

CLEARING AND FORWARDING COMPANIES

PUBLISHED FROM BANGALORE

# siliconindia

BUSINESS OF INDUSTRY

SILICONINDIA.COM

NOVEMBER, 2019

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**FREIGHT FORWARDING**  
BUSINESS IN INDIA

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# siliconindia

Vol 08 • Issue 4 - 2 • November, 2019

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Cover price is Rs.150 per issue.

Printed and Published By Alok Chaturvedi on behalf of SiliconMedia Technologies Pvt Ltd and Printed at Precision Fototype Services at Sri Sabari Shopping Complex, 24 Residency Road Bangalore-560025 and Published At No. 124, 2nd Floor, Surya Chambers, Old Airport Road, Murugeshpalya, Bangalore-560017.

Editor Alok Chaturvedi

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## Editorial

# Going Forward Digitally!

The 'Make in India' initiative of our Prime Minister Narendra Modi has given a major boost to the manufacturing industry of India. The program has not just placed India on the world map as a manufacturing hub but has also given global recognition to the Indian economy. India is expected to become the fifth largest manufacturing country in the world by the end of 2020. With increasing customer expectation, both individuals and businesses expect to get goods faster, more flexible, and – in the case of consumers – at low or no delivery cost. Today, manufacturing is becoming more and more customized, which is good for customers as well as the operators in the clearing and forwarding industry. Indian logistics sector is presently estimated to be worth around \$160 billion and is poised to grow phenomenally over the next year, reaching the size of \$215 billion by 2020.

Fuelled by the strides in manufacturing, retail, fast-moving consumer goods and e-commerce sectors, the developments of logistics-related infrastructure, like dedicated freight corridors, logistics parks, free trade warehousing zones and container freight stations are also contributing towards the improved efficiency in this domain.

With startups and businesses going digital, this Digital Disruption within the Clearing and Forwarding has led to a major shift in the domain. Digitization of processes from booking to documentation handling has brought tangible benefits to customers and logistics service providers alike. Every party that is involved in the clearing and forwarding industry is now moving towards implementing digital technology as it has become really important that all of the industry players keep up with the technological advancements and be a part of today's digital era.

The customer is always the king and it's the same for any business or industry whether it is Manufacturing or Clearing and Forwarding. However, with the marketplace full of options to choose from, in this edition of siliconindia magazine we have featured a list of '10 Most Promising Clearing and Forwarding Companies - 2019'. A carefully curated list of potential Clearing and Forwarding service providers in India reflects the names of the firms offering their top-notch services in this domain. I hope the list helps you find the right partner and we achieve our mission.

Your ideas are always welcome!

*Deepshikha*

Deepshikha Singh  
Special Editor  
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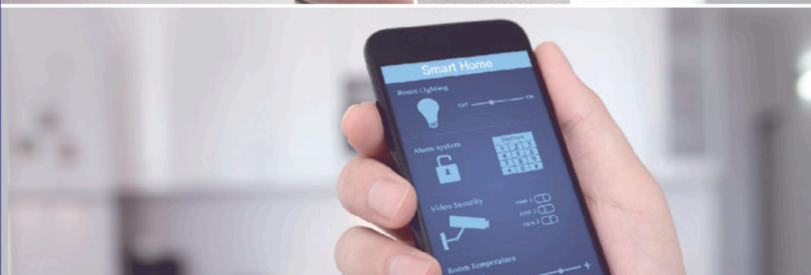
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AT THE FOREFRONT OF  
**FREIGHT FORWARDING**  
BUSINESS IN INDIA



**ASHISH ASAF,**  
MD & CEO

## IN MY OPINION

# CHALLENGES AND OPPORTUNITIES IN WAREHOUSE AUTOMATION

By **Sushil Rath**, COO, Mahindra Logistics

*MLL provides integrated third party supply chain and people transport solutions to companies across a diverse cross section of industries. The firm creates integrated solutions which maximise service levels with the minimum logistical cost.*



◆ Sushil Rath, COO

**D**riving E-Commerce and retail sector worldwide is driving adoption of technology. The effective use of robots, high speed sorters, wearable devices or smart glasses for faster pick-ups is the trending topics in logistics sector. Hence, warehouse automation is in buzz these days and sterling topic everyone wants to explore as a demonstration of their technological and process capabilities.

Though, there is a particular dilemma in India. It is important to evaluate trade-off carefully between using human workforce and machine. Though the cost of automation may not vary much between nations such as Japan and India but the pay-back period of 2-3 years in Japan, becomes 8-10 years in India due to the availability and cost of labour.

This was a deterrent in deploying automation in Indian warehouse. However, the increasing service level demand of e-commerce/retail with extremely skewed operational requirements, has paved the way for Indian companies to go for automation.

**Basic Automation:** It is crucial to identify a problem to find out automation requirement in any setup.

You need to find out repetitive tasks that consume large amount of time or those that commonly lead to errors. Once you find those points in the process, you can start to think about automating them.

Secondly, there is a need to understand the importance of automation. The basic



goal of automation is to increase productivity thereby enhancing profitability of operation, reduce errors, scale-up for peak volumes and increase the safety of operation.

We live in a world where digital and IOT is the next step on that journey – delivering better customer practices and helping organizations achieve a competitive advantage.

### Automation Leads to Opportunities

- **Scaling Up** - you can scale up capacity or throughput of the warehouse with deployment of automation in the warehouse. There is no requirement to going through pain of shifting existing warehouse to a bigger one.

- **Skewness Handling** - Automation in the warehouse can enhance capability of the company to handle extreme peaks without any dependencies on labour.

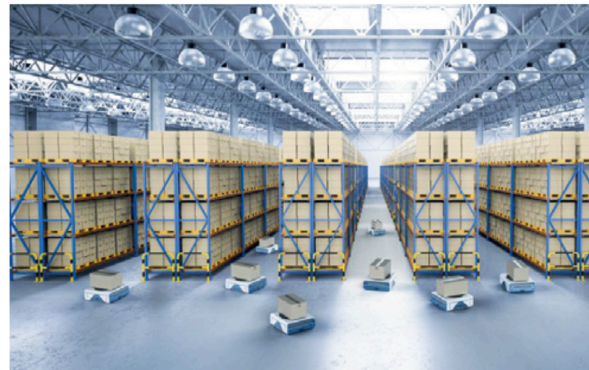
*We live in a world where digital and IOT is the next step on that journey – delivering better customer practices and helping organizations achieve a competitive advantage*

- **Labour Upgradation** - Adding automation systems support workers in their tasks while removing the monotonous, non-productive, 'Low to No' value, reduction in fatigue or mistake-prone aspects of their jobs. These workers can be trained and can be used more effectively.

