conventional methods of the cold chain industry lacked collaboration and the sector encountered challenges revolving around tracking and monitoring. Digital implementation of the cold supply chain can help with the aggregation of various cold chain entities like shippers, transporters and manufacturers. Digitisation of cold chain processes has made it easier to maintain uniform temperature of pharmaceutical products en route by employing IoT devices and thermal sensors that can send alerts in case of



Mohamad Sayegh
Vice President, India Operations
FedEx Express

temperature fluctuations. Also, when transporters are hauling the shipment they can utilise thermal mapping/imaging technology that can help them better gauge the conditions of the vehicles. The vehicles can also be monitored seamlessly with the help of GPS tracking systems and challenges like vehicle breakdowns can be dealt with efficiently. These live monitoring systems and interconnected digital processes have made it possible for the cold chain industry to reduce the amount of pharmaceutical waste generated and in ensuring that these products reach every part of the country."

Applauding the role played by digitalisation, Halleux says, "We are a customer-centric airline and are always investing in digitalisation and innovation to provide transparency, efficiency, convenience and value to our customers. Digitalisation is also one of the key pillars of our Goal22 and Big Five strategy as we are actively driving it across our network and operations. Our recent agreement with Validaide provides stations capabilities and unlimited lane risk assessments on key trade lanes that our customers can access at the click of a button. We introduced active container milestones automation at our hub in Doha so customers can receive regular, real-time updates on active container temperature and battery readings whilst in transit through our hub.



Huned Gandhi
MD, Air & Sea Logistics Indian Subcontinent,
Dachser India

Temperature mapping of all cool storage for winter and summer profiles is another digital implementation that assures customers of the optimal functioning of our controlled temperature facilities at Doha. A new smart temperature monitoring system is being installed for our cold chain management at our hub which will help to integrate data into a single platform as we define temperature thresholds, set up alarms as well as retain data for longer periods through

✈️ **Global shipping processes of pharmaceuticals, Life Science and Health Care (LSH) products are complex, it requires intensive management and expertise** ✈️

— Huned Gandhi

a secure gateway. We are in the process of developing an in-house CAPA portal to further enhance customer experience in this critical area of healthcare management and continuous improvement.

To ensure booking and data compliance as well as to automate various functions related to pharma transportation, booking screens are being implemented globally to reduce manual tasks and improve accuracy. When lockdowns were enforced globally, digital solutions were the only option and fortunately for Qatar Airways Cargo, we had many of these in place already."



Commenting on the same, Singh adds, "Cargo network expansion is one of CSMIA's key segments contributing to its standing in the logistics and supply chain industry, making Mumbai one of the major touchpoints in the region. As one of the busiest airports in the country, CSMIA has played a key role in facilitating the transportation of essential medical goods and emergency services thanks to its well-equipped infrastructure, digital innovations, strategic foresight and trained and dedicated workforce. CSMIA is equipped with the world's first and one-of-its-kind Air Cargo Community System that offers web-based electronic interface with the stakeholders' systems, digital communication, accurate message exchange and real-time visibility. To provide the information handy to its customers, CSMIA has facilitated an extended arm of

✈ **Global supply chain of vaccines and many other pharma products involve two basic constraints – availability of raw materials and specialised infrastructure** ✈

— Vijay Vashisht

the community system through a Cargo Mobile Application. Besides facilitating paperless transactions, faster clearances and reduced processing times, the community system has also supported industry revolutionary concepts like e-freight and digital corridor and inter-connectivity among various IT applications and devices.

According to Sayegh, "To achieve effective, and timely distribution of pharmaceutical shipments, logistics carriers have leveraged four essential capabilities in the digital space.

❖ **Enhancing delivery efficiency:** utilise intelligent insights derived from machine learning and advanced analytics capabilities

❖ **Visibility and control:** tracking and sharing information about the movement of goods, including delivery notifications, flexible delivery windows, and instant support service

❖ **Advanced forecasting:** analytics are used to predict collection and delivery locations, and time of order. These forecasted orders are provided to the route optimisation engine to improve route efficiency

❖ **Optimised delivery routes:** responding to traffic flows and changes by leveraging real-time data analytics

For many businesses, the pandemic fast-tracked the implementation of newer technologies, enabled digital transformation, and brought higher levels of automation. The FedEx proprietary SenseAware technology has the latest near real-time tracking technology with the ability to monitor the status and location of shipments, and if needed intercede." Further stressing upon the need for digitalisation, Drew says, "As the pandemic has illustrated, it is hard to



Vijay Vashisht
AVP- Business Marketing
Safexpress

predict the unpredictable. That said, more widespread digital adoption is guaranteed and Etihad Cargo's recent investment in a comprehensive digitalisation strategy has supported our operations and clients during the pandemic, especially with many customers across the globe working from home. We recently developed an ecosystem together with HOPE Consortium co-funder Maaqta Gateways in order to share data such as handling steps and geo location in real-time through API. We are ensuring that vaccines are digitally managed, tracked and delivered, from production to those in need, around the globe safely, transparently, and on-time. In November 2020, we launched Etihad Cargo Control Center. The facility enables the company to actively monitor all shipments in real-time across both flights and road feeder services on a 24/7 basis overseeing road feeder shipments on more than 100 lanes in Europe and the Americas."

CONTRIBUTION FROM THE INDUSTRY

Despite facing many roadblocks, airlines, airports, cool chain companies took upon themselves in the seamless transportation of the pharmaceuticals and related essentials during the pandemic. According to Halleux, "We have a clearly defined roadmap towards service excellence in our product offering, including our cool chain transportation. Our strategy is to have the most robust Quality Management System in place along with product differentiation, keeping our customers in the centre of our decision making and investing in our digital future. Transportation of pharmaceuticals, healthcare products and more recently vaccines during the critical times of the pandemic has been challenging. However, through our dedication and agility, we were swift to support world trade and increase our pharma network to 85 destinations and launched our customised QR COVID product for the safe, swift and monitored transportation of COVID-19 vaccines.

WeQare, our sustainability programme was born out of this dedication to give back to communities we serve. WeQare launched with Chapter 1 in June last year, provided free transport of 1 million kilos of humanitarian aid and medical equipment to charitable organisations during the unfolding of the pandemic. Since the onset of the pandemic, we



FACT FILE

→ CSMIA is equipped with the world's first and one-of-its-kind Air Cargo Community System that offers web-based electronic interface with the stakeholders' systems, digital communication, accurate message exchange and real-time visibility.

→ To provide the information handy to its customers, CSMIA has facilitated an extended arm of the community system through a Cargo Mobile Application

transported more than 500,000 tonnes of medical supplies, PPE and pharmaceuticals to impacted regions around the world, working closely with governments and NGOs. We are very proud to have signed a Memorandum of Understanding (MoU) with UNICEF for a five-year period in support of their Humanitarian Airfreight Initiative to prioritise the transport of vaccines, medicines, medical devices and critical supplies across our extensive global network and capacity.

Till date, over 100 million doses of COVID-19 vaccines have flown on our flights globally including 35 million doses of vaccines for UNICEF. This has been the largest vaccine logistics we have undertaken successfully in a short period. We introduced Envirotainer's latest innovation – The Releye RLP container and signed an agreement with SkyCell to

✈ **Digitisation of cold chain processes has made it easier to maintain uniform temperature of pharmaceutical products en route by employing IoT devices** ✈

— Swarup Bose

lease their temperature-controlled hybrid containers, adding to our extensive container portfolio. Both these containers provide cost efficiency and outstanding environmental performance, aligned with our sustainability goals. Pharma Quality Agreements in line with GDP are being rolled out with our ground handling partners across the network to ensure expectations are clearly agreed and customers receive a seamless experience with their products along the journey. Qatar Airways Cargo has recently joined Cool Chain Association and Pharma.Aero through which we can share and receive market knowledge and also collaborate with different air cargo stakeholders in the supply chain which will ultimately lead to continuous improvement of life science, medtech and the pharma air cargo supply chain.



Swarup Bose
Founder and CEO
Celcius



Samit Jain
MD
Pluss Advanced Technologies

Along with other members, we will deliver contributions in improving the cool chain and sustainable transport of temperature-sensitive pharmaceuticals. Our Senior Manager for Cool Chain products, Miguel Moreno has been elected to CCA's Board of Directors."

According to **Samit Jain**, MD, Pluss Advanced Technologies, "There are several challenges faced by a logistics company while transporting temperature-sensitive pharmaceutical essentials. Some of the challenges are, need for end-to-end cold chain, preventing 'freezing' of the pharma essentials, wastage owing to variations in ambient temperature and high cost of the cold chain, among others. In case of biologics and some vaccines, negative temperatures of -20 degrees C are required and conventionally dry-ice which has many harmful effects and is classified as a dangerous good, is used.

