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AIR CARGO HINGES ON perishables for growth



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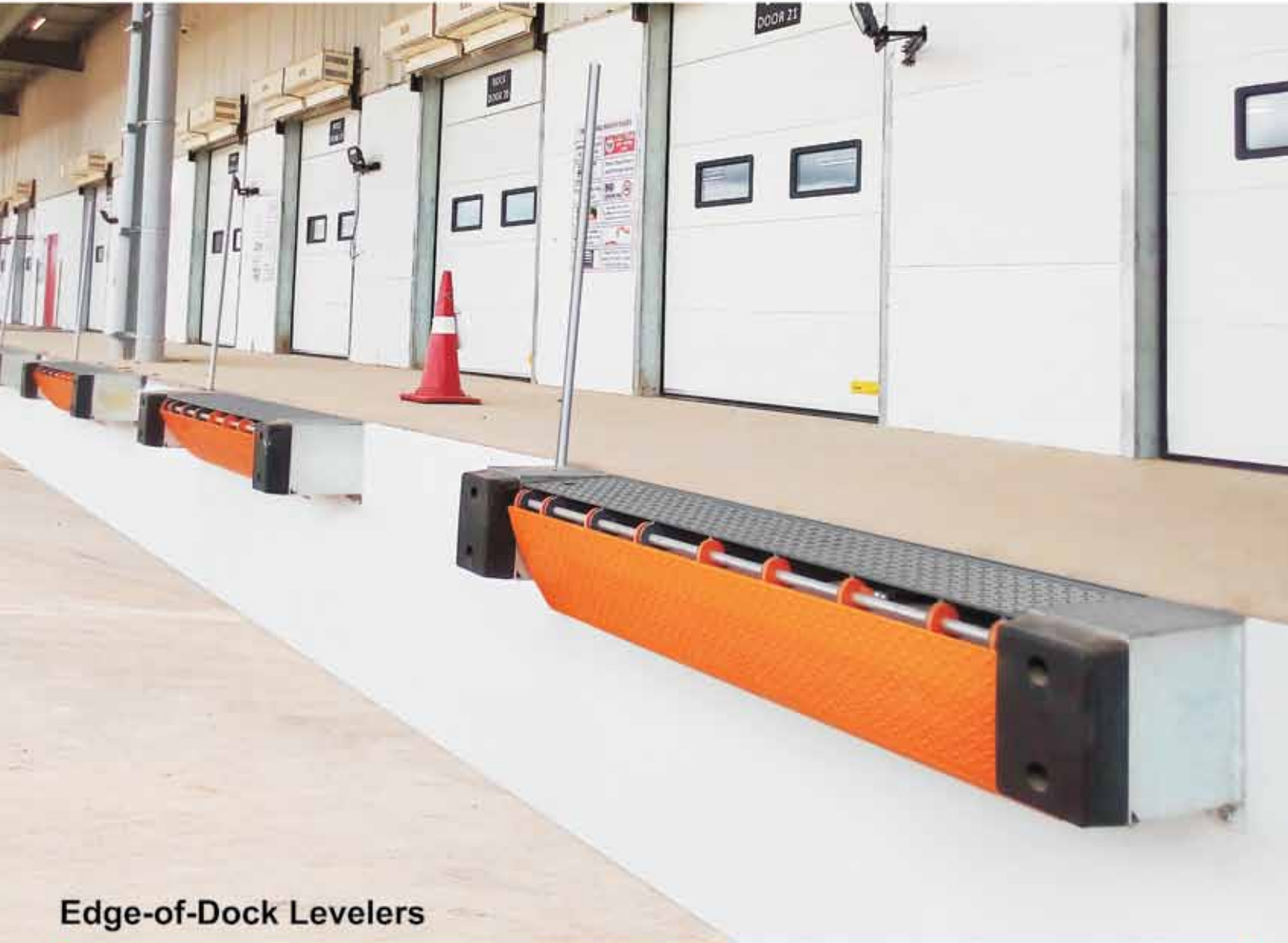
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NEWS



Air cargo in India has constantly seen an upwardly movement, even during COVID. While the number of freighters increased from 7 to 28, India's market share increased from 2% to 19%.

Pradhaan Air Express' first aircraft lands in New Delhi

Pradhaan Air Express – India's latest all-cargo airline welcomed the arrival of the world's first A320 converted freighter in India, named 'Pehalwan'. The aircraft will offer charter capacity to the Indian shippers and freight forwarders on domestic and international routes. It will be available for on-demand cargo charters. The aircraft offers a payload of 21 tonnes with a fully palletised main deck. Pradhaan Air Express is moving towards leveraging the boom in the air cargo industry, which has rebounded after Covid-19. Commenting on the aircraft's arrival, Nipun Anand, CEO and Founder, Pradhaan Air Express stated, "We are overwhelmed to receive our first aircraft in India. It feels really special to move a step forward towards a great vision of building India's first airline with an Airbus narrow-body freighter." He went on to add, "The arrival of this aircraft marks the completion of another critical phase and brings us closer to our Air Operator Permit to kick start the commercial operations very soon. We look forward to keeping up the positive momentum, aiming at further fleet expansion."



Airbus Beluga lands at Chennai airport for first time

The Airbus Beluga cargo plane (A300-608ST) recently made a brief stopover at the Chennai International Airport for refuelling. This is the first time the giant whale-like aircraft has touched down at the airport. The Airports Authority of India (AAI) tweeted, "The elegant whale is here and with such awesomeness."



The mighty #Beluga No.2 (A300-608ST) landed at the Chennai airport for the first time today. The cargo transporter is a rare visitor in this part of the world and a marvel to behold." The aircraft, which was not carrying cargo, was on its way to Thailand, apprised the AAI. The aircraft is a version of the wide-bodied A300-600 aircraft from Airbus and usually carries aircraft and machine parts as well as huge cargo.

MoCA, FICCI to provide impetus to agriculture logistics

The Union Ministry of Civil Aviation (MoCA), in collaboration with FICCI, held a stakeholder workshop for the evaluation of Krishi UDAN 2.0 recently. The conference brought together experts from the air cargo sector to highlight the benefits of Krishi UDAN and how the players can create a seamless transaction across the value chain. The workshop was chaired by Rajiv Bansal, Secretary, MoCA. The workshop was attended by Piyush Srivastava, Senior Economic Advisor, MoCA, and various other stakeholders. Bansal said, "The air cargo industry has realized the importance of sustainable air cargo ops in the past two years. Indian airlines and airports should facilitate the transportation of agri products."



Prepare masterplan for Mega Ports by 2047: Sonowal

At the recently held three-day *Chintan Baithak*, chaired by Sarbananda Sonowal, all port authorities were asked to prepare a master plan to become Mega Ports by 2047. The *baithak* was conducted in order to discuss ideas and innovations that can accelerate India's blue economy. The meeting was co-chaired by Shripad Yesso Naik and Shantanu Thakur, Union Ministers of State for Ports, Shipping and Waterways, and was attended by chairpersons of all major port authorities as well as senior officials of the ministry.



Centre plans compulsory registration of warehouses

The Union government is planning to make registration of all warehouses with a federal regulator mandatory by amending Warehousing Development and Regulation Act 2007, a move that will enable authorities

to track food stocks and quantities of various farm commodities stored by traders and farmers across the country in real-time through an online database. As per the reports, the government is in the process of

finalising an amendment. Once it is passed by Parliament, any person desirous of commencing or carrying on the warehousing business issuing warehouse receipts shall make an application to the authority.



CATHAY PACIFIC CARGO to order 500 preighters

Tom Owen, Director, Cathay Pacific Cargo, said, "I am pleased to report that, emerging from what has been a challenging time for the business, we have tried to put as much cargo capacity as we can into the market. It is an exciting time for us as we start to rebuild our overall network and schedule. The biggest news of the month is the resumption of our full freighter schedule. We will be operating between 90 and 100 freighters each week. We are planning to operate 500 cargo-only passenger flights a month around the region. They will provide strong lift over the next few months to feed our reactivated long-haul freighter services."



BRUSSELS AIRPORT redevelops cargo facilities

Brussels Airport is redeveloping part of its cargo area in a sustainable manner. Between 2022 and 2025, eight end-of-life buildings will be demolished in the Brussels Airport cargo zone and three new logistics buildings, including office facilities and a parking tower, will be developed. The new buildings will be future-ready, meeting the net-zero carbon ambitions of the airport. The mobility layout will be revised to ensure smooth traffic flow thorough renovation of existing roads and improved modal split. Demolition work on the eight buildings will commence in June 2022, while construction work may begin by the end of 2023. Construction is scheduled to be completed by 2025.



PHARMA.AERO, BSMA ally to augment supply chain



Pharma.Aero and the Bio Supply Management Alliance (BSMA) have collaborated to augment their supply chain management capabilities for their global communities and customers. The signatories of the partnership were Devendra Mishra, ED, BSMA; Franck Toussaint, MD, BSMA Europe; Frank Van Gelder, Secretary General, Pharma.Aero; and Trevor Caswell, Chairman, Pharma.Aero. Devendra Mishra said, "The pandemic has exposed the vulnerability of the global supply chain, where air-freight logistics was constrained because of systemic and external factors that decimated cargo capacity. Combining the BSMA's supply chain management dimension with the global network of Pharma.Aero augurs well for the industry committed to saving human lives."

ASTRAL AVIATION adds freighters to cover APAC

Astral Aviation is set to expand its freighter fleet with the addition of three Boeing B757-200Fs and two Airbus A320 P2Fs. The Kenya-based cargo airline has a 14-strong freight fleet. "The B757-200F's will be operational from June 2022 onwards, as we have had some unfortunate delays, partly caused by Boeing's lack of timely support on the multi-mode receiver (MMR) upgrade. The B757-200F will operate scheduled flights from Astral's Nairobi hub to Johannesburg, in addition to Dubai and Tel Aviv, with plans to operate charter flights to and from China by Q3," said **Sanjeev Gadhia**, Founder and Chief Executive, Astral Aviation in a press statement. "The A320F will be operational from mid-July 2022 and operate on a charter basis on routes between Africa, the Middle East, and South Asia. The second A320F will be delivered by the end of the year," he added.



VALLAIR launches first freighter conversion

French-based Vallair has unveiled the first-ever temporary Airbus A330-300 E Class wide-bodied freighter conversion solution at its new hangar in Châteauroux, France. Designed to bridge the gap while the operators wait for five years or more for full freighter conversion slots, this temporary solution is the result of a joint venture between the French companies, Vallair and UUDS Group, which is Part 21 certified. Vallair's E Class solution uses a conveyor that fits inside the cargo hold to efficiently load and distribute individual parcels, rather than using pallets or containers to load. The design may enable fast loading and reduce turnaround time (TAT) in a bid to suit the needs of the e-commerce market. The new hangar can accommodate one or two Airbus A330s and up to three Airbus A321s at a given time, which means that Vallair can perform wide and narrow-body maintenance.



Air cargo hinges on perishables for growth

From Chilean blue berries, apples from U.S, mangoes from India, best of Italian wines to more traditional temperature-sensitive perishables such as fruits, vegetables among others, demand for global perishable trade witnessed tremendous upsurge, despite Covid-19-related disruptions. Expansion of air freight in 2020-21 is majorly attributed to perishables.



Ritika Arora Bhola

The perishable goods transportation market is poised to grow by US\$ 6.43 billion from 2022 to 2026, progressing at a compound annual growth rate (CAGR) of 7.22 per cent during the forecast period, according to a report. The key factors fuelling the growth are anticipated to be changes in consumer behaviour, increased disposable income, and the adoption of healthy eating habits.

As per **Saurav Chakraborty**, Chief Operating Officer, Lords Freight, the dynamics of food consumption have changed in recent times. "In India, the demand for dairy food products is high, followed by frozen foods, fruits and vegetables, seafood and meat. The

FACTFILE

➔ Despite operational difficulties brought on by the ongoing pandemic, the organised perishable logistics sector has experienced tremendous growth.

perishable goods transportation market is being driven by factors, including the increase in demand for processed foods and the adoption of environmentally friendly transportation. An increase in consumers' disposable income has also changed their spending patterns. Consumers today prefer quality over cost," he said.

The Indian government has in the past few years fostered an environment that is conducive to developing a strong cold chain economy, with perishable logistics primed to flourish as a sunshine sector. The Farmers (Empowerment and Protection) Agreement of Price Assurance and Agricultural Services Bill, 2020; Essential Commodities (Amendment) Bill, 2020; and Farmers' Produce Trade and Commerce

(Promotion and Facilitation) Bill, 2020 are the three new farm legislation that can prove to be a game changer in the perishables industry, particularly for the entire cold chain infrastructure that underpins it. Also, especially in this new normal, as the impact of the pandemic lessens, cold chain firms are being given priority over other sectors. "Despite operational difficulties brought on by the ongoing pandemic, the organised perishable logistics sector has experienced tremendous growth," Chakraborty affirmed.