### High-End Automation

Some of the challenges to be conquered are mentioned below-


- **Selection of Right Product** – In current scenario, there are plenty of automation products available in market for every process in the warehouse. But one should identify which one is best suitable for the operation, because things that works well for one organisation, may not be suitable for the other. Therefore, forming the right team to take call on automation product is very critical; and availability of such trained resource is very scarce.



- **Silo Working** – Any company going for automation must look at supply chain as a complete umbrella & not just a warehouse (where we are planning to implement automation). If your upstream suppliers can perform certain activities more cost effectively than you can at your warehouse, then your partners should perform these tasks and you should pay them a little extra. Similarly, if performing certain tasks at your warehouse (for a marginal increase in labour costs) results in significant labour savings downstream (e.g., faster receiving and shelf replenishment at the stores), then those tasks should be done at your warehouse.

- **Ever-Changing Business Requirements** – With frequent changes in SKUs, addition of new products, changes or fluctuation in demands, there is direct impact on design of automated system developed for warehouse. Therefore, it is very important that you design automation system considering future demand of operation. Also, automation system should be easily scalable & modular, so that any changes in business can be catered smoothly & efficiently.

- **Change Management** – The most challenging thing in implementing automation in any warehouse is change management, because business processes, work flows need to be rewritten with implementation of automation. This means that all manpower who are involved in warehouse operation needs to learn as well as adhere to new processes. As a human tendency, there is always reluctance to change and lot of people come justifying, how current processes are simple & efficient.

Taking consideration of the above mentioned challenges it makes sense to start small and build a scalable solution – The path to advanced automation involves going through each level of automation sequentially as the business matures. While you make the first upgrade decision, you should think ahead and pick an automation solution that is scalable and can be easily integrated with future solutions. 

COVER  
FEATURE

# S.A. GROUP

## AT THE FOREFRONT OF FREIGHT FORWARDING BUSINESS IN INDIA

By Deepshikha Singh

**T**he logistics and freight forwarding fraternity is dynamically evolving. This is significantly attributed to the tremendous competition amongst logistics service providers, freight forwarders and customs house agents in galore. This is causing dilution in profit margins and dire need of acute efficiency to sustain and exist in eminence. Furthermore, the stereotype old-hat design of the air freight forwarding processes overrun by paper-works, queues, waiting, scattered gateways and so on, further hinders any scope for rapid growth. In view of the same, there is a need to integrate the

air cargo infrastructure and step into digitalisation. Headquartered in Delhi NCR, S.A. Consultants and Forwarders, a recognized name in airfreight services was founded by Asaf Ali. Having gained immense reverence from the industry owing to his sincerity and determination towards work and his benevolence, Asaf Ali was steered to establish a freight forwarding company that his customers can rely on. It is due to the same reason that some of his loyal associates bonded with him since the inception of the company. Soon, Air Freight Forwarding became the forte of S. A. Consultants and Forwarders.





**ASHISH ASAF,**  
MD & CEO



THE COMPANY THAT  
STARTED WITH  
HANDLING MERELY  
40 TONS A MONTH OF  
AIR CARGO, TOOK A  
PHENOMENAL LEAP  
TO A WHOPPING 2100  
TONS A MONTH BY  
YEAR 2019

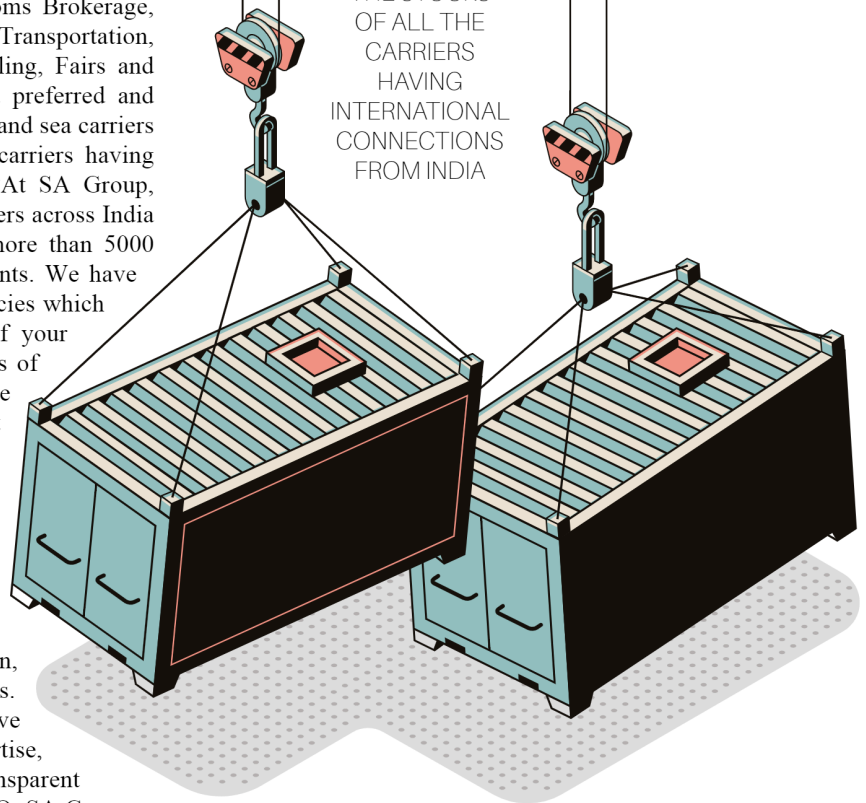
The company that started with handling merely 40 tons a month of air cargo, took a phenomenal leap to a whopping 2100 tons a month by year 2019, under the leadership of Ashish Asaf, son of Asaf Ali, who propelled and has continued the legacy of growth, success and integrity since 2010. SA Group has poised its position as the number one logistics company of North India and amongst the top 15 companies across India, with offices in Delhi, Noida, Mumbai, Chennai, Cochin, Kolkata. The firm is long associated member of IATA, WCA, ACAA, NAP, MTO, ACFI and is also AEO certified.