Pluss makes products with patented 'Phase Change Material' (PCM) technology, it's a 'green technology' created after a deep understanding of material science. The boxes made from PCM technology can maintain the product temperature passively, without electricity, at desired levels for over 100 hours and serves as an energy efficient and safer alternative to refrigerated containers, conventional icepacks or even dry-ice, which are considered hazardous, unsustainable and unsafe for carrying in airlines. For small-scale distribution of pharmaceutical products, Pluss makes PCM technology-based Celsure and Celsure Express cold-chain pharmaceutical solutions. For bulk pharmaceutical transport, Pluss makes Celsure XL for pallet-size packaging. Another product PronGO derived from Product on the Go serves the last-mile delivery services for e-commerce companies, distributors, pharmacies, and diagnostic labs. These PCM technology-based products are available in different sizes and are manufactured in over 20 variants across the three most commonly required-temperature ranges of 2-8°C, 15-25°C & -25°C to -15°C.

✈ **The boxes made from PCM technology can maintain the product temperature passively, without electricity, at desired levels for over 100 hours** ✈

— Samit Jain

Products can be customised for any temperature range based on the over 40 different material compositions that Pluss offers. These solutions are as per the WHO guidelines for last-mile delivery of COVID vaccines.

Vaccine distribution has certainly been a challenging task since it requires temperature-controlled atmosphere throughout, starting from the manufacturing unit to the delivery point. Though a lot has been done in a short span of time, a consistent approach is the need of hour. ✈



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- ✓ Distance from JNCH 11 Kms.
- ✓ Distance from Belapur Station 7 Kms.
- ✓ Zero Toll Charges, Zero Congestion in the CFS, Zero Carting Charges, Zero Congestion on the approach road.
- ✓ TEU Handling Capacity -9000 TEUs per month
- ✓ Carting & Stuffing done in Covered Area
- ✓ Ideal Location for Exporters/CHAs/Freight Forwarders.
- ✓ Prompt Carting of Cargo.
- ✓ Unique Temperature Controlled Pharmaceuticals product handling capabilities in the CFS.
- ✓ Wi-Fi Enable CFS.



Custom Area



Covered Warehousing Facility



Covered Carting & Stuffing Area

Auto
SCMTR

Total Protection from Rains;
Carting & Stuffing area
Completely Covered

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✉ jwrcfs@jwllogic.com ✉ raaj@jwllogic.com
✉ hema@jwllogic.com ✉ mgrops@jwllogic.com

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Cold chain industry, taking to a new high

Swiftly embracing technology under its wings, once the Indian cold chain segment becomes more robust and interconnected, crossing international borders and focusing on global cold chain trade can be the way ahead. **Swarup Bose**, Founder & CEO, Celcius shows the way forward.



Priyanshi Bana

The pandemic has brought forth a multitude of changes to all aspects of the world. Life, as we once knew, has changed, and amongst the chaos, the cold chain industry has transitioned from being sidelined to becoming a major lifeline of the economy. The industry has witnessed a surge in demand for cold chain products, be it perishables like dairy, meat, fruits, vegetables or pharmaceutical essentials, like drugs and vaccines. The sector is now expected to grow at 20 per cent CAGR by 2025. However, this renewed value calls for the industry to let go of the old and outdated cold chain practices and adopt technological advancements to meet the needs of the nation. To showcase how technology has aided the cold chain industry, let's take a look at the three primary functions of the segment: storage, transportation and operations, and how embracing technology-driven approaches have increased the efficiency of these processes.



Swarup Bose
Founder & CEO
Celcius

I. SMART STORAGE UNITS


Storage units store cold chain products until they are ready to be shipped. These units are used by manufacturers and transporters alike and it is crucial that the products within these units stay fresh and viable. To facilitate this, cold storage units, whether they are refrigerated containers, blast freezers and chillers, cold rooms or pharmaceutical grade cold storage units, have to maintain a stable temperature. Without technology, getting the units to maintain fixed temperatures can be a significant challenge.

To monitor temperature excursions, IoT-based temperature sensors have proven to be extremely successful. These sensors work by connecting to an IoT device of choice and once they are placed within the storage units, they monitor changes in temperature and send alerts and reports that can be viewed, diagnosed, and fixed accordingly. This simple



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connection between two devices has significantly minimised the proportions of products that deteriorate in quality at storage facilities.

II. END-TO-END TRACEABILITY IN TRANSIT

Stored products eventually have to be shipped across the country and ensuring that the consignments are transported carefully without any physical or microbiological damage is of high priority. This makes the transportation process one of the more complicated functions of the cold chain industry. With

✈️ With thermal imaging and mapping technology, accurate temperature profile readings of the products while on road/ air/ sea are provided to the transporters. These sensors also scan the reefer trucks and spot insulation gaps 🐦

technology, however, tracking and monitoring reefer trucks can easily be achieved. A standard GPS navigation system can help manufacturers and shipping companies track the journey of the vehicles on the road.

Earlier, monitoring and maintaining the temperatures of materials in transit was complex and in many cases, impossible to achieve. With thermal imaging and mapping technology, accurate temperature profile readings of the products while on road/ air/ sea are provided to the transporters. These sensors also scan the reefer trucks and spot insulation gaps, find moisture beneath the insulation

surfaces, and maintain the vitality of the products, resulting in a plain-sailing journey.

III. SEAMLESS OPERATIONS

While successful storage and transportation are key to ensuring that the products retain their quality and reach different parts of the country, operations act as the backbone of the cold supply chain process. Operations usually include keeping tabs on the consignment received, quality-checks, shipping details, expected delivery dates, and various other details.

Such information was traditionally difficult to store and maintain. Transportation Management Systems (TMS) and Warehouse Management Systems (WMS), however, effortlessly handle data storage and monitoring. These systems are AI-powered and they can also be programmed to monitor the temperatures, humidity levels, battery levels, open/shut doors, assess risk of damage from shock, and store journey details while providing alerts and live updates. The stored information can also be integrated with other systems, making collaboration between cold chain entities almost seamless.

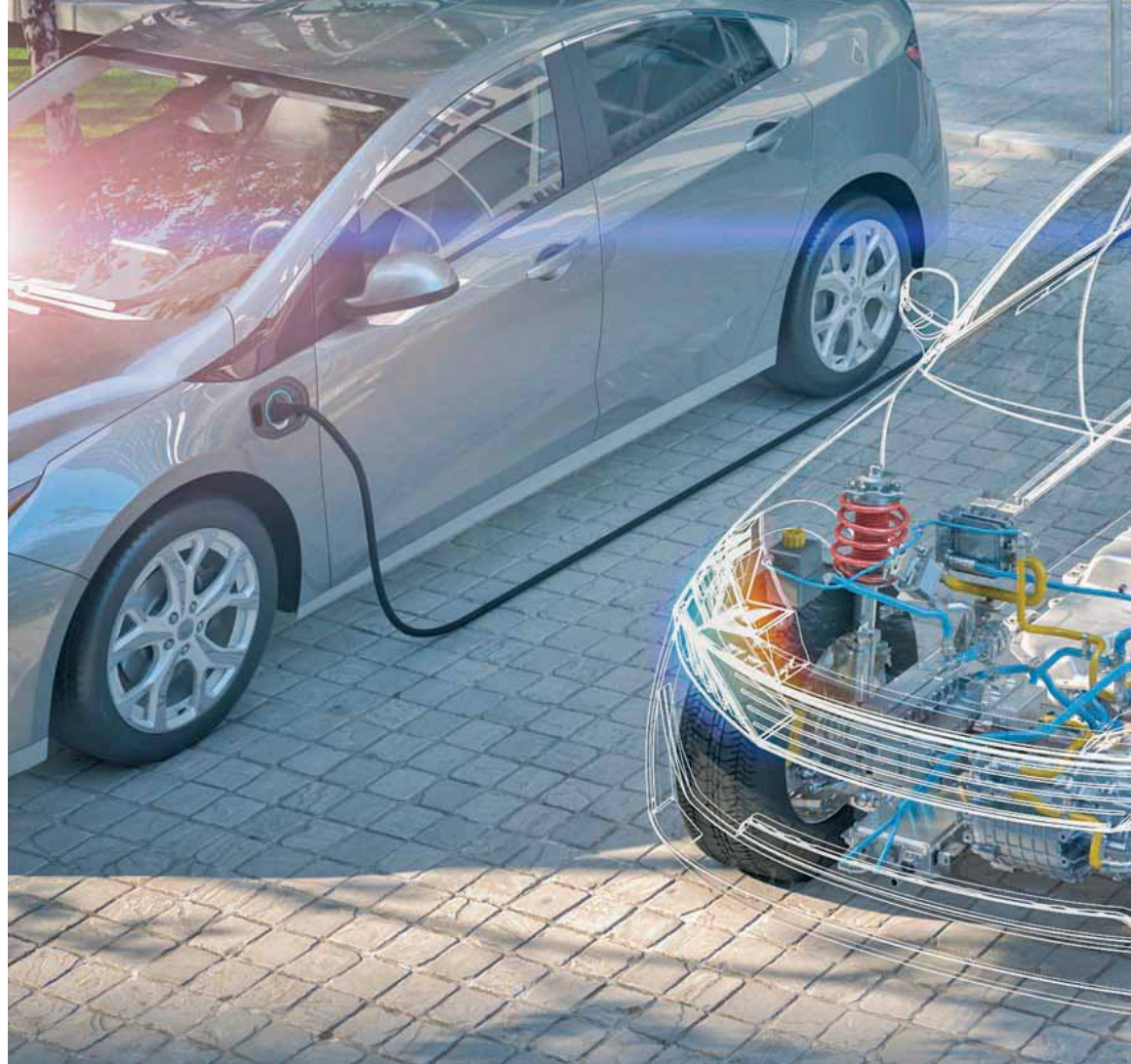
FACTFILE

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WHAT LIES AHEAD

With the opportunities that technology provides to the cold chain industry, the country can develop and expand its horizons in this sector, as it has a lot of untapped potential. This can also provide a much-needed boost to the economy. As of now, with the aid of technology, the sector can continue to distribute India's abundant cold chain products within the country. In the future, once the country's cold chain needs are met, and the Indian cold chain segment becomes more robust and interconnected, crossing international borders and focusing on global cold chain trade can be the way ahead. 🐦