On similar lines, **Gubba Kiran**, Chief Executive Officer, Gubba Cold Storage, said, "The pandemic accelerated the demand for online purchase of food items. Technology is another key growth driver. The industry needs to invest in

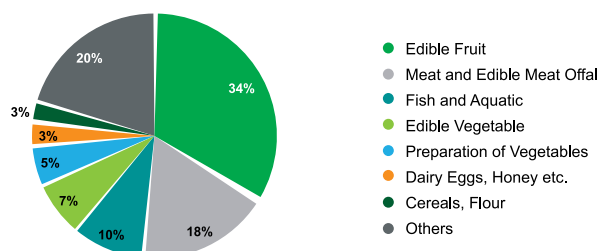
skilled manpower and highly efficient technologies, such as AI, Blockchain, IoT, Data Science, and high-end temperature regulating services to meet the ever evolving demand."

From a global perspective, **Eric Mauroux**, Board Member, Cool Chain Association (CCA) and Founder and Chief Executive Officer, FreshBizDev, said, "In developed countries, the

Atlanta International Airport, reiterated, "A rise in the global perishables trade, especially fresh fruits, is being witnessed. There has also been a requisite increase in demand for fresher and organic food in the last two to three years." He further pointed out the following:

- Newer technology in preserving and packing perishable shipments has made air transport more available.
- As airlines return to point-to-point

Reefer container share by 2-digit HS level commodity



Source: IHS Markit Global Trade Analytics Suite

steady growth of perishables is fuelled by healthier eating habits, while in developing countries, the increase is linked with the emergence of middle classes, where income growth is coupled with population growth."

Meanwhile, **Elliott Paige**, Director-Air Service Development, Hartsfield-Jackson

international destinations due to increased demand for passenger travel, this frees space in the belly cargo to move more perishables.

- Airports must provide recharging stations and space to keep their active temperature-controlled systems functional.
- Consolidation of the spread of multi-



Saurav Chakraborty
Chief Operating Officer
Lords Freight

The perishable goods transportation market is being driven by factors, including the increase in demand for processed foods and the adoption of environmentally friendly transportation



Gubba Kiran
Chief Executive Officer
Gubba Cold Storage

The industry needs to invest in skilled manpower and efficient technologies, such as AI, Blockchain, IoT, Data Science to meet the ever evolving demand

modal investments such as MAERSK Air Cargo and CMA CGM Air cargo offering seamless air charter and sea-air shipments also adds to the availability of options for shippers.

- Airports adopt trade-facilitation-agreement technology such as cargo community systems to track and trace cargo to bolster efficiencies and shipper confidence in air cargo and airports.
- CEIV Pharma certifications and good distribution practices also allow for a network of trade lanes of like-minded airports and airlines.

INFRA TO EASE TRADE

Perishables require an adequate temperature to be maintained throughout—from the point of origin to the final destination—to ensure zero wastage. Cold chain service providers, airports, and airlines should invest in world-class infrastructure and transportation facilities (reefer vehicles) for temperature-sensitive shipments.

"India is one of our top perishable markets, and the main trade lanes





Eric Mauroux
Board Member, Cool Chain Association (CCA) &
Founder and CEO, FreshBizDev

The increase in perishables is linked with the emergence of middle classes, where income growth is coupled with population growth



Elliott Paige
Director-Air Service Development
Hartsfield-Jackson Atlanta International Airport

We are developing 53 acres of land with a third-party developer to handle cargo, including perishables



originate from North and South Asia and India, into the Middle East and Europe,” said **Tim Isik**, Vice President, Etihad Cargo.

In 2021, Indian fresh exports ranked as Etihad’s Cargo’s fourth-largest market and recorded increased shipment volumes by over 40 per cent. Etihad Cargo’s tonnage in and out of Ahmedabad increased by a mammoth 254 per cent in 2021 as against 2020. He added, “We achieved significant increase across other key destinations in India, including 65 per cent for Thiruvananthapuram, 40 per cent for Hyderabad, 30 per cent for Bengaluru, 10 per cent for Mumbai, and 7 per cent for Delhi. Demand for Indian exports is driven by increased demand for fruits

and vegetables. This product group makes up two-thirds of all exports from India transported by Etihad Cargo, and we saw 383 per cent y-o-y inbound growth for our FreshForward product in 2021. Demand for Indian mangoes is driven by the UK markets, and they are Etihad Cargo’s second most popular commodity shipped from India, making up 10 to 14 percent of all perishable goods out of India. Etihad Cargo continues to add capacity to key destinations in India, including daily flights to and from Mumbai, Delhi, Ahmedabad, Bangalore, Hyderabad, Kochi, and Kerala.”

Etihad has a specialised team dedicated to cool chain products—FreshForward and PharmaLife—as well as SkyStables

and LiveAnimals, FlightValet, FlyCulture, SafeGuard, and AirMail. In 2019, Etihad Cargo received IATA CEIV Fresh and Pharma certifications. “In the next few months, we will be launching a new cool chain facility at Abu Dhabi Airport which will further expand the current Etihad Cargo’s cool chain storage capacity and capabilities,” shared Isik.

To avoid ripening of fruits and vegetables during storage and transportation, Chakraborty said, “Pallet-based storage is available in the model cold storages across India, which complies with FSSAI regulations. The multi-commodity cold storage employs Danfoss variable frequency drives, valve stations, and a system controller for monitoring and defrost control and



is designed to operate at -25°C to $+10^{\circ}\text{C}$ throughout the year. Moreover, the model cold room is the most economical and energy-efficient option available in the Indian market, lowering operational expenses by 15-20 per cent by using less energy than a traditional cold store."

Chakraborty averred, "IoT, analytics, and machine learning (ML) services with refrigeration and monitoring solutions extend digital offerings for managing the temperature-controlled transport and storage of perishables. Using the right digital platform will benefit from end-to-end tracking, real-time alerts, automated processes, and predictive analytics to help deliver temperature-controlled cargo more efficiently, in

turn decreasing the operational costs by optimizing resource utilization and reducing cargo loss and spoilage."

Addressing the issue of the low number of reefer trucks for perishable transportation in India, **Swarup Bose**, Founder and CEO, Celcius highlighted, "Most countries have enough reefer trucks to haul pharmaceutical and perishable products at low temperatures. They employ refrigerated trailers for transport. These trailers feature an independent refrigeration unit and power source, helping them to maintain low temperatures regardless of whether they are hauled by a truck, train, ship, or plane. Globally, there is an added emphasis on packaging, and most cold chain products are



Tim Isik
Vice President
Etihad Cargo

India is one of our top markets, and the main trade lanes originate from North and South Asia and India into the Middle East and Europe

shipped in insulated containers, protecting them from temperature excursions, damaging sunlight, humidity, and more. Several countries have an established nationwide cold chain network, facilitating a seamless functional cold chain system. Globally, most cold chain entities have widely adopted technology into their services to minimize constraints and challenges associated with a lack of automation. Technologies such as Artificial Intelligence-backed cold chain software, Blockchain, IoT-based devices and gadgets, cloud-integrated storage systems for en route data, integrated WMS and TMS, to name a



Swarup Bose
Founder and Chief Executive Officer
Celcius

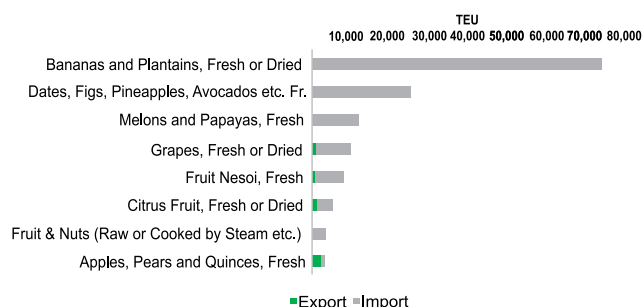
Globally, there is an added emphasis on packaging, and most pharma products are shipped in insulated containers, protecting them from temperature excursions

few, are all part of global cold supply chain management hygiene."

Air India SATS (AISATS) continues to innovate and adopt world-class standards to improve operational efficiency with a focus on customer service. For example, their IATA CEIV FRESH certification ensures the highest standards for handling of fresh and perishable products. They are also IATA ISAGO-certified, which is recognized by the industry as a standard for improving safety and achieving cost savings.

"AISATS has a handling capacity of 250,000 MT per annum at its air

Reefer Volume of US Fruit Trade (HS 08) Nov-Dec 2021



Source: IHS Markit Global Trade Analytics Suite



Sanjay Gupta
Chief Executive Officer
Air India SATS

AISATS has a handling capacity of 250,000 MTPA at its air cargo terminals at BLR Airport, out of which 40,000 MT is dedicated to cold chain products

cargo terminals at Kempegowda International Airport Bengaluru, out of which 40,000 MT is dedicated to cold chain products, including agri-perishables and pharmaceuticals. The physical infrastructure comprises of advanced material handling systems such as automated storage and retrieval system (ASRS), elevated transfer vehicle (ETV) system and very narrow aisle (VNA) high rise racking system at its air freight terminal, while 17 dedicated cold rooms with temperatures, ranging from -25°C to $+15^{\circ}\text{C}$ are available to handle different types of cold chain products at its Coolport facility,” said **Sanjay Gupta**, CEO, AISATS.

Atlanta International Airport has sent a request for proposal for a modern air cargo facility. “Our deadline is 21 July 2022. In the project, we are developing 53 acres of land with a third-party developer to handle cargo, including perishables. We have requested systems to charge rechargeable refrigerated containers and facilities with various temperature-controlled brick-and-mortar facilities,” informed Paige. He



Tigist Eshetu
Regional Director -Indian Sub-Continent
Ethiopian Airlines

Ethiopia has a world-class airport and cargo warehouse. The Ethiopian govt. is dedicated to improving the infrastructure for cargo and logistics



added, “We have implemented an AI-supported cargo community system. Members of the system get priority delivery of the cargo.”

Ethiopia has also spread its wings to Mumbai, Delhi, Bengaluru, and Chennai. Fruits and vegetables constitute a good proportion of exports from India. Ethiopian Cargo & Logistics Services has a cold storage facility and is capable of transporting perishables and pharmaceuticals across the globe. The cargo terminal spanning 54,000 has compartmentalized and different temperature ranges from $+15^{\circ}\text{C}$ to

25°C , $+2^{\circ}\text{C}$ to 8°C , and frozen -25°C facilities with a real-time temperature monitoring system. The airline complements its cargo terminal facilities with temperature-controlled modern freighter and belly fleets, dedicated teams, and Smart Cool Dollies that have the capability to maintain a temperature between -29°C and $+27^{\circ}\text{C}$ to ensure an unbroken cold chain.

“The cargo and logistics infrastructure in Ethiopia is developing as compared to developed economies. In terms of airports and cargo terminals, Ethiopia has a world-class airport and cargo



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warehouse. The Ethiopian government is dedicated to improving the infrastructure for cargo and logistics growth in terms of human capital, technology, and infrastructure,” said **Tigist Eshetu**, Regional Director-Indian Sub-Continent, Ethiopian Airlines.

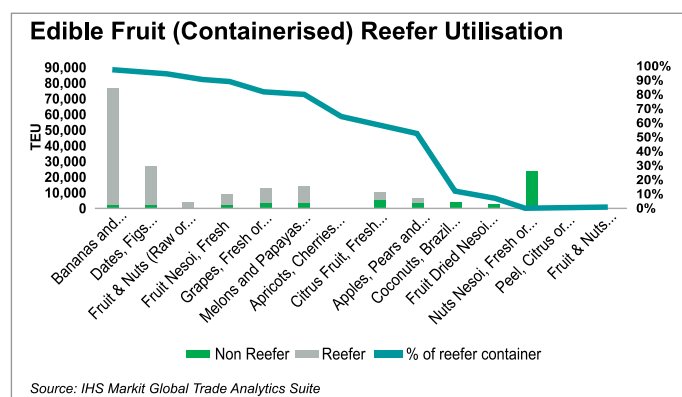
BOTTLENECKS

There are several bottlenecks faced by the logistics trade. The lack of integration of first and last mile movement of perishable products is the first. Seamless integration needs to improve the traceability and accountability of the products. Procuring border paperwork and access for temperature-sensitive products—these

daily to find innovative methods to enhance the quality and safety of the food and beverage items that offer nutrition and satiate cravings for sweets or other foods. These concepts are sometimes transformed into rules that aid in regulating the production, storage, and transfer of goods.

Forecasting: Accurate forecasting continues to be a problem in the sector, along with inventory control.

Threat of product recalls: A breach in quality control standards or processes is typically what causes a product recall. Quality control is essential to the effective and secure production of all



aspects must be planned in advance so as to reduce transit time for perishables. The fragmented, unverified, and unreliable network of reefer vehicles, cold storage, and distribution networks is the bane of the sector especially in India. The industry requires a central network system which can monitor and connect the various aspects of the perishable supply chain onto a single platform, providing maximum visibility to the producers and LSPs to manage and supplement their supply chain.

Chakraborty outlined a few challenges: **Inventory management:** Manufacturers, retailers, and distributors must collaborate to keep an eye on inventory levels at the point of sale to maximize food and beverage inventories. They must also trace it all across warehouses and fulfilment locations.

Increasing regulatory procedures: Government organizations and consumer advocacy groups collaborate

food and beverage items, whether it be failing to correctly monitor temperatures for cold storage or perishable goods during transit or a manufacturing facility's cleaning procedures.