The company that was once known for its prowess in Air Freight forwarding for the initial decade since its inception, has expanded vividly and is offering services across the arenas of Sea Freight, Customs Brokerage, Warehousing and Distribution, Road Transportation, Packaging, Air Charters, Projects handling, Fairs and Exhibitions and so on. SA Group is a preferred and approved freight forwarder for major air and sea carriers and hence holds the stocks of all the carriers having international connections from India. "At SA Group, we have close to thousand direct customers across India and globally, and in turn catering to more than 5000 end customers, shippers, and key accounts. We have strict compliance and anti-poaching policies which dis-allow approaching the customers of your customers directly this makes the clients of SA Group feel secure. The average age of our customers' association with us is not less than 5 years and there are customers who are connected and working with us since the commencement days. Since SA Group is a preferred IATA freight forwarder of most of the air carriers, even some of the global MNCs like Geodis, Agility, a.hartrodt, Bollore Logistics, Ahlers, Nissin, Clasquin, Velogic, Schenker and DGF work with us. We assure our customers of competitive pricing, prompt service, operational expertise, flawless handling, timely information, transparent dealing," says Ashish Asaf, MD and CEO, SA Group and Member of the Managing Committee of ACAA (All-India). SA Group has incorporated an ERP system not just internally but is also offering all its services through a single window digital online platform called LogYcode, complementary and without any premium to its customers.

There have been several driving factors in keeping SA Group buoyant in its journey in offering logistics services in the market. In future, SA Group will continue to expand in the working model of Neutral Air Freight



S.A. GROUP IS  
A PREFERRED  
AND APPROVED  
FREIGHT  
FORWARDER  
FOR MAJOR  
AIR AND SEA  
CARRIERS AND  
HENCE HOLDS  
THE STOCKS  
OF ALL THE  
CARRIERS  
HAVING  
INTERNATIONAL  
CONNECTIONS  
FROM INDIA



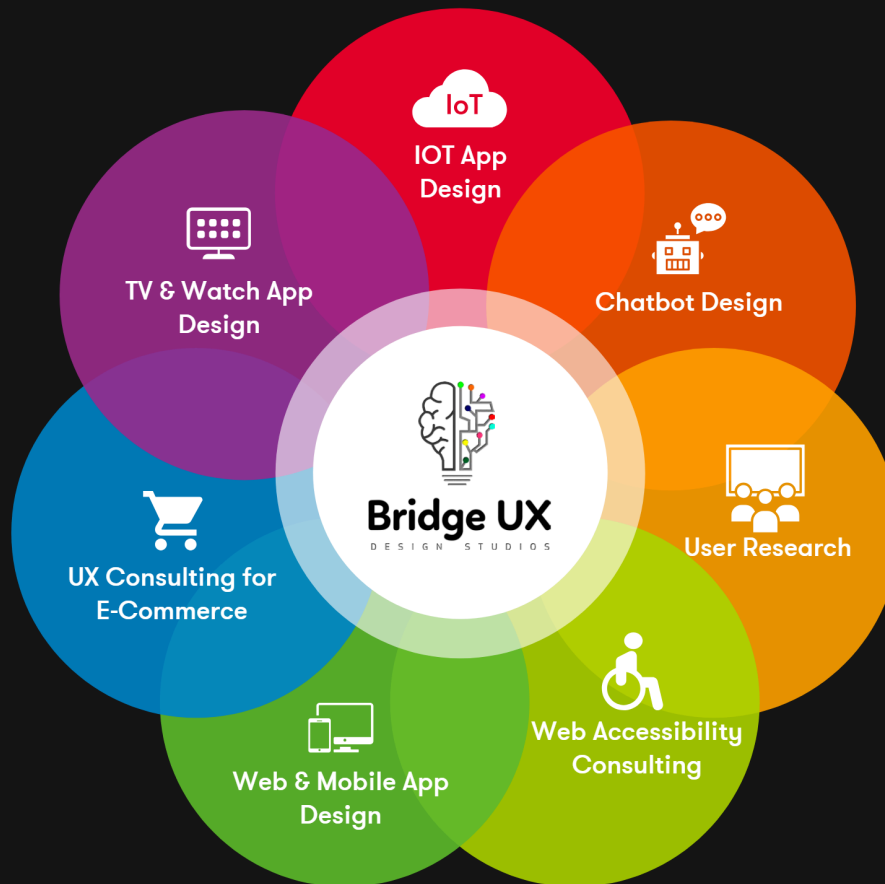
Forwarder and expand its reach globally catering to the logistics needs of customers worldwide. The company looks forward to unfurling varied services with a digital tinge in Ocean, Road and Rail transportation, Transshipment, Warehousing, Customs brokerage all within an online platform so that even global customers can avail logistics services with utmost transparency and visibility. SA Group will not defer in moving towards the most captivating blockchain technology in logistics and supply chain. 