With the unprecedented rise in demand for doorstep deliveries and the growth of e-commerce, electric vehicles will be the choice for last-mile delivery and the future of India's transportation ecosystem. **CARGOTALK** explores the eminent rise of the electric vehicles industry.



Future is electric, take charge!



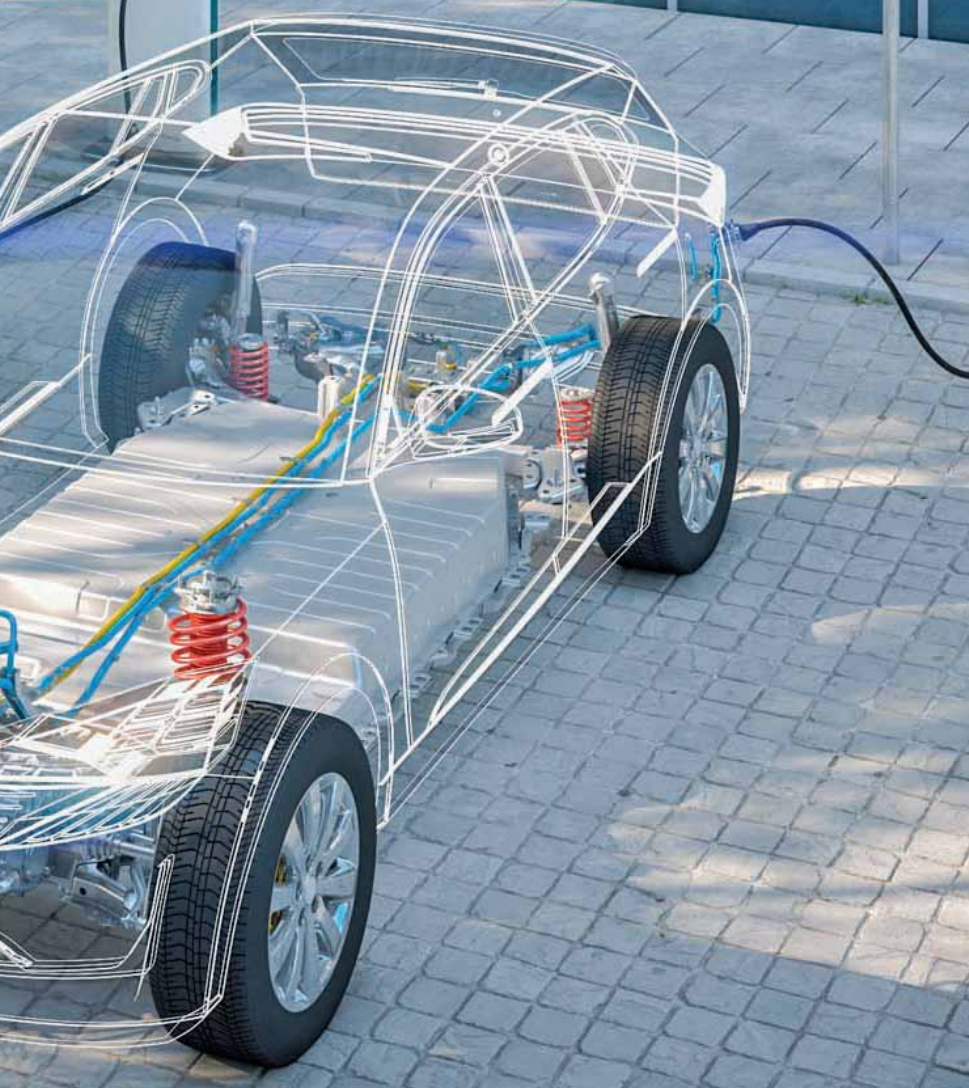
Priyanshi Bana

Still at a nascent stage, electric vehicles (EVs) are already creating ripples in the automotive market in India. As the Indian automobile industry aims to be among the world's top three in automobile manufacturing by 2026, e-mobility presents just the right opportunity to do so. Aligned with growing environmental concerns, the highest ever capex of INR 1.08 lakh cr for the Ministry of Roads in the Union Budget 2021, focus on energy security and reduction of import bills, a holistic move towards EVs is a big step in the right direction. Further, as part of the initiative to improve the air quality, modern cities are encouraging fleets of vehicles to adopt alternative technologies, such as EVs.

FACT FILE

➔ Last-mile will play a major role in pushing wider EV adoption in logistics. Last-mile deliveries majorly require small assets classes – bikes, 3-wheelers and 4-wheelers who have loading capacities up to 1 tonne. All of the innovation in EV space is currently happening in these asset classes as it will take time to develop technologies to operate large electric trucks.

Several factors promoting the use of these technologies include: (i) companies receive incentives to reduce their carbon footprint; (ii) high variability of oil-based products and long-term cost risk associated with dependence on oil-based energy sources; (iii) availability of government subsidies to reduce acquisition cost; and (iv) advances in alternative energy technologies (such as EVs), which have potential for more environmentally sustainable solutions at a cost that is starting to be competitive. From both an environmental and energy standpoint, the use of EVs should be a first priority for the reduction of primary energy consumption. In the case of last-mile



logistics and doorstep deliveries EVs have played a key role during the pandemic.

Pushkar Singh, CEO & Co-Founder, LetsTransport, says, "Last-mile will play a major role in pushing wider EV adoption in logistics. Last-mile deliveries majorly require small assets classes – bikes, 3-wheelers and 4-wheelers who have loading capacities up to 1 tonne. All of the innovation in EV space is currently happening in these asset classes as it will take time to develop technologies to operate large electric trucks. Further, the operating cost efficiency that EVs offer is close to 30 per cent compared to normal ICE trucks, and this gap is increasing with rising fuel costs. For the sustainable model that the sector is moving towards, EV will definitely play an extremely crucial role." For consumers, EVs enable them to optimise their deliveries, and allow them to operate for more trips, lesser maintenance, and service support. Further, given the continuous surge in consumer fuel prices, EVs can easily help reduce vehicle running costs as compared to ICE vehicles.

With reduced carbon footprints, EVs become an even more attractive proposition. Moreover, EVs are far less complex vehicle structures and can easily help customers reduce hidden costs by modern technologies and software for fleet tracking, battery health and optimisation and telematics as they are easier to integrate with sensors.



Pushkar Singh
CEO & Co-Founder
LetsTransport

When we use smarter technologies, it will eventually curb inefficiencies with respect to route optimisation and entire fleet operations.

Given the huge savings on fuel intake and asset utilisation costs, EVs can also play a major role towards low cost last-mile delivery in the coming days. This will lead to easing of retail prices of several items as logistics is a key component in the cost mix. **Prasad Sreeram**, CEO and Co-Founder, COGOS, says, "EV rise is inevitable. The new technology that it offers is pushing the EV adoption throughout the country, specifically in the last-mile space. Sustainability for environment and arresting rising fuel costs adds to the list as well. As next generation vehicle technology, EVs suit perfectly to the interest of better ride quality, zero noise and air pollution, sustainable growth, stop & start traffic condition of the city and lower the cost of ownership."

Further explaining the rise in demand of electric vehicles, **Dr Amitabh Saran**, Founder and CEO, Altigreen, says, "India has envisioned a clear roadmap for a major transformation to electric vehicles (EVs) by 2030. Last Mile Transport is the segment that will convert first to full electric, followed closely by intra-city buses. The shift

✈ The operating cost efficiency that electric vehicles (EVs) offer is close to 30 per cent compared to normal ICE trucks, and this gap is increasing with rising fuel costs ✈

— Pushkar Singh

is clear in last-mile logistics with announcements from all e-commerce and FMCG companies. The government's keenness to eliminate the pre-existing roadblocks by making swift policy changes for sustainable mobility is encouraging growth in the segment. A P&S intelligence market study states that the EV market was worth \$536.1 million in 2019 and is projected to expand at a robust 22.1 per cent during 2020 to 2030. This is a huge opportunity for India to not just achieve its sustainable targets but also emerge as a global EV manufacturing hub. India can be a global leader in both EV adoption and component manufacturing by 2030."