Lack of logistics connectivity: There are limited options of direct flights to cater to the prevailing demand from the source of origins in the country. Hyderabad, Ahmadabad, Vizag, Bengaluru, Kochi, and Thiruvananthapuram do not have direct flight options to Area 1 lands of IATA. This leads to delays in transit and poor quality of services.

"Improper packaging and bad inventory management can lead to spoilage of perishable goods during delivery," observed Gubba.

With an international perspective, Paige observed, "The bottlenecks for delivering perishables are airports, especially those that are passenger



Wilson Kwong
Chief Executive
Hactl

The key to perishables handling is minimising the dwell time between the arrival of aircraft and handing out to customers

focused. Such airports often pay less attention to cargo and passengers because passengers are politically relevant. I always say that cargo boxes do not tweet complaints about dirty toilets or insufficient meal options. However, some airports are paying attention and adding features that make them more cargo-friendly."

Eric said, "Nowadays the main bottlenecks are linked to the access to

air and sea capacities at origin. These issues could be partly overcome with better communication between shippers and operators. Airlines or shipping lines are reluctant to increase their product mix to perishables not only because the yields are higher but also because the bookings are not reliable, thus exposing operators to a higher risk of no-shows or low-shows."

"For Hong Kong Air Cargo Terminal Ltd. (Hactl), the key to perishables handling is minimising the dwell time between the arrival of aircraft and handing out to customers; we achieve this through dedicated and accredited procedures, priority handling, temperature-controlled storage and working areas, and dedicated loading bays. Hactl has many years of experience in handling perishables and had put in place many resources and procedures long before we became accredited under IATA CEIV Fresh," said **Wilson Kwong**, Chief Executive.

FUTURE PROJECTION

Industrial collaboration can drive perishable growth. Collaboration is vital for a healthier, safer and more sustainable cold chain. Through a good collaboration, industry players can develop a uniquely powerful ecosystem to give customers greater flexibility, visibility, and intelligence across the cold chain. Collaborative efforts such as standardization, GDP and CEIV Pharma are measures in the right direction. 🐦



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'India is potential market for us'

Currently, we do not have any plans to enter Indian market. We will start operating Boeing 777-300ERs freighters in near future from India, says **Audrone Keinyte**, CEO, Bluebird Nordic. We will continue to strengthen our position in the wide-bodied cargo ACMI market and add 25 x B737-800 aircraft to its existing fleet.



Ritika Arora Bhola

Explain about the genesis of your operations worldwide and your services and offerings to international customers?

The team prides itself in running an efficient airline, focusing on fast, responsive customer service, as well as safe, reliable, and competitive transport. All aircraft are equipped with pilots trained to operate under low visibility conditions. Bluebird Nordic is licensed to carry most types of cargo, including fish, perishables, pharmaceuticals, animals, vulnerable, dangerous goods, among others.

Covid-19 has disrupted businesses worldwide. How difficult were the last two years for your business?

The disruption to our company due to the ongoing pandemic was minimal; it was related to the logistics such as crew travel, spare parts delivery, and crew availability. Our headquarters in Iceland escaped with a few limitations. Like most other businesses, we adopted remote work/online meetings and there have been developments



Audrone Keinyte
CEO
Bluebird Nordic

To meet the increasing demand across the globe, we plan to expand our fleet by adding 25 x B737-800 aircraft to our existing fleet by the end of 2024

done towards processes automatization and efficiency increase. Throughout the pandemic, the cargo market was booming in all areas—long-haul sectors / Asia-Europe, and in the narrow-body/ short-haul business.

How are you preparing to meet the increased demand and 100 per cent capacity utilisation?

To meet the growing demand, we plan to expand our fleet by adding 25 x B737-800 aircraft to our existing fleet by the end of 2024. Additionally, we also plan to continue to strengthen our market share in the wide-bodied cargo ACMI market. The strategy is to add wide-bodied aircraft if the passenger-to-freight conversions of three Boeing 777-300ER aircraft, planned for 2024, go smoothly.

Elaborate on the aircraft the group operates. Tell us about new freighters launched or routes initiated for cargo and passenger operations?

Currently, we operate a fleet of eight Boeing 737 classics and two Boeing 737 NGs. We are expecting to add at

least two more Boeing 737 NG aircraft this year. Operation-wise, we made some changes—reconstructed our route between Mainland Europe and Iceland and now operate CGN-BLL-KEF-BLL-CGN. Bluebird Nordic has also started operating for a new client last year. Currently, we are not concentrating on introducing new routes.

Please share with us your expansion plans or projects in the pipeline?

We are excited to continue the partnership with our long-term customers, who trust us. These partnerships allow us to devise ways and means to improve our services. We are set on continuing to grow our mark on the international cargo aircraft, crew, maintenance, and insurance (ACMI) market. In addition, we are planning to strengthen our position in the wide-body cargo ACMI market. In December 2021, we have signed lease agreements for three Boeing 777-300ER aircraft, with plans to go through passenger-to-freight conversions in 2024. If everything goes according to plan, we might add some more wide-bodied aircraft to our existing fleet. 📌



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Building a resilient supply chain ecosystem

COVID-19 outbreak has shaken global supply chains worldwide followed by ongoing Russia-Ukraine conflict, which has brought international trade to a grinding halt. To devise with future crises, experts have devised strategies and embraced sustainability as survival tools in order to mitigate risks and achieve growth.



Ritika Arora Bhola

EMBRACING TECH TO BOLSTER SUPPLY CHAINS

It is time for the logistics companies to rapidly assess, recover, and build a resilient supply chain, which will be at the epicenter of future discussions for years to come. Observing the above, **Coen van der Maarel**, Managing Director of Kuehne+Nagel India, Sri Lanka, Maldives said, "Primarily, the logistics industry is responsible to safeguard the environment. Sustainability is the foundation of everything we do. In line with the Science-Based Targets Initiative (SBTi) and commitment to

FACTFILE

→ Primarily, the logistics industry is responsible to safeguard the environment.

→ Digitization helps cut down 'empty miles' from unnecessary and repeat runs. Drivers should not return with empty trucks and sustainability needs to be promoted.

a low carbon business model, we are developing transparent sustainable shipping options. We are investing in technologies such as big data and predictive analytics. Our myKN App provides information regarding multimodal sustainable options to customers for their shipments. We have launched various green initiatives in India such as subsidizing the use of biogas stoves and investing in electric vehicles for local movement of goods."

To facilitate seamless operations, **Vipin Vohra**, Chairman, Continental Carriers revealed plans to open India's first Greenfield air freight station, where

customs clearance, cargo consolidation, and palletization will take place, and goods will be delivered in pallets ready to load on planes at the Indira Gandhi International Airport. "We are constantly working to reduce costs through innovative solutions and provide the best service to our customers. We have strived for accurate and near real-time visibility of forecasts, orders, shipments, inventory, and locations to improve business performance, and we have invested heavily in technology, digitization, and skilled workforce, among others," he added.

Technology is at the core of all our solutions, said **Deven Pabaru**, CEO,



Soham Chokshi, Chief Executive Officer (CEO), and Founder, Shipy affirmed, "Our advanced SCM solutions break logistics silos by making systems interoperable, and intelligent APIs foster seamless data flow across various logistical touchpoints. When it comes to sustainability, our Machine Learning-powered Route Planning and Optimization Solution reduces the distance travelled by 5 per cent and trip volumes by 6 per cent. It eliminates empty miles, slashes vehicle idling, and enables multi-drop pick-up/deliveries to curb emissions. Shipy's sustainability dashboards help businesses monitor their carbon footprint and deliver actionable insights to battle emissions. The Artificial Intelligence (AI) and automation capabilities empower businesses to build data-driven, agile, and self-governing supply chains."

Tech-enabled logistics company, TruckBhejo, provides fully automated solutions to trucking companies so as to improve efficiency and minimise delays, said **Nilesh Ghule**, Co-Founder and CEOs. He added, "At every step along the route, our stakeholders, including vendors, customers, and internal teams can track vehicles, drivers, and cargo in real-time through their mobile apps. This guarantees operational efficiency, transparency, and certainty that deliveries will reach on time. By choosing automation over manual operations, we can chart out the most optimum route for delivery. If there are

Stellar Fulfilment Solutions. "We focus on providing modern, compliant, and tech-friendly solutions. We offer Grade A warehouses and tech-enabled fleet in varied sizes as per the client's business needs. Implementation of cross belt sortation, WMS, temperature sensor tracking, proprietary transport management system and customised app are some of the resources offered to our clients," he averred.



Coen van der Maarel
Managing Director, Kuehne+Nagel India
Sri Lanka, Maldives



Vipin Vohra
Chairman
Continental Carriers

Sustainability is the foundation of everything we do. With the SBTi and commitment to a low carbon business model, we are developing sustainable shipping options

We are constantly working to reduce costs through innovative solutions and provide the best service to our customers. We have invested heavily in technology, and workforce

any roadblocks along the way, they would be flagged off so that there are no unaccounted 'missing hours.' Digitization helps cut down 'empty miles' from unnecessary and repeat runs. We ensure that our drivers do not have to return with empty trucks, which brings down carbon footprint and promotes sustainability."



CONTINGENCY PLANS TO DEAL WITH CRISES

Being future ready is the need of the hour. The ongoing pandemic has taught the industry to be ready to deal with any future crises with efficient strategies and reliable growth and contingency plans in place. "We face supply chain disruptions on a regular basis. We test our Business Continuity Plans (BCPs) to address different crisis scenarios," said Maarel. "The BCPs are designed to protect the well-being of our employees and to ensure an uninterrupted service of our customers. We had executed continuous risk assessments, business impact analysis and implemented new measures into our business continuity framework based on alert levels following COVID-19. Our sea-air programme with multiple connection points in South East Asia, the Middle East and West Coast in the USA help avoid potential congestion spots and provide additional capacity," he added.

For Pabaru, agility and safety are the key concern areas. Stringent rules, and policies have been framed, implemented, and monitored, which enabled us to rise during the peak of COVID-19 and caused minimum disturbances. We offer fully automated warehousing and transportation solutions to our customers. Adequate infrastructure, technology and trained manpower helped us deal with the health crisis.



Devan Pabaru
CEO
Stellar Fulfilment Solutions

Stringent rules and policies have been framed, implemented, and monitored, which enabled us to rise during the peak of COVID-19. Agility and safety are the key concern areas

Agreeing, Vohra said, "There is a need to place the supply chains risk resistant by devising and implementing certain strategies. "It becomes critical for logistics providers to stay prepared and take proactive measures to address any challenges that may arise. Organizations could moderate the risk to some extent by using real-time tracking and visibility into various transportation routes. Flexibility and agility are the keys to navigate through these difficult times."

No doubt, technology saved the industry during the ongoing pandemic. "AI, Blockchain, Predictive Intelligence, Big Data Analytics, and automation made a winning combination for enterprises in building robust strategies for addressing unprecedented supply chain disruptions," noted Chokshi.

RESOLVING ISSUES PLAGUING INDUSTRY

High logistics cost has been an area of concern, though the government has taken steps to reduce logistics cost by 5 per cent from the current 14 per cent. If the target is realised, it will catapult India into the league of developed

nations where the logistics cost is around 8 to 10 per cent of the GDP.

"Measures such as framing state-level logistics policies, use of single-window clearance for logistics, establishment of grievance redress mechanism, and large-scale skilling will help to achieve ambition," said Marrel. The government is establishing air, rail, road linkage, and waterways transportation within the country since another crucial area is transportation. Addressing another issue of unskilled manpower, Maarel said, "Logistics companies must offer cross-training opportunities that can help create career paths within and establish a reliable talent pipeline."

Pabaru, however, said, "The government is also looking at expanding the infrastructure with initiatives such as 80 new airports by 2025."

Vohra pointed out, "We must focus on developing a trained workforce, promote technological adaption, build digital infrastructure, and raise industry standards to meet world-class standards. The need of the hour is for a solution-based strategy to give the best available solutions. The air freight stations will transform the air cargo landscape in India by reducing airport terminal congestion and dwell time, thereby increasing efficiency and maximising utilisation of existing capacity, while lowering logistics costs."



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Meanwhile, Ghule said, "The government can help by setting up training institutes that are technology-driven, invest in more highways and freight corridors to improve existing infrastructure, along with faster connectivity."

GOVERNMENT SUPPORT

Logistics industry has gathered support and back-up from the government in the past few years in terms of rail, road, air, sea, infrastructure development and multimodal connectivity. The Centre's ambitious targets have motivated stakeholders to work hard and achieve growth and raise global benchmark.