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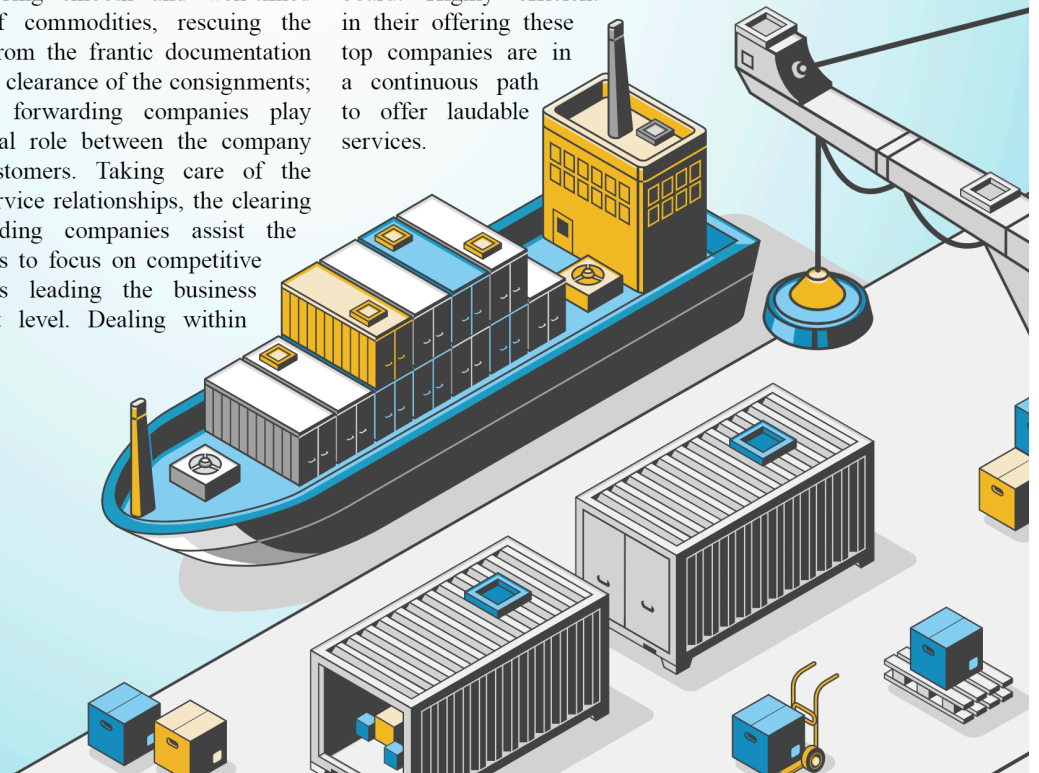
# siliconindia 10 MOST PROMISING CLEARING AND FORWARDING COMPANIES - 2019



**T**oday, with the stipulation of reaching out to the extensive networks of customers across the globe, industries face abundant predicaments such as inappropriate material handling, government regulations, financial hitches, fragmented warehousing and many more. The increasing demand for logistics solutions by the industry has resulted in outbursts of the freight forwarding and clearance sector driven by the key factors such as packaging, warehousing, documentation, customs clearance and deliverance at the final destination. Propelling the growth of the international trade market, the logistics industry is estimated to achieve 3.8 percent CAGR across the globe by 2023, navigating the transportation industry towards a broader epoch in the coming future.

By ensuring smooth and well-timed shipment of commodities, rescuing the customers from the frantic documentation and customs clearance of the consignments; the freight forwarding companies play an influential role between the company and its customers. Taking care of the customer service relationships, the clearing and forwarding companies assist the organizations to focus on competitive achievements leading the business to the next level. Dealing within

the borders as well as international, these companies are establishing a reliable relationship with the packagers and the movers, air, and rail freighters as well as ocean liners to deliver impeccable services to their customers. Shipping the cargos not only by road in trains and bus but also across the international borders via water and air, these freight forwarding companies are redefining the domain of international trades. Visualizing the impact of the clearing and forwarding companies over international trade and commerce, Silicon India presents you with the list of '10 Most Promising Clearing and Forwarding Companies - 2019'. These handpicked firms are scrutinized by a distinguished panel of the industry's topmost CEOs, Managers, and industry analysts including Siliconindia's editorial board. Highly efficient in their offering these top companies are in a continuous path to offer laudable services.



## 10 MOST PROMISING CLEARING AND FORWARDING COMPANIES - 2019

Company	Management	Description
<b>Babaji Shivram</b> Mumbai babajishivram.com	Kirti Davada, CMD	A one-stop shop for all logistics needs including access to a full product suite that can be tightly integrated into a fully tailored solution and has a global reach.
<b>EXCEL MARITIME</b> Chennai excelmaritime.net	Muruganandam M, Founder	Offering a whole Range of EXIM services as an Integrated/ Comprehensive service provider cum customer focussed organization, also provides Turn- key project services and consultancy services
<b>Geeta Shipping and Clearing Services</b> Mumbai geetagroup.com	Dr. Sailesh B. Surve, CEO	A leading freight forwarder offering complete range of logistics solutions and ensuring complete customer satisfaction, delivered at competitive prices.
<b>Hariharan Logistics</b> Bangalore hhlgrp.com	Parthipan S, Founder	Providing end-to-end solutions ranging from supply chain re-designing, sourcing of material, deferred visibility into and across supply chain, reverse logistics and other value added services.
<b>Kenshine Shipping</b> Hyderabad kenshineshipping.com	Krishnakumar Nair, Founder & Promoter Director	Specialized in handling end to end logistics solutions, namely, import/export pick up, domestic customs brokerage, freight forwarding, warehousing and distribution
<b>Mayur C. Contractor</b> Mumbai mcc-india.com	Tej Contractor, Director	An Indian Logistic Company which is functioning successfully for several decades in Mumbai is Mayur C. Contractor (MCC), a fourth-generation customs broking business which was started in 1920s.
<b>Navbharat Shipping India</b> Mumbai nsil.in	Rekha Atri, Vice President	Offering gamut of services which include Customs Clearance, Freight forwarding, Transportation, also services in e-commerce, logistic consultancy related to imports and exports, warehousing and freight insurance.
<b>P3 Logistics</b> Delhi p3logistics.in	Sunil Sharma, Managing Director	A customer oriented and well trained management, meeting the unique demands of valued clients by rendering the most economic, safe, and fast way of transportation.
<b>Premji Kanji Masani &amp; Company</b> Ahmedabad pkm-co.in	Tarun Masani, Director	Committed to deploying, shipping services such as Freight Forwarding, Licensed Custom House Agent, Clearing, Forwarding, Shipping transport of goods which helps us attain timely delivery and gives our clients at Total Logistics Solution.
<b>S.A. Group</b> Noida sagroupindia.com	Ashish Asaf, MD & CEO	Playing a key role in the ecosystem and towards society with their eco-friendly initiatives like digital and paperless logistics services and transactions, car-pools and much more.