The pandemic, inadvertently, has accelerated the push towards EVs. It has realigned the focus on environment and sustainability, with a thrust on EVs. The e-commerce and the hyperlocal delivery business have been quick adopters of EVs, partnering with multiple mobility players to cater to demand.

However, there are three major challenges to EV adoption which need to be addressed urgently. The higher acquisition costs,

absence of charging infrastructure and an EV manufacturing ecosystem for both vehicles and batteries are some of them. In earlier years, EVs failed because of excessive battery prices and very short driving ranges. As EVs have become one of the major research areas in the automotive sector, the magnitude of these problems has been notably diminished. Says **Dr Akshay Singhal**, Founder, Log 9 Materials, "Availability of a widespread charging infrastructure is a key driver for EV adoption in India and forms a central factor in the customer experience. However, building the same is a capital-intensive process which makes it a chicken-egg scenario. For the

🦋 **EV rise is inevitable. The new technology that it offers is pushing the EV adoption throughout the country, specifically in the last-mile space** 🦋

— Prasad Sreeram

EV demand to pick-up, charging infrastructure is a critical requirement. On the other hand, to justify the charging infrastructure costs, a critical mass of EVs need to be functional on-road. Additionally, to minimise downtime and maintain operational efficiency of commercial vehicles, fast-charging is a must. Fast-charging requires the availability of high amounts of power across localities, superior safety components, and real estate, among others. Nevertheless, the government can lead by example with an initiative to set up public fast-charging infrastructure (either by setting up a new company/via PSUs/PPP model), which can significantly ease the transition to EVs."

Echoing on the same lines, Saran adds, "India needs a robust charging infrastructure to meet the needs of passenger EV adoption and inter-city cargo transport. While smaller format vehicles like 2- and 3-wheelers can be slow-charged on regular 220V/16A sockets, larger vehicles are better served through DC Fast Chargers. The latter are expensive (₹4-5 lakhs each). Lack of space is another hurdle for installation of such chargers. Industry reports say that majority of car owners in the country



Prasad Sreeram
CEO and Co-Founder
COGOS



Dr Amitabh Saran
Founder and CEO
Altigreen



don't have a private parking space especially those living in congested communities and hence are not willing to adopt EV. The Central Electricity Authority (CEA) reported that India had established 927 charging stations nationwide as of June 2020. Since this is at a nascent stage, it is significantly less when compared to the 57,000 petrol pumps which the country has across various states."

Further explaining the challenges being faced related to the infrastructure, **Vineet Agarwal**, MD, Transport Corporation of India (TCI), says, "EVs have emerged as a viable solution to the current climate crisis that we are facing. The government has started taking initiatives towards the electrification of its public transport system, along with micro-levels schemes to encourage consumers to embrace sustainable mobility solutions. However, the main barrier to accelerating EV adoption in India is the lack of EV charging infrastructure. Despite the remarkable growth that the EV industry has witnessed in recent years, there are not enough charging stations, and most of them are located in the metros. Another challenge in the widespread adoption of electric mobility is the high upfront cost of these vehicles. The lithium-ion battery, which is the most widely used energy source for EVs, is not manufactured in India. The sourcing of raw materials, especially rare earth metals which are a critical component used in making the EV batteries, remains another challenge in this area. This, combined with the import cost of EV batteries, adds to the manufacturing cost of electric vehicles, resulting in the sky-high purchasing price."

According to **Vipul Bhalla**, Senior Regional Manager Cargo Indian Sub-Continent, Oman Air, "We have to recognise that this is still new technology and the space is rapidly changing across the country. Infrastructure is growing and so are the numbers of EVs on the road. There is still scope for improvement to address issues like compatibility of charging infrastructure, quick activation of already installed chargers,

🦋 **The EV market was worth \$536.1 million in 2019 and is projected to expand at a robust 22.1 percent during 2020 to 2030** 🦋

— Dr Amitabh Saran

single database for charging locations, reliable power and internet connections, stable software/firmware upgrades. The government has already announced a plan to ensure all highways get enough charging locations, making inter-city travel convenient and reducing carbon footprint."

Another major concern related to the EV manufacturing in India is heavy dependability on China for raw materials. Expounding on the issue, Singhal says, "India severely lags behind China in manufacturing of conventional Li-ion batteries. The unavailability

of raw materials, processing industries, cell production, ancillary components at both the cell and pack level, and essentially the entire Li-ion value chain in India creates an extensive dependency on China. It also gives China an upper-hand to control the flow/pricing of the entire supply chain creating a major hurdle for the growth of Indian technologies. For a scalable wholesome solution, there's a need to build an EV industrial ecosystem consisting of as many components in the end-to-end value chain. Additionally, focus on chemistries wherein capacity competency on the global scale is still achievable should be of utmost priority to also balance the cost dynamics. Further, before being too worried about materials we do not have availability in India, it's of utmost importance to develop local competency of producing battery grade variants of simple materials like aluminium, copper, etc."

Supporting to the need of the hour to be self-reliant in manufacturing EV raw materials, Saran says, "China has a strong grip on various components of the EV ecosystem especially in the sub-2kW category. With a huge domestic manufacturing base, they have brought the prices down tremendously. However, these components are not designed for India's environmental needs or drive profiles. India needs to develop a strong EV supply chain for its own needs and reduce the dependence on imports. The government and other financial institutions should extend support for the capital expenses needed to build these components. This will ultimately reduce the cost and make it more affordable and convenient for customers as well as manufacturers, leading to higher numbers of sales."

Despite these challenges, the market for light electric commercial segment has seen a steep rise in the last few years, in passenger as well as last-mile logistics. Their lower total cost of ownership and lesser operating costs have made EVs more attractive.

Further, the Central and various state governments have been enthused and the sentiments around EVs are now positive. With new policies and a budding start-up culture, companies are cashing on the market opportunity in sectors like two-wheelers and intra city movement. According to the report by the World Economic Forum 2020 (WEF), e-commerce is set to grow exponentially in the next few years, as the safety risks due to the pandemic will linger. In the wake of this, electric vehicles in the last-mile delivery within the city would become the preferred choice given the lower TCOs and operating costs for commercial uses. Says Saran, "The Indian government has set an ambitious target of 30 per cent EVs on-road by 2030. One of the hurdles to it is the price of the battery pack, which is about 40 per cent of the vehicle cost. The extension of Phase II of Faster Adoption and Manufacturing of Electric Vehicles in India (FAME India) scheme until March 31, 2024, is boosting the confidence



Dr Akshay Singhal
Founder
Log 9 Materials

of EV manufacturers to compete with the ICE counterparts that are comparatively popular and cheaper. Additionally, 50 per cent increase in incentives for electric two-wheelers to 15,000 per kilowatt and an increased cap on incentives at 40 per cent of the total price is already giving an impetus to the industry. It has also mandated Energy Efficiency Services to procure 3 lakh electric three-wheelers for different uses. These decisions will drastically help the manufacturers to cut the cost of electric models by ₹10,000-20,000 and to make them more cost-efficient for Indian users.

Additionally, the country has efficiently scaled-up battery manufacturing under the Make in India initiative that is bolstering its position as an important player in this segment globally. India will soon become the hub of battery manufacturing and the increasing interest from foreign investors will pave the way for all-round growth. At present,

✈ **Availability of a widespread charging infrastructure is a key driver for EV adoption in India and forms a central factor in the customer experience** ✈

— Dr Akshay Singhal

India is working fast to install a renewable energy capacity of 175 GW by 2022 and 450 GW by 2030 as a part of its global climate change commitments and development of EVs and with FAME II will be a big boost."

Adding further, Singhal says, "The PLI scheme will certainly help in boosting the manufacturing of batteries, bringing down the cost of the same, thereby making EVs more affordable. However, looking at the global distribution of installed capacity for conventional Li-ion battery (chemistries like NMC or LFP) manufacturing for Electric Vehicles, India seems to have already missed the bus. Especially in countries like China (60% of global capacity) and the United States (15% of the global capacity) where the entire value chain has also been established. Achieving cost competency with such batteries is going to be an enormous challenge. India can

FACT FILE

➔ The extension of Phase II of Faster Adoption and Manufacturing of Electric Vehicles in India (FAME India) scheme until March 31, 2024, is boosting the confidence of EV manufacturers to compete with the ICE counterparts that are comparatively popular and cheaper.

therefore focus on the research, development, manufacturing and scaling of more novel chemistries and build apt use cases around the same. With that approach, our country can achieve global leadership in multiple niche applications, and the manufacturing of batteries deployed in such cases is also supported in governmental policy."