- The Union Budget 2022-2023 has provided a thrust towards improving logistics, efficiency based on digitalisation, and creating multimodal logistic parts and cargo terminals.
- The recent announcement for multimodal connectivity under Gati Shakti is a boon in disguise for making 'Make in India' drive not just a reality but a success too.
- The proposed commissioning of the Eastern-Western freight corridor by June 2022 and three new dedicated corridors will improve connectivity and reduce logistics cost as a percentage of GDP.
- The government has announced to expand the NH network by 25,000 km in 2022-23 to boost logistics connectivity and LMD.
- The increase in CAPEX by 35.4 per cent to Rs. 7.5 lakh crore and focus on infrastructure is a significant growth booster.
- US\$ 6 to 7 billion is likely to be invested in warehousing and industry.
- The digitization of land records and



Soham Chokshi
CEO and Founder
Shipy

Businesses will need to build sustainable, agile, and resilient supply chains to meet evolving customer expectations, reduce costs, stay compliant and manage logistics disruptions

Ease of Doing Business will help boost private investment in the sector.

Maarel said, "The advantage of these initiatives is to bring in visibility on the importance of logistics and supply chain management. It is an area, not considered as crucial in the past. These initiatives will go a long way in improving logistics index for India, to make the supply chains seamless and competitive, leading to improved exports."

Pabaru opined, "The logistics sector is complex in India, with the involvement of over 20 government agencies under various ministries, 40 partnering government agencies and 37 export promotion councils. They deal with around 500 certifications, covering as many as 10,000 commodities." However, he added, "Initiatives such as Prime Minister Gati Shakti Master Plan are aimed at boosting business. Make in India has been conceptualised to enhance exports and reduce import and strengthen domestic logistics infrastructure. All these policy measures and development initiatives will transform the country's logistics eco-system."

On a positive note, Vohra commented that positive results are already there thanks to Make in India and Self-Reliant India. He shared, "Manufacturing facilities are expanding, and many foreign investors are showing interest and approaching to share knowledge."

In line with above stakeholders, Chokshi said, "While the industry is a significant

contributor to the Indian economy, policy measures are a booster. Under Gati Shakti, the idea is to create a network of roads that will feed into railway lines. The concept is about using modern technology and the latest IT tools for coordinated infrastructure planning. It is obvious road transport stakeholders will be the key players—64 per cent of the freight in India moves through roads."

Union Minister of Finance Nirmala Sitharaman pointed out that logistical efficiency is one of the seven engines of PM Gati Shakti Master Plan under which 25,000 km of new highways and 100 cargo terminals with multimodal logistics parks are being developed in the country. Not just key logistics hubs, but also tier II and III cities will reap the benefits of increased connectivity, while attracting more investment.

Ghule further added, "The Rs 20-lakh crore initiative—Atmanirbhar Bharat, an advanced version of the Make in India initiative, is expected to benefit the MSMEs and SMEs. The success of these businesses is dependent on the kind of customer experience delivered by the logistics partners. Thus, all the new initiatives by the regulators are contributing to the logistics industry positively. The GST introduction has reduced the turnaround time (TAT) of trucks by more than 20 per cent."

BUILDING SUPPLY CHAIN OF THE FUTURE

Moving forward, the industry dreams of building a supply chain, which is fast, agile, flexible, and resilient. In the past few years, the private



FACTFILE

→ The Union Budget 2022-2023 has provided a thrust towards improving logistics, efficiency based on digitalisation, and creating multimodal logistic parts and cargo terminals.

→ The announcement for multimodal connectivity under Gati Shakti is a not just a reality, but a success too.

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players and the government have taken initiatives to build world-class infrastructure, freight corridors, NHs, cargo terminals, and invested in digital infra, and manpower to ensure seamless movement of goods. According to reports, India's logistics sector may expand at a Compound Annual Growth Rate of 10 per cent, increasing from US\$ 200 billion in 2020 to US\$ 320 billion in 2025. Digital transformation will be the only way forward, experts forecast.

Maarel said, "In a supply chain 4.0 world, forecast is made about 'smart factories' to utilize real-time analytics and automation for making the process easier and the outcome more profitable. The future will lead to real-time transparency, which will be beneficial in tracking performance. The usage of RFID tags is a good measure as it is helpful in all sectors. Integrating AI and Internet of Things will help companies carry out tasks efficiently and maximise business potential. Sustainable operations will help the industry grow exponentially."

As per a report by Gartner, 50 per cent of supply chain organizations would invest in applications that support AI and advanced analytics capabilities.



Nilesh Ghule
Co-Founder and CEO
TruckBhejo

Drones and 4.0 technology will revolutionize the supply chain business in India. Efficiency and speed are becoming critical success factors for logistics biz

Referring to the same, Chokshi said that moving ahead, businesses will need to build sustainable, self-governing, agile, and resilient supply chains to meet evolving customer expectations, reduce costs, stay compliant and manage unprecedented logistics disruptions.

Pabaru said, "World class ready to use infrastructure backed with technology to ensure speed, efficiency, and transparency manned by skilled manpower collaborating with large supportive vendor partners to deliver sustainable solutions to lower cost, freeing cash and enhancing service levels of clients to their customers is how I see the future. Most importantly, we are already making headway in that direction."

Highlighting Prime Minister's Make in India drive and a target of US\$ 400 billion in exports in 2021-22, and an increase in ecommerce segment, Vohra said the future of logistics and supply chain in India is certainly bright. "The government has announced 25,000 km of new highways, 100 new cargo terminals with multimodal logistic parks to be built over the next three years, and initiatives to connect urban transportation to railways, boosting new warehousing and logistics

facilities across the country to meet the demands of the supply chain. Gati Shakti is expected to improve pan-India connectivity and lower logistics costs by developing multimodal logistics parks, roadways, and cargo ports," added Vohra.

Drones and 4.0 technology will revolutionise the supply chain business in India, said Ghule. With a positive outlook, he shared, "Efficiency and speed are becoming critical success factors for the logistics industry. Especially in the last mile, express delivery is increasingly becoming important wherein we are already eyeing for the drone deliveries to kick in.

Technology has increased the pace and in 2022, it is poised to go to top gear. The 4.0 technologies have and will revolutionise the supply chain. Tech-led solutions involving Blockchain, the Internet of Things (IoT), Robotic Process Automation (RPA), and data science are allowing us to reimagine logistics in terms of speed, transparency, and traceability. Blockchain minimizes the risk of payments, while automation can reduce expenses in warehouses. Tech-led solutions are enabling customized solutions, which will be the prime requirement of the customers going forward." 📩

Logistics industry warming up to Blockchain adoption

Blockchain ensures trust, vital cog in wheel for logistics sector where data should be shared between parties. Data ownership is shared under Blockchain-powered surroundings. In this challenging environment, Blockchain is turning out to be a facilitator for the supply chain industry, says Srinivas Mahankali, Chief Business Officer, Blockedge Technologies.

After being tested by the crises like Covid-19 and the ongoing Ukraine-Russia war, the supply chain sector has started investing heavily in emerging technologies - Blockchain, being one of the latest to make a sweeping impact across the industries, is steadily emerging as a disruptor in this sector.

Traditionally, the sector faced delays, disruptions, poor inventory tracking, discrepancies in payment and invoicing, lack of speed and efficiency in deliveries. With increased

A major gain of Blockchain adoption will be reduction in process complexity as it can eliminate intermediaries, cut down paper work, reduce clutter, and increase automation

digitalization and automation, there is an increased flow of data, which the sector finds hard to manage and process. Traceability is another challenge, as the sector is becoming more complex with multiple players and locations. Similarly, payment transfer is also a worry. The customer demands for efficiency, agility, accountability, and performance are equally peaking, especially with the surge in e-commerce.



In this challenging environment, Blockchain is turning out to be a facilitator for the supply chain industry. This encrypted distributed digital ledger records every transaction in a transparent manner. A transaction or block is chained across a ledger, shared through a network connected to thousands of computers. And every transaction should be confirmed by each participant or the 'node', making the data transparent and secure. These features can address the existing and growing concerns of the logistics sector, which is still marked by human errors, high amount of paperwork, high administrative costs, chances of fraud and delays.

Primarily, Blockchain ensures trust, which is a vital cog in wheel for the logistics sector where data should be shared between the parties. Unlike in the traditional environment, data ownership is shared under blockchain-powered surroundings. It also means every participant has a full copy of the shared and immutable

ledger, offering a single source of truth with transparency coupled with a consensus mechanism powered agile approval process. Similarly, smart contracts do not need human interference and thus delay is avoided.

Blockchain enhances transparency and traceability, the two vital elements in the supply chain. End-to-end transparency is assured through a single source of truth as data is integrated from all the participants. Blockchain is proving to be beneficial in smarter inventory management, higher security, enhanced efficiency, and reliability.

Since every transaction is visible to each participant as per their access control permissions, the chances of fraud can be limited to a great extent, while offering privacy and confidentiality to the sensitive data. Another advantage is the prevention of fakes in value chain through real-time tracking that helps solve the problems in a quicker and transparent manner. But a major gain of Blockchain adoption will be

reduction in process complexity as it can eliminate intermediaries, cut down paper work, reduce clutter, and increase automation. Smart contracts will help automating processes such as payments, transfer of ownership, settlement of tariffs and cargo checks. This means improved efficiency in operation. It can improve compliance as data is sent on a real-time basis. It can reduce transaction and reconciliation costs, as there is consensus on validation in the distributed network.

A recent study by Zion market research showed that the global market for Blockchain technology in supply chain management would reach \$3153.7 million by 2028, from \$262.9 million of 2021. It will witness CAGR of 51.3 per cent. At present, the industry is slowly warming up to the idea: there is still a lack of knowledge and awareness about Blockchain potential.



Srinivas Mahankali
Chief Business Officer
Blockedge Technologies

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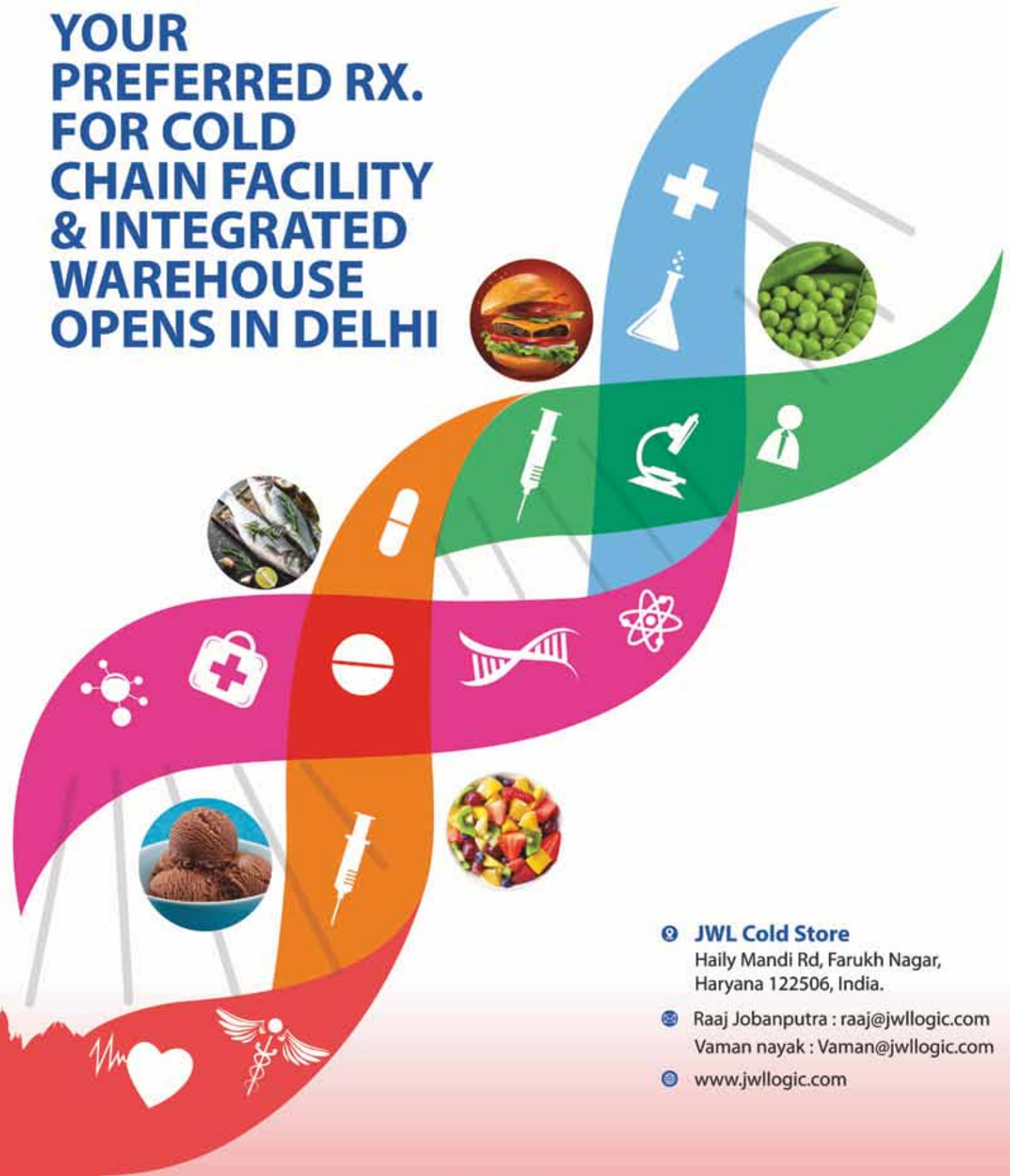