## EXCEL MARITIME: One-Stop Shop for Whole Range of EXIM Services

**T**he export and import industry is a multi-billion-dollar sector in India clocking over 100's of billions of dollars every year. Every major industry in India needs exporting and importing to maintain their business. Most of the time the problems related to exporting and importing causes major delays and monetary issues for the companies. As a result, they need a specialized consultant in the export-import space is growing day by day. As of now, there are many companies that can provide those services, but still the major drawback is that not every consulting firm in this particular space provides an end to end solution for the clients, whereas EXCEL MARITIME providing a one-stop solution in the export-import space. EXCEL MARITIME having Registered Office, Corporate Office in Chennai with PAN India basis branches and overseas branches too. In a short span, the company expanded its group in various segments under EXCEL GROUP are EXCEL Maritime & Logistics Pvt Ltd, BEATS JOBS Pvt Ltd, EXCEL Travels, EXCEL Energy Systems Pvt Ltd, EXCEL Infra, Sri Balaji Engineering, MD Impex, Zeal Tours & Events Pvt Ltd.

Excel Maritime and Logistics Pvt Ltd is a one-stop shop for a whole range of EXIM services. They are an integrated service provider and a customer-focused organization. The company undertakes turnkey project services and consultancy services setting benchmarks in the sector. "All the major industries in India like steel, cement, sugar and power needs service industries to support them. We offer our expertise starting from taxation to the clearance and delivery of the car-



Muruganandam M,  
Founder

go. Being an ISO 9001 2015 approved company, we have all the necessary certifications and licensing from all the concerned organizations, such as own CHA Licence, MTO, IATA, FFAI, FIATA, AEO, WCA & IBA. This makes us a credible brand that the clients can trust", says Muruganandam



**Taking care of all EXIM / Shipping requirements right from EXIM Legal, CHA, Freight Forwarding, Logistics, Ship Chartering / Broking – 'All Under One Roof'**

M, founder, Excel Maritime. Apart from taxation consultancy, Excel Maritime provides a wide variety of services which include customs clearance and forwarding (Own Licence CHN-R/74 & AEO), freight forwarding (MTO, FIATA, FFAI & WCA), transportation (IBA) and flight and ship chartering services.

To be a standard bearer in an ultra-competitive industry needs proper backing from your employees. But getting the proper workforce with the required skill sets and building a de-

sired team created minor setbacks for the company in the beginning. By providing proper training and counselling along with the implementation of various other measures, the company was able to touch the employee's life and this resulted in employees performing at the highest level for the development of the company. This caring mentality of the company is further showcased in the establishment of its CSR Wing in the name of The Excel Foundation where the company is involving in various social causes on a regular basis.

The company's determination for constant improvement along with the policy of 'growing together', has made Excel Maritime a major player in the market. The company has a separate strategic team that helps them to understand even the smallest updates and changes in the industry. Another major factor that resulted in the company's exponential growth is the ability in bringing all the services under one roof with in house experts in engineering, consultancy and accounting. This constant drive to be the flag bearer in the industry has helped the company to cater to various other industries like engineering, IT, automobile and even the film industry.

The most impressive aspect of the company's growth is the ever-increasing clientele. Including global titans like Caterpillar, Glovis, and Hyundai they now cater to more than 240 clients. For the future, the company is planning to increase its networks by starting 50 more branches in India. In the company's quest standard-bearer global recognition, the company is planning to expand its operations to 15 different countries in the coming years. **SI**



# NEED FOR FREIGHT MANAGEMENT SYSTEMS

By **Jitender Lalit**, Head - Logistics Procurement, Raymond

*Jitender has over 15 years of experience in the logistic industry, especially in the fields of Supply Chain Operations, Logistics & Category Management, Warehousing & Distribution, Route Planning & Optimization and many others.*



Freight management refers to the technology, experience, human resources, and knowledge utilized to facilitate effective, efficient and expeditious coordination between carriers & shippers and ensure goods are delivered on budget, and on time. Supply chain stakeholders have a common pressing need to automate the distribution processes, and thereby reduce direct as well as indirect costs, improve operational efficiency, reduce the nuances in tracking and confirming consignments, increase the percentage in adherence of SLAs, reducing the loss in sale for non-availability of material.

Freight management system works closely on principles of Supply Chain 4.0 and has tremendous potential in automating the distribution in Supply Chain. It breaks the traditional ways in which distribution is currently done. Use of freight management system will bring-in visibility in distribution process, mitigate risks, and reallocate the existing manual freight bills checking resources to various other core tasks. This set of innovative digital technology that it offers could help companies reduce lost sales by 50-65 percent and cut distribution costs by 15-30 percent. Improved planning would make inventory reductions of 35-75 percent possible and supply chain administrative costs could be 80-120 percent lower. The levers, which need to be identifying for realizing this potential are clear, but to what extent can they already be put into use today?

## Collaborative Platform

To deliver a unified application and to manage all type of distributions - Primary, Secondary or Last mile, bringing all stakeholders - internal or external - including legacy application users on a unified platform for creating a Logistics Command and Control Centre, i.e., LC3. LC3 is Logistics Control and Command Centre that gives final punch, which can help unleash the power to control and optimise the supply chain. LC3 gives the control to Logistic Service

Users (LSUs) in identifying and instructing the vehicle type that must be used, the route that Logistic Service Providers (LSPs) must follow, SLA's that LSP is not adhering, truck fill rate that must be achieved before starting the trip.

## LC3 Capabilities:

- 1. End-to-End Visibility:** Visibility across supply chain partners, including suppliers, contract manufacturers, transportation carriers, third-party logistics, distributors and dealers.
- 2. Real-Time Tracking:** Through collaborative information sharing the information can be shared and collaborated in real-time.
- 3. Early warning Alerts & Exception Management:** Resolves supply chain disruptions before they disrupt the business.
- 4. Predictive & Prescriptive Decision-Support:** Using predictive & prescriptive analytics in deciding FTL or express will be economical, wherein cost savings are guaranteed. In comparing and finalising the most economical or fastest LSP. In deciding a smart route after considering all practical constraints across all supply chain partners. In optimising the vehicle space by maximising the truck fill rate - maximising volume/weight per vehicle, deliver more in same cost. Prescribing the right mix of items that needs to be picked for maximising the Truck Fill Rate.
- 5. Autonomous Decision-Making & Control:** Take the robot out of the human and boost productivity.
- 6. Cognitive:** The self-correcting supply chain with decision-making and Machine Learning.

## Advantages of LC3:

- 1. Order Fulfilment:** Easy to configure, flexible, secure and reliable order data integration - reducing cost to serve. LC3 helps consolidate orders across various divisions reaching same destination earlier executed on parcel mode can now be shipped FTL giving cost advantage to the tune up to 50

percent considering at what level your existing operation is.