Expounding further on the government policies, Agarwal says, "The government has undertaken multiple initiatives to remove these obstacles, and the recent amendments in FAME II will further promote the manufacturing and adoption of electric vehicles in India. Both EV manufacturers (including OEMs) and customers stand to immensely benefit from the revised FAME II, which aims to lower the purchasing cost for EVs by 10-15

✈ **Despite the remarkable growth that the EV industry has witnessed in recent years, there are not enough charging stations, and most of them are located in the metros** ✈

— Vineet Agarwal

per cent through increased subsidies. In addition to demand incentives, the policy changes will bolster India's efforts to develop a robust EV charging station network. The commercial EV segment, will receive a significant boost in this regard. Such interventions coupled with the ongoing focus on infrastructure development can accelerate the growth of EV adoption."

The shift is already happening. With the unprecedented rise in demand for doorstep deliveries and the growth of e-commerce, EVs will be the choice for last-mile delivery. Even as the acquisition costs of an ICE are lower now, as technologies evolve and battery costs come down, EVs in the future will become more economical. On the demand side, the government, along with the industry should look at further educating consumers, bursting myths, and position EVs as the future of India's transportation ecosystem. Adds Agrawal, "Sustainable mobility solutions are very important for the future and the improved incentives for electric two-wheelers will increase penetration. We are currently



Vineet Agarwal
MD
Transport Corporation of India (TCI)



Vipul Bhalla
Senior Regional Manager Cargo Indian
Sub-Continent, Oman Air

seeing the adoption of EVs for last-mile deliveries in the logistics sector, especially in the e-commerce segment. As an integrated multimodal logistics solutions provider, we can envision a future where electric trucks will play a key role in sustainability and supply chain automation. The collaboration between large OMCs (Oil Marketing Companies) and DISCOMs will play a crucial role in strengthening the EV charging infrastructure. We also expect an increase in the number of home-grown manufacturers of semiconductors, which will contribute to the growth of India's EV industry. Local production will pick up the pace, with leading automobile manufacturers coming forward to assemble EVs in India."

Adding further to the future of EVs, Bhalla says, "It is extremely bright. The community is growing with a lot of people showing interest. As an EV owner, and perhaps the only one at the moment at the Delhi Cargo Terminal, I get stopped very often as people are curious about the vehicle and its potential. People have been driving EVs for nearly 10 years since the time of Reva/e20 brands. As the ecosystem settles down, it is just a matter of time before the larger electric vehicles will take to Indian roads.

A number of start-ups are already pushing the EV story to every corner of India. EV owners have already been to destinations like Lahaul-Spiti and Gangotri, high up in the Himalayas. EV journeys have been undertaken on long routes like Mumbai-Delhi-Mumbai and many more.

Most people are not aware that some of the EVs recharge themselves coming downhill, so a vehicle leaving Mussoorie with a 30 per cent charge will gain power and arrive in Dehradun with a charge of 50 per cent. Some EV owners have now

✈ **People have been driving EVs for nearly 10 years since the time of Reva/e20 brands. As the ecosystem settles down, it is just a matter of time before the larger electric vehicles will take to Indian roads.** ✈

— Vipul Bhalla

installed solar panels at their locations bringing their electricity cost down even further apart from earning money from the government with net-metering schemes that give credit for supplying electricity back to the grid. This is a huge attraction for our mileage conscious society along with low cost per km along with environment benefits. Government push with subsidies, tax rebates, zero road tax, increasing charging infrastructure are all moves in the right direction."

The shift towards electric mobility is inevitable. What we need is a steady push and an indigenous ecosystem to make EVs more affordable and accessible. ✈





Automating e-commerce workflows

With over 47 million internet users in India & e-commerce, more and more brands are seizing the opportunity to reach users through D2C channels, says **Mayur Karwa**, Co-Founder & Director at Eshopbox. Now sellers can sell directly to consumers through their websites without relying on intermediaries.



CT Bureau

The onset of COVID-19 has led to a surge in e-commerce and accelerated digital transformation, creating a shift in consumer behaviour towards shopping online for both essential & non-essential categories. This changed scenario made it critical for small and medium businesses across industries to deliver a seamless customer experience leading to the emergence of direct-to-consumer (D2C) channels. Moreover, increased internet penetration, smartphone usage, and digitisation of services have prompted consumers to turn to digital shopping solutions.

The pandemic had adverse consequences on SMEs with restricted movement and social distancing norms. However, the emergence of D2C e-commerce in India has allowed brands and consumers to switch from the traditional model of shopping. With over 47 million internet users in India & e-commerce, more and more brands are seizing the opportunity to reach users through D2C channels. Now, sellers can sell directly to consumers through their websites without relying on intermediaries and direct purchase from brands has enabled customers to buy the products at discounted rates and receive better knowledge about the brand.

Reports suggest that today, more than 50 per cent of the consumers opt to visit D2C brand websites rather than retailer websites because they offer more comprehensive information. However, due to the lack of automation, many D2C brands face difficulty in keeping up with the pace and underestimate customer demand, which leads to a loss in revenue and can potentially damage the brand's reputation. For instance, poor inventory control and inefficient order processing reduce the trust a customer has in your product and tarnishes the customer experience. Similarly, failure to manage last-mile deliveries causes frustration for the customer. Hence, to keep the operations up and running, investing in automation tools and outsourcing fulfilment to a third-party logistics company is the best option for any D2C brand. Having the retail fulfilment infrastructure and



Mayur Karwa
Co-Founder & Director
Eshopbox

Eshopbox by deploying the same inventory across all sales channels including marketplaces allows D2C brands to manage their business at a high efficiency leading to better business

technology in place can help brands better manage logistics. For instance, automatically processing orders that are placed on your online store can help verify order information, save cost and time, making it more efficient in the longer run.

Eshopbox Advantage:

- ❖ **From warehousing to return management** — everything is handled under one roof: Eshopbox offers state-of-the-art infrastructure across all its fulfilment centres (FCs) that enable smooth product inward, secure storage facilities and efficient operations.
- ❖ **Ease of multiple locations:** Eshopbox has FCs across India at locations in Gurgaon, Mumbai, Bangalore and Kolkata allowing pan India coverage for D2C brands to save time and logistics cost.
- ❖ **Inventory efficiency for better sales:** Eshopbox by deploying the same inventory across all sales channels including marketplaces allows D2C brands to manage their business at a high efficiency leading to better business.
- ❖ **Integrated shipping solution:** Eshopbox offers a shipping aggregation service as part of its fulfilment solution that allows D2C brands to have a one-stop solution for all its operations.
- ❖ **Post order experience:** Eshopbox provides a post-order experience layer for D2C brands customers where they can engage with the portal and track, return, and exchange products.

FACTFILE

Reports suggest that today, more than 50 per cent of the consumers opt to visit D2C brand websites rather than retailer websites because they offer more comprehensive information. However, due to the lack of automation, many D2C brands face difficulty in keeping up with the pace and underestimate customer demand



Top technology-driven trends to watch in 2021

Envisioning quicker adoption and facilitating production of EV based mobility in India, the government decided to increase subsidies on electric vehicles under FAME II. The massive revisions to the subsidy scheme is aimed at making EVs affordable to the masses, says **Amitabh Saran**, PhD, CEO, Altigreen Propulsion Labs.



Priyanshi Bana

The announcement by the Ministry of Heavy Industry is expected to drive the growth of EVs in India through faster adoption of two-wheelers, three-wheelers and buses. The three-wheeler sector is integral to the overall acceptance of EVs in India as these vehicles are widely visible and can set a great example for sustainability in shared mobility whether it be last-mile cargo delivery or day-to-day passenger commute. "Aggregation will be the key to bring the upfront cost of electric three-wheelers at an affordable level and at par with ICE three-wheelers," the Department of Heavy Industry believes. The move aims to generate demand by extending support to 7,000 electric buses, 3 lakh electric three-wheelers and 10 lakh electric two-wheelers across the country. The FAME II (Faster Adoption and Manufacturing of Electric Vehicles in India) aims to provide considerable financial benefits to EV manufacturers to help reduce the cost of ownership for the end customers.

The government, as per the recent amendments to FAME-II, plans to appoint Energy Efficiency Service Limited (EESL) as an aggregator to leverage the demand of three-wheeler EVs, by providing EV manufacturers with bulk orders, helping them in economies of scale with better inventory management. The second wave of COVID-19 posed scale-up challenges for EV & automobile OEM industry and paved the way for startups

to drive superior technology adoption through situational innovation. Altigreen, a leading EV company, is already gaining momentum among last-mile mobility enthusiasts with its India-focused innovations in purpose-built vehicles in last-mile logistics. Here's how FAME-II can be a game-changer and enhance faster adoption of EVs in 2021:

🔥 FAME-II is expected to help manufacturers build solutions that focus more on the reliability, reduced wear and tear, tolerance to unprofessional driving, and (over)load management, all of which are established norms for commercial vehicles in Indian markets 🚒

📈 RISING (FOSSIL) FUEL PRICES

The fuel prices around the country are at an ATH (all-time high) and drivers/owners are looking for sustainable solutions that are easy on their pockets. The inclusion of the FAME-II subsidy is set to influence the decision making as EV and ICE vehicles reach price parity, pushing more vehicle aggregators to shift to EVs from existing ICE fleets. neEV, Altigreen's flagship three-wheeler is quickly becoming popular among aggregators and



Amitabh Saran
PhD, CEO
Altigreen Propulsion Labs

fleet owners alike, owing to the incredibly low running costs at just 82 paise per km (against 4-5 in the case of ICE).