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Export growth in commodity groups in June 2022

Sl. No.	Commodities	(Values in million US\$)		% Change
		JUN'21	JUN'22	JUN'22
Commodity groups exhibiting positive growth				
1	Petroleum products	3952.25	8656.68	119.03
2	Other cereals	88.32	153.99	74.35
3	Electronic goods	1043.10	1676.24	60.70
4	RMG of all textiles	1001.81	1500.91	49.82
5	Rice	742.70	1061.37	42.91
6	Leather & leather products	325.00	450.42	38.59
7	Oil seeds	78.30	101.54	29.68
8	Mica, coal & other ores, minerals, including processed minerals	380.61	492.07	29.28
9	Cereal preparations & miscellaneous pro- cessed items	198.90	254.53	27.97
10	Coffee	85.54	108.18	26.47
11	Gems & jewellery	2824.44	3538.67	25.29
12	Oil Meals	110.18	134.34	21.93
13	Jute manufacturing, including floor covering	34.22	41.72	21.92
14	Tea	53.06	64.05	20.71
15	Meat, dairy & poultry products	329.61	386.41	17.23
16	Ceramic products & glassware	292.42	332.36	13.66
17	Marine products	645.66	724.54	12.22
18	Organic & inorganic chemicals	2666.23	2917.85	9.44
19	Tobacco	95.05	100.84	6.09
20	Drugs & pharmaceuticals	2021.42	2119.08	4.83
21	Engineering goods	9295.58	9576.26	3.02
22	Spices	318.69	326.03	2.30
23	Fruits & vegetables	206.05	206.72	0.33
24	Manmade yarn, fabs., made-ups, etc.	448.92	450.00	0.24
Commodity groups exhibiting negative growth				
25	Iron ore	509.65	11.16	-97.81
26	Handicrafts excl. handmade carpet	162.64	115.99	-28.68
27	Plastic & linoleum	979.51	783.48	-20.01
28	Cotton yarn, fabs., made-ups, handloom products, etc.	1194.50	961.73	-19.49
29	Carpet	143.00	130.17	-8.97
30	Cashew	24.53	23.09	-5.87

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

Import growth in commodity groups in June 2022

Sl. No.	Commodities	(Values in million US\$)		% Change JUN'22
		JUN'21	JUN'22	

Commodity groups exhibiting positive growth

1	Silver	11.83	785.52	6540.07
2	Coal, coke, briquettes, etc.	1875.60	6762.58	260.56
3	Gold	969.02	2740.50	182.81
4	Petroleum, crude & products	10678.42	21300.85	99.48
5	Cotton raw & waste	68.79	125.66	82.67
6	Textile yarn fabric, made-up articles	146.61	257.60	75.70
7	Sulphur & unroasted iron pyrts	27.22	47.17	73.29
8	Metaliferrous ores & other minerals	553.97	922.50	66.53
9	Artificial resins, plastic materials, etc.	1464.98	2253.90	53.85
10	Organic & inorganic chemicals	2454.65	3511.73	43.06
11	Leather & leather products	71.48	98.41	37.67
12	Electronic goods	4600.54	6108.12	32.77
13	Pulp and waste paper	118.54	154.37	30.23
14	Newsprint	35.86	46.62	30.01
15	Vegetable oil	1435.43	1816.07	26.52
16	Project goods	75.01	94.02	25.34
17	Fertilisers, crude & manufactured	1039.06	1297.17	24.84
18	Dyeing/tanning/colouring mtrls.	288.83	356.95	23.58
19	Fruits & vegetables	201.66	240.41	19.22
20	Machinery, electrical & non-electrical	3179.83	3783.26	18.98
21	Wood & wood products	564.53	670.69	18.81
22	Iron & steel	1357.17	1580.78	16.48
23	Pearls, precious & semi-precious stones	2571.76	2957.02	14.98
24	Chemical material & products	1017.95	1147.55	12.73
25	Non-ferrous metals	1457.19	1638.00	12.41

Commodity groups exhibiting negative growth

26	Pulses	138.12	72.25	-47.69
27	Medicinal & pharmaceutical products	1245.86	711.87	-42.86
28	Professional instrument, optical goods, etc.	717.00	576.67	-19.57
29	Machine tools	373.29	360.99	-3.30
30	Transport equipment	1410.29	1387.78	-1.60

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

Carriers must enhance capacity to meet demand



Despite COVID-19, Etihad Cargo remained at forefront and worked to keep key trade lanes active. It services 72 network destinations across Middle East, Asia, Europe, Africa, Australia and Americas. To meet increased demand, Etihad Cargo has signed an Lol with Airbus for A350 freighters, says **Tim Isik**, Vice President.



Ritika Arora Bhola

Now that cargo ops are back to pre-COVID-19 levels, how is Etihad Cargo gearing up to meet the increased demand and 100 per cent capacity utilisation?

Etihad Cargo has been working with customers and partners to address clients' specific needs and allocate necessary capacity; this resulted in a record tonnage of 729,000 tonnes in 2021. The Middle East's cargo sector was less hit than other regions around the world, and Etihad Cargo has worked to ensure that key trade lanes remained active. We currently service 72 network destinations across the Middle East, Asia, Europe, Africa, Australia, and the Americas. Our active fleet comprises 65 aircraft that operate 430 weekly

FACTFILE

→ Extra capacity through the complete conversion of Boeing 777s is another opportunity that Etihad Cargo will explore.

→ Sustainability is the pillar of Etihad Aviation Group's agenda. Etihad Cargo pledges to achieve net-zero emissions by 2050.

rotations and hundreds of annual charter flights that service demand across non-network destinations. For the remainder of 2022, we believe the demand for air cargo will continue, albeit with constrained global capacity as passenger loads continue to increase. To meet the increased demand and ensure that customers' capacity requirements are met, Etihad Cargo has signed a Lol with Airbus for five A350 freighters and is exploring other options. Our existing fleet comprises five Boeing 777 freighters, seven Boeing 777s, 40 Boeing 787s, 14 Airbus A320s and five Airbus A350s, with more 787s joining the fleet in 2022. Additional capacity through the complete conversion of Boeing 777s is another opportunity that Etihad Cargo will explore in partnership with Etihad Engineering.

Please elaborate on the destinations covered and the kind of cargo is moved to and from India.

India is our top perishable product destination, and the main trade lanes originate from North and South Asia, India, the Middle East, and Europe. The company's routes address the Middle East and Asia's demand for goods that originate from Europe and Africa. In 2021, inbound PharmaLife tonnage increased by 7 per cent and Indian fresh exports ranked as Etihad's Cargo's fourth-largest market and increased shipment volumes by 40 per cent. Etihad Cargo's tonnage in and out of Ahmedabad increased by 254 per cent in 2021 compared to 2020. We achieved 65 per cent in Thiruvananthapuram, 40 per cent in Hyderabad, 30 per cent in Bengaluru, 10 per cent in Mumbai

and 7 per cent in Delhi. Demand for India's exports is driven by fruits and vegetables. This product group makes up two-thirds of all exports from India transported by Etihad Cargo, and we saw 383 per cent y-o-y inbound growth for our FreshForward product in 2021. Demand for Indian mangoes is driven by UK markets, and they are Etihad Cargo's second most popular commodity shipped from India—from 10 to 14 per cent of all perishable goods out of India. Etihad Cargo continues to add capacity to key destinations in India, including daily flights to and from Mumbai, Delhi, Ahmedabad, Bengaluru, Hyderabad, and Kochi.

Please shed light on the new freighters launched or routes initiated for cargo operations by Etihad Cargo.

We will boost our services to key destinations during the summer months, increasing the number of flights across Asia, Africa, and Europe. We will continue to operate Boeing 777 freighter network with flights across Chicago, Dhaka, Frankfurt, Hanoi, Ho Chi Minh City, Hong Kong, Johannesburg, Kenya, Milan, Riyadh, and Shanghai. As Etihad Cargo continues to add capacity, the inclusion of new territories and countries will be introduced to expand our global footprint. We will also continue to evaluate new markets to grow our offering to our customers in 2022 as part of our wider cargo strategy.

Share with us digital and physical infrastructure for storage, handling, and transportation of all types of cargo, especially pharma, high-end equipment, and bulk cargo.

From our hub in Abu Dhabi, Etihad Cargo supports global operations with a team monitoring the status of all shipments transported in and out of the UAE and tracking cargo until it arrives at its final destination through our Cargo Control Centre. We have a specialised team dedicated to our cool chain products—FreshForward, PharmedLife, SkyStables, LiveAnimals, FlightValet, FlyCulture, SafeGuard, and AirMail. In 2019, Etihad Cargo received IATA CEIV Fresh and Pharma certifications and received CEIV Live Animals. In the next

few months, we will be launching a new cool chain facility at Abu Dhabi airport. It will expand our current cool chain storage capacity for pharma and high-end equipment, among others. We have collaborated with Abu Dhabi Airports Company (ADAC), Brussels Airport Company and Pharma.Aero to set up a fully compliant origin-to-destination pharma air corridor between Abu Dhabi and Brussels airports. The trade lane will unite key compliant and sector-certified supply chain stakeholders, including forwarders and ground handling agents.

Sustainability has become the buzzword in the air cargo sector. Please elucidate on the green initiatives taken by the airline in the last few years.

Sustainability remains the key pillar of Etihad Aviation Group's agenda. Etihad Cargo pledges to achieve net-zero emissions by 2050. To achieve this goal, we will reduce emissions by 20 per cent by 2025 and slash emissions to 50 per cent of 2019 levels by 2035. We have taken huge strides to lead the development of sustainable aviation fuel (SAF). Etihad has one of the youngest fleets in operation. It is the most efficient aircraft currently available. About 450 per cent of materials used to manufacture Boeing 787s are composite,



Tim Isik
Vice President
Etihad Cargo

Etihad Cargo has performed sustainable flight-testing programme, operating 30 flights over five days to test operational efficiencies to reduce carbon emissions

while 70 per cent of Airbus A350s, which recently entered the fleet, provide an efficiency advantage to Etihad Cargo that positively impacts emissions. The airliner recently performed the world's most intensive sustainable flight-testing programme, operating as many as 30 flights over five days to test operational efficiencies and procedures to reduce carbon emissions. The results will contribute to reducing the sector's carbon emissions and environmental impact as the learning is implemented industry-wide. Etihad Cargo will work to identify cargo-focused initiatives, which will be announced in the near future.

Are there new plans and projects in the pipeline?

We have plans to launch an airline-specific passive temperature-controlled solution for transportation of life-saving medicines and COVID-19 vaccinations. Additional features will be introduced to online booking portal of Etihad Cargo in the coming months. Upon successful completion of artificial intelligence solutions POC, these digital solutions will become tools in minimizing leakage and optimising offload recovery. We will be announcing more exciting projects and partnerships that will further cement the carrier's position as the air cargo partner of choice. 🐦



ACCD members unwind at lunch

Members of the air cargo fraternity recently attended a luncheon and “Cocktails and Conversation” event organised by the Air Cargo Club of Delhi (ACCD). The ACCD members expressed their appreciation, love, and support for the whole ACCD family on behalf of the managing committee.



Future of logistics will be tech-driven

COVID-19 has created an opportunity for e-commerce firms to 'tap' into a wider customer base. **Dipanjan Banerjee**, Vice President-Sales, Express, and EDS, Ecom Express in a conversation with **CARGOTALK** highlights efficient strategies to survive in today's competitive environment and shares solutions to overcome existing impediments.



Ritika Arora Bhola

Elaborate on emerging trends impacting e-commerce fulfilment and how they are shaping the future of e-commerce logistics?

The ongoing pandemic triggered the e-commerce industry to expand towards new channels and consumer segments. It saw a paradigm shift towards e-commerce as an enabler for convenience, which became relevant to several individuals. It made way for customers to access a variety of products from within the four walls of their home and enabled firms to continue operations despite contact curbs. Some of these changes will likely be for the longer term, keeping in mind the new COVID-19 waves, new purchasing habits, and incentives for firms to capitalize on investments in new sales channels, resulting in shifts from brick-and-mortar retail to e-commerce. These factors have enabled a rise in the D2C



Dipanjan Banerjee
Vice President-Sales, Express, and EDS
Ecom Express

segment. According to KPMG India, at present, 800 D2C brands are operating in India and the business may reach US\$ 100 billion by 2025.

What last-mile delivery strategies have you developed to help you prevail in a DTC environment of fierce competition?

We offer both digital and logistics capabilities to support D2C businesses. Right from the onboarding stage, brands can sign up for our services through the 'E-Zippie' portal. The portal is a milestone in our efforts to provide a seamless experience for online businesses right from onboarding to fulfilling all shipping needs. We continue to enhance the experience of our customers by making logistics convenient for small and micro businesses by providing direct control of their shipments and flexibility in managing end-to-end shipment cycles. Our aim is to help them expand their market access to 27,000 PIN codes, diversify their customer base, and solidify their supply chain.

What are the key bottlenecks when it comes to managing returns during the peak season? How do you resolve the challenges?