**2. Transport Management:** Planned & optimized shipments and streamlined communication between all parties, Secondary or last mile distribution by consolidating multiple upcountry orders can be sent in FTL and can be tracked. Truckload building can give an additional savings up to 25 percent. The underutilised space in vehicles either due to weight or volume is bound to be questioned as it's now visible to middle a top management.

**3. Smart Route Management:** Smart routes can be planned considering multiple constraints - location of distributors - opening/closing times, manpower availability for loading/unloading, vehicle type constraints, and vehicle timing constraints and on holidays.

*The demands of business and the advancements in technology provide both the need for, and the ability to deliver, a Digital Supply Chain. To make that end-to-end Supply Chain work real Control Tower applications are required*

**4. Low Cost Inventory Management:** Reduction in shortages/stock-outs & improved warehouse and transport inventory. POS data can be integrated with RDC and Plant for replenishment orders.

**5. Visibility & Monitoring:** Real-time, fully supply chain transparency for improved service levels and traceability. SLA's for truck indent to gate in, truck type indented to actual received, vehicle turnaround time at source. Long haul TAT, SLA's for loading and unloading services can now be can be enforced with reward or penalty on LSP - resulting 100 percent custom-

er satisfaction and decrease in loss of sale for non-availability - increase in sale and productivity up to 20 percent.

**6. Freight Settlement:** Reduction in expediting costs with accurate & reliable management of billing, audit and payment activities. Freight bills are generated by LSPs through self-service portal which are 100 percent adhering to contract, thereby reducing the manpower efforts saved for bill validation & verification - time spent on noncore time consuming and erroneous activity of verifying and validating the freight bills is eliminated.

**7. Request & Deviation Management:** Increase in on-time shipments & maximized service levels through request tracking and incident handling. Online tracking even on market hired vehicles with Geo Fencing triggering POD to make sure delivery process is transparent and to all stakeholders - time spent on follow-ups and its side effects are eliminated. Happy life for every one non-core nuances activity reduced by almost 100 percent.

### Business Objective-

Freight management system advanced algorithms analyse and suggests to Logistics Command and Control Centre - LC3 team to consolidate loads across multiple locations/divisions/branches and suggests FTL or Express mode for any type of distribution - costs savings up to 50 percent. Its built-in Intelligence helps in comparing and choosing the fastest OR most economical mode, as well as LSP.


### Truck Load Building

TLB feature maximizes the Truck Fill Rate (TFR) and can optimize the space for FTL primary movements - space optimized up to 25 percent. Advanced and intelligent algorithms of TLB suggests which all items and quantities to be filled to maximize the TFR. SLA of the LSPs for transit and turnaround time for multiple legs can be tracked



and can be enforced with reward or penalty on LSP - resulting 100 percent customer satisfaction and decrease in loss of sale for non-availability. Increase in sale and productivity up to 20 percent.

Route can be planned considering multiple constraints - location of distributors - opening/closing times, manpower availability for loading/unloading, vehicle type constraints and vehicle timing constraints and on holidays. Online tracking even on market hired vehicles with Geo Fencing triggering POD to make sure delivery process is transparent and to all stakeholders - time spent on non-core and not value adding activity reduced by at least 40 percent. Freight bills are generated by LSPs through self-service portal which are 100 percent adhering to contract thereby reducing the manpower efforts saved for bill validation and verification - time spent on non-core and not value adding activity reduced by at most 100 percent.

The demands of business and the advancements in technology provide both the need for, and the ability to deliver, a Digital Supply Chain. To make that end-to-end Supply Chain work real Control Tower applications are required. With a Control Tower enabled by full visibility across the entire supply chain there is an opportunity for more efficient management and decision-making than ever before. This is an exciting capability that should be a part of everyone's Supply Chain strategy. 



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## Hariharan Logistics: Promising One Window Solution to all Logistics needs

**W**ith an annual growth rate of 10 percent, the Indian Logistic sector is on a massive escalation tide. As per the economic survey 2017-2018, the country's logistics industry is expected to reach USD 215 billion over the next 2 years with the implementation of GST. With immense growth opportunities, this sector possesses some lucrative opportunities that attract many industrialists to set an establishment. A leading name in this domain, Hariharan Logistics stands tall as a major frontrunner amongst its competitors due to its extensive network of customers overseas. Set up by Parthipan S in early 2000, Hariharan Logistics is recognized globally for its unique logistic services delivered with a competitive price.

Offering tailor-made logistics solution to the customers both in India and abroad, the firm has successfully sustained in this dynamic market scenario by coping up with altering means of transportation and 24\*7 live cargo tracking. Along with a diversified distribution of end to end solutions in supply chain redesigning, sourcing of material, and reverse logistics, Hariharan Logistics deals with freight forwarding via road, rail, ocean and air, warehousing and customs clearance. Mainly started as a forwarder, the company entered into customs broker, inland transportation followed by general warehouse services; and is currently trading with customers in Food Industry, Engineering, Chemicals, Granite, Textiles, Building materials, Seafood & Pharma and many more. Parthipan S, Founder, Hariharan Logistics states, "We offer global logistics solution with a local touch. Since, we cater to focused industries we give additional services which are specific to the customers in that industry."


With a mission to provide the best value to customers and to grow exponentially along with it, Hariharan Logistics explicitly focuses on international trading partners. As the distinctive growth of the Indian economy is proportional to the foreign trade investments of the country, this trend is expected to

have huge growth in the near future. In order to reach out to maximum customers around the corners of the world, Hariharan Logistics has not limited its means of transportation only to road and seas but is also reaching out via air freight also. Being one of the exclusive features of this



**Most of the time challenge would be on competitiveness and speed. To solve this we have taken a lot of technology support to meet service requirement and enhance productivity of my team**

organization, the air freight team offers not only shipment of air cargo using regular passenger flights but also provides services in customs clearance and settlement of custom formalities at the airport. Apart from freight forwarding, clearance, and warehousing, the company ensures safe handling and delivery of valuable and dangerous goods by providing 24\*7 cargo tracking facilities to the customers. This service of cargo tracking facility is not only essential for customer satisfaction but also adds to the integrity of the company giving it an edge over its competitors.