THE ENVIRONMENTAL ADVANTAGE

Conventional fossil fuel based vehicles pose a grave threat to the environment as every year, more than a million people in India succumb to the increasing air pollution. The pandemic has changed the perception of businesses, aggregators and masses alike who are looking for sustainable solutions that are more environmentally friendly than their counterparts.

EVS IN ACCORDANCE WITH INDIAN NEEDS

The differentiated environmental & market needs for India and the emerging nations (South Asia, Africa, South America) when compared to the rest of the world like China, Germany or the US, demand R&D in accordance with the local needs. FAME-II is expected to help manufacturers build solutions that focus more on the reliability, reduced wear and tear, tolerance to unprofessional driving, and (over)load management, all of which are established norms for commercial vehicles in Indian markets.

TECHNOLOGY DRIVEN BY USABILITY

Technological advancements in emerging markets like India revolve around making the EVs more cost-effective and easily accessible through widespread distribution and reachability. The availability of vehicle service locations and spare parts and related costs drive the demand in new markets.

Better batteries with easy replacements would help pull more people towards EVs as the Indian consumers are sensitive to metrics such as mileage and fuel consumption of the vehicle. With EVs, range anxiety is an important factor that influences their adoption globally. Moreover, companies should focus more upon creating EVs that seamlessly operate on the existing power standards of the country. Easy availability and extension of charging support through traditional wall sockets can be instrumental in the fast adoption of EVs. Continuous research to provide a better battery chemistry at a lower price, is expected to bring revolutionary changes in the mindset of Indian consumers regarding electric vehicles.

However, the most important element for the continued adoption of EVs in 2021 has to be the motor. Electric motors constitute the heart of EVs as they fuel the drivetrain by converting electric energy to mechanical energy. Optimum regeneration of power along with low consumption in harsh Indian conditions is the key to provide better products carefully positioned to meet the needs of



FACTFILE

→ The electric motors developed at Altigreen for neEV, emphasise upon sustainability, durability and high efficiency over the long run. Altigreen's 3-phase motor drives 8.25kW power, 800Nm torque on wheels, is capable of 10,000 RPM and works efficiently across a wide temperature range from (minus) – 20°C to +120°C

the market. The electric motors developed at Altigreen for neEV, emphasise upon sustainability, durability and high efficiency over the long run. Altigreen's 3-phase motor drives 8.25kW power, 800Nm torque on wheels, is capable of 10,000 RPM and works efficiently across a wide temperature range from (minus) – 20°C to +120°C, the company claims.

The integration of IoT based telematics to provide a host of features to the business, individual or aggregator such as vehicle management, routes and directions, tracking and monitoring vehicle health and service issues -- would help people adopt EVs. FAME-II subsidy is a huge stride forward in this direction as companies would be able to extend features like telematics and IoT based implementations to their customers with relative ease at an affordable price.

At the drivetrain level, Altigreen's focus on optimisation of the EV gearbox through gear tooth micro-geometry innovations, ensures long life even in harsh Indian conditions. The fact that its special clutchless EV gearbox can transfer power at a higher efficiency across the electric motors, and that too upto a whopping 10000 RPM is impressive. Although clutchless gearboxes have now become mainstream, their ability to evenly distribute power at higher speeds is integral in the smooth functioning of the vehicle.

Overall, the government's continued support in bringing EVs to the forefront has been largely beneficial for the whole EV ecosystem as it provides an opportunity for more innovation, better acceptance and deeper penetration in the emerging Indian market. 🇮🇳



Quick estimates for selected major commodities for July 2021

Trade: Export

Sl. No.	Commodities	Values in Crores		% Change JUL'21
		JUL'20	JUL'21	
1	Tea	577.00	522.04	-9.53
2	Coffee	544.13	530.55	-2.5
3	Rice	5694.99	5249.31	-7.83
4	Other cereals	330.26	685.52	107.57
5	Tobacco	544.84	485.63	-10.87
6	Spices	2772.85	2525.77	-8.91
7	Cashew	285.33	273.40	-4.18
8	Oil Meals	735.63	483.59	-34.26
9	Oil seeds	935.08	570.64	-38.97
10	Fruits & Vegetables	1611.45	1614.60	0.2
11	Cereal preparations & miscellaneous processed items	1160.34	1351.49	16.47
12	Marine Products	3562.35	5228.26	46.76
13	Meat, dairy & poultry products	2826.12	1910.77	-32.39
14	Iron Ore	2815.78	2703.43	-3.99
15	Mica, Coal & Other Ores, Minerals including processed minerals	2548.67	2992.92	17.43
16	Leather & leather products	2496.99	2889.78	15.73
17	Ceramic products & glassware	2056.34	2190.49	6.52
18	Gems & Jewellery	11253.07	25776.63	129.06
19	Drugs & Pharmaceuticals	15431.78	15965.60	3.46
20	Organic & Inorganic Chemicals	14150.97	18067.10	27.67
21	Engineering Goods	50066.65	70946.08	41.7
22	Electronic Goods	6342.54	9301.92	46.66
23	Cotton Yarn/Fabs./made-ups, Handloom Products etc.	6639.33	9788.48	47.43
24	Man-made Yarn/Fabs./made-ups etc.	2296.00	3626.38	57.94
25	RMG of all Textiles	7973.06	10347.10	29.78
26	Jute Mfg. including Floor Covering	244.83	297.05	21.33
27	Carpet	943.53	1178.84	24.94
28	Handicrafts excl. handmade carpet	1067.86	1407.26	31.78
29	Petroleum Products	13263.45	43626.23	228.92
30	Plastic & Linoleum	5026.08	6200.42	23.36
Sub-Total		166197.30	248737.28	49.66
GRAND TOTAL		177305.79	264033.76	48.91

Note 1: Grand total is inclusive of component 'Other'.

Note 2: The figures for JUL'21 are provisional.

(Source: Ministry of Commerce & Industry, Government of India)

Quick estimates for selected major commodities for July 2021

Trade: Import

Sl. No.	Commodities	Values in Crores		% Change JUL'21
		JUL'20	JUL'21	
1	Cotton Raw & Waste	199	429.4	115.78
2	Vegetable Oil	8232.31	10198.54	23.88
3	Pulses	736.07	1207.54	64.05
4	Fruits & vegetables	955.91	1300.91	36.09
5	Pulp and Waste paper	308.19	1003.34	225.56
6	Textile yarn Fabric, made-up articles	720.75	1053.81	46.21
7	Fertilisers, Crude & manufactured	5185.84	8802.43	69.74
8	Sulphur & Unroasted Iron Pyrites	48.38	219.01	352.69
9	Metaliferrous ores & other minerals	2482.66	4270.61	72.02
10	Coal, Coke & Briquettes, etc.	7103.98	14617.47	105.76
11	Petroleum, Crude & products	48975.09	96099.67	96.22
12	Wood & Wood products	1812.32	3497.86	93
13	Leather & leather products	320.28	415.65	29.78
14	Organic & Inorganic Chemicals	12478.44	18180.91	45.7
15	Dyeing/tanning/colouring materials	1307.06	2012.26	53.95
16	Artificial resins, plastic materials, etc.	6080.74	9761.32	60.53
17	Chemical material & products	5140.68	6846.69	33.19
18	Newsprint	243.61	233.64	-4.09
19	Pearls, precious & Semi-precious stones	7056.35	19586.97	177.58
20	Iron & Steel	5704.9	9958.11	74.55
21	Non-ferrous metals	4394.16	9666.46	119.98
22	Machine tools	1786.61	2317.63	29.72
23	Machinery, electrical & non-electrical	16110.03	21022.88	30.5
24	Transport equipment	5167.52	7858.34	52.07
25	Project goods	1473.55	312.98	-78.76
26	Professional instrument, Optical goods, etc.	3079.04	3833.35	24.5
27	Electronic goods	36057.93	39676.69	10.04
28	Medicinal & Pharmaceutical products	5539.15	5854	5.68
29	Gold	13382.44	31327.2	134.09
30	Silver	826.48	89.05	-89.23
	Sub-Total	202909.47	331654.72	63.45
	GRAND TOTAL	213499.56	345814.93	61.97

Note 1: Grand total is inclusive of component 'Other'.

Note 2: The figures for JUL'21 are provisional.

(Source: Ministry of Commerce & Industry, Government of India)



ACCD: A luncheon discussion

Air Cargo Club of Delhi hosted yet another lunch full of discussions, which seemed like a breath of fresh air. Hosted at Radisson Blu, the gathering consisted of all eminent members and industry stakeholders.