Shipping during the peak season can be a challenge for online and digital commerce brands. Return shipping is a part of the overall e-tail experience, and with proper planning and collaboration with e-commerce focused logistics players, it is possible to control and provide a seamless process when it comes to returns. The volume of return

shipments is estimated during the planning stage itself by forecasting with the help of data and trends, and we leverage analytics to understand return patterns. We plan for space and resource demand for peak seasons based on these insights. We work with our customers to plan the returns management as the goal is to use the returns as an opportunity to increase the e-commerce/online brand's customer satisfaction. Our automated shipment sorters at return centres ensure quick

According to KPMG India, at present, 800 D2C brands are operating in India and the business may reach US\$ 100 billion by 2025

processing of shipments for transit back to the portal's warehouse/seller. Features such as proactive return updates reduce customer inquiries.

What is your outlook for 2022 and beyond?

The logistics market is expected to grow at a CAGR of 10.7 per cent between 2020 and 2024. The sector's future will be data and technology driven. While the demand for field manpower will remain, the sector will see a lot of opportunities for niche skillsets around robotics, technology, data science and analytics. 📈



Innovation & productivity must for success of firms

SCM Cube Technologies acts as catalyst for logistics industry and offers seamless SCM services to loyal customers, says **Prakash Nagarajan**, Director. Decision intelligence and utilizing Artificial Intelligence-based solutions improve decision-making capabilities and help firms make quick selections.



Bryan Anthony Thomas

How crucial are technological advancements for business operations at SCM Cube?

The apparent influence of our technological expansion is on the IT sector, but it is safe to say that it benefits the rest of the other sectors as well. However, the fact that technology is advancing at such a rapid rate continues to inspire software development experts to take advantage of these emerging technological trends when creating new software products to outperform rivals and stand out in the market.

What technological initiatives have been introduced in recent years?

Integrated supply chain systems, end-to-end logistics, freight consolidation, load planning, carrier allocation, documentation, customs clearances, warehouse management, and last mile delivery (LMD) are examples of supply chain management activities done at different levels. Through a variety of support activities and modules, the product can be customized to fit the unique demands of a customer.

What are your most recent offerings for the Indian market as well as international customers?

The majority of our products are still at early stages of product maturity when they enter the market. In comparison to other market competitors, we anticipate offering the products at realistic and reasonable costs.



Prakash Nagarajan received Most promising Technology Solution Provider Logistics Award at the recently held India Cargo Awards 2022

In comparison to other market competitors, we anticipate offering the products at realistic and reasonable costs



What is the foundation of your business philosophy?

The expansion of our company is dependent on innovation and productivity. It assists in corporate expansion and gives the company a competitive edge in the market. We are working to increase productivity by making the best possible use of the resources at hand in order to assure our ongoing survival and development.

What operational bottlenecks do you anticipate?

We see a significant opportunity before us and are certain that we can take advantage of it. We put a lot of effort into growing up as a startup in areas such as exceptional customer happiness, brand awareness, product market emergence, and seed investment, among others. We are working hard to turn the possible opportunities in our favour, despite the fact that our market and clients are

located all over the world. Customers' expectations increase along with their growth, so we go above and beyond to exceed them. Our main objective is to provide better services because that is what will make customers come back.

What are the megatrends expected for this year and beyond?

Decision intelligence is the newest trend for developing a broad range of decision-making processes that will deliver high-end supply chain solutions, such as conceivable and probable case scenarios, in conjunction with existing cloud-driven software solutions. One of the most significant trends in software development is decision intelligence because good decisions are essential to organisations and industries, utilizing artificial intelligence-based software solutions that assure improved decision-making capabilities and claim to help companies make quick and highly accurate selections. 🐦

FLY BAGHDAD OPERATING WEEKLY 2 PAX FLIGHTS MUMBAI TO IRAQ

FLIGHT NO.	FROM	TO	DEPARTURE	ARRIVAL	DAY
IF 442	BOM	NJF/BGW	09.25	11.35	2
IF 444	BOM	NJF/BGW	08.25	10.30	5



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FOR YOUR CARGO ENQUIRIES CONTACT OUR SALES TEAM

Email: info@rainbowaviation.in, sales.bom@rainbowaviation.in

Warehousing meet organized

Focusing on ongoing developments in building world-class smart warehouses across India, especially in tier II and III cities, ASSOCHAM organised a National Conference on Warehousing, Leasing, Investment and Development on 21 July in New Delhi. It provided an opportunity for government officials and industry stakeholders to discuss industry issues.



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FIEO aims to make exports national priority

Dr A Sakthivel, President, Federation of Indian Export Organisations (FIEO), shares exporters' achievements have not only helped economy reap large benefits but have also put India on track to become a US\$ 5 trillion economy by 2025. Brand India products have already carved niche in international market in terms of quality and dependability, he adds.

 Bryan Anthony Thomas

What are the sector's most recent advancements?

One of the latest developments to aid the Indian foreign trade sector has been the RBI's decision to settle international trade transactions in INR. Exporters welcomed this since it enables them to trade with nations facing sanctions or foreign exchange shortages. This action will pave the way for the trading and settlement of EXIM transactions in INR. The move comes at a time when many countries, especially Africa and South America, are facing acute forex shortages. Allowing only EXIM transactions via letters of credit will help both exporters and importers. The first step is to recognise the INR as an international currency. The central government may clarify this issue soon.

What ails the sector, and how would you advise removing bottlenecks?

Global trade has started to show signs of contraction. It is facing a triple whammy: a shift in consumption from goods to services; high inflation across economies, reducing purchasing power and pushing interest rates; and high



Dr A Sakthivel
President, FIEO

inventories. However, these are driven by market forces, with the government playing no role. Govt has come up with a slew of measures to aid the export sector, including a reduction in central excise duty on petrol and diesel, a reduction in import duty on raw materials such as steel and plastic, and a rise in export duty on iron-ore and steel intermediates. Besides the reduction in customs duty on raw cotton from 10 per cent to zero, the extension of the interest equalisation scheme and the extension of various export applications by six months have raised manufacturing and export competitiveness and propelled value-added exports. There is a need to push value-added exports, augment container manufacturing, develop an Indian shipping line, increase the validity of RoSCTL and RoDTEP (export/import documents) to 24 months and link transferability with realization, extend RoDTEP to EOU, SEZs, and Advance Authorization, expand usage of RoDTEP and RoSCTL scripts, and provide logistics support for the sector looking at reducing the higher freight costs.

What are the future plans of FIEO?

Export promotion has been a priority of mine ever since becoming FIEO President. With an emphasis on product and market diversification and the development of a dynamic virtual platform for buyers and sellers, it has been my aim to showcase Indian products around the globe. In collaboration with all stakeholders, our vision is to make exports a national priority and to fully cooperate with the government to achieve the aim. The

exporters and the supportive ecosystem provided by the government have strived to meet the milestone of US\$ 422 billion in merchandise exports and US\$ 254 billion in services exports in 2021–22. Since the world is steadily reopening, physical exhibitions and trade shows should be held in every part of the globe. We are committed to providing our MSMEs with the best possible showcasing opportunities throughout the current fiscal year.

There is a need to push value-added exports, augment container manufacturing, develop an Indian shipping line and support logistics sector in reducing costs

What is the latest buzzword at FIEO?

The continued resilience of the Indian export sector, along with the outstanding performance of the EXIM community, has not only boosted the sector but also aided the economy in maintaining its high growth trajectory. Exporters' achievements have not only helped the economy reap large benefits but have also put India on track to become a US\$ 5 trillion economy by 2025. Brand India products have already carved a niche in the global market in terms of quality and dependability. What is buzzing in the sector is the fervour and vigour of our exporting community. 📈



Building automatised supply chain to stay agile

Today, the logistics operations have become more complex, and freight forwarders must work on creating resilient supply chains to mitigate risks and manage complexity. **Ashish Mishra**, CEO, Newage Software and Solutions says well-informed decision-making and technology is important to drive sustainability and improve business.

The freight forwarding industry must stand up to constant change, driven by the impeccable execution of myriad digital processes. As the operations grow more complex, freight forwarders must have the resilience to mitigate risks, manage complexity and, global flexibility to respond with agility to changing dynamics and locations. Well-informed decision-making to move quickly with robust data, exceptional insight for embracing modern technology to fetch important information, and sustainability to drive maximum ROI to improve the freight forwarding ecosystem are required. The common challenges faced by freight forwarders are to stay efficient and offer a delightful experience to customers.

Freight forwarders today must adopt cutting-edge technology to meet the customers' expectations and stay competitive. While there are different options, ensuring chosen software product gives you complete visibility into your business operations, helps in managing your company's financial health, and delight your customers. That's why selecting the right solution provider could be one of your most important business decisions. In a nutshell, the product should be a single window of truth for your business and must have integration with key elements in the ecosystem.

Freight forwarders today will need partners such as Newage Software & Solutions, which has been in this industry for over 15 years and has strived to create technology-rich solutions that



Ashish Mishra, CEO, Newage Software and Solutions

Globally, eFreight Suite is trusted by over 400 freight forwarders with 8000 plus active users logging into the system every day. From resilience and responsiveness to intelligence and sustainability, Newage always puts customers and their future – first

help freight forwarders to overcome challenges. What makes Newage unique compared to other software players is that the team at Newage has deep knowledge and practical experience in the freight forwarding and the logistics industry. This has helped the company in designing the SaaS-based ERP solution,

eFreight Suite that precisely fits the needs of forwarders. Within each freight forwarding organization, right from the CEO/Director level to the Finance and Operations Head, each function faces its own set of challenges. Keeping them in mind, Newage's eFreight Suite (eFS) addresses the pain points of each of

these personas and helps in improving overall efficiency, saves considerable time, and helps forwarders to delight their customers.

eFreight Suite can provide easy and quick service to interpret reports in the form of graphs that help CEOs to gauge the success of the business instantly. It provides strong BI that offers insights to the executive team into profitability, booking and financial reports. With eFS, freight forwarders can have robust credit management and save a considerable amount of money by calculating taxes in the most precise manner. It is integrated with leading entities of the freight forwarding ecosystem to automate operations and enable you to manage your business seamlessly. The software system lets you manage your shipments effectively and offers end-to-end document tracking.

eFreight Suite is hosted on Amazon Web Services. It runs on an Oracle database, has BI capabilities, and Webtools—a platform that gives visibility to the customers' on key indicators. Due to its robustness and ease of operations, eFS has earned an overall quality rating of 4.2 stars on Capterra with a Net Promotor Score of 7.6. Globally, eFreight Suite is trusted by over 400 freight forwarders with 8000 plus active users logging into the system every day.

From resilience and responsiveness to intelligence and sustainability, Newage always puts customers and their future—first.

Adventorial

FFFAI hopeful for sustainable revival

For many years, Federation of Freight Forwarders' Associations in India (FFFAI) has been working for benefit of logistics and freight forwarding sectors. **Shankar Shinde**, Chairman, in an exclusive interview with **CARGOTALK** talks about recent innovations, developments, and future of industry.



CT Bureau

Looking at the current market scenario, how do you foresee the future of the freight forwarding and logistics sector?

The sector's growth depends on the global market scenario. As per the WTO's latest forecast, trade is expected to grow by 3.0 per cent in 2022, as against its previous forecast of 4.7 per cent and 3.4 per cent. However, these estimates are less certain than usual due to the conflict between Russia and Ukraine, in addition to the ongoing COVID-19 situation in many parts of the world. FFFAI appreciates CBIC's support in keeping the logistics wheel turning through contactless and paperless initiatives, especially during the peak of COVID-19. The government's industry-friendly initiatives and intervention to address issues have resulted in manufacturing, EXIM trade, and freight forwarding industry growth. We are optimistic about the revival of the industry due to the resilience shown by this sector. India has also been able to project itself as a potential manufacturing/logistics hub in the region.

At present, what are the challenges plaguing the freight forwarding sector?

We welcome the government's initiatives on reducing logistics costs, transaction costs, and time through various trade facilitation measures, infrastructure building, and enhancing multimodal connectivity. The PM Gati Shakti is the game changer in this regard. The results of earlier initiatives



Shankar Shinde
Chairman, FFFAI

FFFAI is in dialogue with the govt and private entities offering logistics/ infrastructure services for betterment of the sector and for the larger interest of the country's economy

such as SWIFT, DPD, AEO, and Faceless Assessment have been positive. However, we still have a long way to go. We have raised some issues with the government: lapses in execution of new policies (Faceless Assessment) on ground zero. Concerns in this regard include: Assessment Delay, Anonymised Escalation (as per CBIC circular no.14/2021 para 3.7), an unwelcome high number of queries, Examination Orders, and Bills of Entry being kept aside on Low Priority. Another issue is the non-implementation of the single window system by partner government agencies. The issues are related to Customs ICEGATE, also being raised by FFFAI to streamline cargo clearance.

FFFAI is in dialogue with the government and private entities offering logistics infrastructure services for the betterment of the sector and the larger interest of the country's economy. A collaborative approach by the government/public agencies and industry stakeholders would be the way forward to achieve the country's target of becoming a US\$ 5 trillion economy by 2025.

Please shed light on recent innovations made by FFFAI in the last few years for the benefit of the industry.