Giving most of the credits to the customer-centric team of the company for its successful journey, Parthipan S, Founder, Hariharan Logistics adds, "Most of the time challenge would be on competitiveness and speed. To solve this, we have taken a lot of technical support to meet service requirements and enhance the productivity of my team." On a continuous mission to incorporate innovation among the employees of the organization, the company promotes casual work culture and gives complete operational freedom guided by organizational core value. Determined to contemplate on overseas expansion and air cargo shipments for its future strategy, Hariharan Logistics is on a path of everlasting growth setting the bar really high for other contestants. 



Parthipan S,  
Founder

## CIO INSIGHTS

If I may be permitted to say, the Freight Forwarding business is the 'underbelly' in the entire Supply Chain 'Eco System' and technology adoption was never high on the agenda for forwarding companies. Traditionally it did not take too much of an investment to set up a forwarding company. All that was required was a table, a telephone and good contacts with

the Shipping & Airlines. Entry into this field was very easy and not before long there were hundreds of forwarders competing for the same space resulting in the inevitable dwindling of profit margins of all players, large and small.

As expected, companies began to look at reducing costs and increasing market share to improve profitabili-

# TECHNOLOGY USAGE IN FREIGHT FORWARDING INDUSTRY

**By Vinod Raju**, Head-IT & Enterprise Applications, EFL (Expo Freight)

*Vinod is a senior professional with 27 years of work experience in varied areas of Information Technology ranging from heading the IT in Logistics to Software Application Design & Development, and IT Infrastructure Management.*



ty. One way of reducing costs was by improving process efficiencies. This meant being able to handle more business without a significant increase in personnel & overhead costs. And the best way to increase market share was to provide efficient processes and consistency in good service to the customer. Not before long did most forwarding companies realize that this combination could only be achieved with the help of robust IT systems. Hence, they started implementing software solutions to automate many processes such as Air Waybill (AWB) & Bills of Lading (BL) creation. This instantly reduced the documentation time taken for shipment processing.

Very soon a majority of forwarders started using locally or 'in-house' developed solutions for their operating and accounting needs. As usage of Information Technology increased in this industry so did standardization of information exchanged between entities in the entire transaction (shipping lines & airlines, overseas counterparts, shippers & consignees and many more.)

With continuous improvements in technology such as Electronic Data Interchange (EDI) & Web portals, the Shipping & Airlines too found an easier automated method of receiving AWBs & BLs and space booking by forwarders on the liners. In addition to improving the efficiencies of Airlines & Shipping lines, this electronic collaboration also ensured forwarders kept up with technology as carriers began to incentivize usage of electronically filing documents (AWBs & BLs) with them. A big benefit for carriers was that information received electronically did not have to be re-entered into their systems thereby improving their process efficiencies too. This also resulted in standardization of information being exchanged between carriers and forwarders.

By its very nature, in the Freight Forwarding business, the forwarding company at the origin country generally (on most occasions) needs to deal with another forwarding company at the destination country. The information being entered at origin and destination were basically two sides of the same coin. With more & more standardization coming into the industry and the maturing of EDI technologies, it became possible to move information between software applications across countries. This further improved the efficiency of forwarders who did not need to re-enter information received from the origin. With this standardization and the ability to easily exchange information amongst the various entities, a customer could now track shipments from origin to destination. The track & trace service became a huge competitive advantage for forwarders. Now



**Vinod Raju, Head-IT & Enterprise Applications**

the track & trace of shipments is a default service that is expected by customers.

The next big technology improvement relevant to the forwarding industry in general has been the introduction of Cloud services (hosted solutions). As with all new technologies, the forwarding community (barring a few initial adopters) was cautious about accepting this service. Freight forwarding software solution providers have seen this technology innovation

as a great opportunity to expand their markets beyond the localized users. Soon the forwarding Software Solutions providers started offering hosted software solutions to the global market in a SaaS (Software as a Service) model. With the maturing of the SaaS model, forwarding companies have begun to see the benefits in this approach.

Like hosted solutions another technology that has great potential to help forwarders offer excellence in their service levels to its customers are the RFID & GPS technologies. This is fast becoming very popular with forwarding companies. The tracking & tracing of shipments has gone through a 'sea change' thanks to the technology innovation of RFIDs and GPS.

RFIDs tagged to containers on a ship, with the use of GPS, has the potential of actually giving customers real-time visibility on the whereabouts of their shipments. This information, for manufacturers, retailers, warehouses is invaluable for stock management, replenishment and many more.

The next big technology to be embraced by the forwarding industry, in my opinion, will be data analytics using AI. There is so much of information (structured & non-structured) available now, that it will be possible for even small & medium forwarders to start predicting peak loads of customers and the seasonality of their business. With such valuable information forwarders can customize solutions for their privileged customers thereby ensuring customer retention and increasing profitability.

The blockchain technology is just about beginning to be explored by technology driven forwarders. But it will take a couple years before the usage of this technology becomes common place amongst medium and small forwarding companies. As time goes by more & more forwarders will start embracing newer technologies quicker as they find more benefits to them and who knows. Perhaps in the future forwarders may be at the forefront of new technology adoption vis-a-vis other industries. 





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## Kenshine Global Logistics: A Globally Preferred Organization for Excellence in High Quality Customised Logistics Solution

**T**he current scenario of Clearing and Forwarding (C&F) companies across India is challenging. Today, the business models are changing, people are more inclined towards system-driven operations instead of Person-driven. Customer demands have also changed over time and to meet these demands, new market entrants are making their way into the industry which has crowded the landscape of C&F business. However, there are many ways to meet these challenges, some are evolutionary and some are revolutionary.

Set up in 1989, Kenshine Global Logistics is addressing these challenges with their mantra of - 'Commitment, Reliability, and Innovation'. The range of services offered by Kenshine Global Logistics includes Custom Clearance, Freight Forwarding, Airfreight, Ocean Freight, Warehousing, Multi-Modal Transport, 3PL, Surface Transport, Packing/Insurance, Logistics, Supply Chain Management and many more. Krishnakumar Nair, Founder and Promoter Director of Kenshine Global Logistics says, "Today's situation is completely different from the scenario prevailed in the 90s. There are transformations, highs, and lows in the logistic industry. Operational costs have gone up, margins dwindled, competition increased and to keep pace with the changing situations the operations have to be innovative according to emerging market and customer expectations.