Welcome Members for Lunch

Guest Speaker:

AMBASSADOR DR. DEEPAK VOHRA

(Ex Indian Foreign Services)

ay, 30th July 20 Radisson Plaza, New Delhi, N



Fighting congestion

With decreased operational capacity and labour shortages due to the pandemic, the port operations have been significantly hit leading to container pile-ups, resulting in port congestion. **Sanjay Bhatia**, Co-Founder and CEO, Freightwalla tells more about the drastic impact of port congestion and its impact on the supply chain.



Priyanshi Bana

What has been the impact on supply chain with congestion at major ports globally?

Pandemic stressed supply chains, decreased operational capacity, led to labour shortage, and hurt port operations significantly. Reduced port operations and container pile-ups at the ports have further led to port congestion. According to estimates, the world's shipping capacity has been reduced by as much as 10 per cent owing to port congestions and only 40 per cent of the cargo are making an on-time arrival vis-à-vis 70 per cent two years ago.

Following were the key highlights showcasing serious disruptions across supply chains ---

- Port congestions are having a drastic impact at ground level from production units to retail stores. Disturbance in raw material supplies to factories and unsettled manufacturing deadlines due to uncertain inputs led to wide inventory management issues across industries. Sudden surge in demand for some products in pandemic has further aggravated the supply chain challenges.
- Owing to the shortage of containers and cargo availability, freight rates are skyrocketing globally. The rates have tripled and even quadrupled in some cases compared to the pre-COVID levels.



Sanjay Bhatia
Co-Founder and CEO
Freightwalla

- Shippers are unable to fulfill the committed number of volumes as per the contract due to container shortages.
- In the case of transshipment, additional time to offload a container and then place it onto another vessel exposes one to further delay, especially in the event of port congestion. Therefore, businesses are being asked to consciously plan for direct shipments as much as possible so as to avoid transshipment congestions.
- Despite these supply chain challenges, it is highly unlikely that developed countries shall shift their manufacturing in neighbourhood in near future, due to high cost of production.

Has there been an increase in freight rates due to container shortage? What has its impact been?

The container shortages, congestion across major ports, and increased consumer demand for material goods have driven freight rates to record highs. Spot rates for freights from Asia to the United States and Europe hit a new high in July.

Following has been the impact of high freight rates on global supply chains ---

- Serious port congestion and significant waiting time have necessitated Beneficial Cargo Owners (BCOs) to pay a premium to secure space on containers and get the cargo





shipped. This has in turn adversely impacted their budgets. The Federation of Indian Export Organization (FIEO) confirmed that freight rates to the U.S., which were about \$2000 to \$2200, are now in the range of \$6000. Similarly, cargo to Europe costs around \$5000 as opposed to \$1200 previously. The budgeting of importers and exporters has got totally muddled up in this trend.

- Exorbitantly high prices have rendered many of the perishable and low-value commodities unfeasible for exports.
- Cargo profiles that will be serviced with lightweight shipments are being preferred by shipping lines. Heavyweight cargo also tends to make the carrier consume more fuel as opposed to lightweight cargo.
- Contracts between buyers and shippers are being revisited to offer more flexibility in the wake of high freight rates.
- Advance booking of cargo with adequate shipment planning has become imperative to ensure seamless trade.

Is India ready to become a manufacturing hub for containers? What are the challenges?

The container shortage crisis has crippled the Indian export industry since the beginning of the first wave. While multiple factors like lockdown, lack of labour, international trade restrictions contributed to this shortage, the main underlying factor was global dependence for containers from countries like China and lack of in-house container manufacturing facilities. Additionally, the prices of containers have also gone up by 5-7 times as clusters of containers remain stuck at various ports across the globe.

However, to resolve this long-standing problem, India's top steel and wagon makers, and the government's support have come forward to initiate indigenous production of cargo containers. The country's 'Make in India' programme

✈ According to estimates, the world's shipping capacity has been reduced by as much as 10 per cent owing to port congestions and only 40 per cent of the cargo are making an on-time arrival vis-à-vis 70 per cent two years ago ✈

and 'Atmanirbhar Bharat' has given a boost to develop containers indigenously.

Considering it a promising and welcoming move, there are still several challenges in the path such as rising steel prices and the lack of container manufacturing expertise. Although, once this plan is fully functional, it would not only demonstrate a robust public-private partnership but also significantly reduce India's dependence on containers from China. While commenting on India becoming a global container manufacturing hub would not be appropriate at this stage, we have the boat parked in the right direction with the current plan.

What are the expectations from the government in resolving the problem of container shortage?

India requires around 3 lakh containers every year. The country has set up various plans to become self-reliant in manufacturing containers indigenously. Major steel manufacturers and wagon makers like JSPL, Arcelor Mittal, Tata Steel, etc., have come forward to manufacture containers. Additionally, the Centre has already initiated a plan to manufacture containers at Bhavnagar, for which it expects a significant investment of ₹1,000 crore from the private sector.

As spoken earlier, the government's move of in-house container manufacturing is commendable; however, robust and accelerated government intervention has become necessary to expedite the process and incentivise the manufacturers which will show us noticeable results in the near future.

Government initiatives and awareness programmes for the adoption of digitisation can also aid in the intelligent management of container movements, thereby avoiding congestion at the ports. ✈

FACTFILE

✈ The Federation of Indian Export Organization (FIEO) confirmed that freight rates to the U.S., which were about \$2000 to \$2200, are now in the range of \$6000. Similarly, cargo to Europe costs around \$5000 as opposed to \$1200 previously.

ALMAC 2021 to discuss the way forward for the industry

Asian Logistics, Maritime and Aviation Conference (ALMAC) organised by Hong Kong Trade Development Council is the most important event of its kind in Asia. It brings together industry professionals from all sectors along the supply chain and shippers, to exchange latest market intelligence and explore business opportunities around the world.

Themed “Resilience • Agility • Sustainability: Reshaping the Global Supply Chain”, ALMAC 2021 will discuss the way forward for the industry, with discussions on global recovery amidst trade tensions and regional collaborations, evolving intermodal networks, mega-trends in retail and e-commerce, as well as new tech and innovations essential for supply chain interoperability. The conference will be held from November 2-3, 2021. Confirmed speakers (as of 17 Aug 2021): • Dr Kelvin Leung, CEO, Asia Pacific, DHL Global Forwarding • Joseph Phi, Group CEO, Li & Fung Ltd • Dr Martin Stopford, Non-Executive President, Clarkson Research Services (UK) • Ed Lam, CEO, LFX

Organising Company: Hong Kong Trade Development Council

- Event Name : **Asian Logistics, Maritime and Aviation Conference 2021**
- Start date of the event : **2 November 2021**
- End date of the event : **3 November 2021**



DELHIVERY acquires Spoton, aims to augment B2B capabilities



New age domestic logistics and supply chain giant Delhivery has acquired Bengaluru-based Spoton Logistics for an undisclosed sum, a move primed to strengthen its existing B2B capabilities. With the acquisition, Samara Capital and Xponentia, which acquired Spoton from IEP in 2018, have made a full exit for cash as part of the transaction.

Spton Logistics is a leading multimodal express logistics and supply chain solutions company in the country. “Over 10 years, Delhivery has established a leading position in B2C logistics and now by combining our part truckload business with Spoton’s, we will be on the path to the same position in B2B express as well,” said **Sahil Barua**, CEO, Delhivery. “Spton is known for its focus on customer relationships and service quality, professional management and technology and engineering, which are values shared by Delhivery as well,” said **Abhik Mitra**, Managing Director, Spoton Logistics.

RODTEP scheme incentives way below exporters’ expectations

While the government has finally announced the tax refund rates for the much-awaited Remission of Duties and Taxes on Exported Products (RoDTEP) scheme, exporters say the incentives are way below their expectations. Exactly two years after it was announced, and after missing several deadlines, the RoDTEP export promotion scheme has finally been fully launched. On August 13, the Commerce Department announced the much-awaited new export refund rates under RoDTEP.

But exporters say that many products have been left outside the ambit of the scheme.



AIR CARGO ADVISORY GROUP meets the MoCA

The advisory group on air cargo met the Minister for Civil Aviation, Jyotiraditya Scindia to discuss key issues related to air cargo that will help boost the air cargo in India. The Minister took keen interest complementing the deliberations and very pro-active action items were discussed at length. In a message by **Cyrus Katgara**, President Air Cargo Forum of India he said that the meeting was quite a success.

The meeting was chaired by the Honorable Minister with the advisory group on air cargo to get an overview of the major policy and infrastructure-related issues facing the sector and developing a robust air cargo ecosystem in India.

INDIA'S LOGISTICS MARKET to grow at a CAGR of 10.5%

India's logistics market is expected to grow at a CAGR of 10.5% until 2025 spurred by faster adoption of modern technology, e-enabled fleet, and warehouse management solutions. Had it not been for the disruption caused by the pandemic, the logistics and supply chain industry would not have moved in a hurry to engineer the adoption of IoT, machine learning, and AI in their day-to-day operations. “The disruptions caused by COVID-19 are making global companies rethink their supply chain strategy. Two major areas that are likely to see great traction are improved visibility across supply chains (both for cargo shipments and documentation) and drawing a balance between just-in-time and just-in-case,” says **Sanjay Bhatia**, Co-founder & CEO at Freightwalla, a digital freight forwarder.