The FFFAI's aim is to protect and promote the interests of the professionals in all their aspects at the national level, and to that end, co-ordinate the activities of the custom brokers' associations; to collect and disseminate information to the members; to help the members to acquaint the authorities with their

common issues; to protect and improve the common benefits; and to evolve a code of conduct for the custom brokers and/or members of the federation.

FFFAI has put emphasis on making its members cope with the changing landscape of customs broking, freight forwarding, and logistics business. Skill development and adaptation of emerging technologies were the prime focus of its training arm, the Indian Institute of Freight Forwarding (IIFF).

Currently, IIFF provides FIATA-accredited courses to both professionals and aspirants in the logistics industry.

Aside from training, the FFFAI is emphasizing technology adoption in order to remain competitive in the rapidly changing logistics industry as a result of digitization initiatives by the government as well as customer demands. We are currently working with stakeholders to create a cost-effective and secure shared technology platform for mutual benefit.

In association with the government, FFFAI is promoting cost-effective multimodal routes named the International North-South Transport Corridor and has completed a dry run study for the government. The FFFAI was entrusted with the execution of the INSTC Project by the Union Ministry of Commerce & Industry and the TIR Convention Project through the Union Ministry of External Affairs, which was successful. More such projects are on the anvil. 🐦

Gala night for sea freight forwarders

Splendid gala cocktail and dinner ceremony was organised by Amrit Seair Express, on 15 July in New Delhi to bring freight forwarding industry experts under one roof, not only to meet and greet, but also to enjoy and dance to Bollywood tracks with their families, while munching scrumptious delicacies and drinking sparkling wines.



Transworld Group celebrates success

Transworld Group of Companies recently organised Valli and Sivaswamy Memorial Event to celebrate over four-decade-long partnership with associations and industry. Tennis players Leander Paes was keynote speaker. He shared valuable insights from his career and life. It was followed by thrilling musical performance by a percussion ensemble.



Focus on sustainability, digitalization, competition

Prakash Nagarajan, Director, Translink Logistics shares how advanced technologies such as AI, IoT, and Blockchain, are making its foray into the Indian logistics sector as businesses stride toward recuperating the losses incurred on account of the ongoing pandemic. Contracts with logistics and other suppliers are also likely to evolve to improve efficiency.



CT Bureau

What are your firm's growth strategies for 2022?

Companies will speed their digital transformation as the pandemic fades and business stabilizes. To tackle the financial crisis and other challenges, large corporations may turn to advanced technologies such as AI, Blockchain, and the Internet of Things. Contracts with logistics and other suppliers are likely to evolve as companies seek tighter control over their supply chains. These changes will benefit companies that have the resources and know-how to adopt them. The impact of COVID-19 shows that long-awaited structural reforms to formalise and simplify logistics are more important than ever.

What role does the government play in improving the performance of the logistics sector?

Make in India will contribute more than US\$ 20 billion to the Indian logistics sector over the next five years since 20 of the 25 focus sectors have a high reliance on logistics. Major focus on training and skilling has come as a breath of fresh air. With the growth of logistics, we will require an eight million more skilled workforce in various realms of logistics, including drivers, mechanics, loaders, MHE operators, delivery people, operations, and yard assistants. Global investors have realised the merit in investing in logistics businesses and infrastructure in India. The plan includes integrated sector development through



Translink Logistics bags Best Performance as Freight Forwarder award at the recently held India Cargo Awards 2022

Leading logistics companies are using connected tech to collect and share data in real-time to help drivers reduce fuel consumption



policy changes, improving existing procedures, identifying bottlenecks and gaps, and introducing technology. It is the right step towards the sector's regularization. Gati Shakti to various economic zones will boost economic development and sustainability.

How can the Sagarmala program enhance logistics performance?

The Sagarmala program has improved the performance of India's logistics sector by leveraging the country's waterways and coastlines. It was launched with the goal of cutting logistical costs, resulting in annual savings of ₹35,000 crore to ₹40,000 crore. It also plans to cut carbon emissions by 12.5 MT per year through transportation. In the long run, the project will benefit both the industry and the environment. India is a land of rivers and seas with easy access to ports. It is high time to capitalise on these opportunities for economic gain.

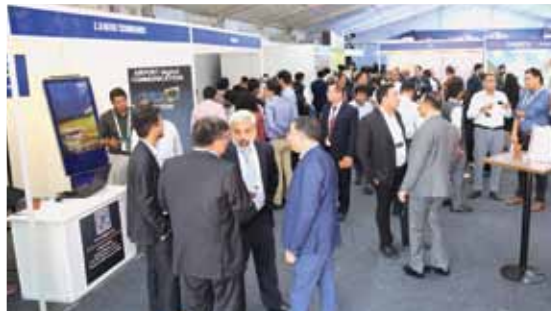
The sector is being driven by a slew of policy changes and infra upgrades. The transformation began with measures such as GST and the e-way bill.

What are the crucial areas of concern for the industry?

Safety and sustainability are critical business drivers for the industry, especially given the urgency of environmental challenges. Leading logistics companies are using connected technologies to collect and share data in real-time to help drivers reduce fuel consumption and drive safely. According to market reports, there is an overall shift in how the sector is perceived as a specialized function, not just as transportation or warehousing. The logistics market is expected to grow at a CAGR of 10-12 per cent to US\$ 380 billion by 2024-25, owing to increased demand. It will also improve India's competitiveness. 🐦

5th Airport Modernization Summit

The 5th edition of the annual Airport Modernization Summit was held on 14-15 July in New Delhi, with the main goal of shedding light on the ongoing developments in the Indian aviation sector, emerging trends, new airports coming up, and technological progress. It featured a variety of presentations from experts in the sector with the presence of 200 attendees.



Gati Shakti will boost supply chain efficiency

Despite COVID-19-induced challenges, Association of Multimodal Transport Operators' of India (AMTOI) has been at forefront and is working towards automating multimodal logistics operations in India. **Xerrxes Master**, President, shares that ongoing developments would enable speedier transportation, support multimodality, and cost parity.



CT Bureau

What are AMTOI's latest initiatives and developments?

AMTOI has been at the forefront of driving the industry's initiatives to enhance efficiency and reduce logistics costs. We have been collaborating with the relevant government agencies in this connection.

What are the issues plaguing road logistics and transportation? What would you advise to resolve them?

Indian road logistics and transportation are fragmented by nature, with different stakeholders functioning in independent silos, leading to a lack of coordination, inefficiency in expenses, and duplication of efforts. I believe Gati Shakti, if properly carried out, will promote cohesion among all the stakeholders, resulting in the efficiency of the supply chain model.

What are your future plans? What will be the key growth drivers in 2022 and beyond?

We are focusing on streamlining operations in the logistics ecosystem. We are advancing our case to become an SRO so that genuine stakeholders can engage in the logistics trade, resulting in cost transparency, operational efficiency, and adherence to the law of the land. Our extended board collaborates to make sure that the government is made aware of the shared problems and they are dealt with immediately. Future events will stress automation-enabled seamless multimodal connectivity.



Looking at the current market situation, what is the key buzzword?

Today, digitization is the key buzzword. There is no other choice except to digitize. We must modernize our procedures and adapt to changing circumstances. Only then will our members be able to progress, flourish, change, and expand.

How vital is the role of technology in transforming the industry?

Technology and digitization revolutionize our sector for the better, bringing about cost transparency and efficiency, closing gaps in the supply chain, and guaranteeing a smooth flow of goods.

How does the Gati Shakti initiative and investments in national highways and infrastructure benefit the sector?

In the past five to seven years, the government has made efforts to



Xerrxes Master
President, AMTOI

support the growth of the country's infrastructure ecosystem. There is still a significant disconnect between what is desired and what is actually happening. The present development plan will enable speedier product transportation, support multimodality, and ultimately lead to cost parity. The improvement of the infrastructure can only be good for our sector. 🐦

We are advancing our case to become an SRO so that genuine stakeholders can engage in the logistics trade

NHs & DFCs to facilitate road transport industry

Reema Jogani, Director, Reema Transport, observes that digitalization and industrial collaboration are essential for future growth. She assures that demand for road transportation will witness an increase because the cost factor in road transport as compared to air, rail, or sea is much lower.



CT Bureau

What are the key growth drivers for the Indian road transport and logistics industry for 2022 and beyond?

Digitalization: The government has taken measures to digitalize various processes by increasing accountability and unification. By bringing all payments under one comprehensive regime, the government has ensured transparency and reduced black marketing and illegal trade practices. Another important tool is GPS, used not only for tracking the vehicle but also to understand driving patterns, temperature monitoring, vehicle utilization, and fuel monitoring.

Collaboration: Customers' ever-changing expectations present a challenge, which is why LSPs must engage with ecosystem partners. The alliance will pool the best talent, infrastructure, and know-how to improve service levels and give the sector a better negotiating position, ensuring best services at low costs.

Changing customers' demands: 3PL logistic solutions can meet customer demand for transportation and warehousing. Existing solutions face various obstacles, including a lack of trained and skilled labor and infra.

Infrastructure: Highway construction grew at a CAGR of 21.44 per cent between 2016 and 2019. In 2018-19, 10,855 km of highway were built. The GoI aims to build 65,000 km of highways by 2022. Under the



Reema Jogani, Director, Reema Transport

Bharatmala Praijojana, the Centre has awarded 322 projects totaling 12,413 km of road construction. An increasing focus on infrastructure will help us achieve this growth in a shorter time.

Warehousing: Warehousing is becoming increasingly structured to streamline operations. The multimodal logistics, supply chain, and Blockchain revolutions will change the whole sector. AI is also being adopted to assist the trucks in avoiding extended wait times.

How do you foresee the future of the road freight industry?

With ongoing investments in digital and physical infrastructure, as well as

in modernizing the road transportation sector by building National Highways (NHs) and Dedicated Freight Corridors (DFCs), we see this as a boon to the industry. The transportation time will be greatly reduced. Newer road conditions will minimize a vehicle's maintenance costs. The demand for road transportation will rise since the cost of road transportation is substantially lower than that of air, rail, or sea transportation.

What are the challenges?

The key issues are retention and the scarcity of drivers. The welfare, rewards, recognition, and status given to drivers are critical. There should be an online platform where drivers may register their complaints and help the government enhance roadside services. Collaboration and unification among multiple LSPs and end-users will provide internal industry strength. Collaboration will aid in the pooling of the best latent infrastructure and know-how. Educating small and mid-size transporters about the value of technology and pushing them to invest in it is a pressing need.

As a cargo agent, what are your expectations from the government?

The most crucial expectation is for fuel prices to stabilize. Daily fluctuations in diesel prices pose operational risk. GoI should lower the excise, customs duty, and VAT on diesel even further, as these taxes account for about half of the diesel price. Improved road conditions will help to improve cargo flow and smooth operations. Drivers require facilitation centers and resting stops. 🙏

There should be an online platform where drivers may register their complaints and help the government enhance roadside services

‘Invest in upgrading marine staff skillsets’

With intensity of COVID-19 subsiding, Indian maritime industry is slowly and steadily gearing up for uninterrupted services. **Dr. Pushendra Pratap Singh**, Country Head, Asia Shipping India, asserts that maritime trade is expected to increase further in an bid to reduce imports.



CT Bureau

Where does sea logistics currently stand in India?

The global supply chain witnessed increased costs, disruption of shipping schedules, equipment shortages, and long queues of vessels waiting to berth at ports after COVID-19 cases started subsiding. The Indian economy has high demand from the USA and Europe owing to the closure of Chinese industry. This has resulted in global businesses shifting their interest towards the Indian market as the economy is flexible, agile and resilient. At present, maritime trade is getting noticed in the light of the import of industrial goods, raw materials, machinery, pharma, and healthcare, among others. There has been a rise in demand for equipment and the same is likely to continue.

What will be the growth drivers for maritime trade in 2022 and beyond?

The growth drivers include customers, technology, operations, finance, transactions, and the risks involved. Customer-centric business helps companies understand their customer base, enables them to anticipate future needs, and deliver targeted services that help build loyalty and long-term growth. To ensure people achieve their full potential, companies should invest in their employees, nurture their talent, and help them develop skillsets. The key drivers' role is to add impetus to the economy and generate employment.

Maritime trade is getting noticed in the light of the import of industrial goods, raw materials, pharma, healthcare, etc.

What are the key bottlenecks in the maritime sector?

Even though most of the work involved at the port is mechanical nowadays, the shipping and logistics industries are still dependent on a human workforce at the port. Secondly, force majeure is an extraordinary event that causes disruption in the supply chain, such as war, riots, natural disasters, epidemics, and sudden legal changes, among others. The trouble with force majeure is its unpredictable nature. It can be one of the most colossal bottlenecks. Furthermore, Christmas and Chinese New Year celebrations are two events wherein there is a demand for containers and space in vessels.

Do you think the government's most recent initiatives can bolster Indian maritime trade?

With initiatives such as Make in India, Free Entry of Foreign Investment, and Licensing Abolition, among others, Indian maritime trade has grown. The



Dr. Pushendra Pratap Singh
Country Head
Asia Shipping India

government removed FERA curbs, duly replaced by the Foreign Exchange Management Act, which regulates foreign transactions. These transactions have now become simple and swift. Special significance is being put on boosting MSMEs as they contribute 25 per cent of the GDP and are responsible for 50 per cent of the total exports. ✈



'Last mile delivery likely to be digitized'

With a pan India presence, Mahindra Logistics has a target to achieve ₹10,000 crore by 2025-26, by investing in transportation, pharma, consumer durables, and e-commerce. **Rampravin Swaminathan**, Managing Director and CEO, in conversation with **CARGOTALK**, discusses how the sector has evolved in the past couple of years.



CT Bureau

How can the development of multimodal warehouses help resolve connectivity issues?

India is a dispersed demand environment, and therefore, there are several large and small consumption centers. When we look at satiating demand, products must be stored and processed at various points. This drives the need for warehousing. Overall, the warehousing sector has witnessed growth, especially in grade A and asset class warehousing. We are witnessing a significant growth in smaller towns as companies are making efforts to augment their networks. Apart from this, we are also expanding infrastructure in remote locations.

How do initiatives such as Gati Shakti and Make in India benefit the industry in creating better opportunities?

The government initiatives such as Gati Shakti, Self Reliant India, Make in India, and EoDB will drive manufacturing in India positively. The initiatives are likely to attract foreign investment as well as participation. However, I feel high logistics costs and inadequate infrastructure are the major challenges which the industry is dealing with at present. I feel Gati Shakti will help in resolving these issues.

How do you ensure an efficient supply chain, LMD, and create value for your customers?

The company's focus has always been



Rampravin Swaminathan
Managing Director & CEO
Mahindra Logistics

on building an efficient supply chain ecosystem and LMD ops by building a delivery partner ecosystem. We focus on providing integrated offerings to our clients, thereby enabling service fulfilment. We are also investing in the latest technologies and making operations fully digitized. Expanding our reach is another area of focus for us. We believe LMDs, in the long run, will be 100 per cent digitized. Last year, we launched Edel and Cargo last-mile delivery services. To enhance our technology efficiency and reach, we recently acquired Wizard, a tech-enabled LMD firm. We are strengthening our capabilities and hope to see growth in the business.

What are the key growth drivers for the Indian logistics sector?

E-commerce activity, especially in the D2C segment, has grown substantially. A paradigm shift towards multimodal logistics and cross-border movement



are other crucial areas of growth and potential opportunity.

In terms of trade, where do you see your firm in the next five years?

We have set a target for the company's revenue to reach ₹10,000 crore by the fiscal year 2025-26. We have a good presence in the automobile industry, but this sector has witnessed a fall in the last couple of years. However, we have seen growth in sectors such as consumer durables, pharmaceuticals, e-commerce, and manufacturing, and we hope to sustain that growth.

In the past 12 quarters, the growth of the company has been around 20 per cent. We anticipate driving and sustaining this growth. We are also looking at driving growth in transportation services. 🐦

Govt. initiatives such as Gati Shakti, Self Reliant India, Make in India, and EoDB will drive manufacturing in India positively

AIR CARGO grew by 22% in Coimbatore in 2021-22



Air cargo movement in Coimbatore grew by 22 per cent in 2021-22, signaling revival of industrial activity in the state. As per reports, 8,062 tonnes of goods were moved in and out of Coimbatore by air to domestic and global destinations last year. Domestic cargo was 6,737 tonnes, of which 3,697 tonnes were outbound. Domestic cargo was 24.05 per cent higher than the previous year. In the case of global cargo, 1,180 tonnes were exports and 145 tonnes were imports, registering a total growth of 17.36 per cent. "This is an indication of recovery of industrial activity after COVID-19 and the potential for air cargo in this region," an official said. With just two direct flights to global destinations from Coimbatore, most of the export products airlifted from here were perishables. The products included automobile components, castings, textile machinery, samples, healthcare products, and food items.

CONTINENTAL CARRIERS to open Greenfield AFS

Continental Carriers Group of Companies is set to open one of India's first Greenfield air freight stations (AFSs), where customs clearance, cargo consolidation, and palletization will all take place at the facility, and goods will be delivered in pallets ready to load on planes at Delhi International Airport, said Vipin Vohra, Chairman. Vohra, who is also the Advisor, Cargo Division, Union Ministry of Civil Aviation said they are constantly working to reduce costs through innovative solutions and provide the best possible service to customers. "We have strived for accurate and real-time visibility of forecasts, orders, shipments, inventory, and locations to improve business performance, and we have invested heavily in technology, digitization, and skilled workforce to that end."



DEOGHAR AIRPORT inaugurated to boost cargo

The Deoghar International Airport, one of the most eagerly awaited projects in Jharkhand, was officially opened by Prime Minister Narendra Modi. The airport would be the second international airport in the mineral-rich state after Ranchi, which opened in 2014. The airport has been opened with the goal of fostering infrastructural development, improving connectivity, and fostering ease of life in the area. Development and construction of the Deoghar airport took four years and took Rs 400 crores to complete. On 25 May 2018, Modi laid the cornerstone for this airport. The Airports Authority of India (AAI), in association with the Defense Research and Development Organization (DRDO) and the Jharkhand government, had constructed the Deoghar airport.



INDIA WAREHOUSING SHOW to be held from 19-21 August 2022



The India Warehousing Show, India's leading platform for the warehousing, logistics, material handling, automation, and supply chain sector will open in a glittering ceremony on 19 August 2022 and will continue up to 21 August. The event will be held at Pragati Maidan, New Delhi. Several live product demos, innovative technologies on display, and many knowledge-sharing and insightful networking sessions will be held at the country's popular event for logistics.

SAFEEXPRESS opens 70th logistics park in Uttarakhand

Safexpress has opened 70th Logistics Park in Uttarakhand. This facility is located on SIDCUL Bypass Road, near NH-334. The new park is cross-dock, equipped with loading and unloading of over 30 vehicles simultaneously. It has a column-less span of over 80 feet facilitating uninterrupted movement of goods within the facility. To enable all-weather loading and unloading of goods, the facility is equipped with 16 feet wide Cantilever Shed. The facility has the required firefighting equipment and trained manpower to deal with emergencies.



RAJKOT AIRPORT to facilitate cargo trade

The Hirasar Airport, also known as Rajkot Greenfield International Airport, is likely to be operational by August this year, said an official. The airport is being constructed on an area spanning 1,032 h.a. in four phases. There will be 14 parking spaces, and the passenger terminal will be 23,000 sq. m., in size. "The construction work is progressing well, and this airport should be operational by August or September. Even so, the runway's construction is 85 per cent complete. The logistics of various enterprises in the Saurashtra region of Gujarat will benefit from time and cost-related solutions provided by the airport on the Rajkot-Ahmedabad route.



CHENNAI AIRPORT Bravo to smoothen cargo trade



Taxiway Bravo at Chennai International Airport recently opened to ease the congestion and promote speed during the peak hours. Airport officials said the capacity of the current primary runway will be increased as a result of the operation of Bravo, the principal taxiway (B-TWY). As per a statement, B-TWY, parallel to the main runway that handles 90 per cent of domestic, international, and cargo traffic, "has a curve at the Guindy end that leads to various constraints resulting in aircraft holding, therefore using extra time and fuel for departing flights taxiing from the terminal to the primary runway for take-off". The straightened taxiway "will ease the situation and promote speedier passage of flights and cargo by eliminating delays while taxiing, specifically during peak hour traffic."

DPA to build mega cargo handling terminals

To cater to the future requirement of the hinterland and further benefit the downstream industries around the Gujarat and allied states, Deendayal Port Authority (DPA), Kutch, Gujarat is set to develop two Mega Cargo Handling Terminals on a BOT basis under PPP Mode at an estimated cost of Rs. 5963 crores. The Authority has decided to develop a Container Terminal and a Multipurpose Cargo Berth at Tuna-Tekra in the Kutch District. The Container terminal plans to handle next-generation vessels/deeper draught vessels up to 6000 TEUs to 21000 TEUs with a draught of 14m to 18m, respectively. The Estimated Cost & Optimal handling Capacity of the Terminal is Rs. 4243.64 Crores and 2.19 million TEU, respectively.



UPS expands network, opens airport gateway facility at B'luru



UPS has announced the expansion of its global smart logistics network with a new airport gateway facility in India at Kempegowda International Airport, Bengaluru (BLR). With this added capacity, a new Boeing 747-8 flight will now be able to further connect our customers in India with more international trade opportunities in Asia, Europe and the Americas. "Customers are at the core of our strategy and we're on a mission to deliver what matters for them," said Deepak Shrivastava, UPS Managing Director for Indian Sub-continent. This is UPS's second dedicated airport gateway facility in India after opening its Delhi airport gateway in 2020 and another example of how UPS is empowering local businesses to grow, expand to new markets and compete globally. The Bengaluru facility will provide in-house customs clearance and serve as a cross-border trade link for southern India, giving customers an extended pick-up time of up to two hours, while strengthening supply chains for cross-border trade.

KALE extends partnership to digitize cargo handling at CHI



Kale Logistics Solutions (Kale) has signed a contract to extend its partnership with longstanding customer CHI Aviation Handling (CHI) by a further five years. With Kale as CHI's strategic tech partner, the Frankfurt-based air cargo services provider has boosted the efficiency and productivity of its ground handling operations using Kale's cargo management system, GALAXY, to digitalize cargo handling. "We have chosen to continue partnering with Kale to help support our vision digital transformation; we need a reliable IT system that can be easily implemented at every airport station where we are operating and Kale's GALAXY is the best fit solution," said Dominik Misskamp, Managing Director, CHI Aviation Handling. "We share a common desire with Kale to create digital channels that make a difference in serving all our customers, both businesses and consumers, by increasing accessibility to our service and improving our response times," he added.

MOVEMENTS

WIZ FREIGHT INDIA

Krishnakumar V has been promoted as the Global Chief Operating Officer at Wiz Freight. Previously, he worked as the Chief Executive Officer of India. Krishnakumar will work with WIZ founders Ramkumar Govindarajan and Ramkumar Ramachandran to drive the global expansion of new markets and assist in setting up operational expertise in existing and new markets. Krishnakumar V joined WIZ Freight in January 2022 as Chief Executive Officer for India.



COLLIERS INDIA

Peush Jain has been appointed as the MD for Office Services at Colliers. He will oversee the group's efforts to create an organization that satisfies the needs of occupier clients in India's changing commercial real estate market. In his new role, he will develop solutions for the changing needs of the clients. Jain will be in charge of national scale-building and customer relationship expansion and will concentrate on leasing, tenant representation, portfolio evaluation, and occupier acquisitions.



WIZ FREIGHT INDIA

Satish Lakkaraju has been promoted as the Global Head of Air Freight and Pharma Vertical at Wiz Freight from the position of SVP. He will be working alongside Krishnakumar V to build and strengthen the firm's expertise in air products and life sciences. He comes with an experience of 27 years and has evolved to become an experienced sales and commercial head with a demonstrated history of working in the logistics and supply chain industry.



LOCUS INDIA

Mehul Kapadia has joined Locus as its new Chief Growth Officer. He brings with him 20 years of experience in enterprise technology, sales, marketing, product management, and operations. Prior to joining Locus, he served as the Global Head of Marketing for Vodafone and as the SVP of Global Marketing for Tata Communications. Kapadia's leadership will be instrumental in scaling the business through continued enterprise customer acquisition and expansion into key verticals and markets.

HERMES LOGISTICS TECHNOLOGIES INDIA

Abhijeet Misra has joined Hermes Logistics Technologies (HLT) as Service Delivery Manager to strengthen its senior leadership team as part of a growth strategy. In his new role, he will be responsible for managing HLT's New Delhi office. Misra brings 17 years' experience in the IT service industry to the position, having spent the previous three years in service delivery and operations as Senior Delivery Manager at Orange Business Services. In his previous role, he was accountable for completing Cloud Infrastructure Services.



ALLCARGO LOGISTICS INDIA

Kapil Mahajan has been appointed as the Global Chief Information and Technology Officer at Allcargo Logistics Ltd. He will be responsible for driving the next phase of digitization and technology transformation, innovation, data and product strategy across the group companies to generate sustainable value for the business, customers and key stakeholders. He brings more than two decades of diversified global technology leadership consulting and delivery experience, having worked with the technology majors.



FEDEX MEMPHIS, USA

Brie Carere has been promoted as Chief Customer Officer at FedEx Services. Previously, she served as the Head of Marketing and Communications. As the Chief Customer Officer, Carere will bring the strategy, sales, product development, digital experience, marketing, communications, customer experience, revenue management, and FedEx Office retail teams under one function. This new alignment will support a strategy that focuses on a complete end-to-end customer experience.



SEKO LOGISTICS TEXAS, USA

Steen Christensen has been appointed as the CEO-International at SEKO Logistics. Christensen is responsible for SEKO's air and ocean products, focused on driving strategy, growth, carrier relationships, network enablement, and performance management. Texas-based He has had a 30-year executive career in the freight and logistics sector through senior posts with GEODIS and DHL. He spent four years as Hellmann Worldwide's president and chief executive for the USA and Canada.



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