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Akash Saini	+918882225244	akash.saini@rainbowaviation.in
Sattanathan Jayaraman	+919717123980	sales.del@rainbowaviation.in
Rakesh Kumar	+919643947020	sales.support.del@rainbowaviation.in

SPICEJET announces transfer of logistics business to SpiceXpress



Budget airline SpiceJet announced that it was transferring its cargo and logistics services with all the related assets and liabilities, including, know-how, trademark, licenses, franchises, customer contracts, distribution network etc. on a slump sale basis to its subsidiary SpiceXpress and Logistics. As per the last quarterly segment reporting by the company ended June 30, 2021, the logistics arm reported a net profit of ₹30 crore. "The proposed transfer of business to SpiceXpress will allow the new company to rapidly grow its innovative logistics platform and its unique fulfilment as a service business model," said **Ajay Singh**, Chairman and Managing Director, SpiceJet.

RATTANINDIA to invest in US-based drone logistics platform Matternet

RattanIndia Enterprises Ltd. ("REL") an electric power distribution company announces a strategic investment in US-based Matternet, the world's most extensive urban drone logistics platform.



With this investment, REL has forayed into the deep-tech Unmanned Aerial Vehicle (UAV) industry, which is set to transform logistics ecosystems worldwide.

Anjali Rattan, Business Chairperson, RattanIndia Enterprises, said, "We are highly impressed with the team and credentials of Matternet. The partnership with Matternet is in line with our philosophy of investing in new age cleantech companies with tremendous growth potential."

BLR AIRPORT wins 'Best Airport Staff in India & Central Asia' award



Collaborative efforts from members of the BLR Airport ecosystem and passengers' endorsement of top-quality services saw Kempegowda International Airport Bengaluru (KIAB/ BLR Airport) being adjudged as 'The Best Airport Staff in India and Central Asia' at the Skytrax World Airport Awards 2021. "This is truly a fabulous reward for all of us working at the BLR Airport ecosystem as this recognition is based on passenger voting. A big thank you to all our passengers who appreciated our hard work and voted for us," said **Hari Marar**, MD & CEO, Bangalore International Airport.

DTDC pioneers temperature controlled vaccine transport solution

DTDC successfully transported approx 39,000 doses of Covishield vaccines across India for a leading Bengaluru-based hospital chain. DTDC leveraged its precision logistics solutions and wide reach to deliver the Covishield vaccine across five cities – Gurgaon, Ahmedabad, Mumbai, Raipur and Jaipur in a time-bound operation.

The time and temperature-sensitive task was done using a unique packaging solution, with added features like temperature monitoring, control tower-enabled movement, continuous alerts and notifications to clients and a pan-India delivery network ensuring the utmost security. The DTDC Transportation Control Tower, dedicated to this movement, ensured that end-to-end transportation was completed within 12 hours.



All along, DTDC has ensured top-tier standards of quality and best practices while ensuring timely transportation of the vaccines. DTDC carefully designed the Temperature Controlled Vaccine Transporta-

tion initiative to provide an end-to-end service. DTDC helped the hospital chain zero in on the appropriate packaging and supported them with complete knowledge of the thermal system. The entire movement was continuously monitored.

TIRUPATI AIRPORT announces new domestic air cargo terminal

Tirupati Airport welcomed the opening of a new Domestic Air Cargo Terminal, which is aimed at providing a strong impetus to the exports of the region.

The new facility will facilitate the export of perishables to any destination which will help the farmers in the Tirupati region.

The newly set up Domestic Air Cargo Terminal (DACT) was formally inaugurated at Tirupati Airport by R Madhavan, Regional Executive Director, Airports Authority of India (AAI), Southern Region, Chennai on Thursday. Regional Manager D Muralidharan and Airport Director S Suresh were also present.





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Corporate Office:

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AMERIJET MIAMI

Amerijet is pleased to welcome **Chris Mazzeo** as the new VP of Global Operations. Mazzeo is known as a transformational leader with over 30 years of industry experience. His background includes international and domestic logistics for air and ground transportation, cargo sales, and operations leadership. Mazzeo previously served as an IATA consultant and has extensive knowledge of global supply chain management. He has a proven history of growing revenue and improving efficiency.



GATI INDIA

Gati, an Allcargo group company announced the appointment of **Pirojshaw Sarkari (Phil)** as its CEO. A Chartered Accountant by profession, in his previous tenures, Sarkari, who brings in decades of leadership experience, is known for setting up the business and organisation of UPS in India, and also guiding Mahindra Logistics to unprecedented levels of growth. Bala Aghoramurthy, Deputy Managing Director, Gati-KWE will hand over Gati's leadership to Sarkari over the next few weeks.



AVIANCA CARGO MIAMI

Gabriel Oliva has been appointed as the Executive Vice President and Head of the Avianca Holdings Cargo unit as of August 18, 2021. He will also be responsible for Depresa, accompanied by Susana Argueta, and will have a seat on the management team of the Holding. Oliva has more than 20 years of experience in executive positions in various functions and industries, specifically in the airline sector he has more than 10 years. In his most recent role.



GATWICK AIRPORT LONDON

Gatwick Airport has appointed American Airlines' ex-Head of Cargo **Jim Butler** as its new Chief Financial Officer. Butler will take up the new role in September and will also join the board of Gatwick Airport. He has more than 20 years of experience in the airline industry, with several years spent in leadership roles in cargo. Until March of this year, Butler occupied the role of Senior Vice President – Airport Operations and Cargo for American Airlines. Previously, he spent four years as President of American Airlines Cargo.



BOLLORE LOGISTICS GURUGRAM

Bolloré Logistics announces **Regis Darmais** for the position of Chief Finance Officer (CFO) for South Asia. Darmais has more than 20 years of experience with Bolloré Group. Prior to joining Bolloré Logistics South Asia, he had been working for over seven years with Bolloré Transport and Logistics based in Abidjan, Cote d'Ivoire as CFO. Darmais, as a Chief Finance Officer, South Asia will be responsible for Finance, Credit Management, Operational Management Control, IT and Legal.



MAERSK MUMBAI

A.P. Moller - Maersk has appointed **Mohit Bhatia** as Senior Vice President and Head of Maersk Global Service Centres (GSC) effective August 1, 2021. Bhatia previously held the position of Joint Managing Director, Maersk GSC, with responsibility for Finance before taking over the overall leadership including commercial and operations functions. He brings strong expertise of over 30 years in transforming and managing large companies across IT, banking and food and snacking sectors.



B&H WORLDWIDE SINGAPORE

B&H Worldwide has further expanded its business development expertise in Asia with the appointment of **Joel Eley**. A long-term specialist in supply chain logistics for the aviation industry, Eley will support the company's growth plans for the region and joins a growing team of B&H experts based in the region. His most recent role was Head of Supply Chain at the Airbus MRO subsidiary SAE (Sepang Aircraft Engineering) and SR Technics in Malaysia.



ICAO CANADA

The freight industry has welcomed the new Secretary General of the International Civil Aviation Organization (ICAO). In a joint statement, the International Federation of Freight Forwarders Associations (FIATA), The International Air Cargo Association (TIACA), the Global Express Association (GEA), and the International Port Community Systems Association (IPCSA) all welcomed **Juan Carlos Salazar** of Colombia to the top role at the United Nations' body.



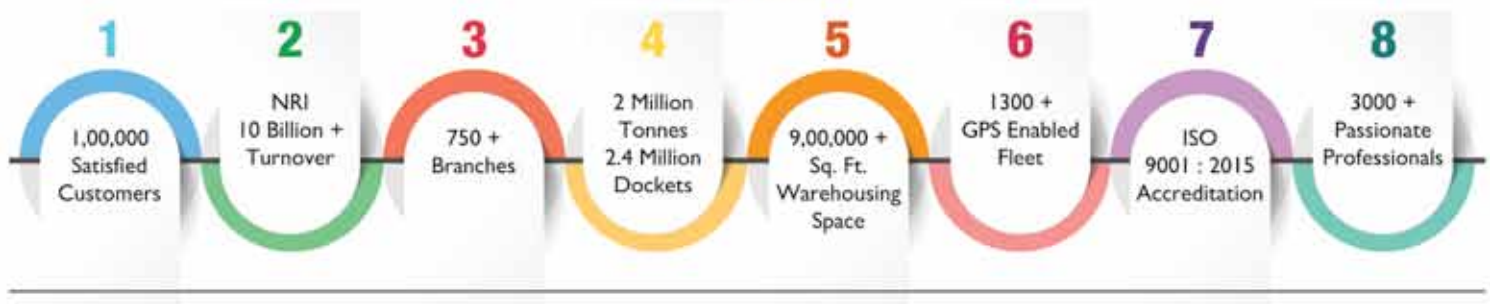
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