**Krishnakumar Nair,  
Founder & Promoter Director**

and export cargo pick up, freight forwarding, customs brokerage, warehousing, and distribution. "Our extended enterprise strategy encompasses planning and management of all logistics activities that work together efficiently to create customer satisfaction at the source and to the end customer at the point of delivery. We constantly strive to improve trust, coordination and collaboration among logistics channel partners and the third-party service provider's thus improving inventory, visibility and velocity of inventory movement," adds Krishnakumar.

A leading name in the industry of International Logistics Solutions for the past 30 years, over the years, Kenshine has served prominent names in the areas of Project Cargos, Hospitality Segment, Hotel Industry, SEZ, Ship Building Materials, Equipment's, Machinery, Chemicals, Electricals & Electronics, Food & Beverage, FMCG goods, Building Materials, Sanitary Ware/Fittings, Steel, Automobile and many other general commodities. Krishnakumar says, "Equal opportunity to all genders, Sense of belongingness among Board members which includes Mr. Krishnakumar Nair, Mr. Prabhukumar and Mr. Pradeepkumar with determination to grow for the benefit of all, Loyal and committed staff members, Negligible percentage of attrition, Excellent teamwork and sense of ownership by staff members, Domain area expertise, Quality and efficient solution based service to all customers, Strong customer care to timely fulfil the needs of clients and our Strong belief in Core value systems are some of the major factors that have boosted the growth of Kenshine."

With the addition of more verticals, two more companies were born in Kenshine Group which is Kenshine Logistics Private Limited and Kenshine Shipping Private Limited. Indian Customs has recognized the company as the AEO – Authorised Economic Operator, which is considered as an incredible recognition in the industry. Once set up in Mumbai, today Kenshine has expanded its reach across various cities such as Mumbai, Chennai, Bangalore, Delhi, Visakhapatnam, Ankleshwar, Hazira, and Hyderabad. During these years Kenshine Group has established its network presence across 75 countries apart from having own overseas office in Dubai, UAE.

The firm envisions being a globally preferred organization for excellence in providing high-quality logistics solutions to the clients. 



**Kenshine is specialized in handling end to end logistics solutions such as import and export cargo pick up, freight forwarding, customs brokerage, warehousing, and distribution**

Kenshine Group emphasizes on sustainable growth and believes that 'Slow and steady wins the race'. Initially established in 1989 with the name Alankar Shipping & Clearing Private Limited, today, Kenshine is specialized in handling end to end logistics solutions such as import

# IMPORTANCE OF TECHNOLOGY IN WAREHOUSING & SUPPLY CHAIN MANAGEMENT

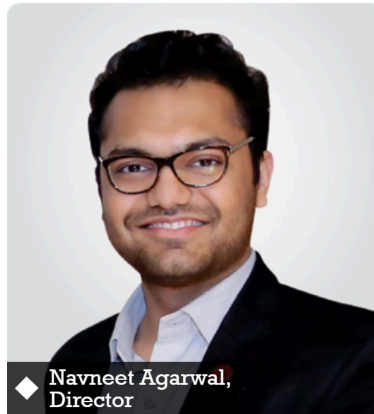
By Navneet Agarwal, Director, Agarwal Packers & Movers

*A tech-savvy, Navneet always stays connected with the technology and leaves no stone unturned to make the company digitalized in all aspects.*



Warehousing and storage refers holding and preservation of goods until they are dispatched to their desired location. Today, warehousing companies have a wide range of technologies to choose from. Warehouses nowadays provide the facilities of packing, processing and grading of goods. Goods can be packed in convenient sizes as per the instructions of the owner. With having so many new technologies these days, warehouses have been streaming rapidly in the industry by its features of reducing costs, improving efficiency and streamlining operations. Warehouses, a key link in the supply chain, need to embrace Internet of Everything to reduce equipments damage and create an error-free process.

The scope for implementation of the Internet of Things (IoT) in warehousing is substantial. IoT provides visibility into the supply chain from the very first step of ordering the materials, to the end step of shipping them till it reaches the end customer or 3PL warehouses.



Challenges faced by warehouses include lack of space, offloading delays, improper space utilization, limited scope for improving revenues, and a dearth of visibility into partially used locations. To cover-up with those drawbacks and to enhance it more in the industry, some industries with warehousing facilities have come up with new technologies, which not only embraces their market value but their way of working and satisfying their customers.

**RFID:** RFID is an efficient way to transfer data and track items. RFID tags can store up to 100 times the

data of barcodes, allowing the management to keep a track of all inventories such as lot and serial number, size and location. RFID provides a way for organizations to identify and manage stock, tools & equipments, and others without manual data entry.

RFID can be used in a variety of applications:

- Access management
- Tracking of goods
- Increase inventory accuracy
- Improve customer satisfaction

**Barcode:** Barcode scanners are the discipline for complete accuracy for inventory management. These barcode scanners help the warehouses to record data five to seven times as fast as a skilled typist, which helps to maintain a proper inventory management of each and every good.

The following are some of the benefits of barcode pertaining to warehouse management:

- Fast and Reliable Data Collection
- 10,000 Times better Accuracy
- Keyboard data entry creates an average of one error in 300 keystrokes. Barcode data entry has an error rate





of about one in three million.

- Faster Access to Information.

**Fire Safety:** State-of-the-art fire prevention systems and practices to ensure the goods remain protected from fire.

Below are a few benefits about warehouse fire safety:

- Warehouses with fire inspection must be up to code and safe.
- Warehouses designed with a sprinkler system therefore it can't burn down.

**Warehouse Robotics:** The warehouse knowledge and insight that IoT brings means that robotic automation is increasing prominently inside the smart warehouse.


**Machine-to-Machine Technology:** Over the last few years, machine-to-machine technology, or M2M, has greatly evolved into more sophisticated systems that help monitor and streamline all automation aspects of warehouse operations. Warehouse control systems, which are

used within the warehouse automation process is another place where M2M can come-in handy. A common scenario involving WMS and M2M is set in the context of a distribution company using M2M software to automate some of the order fulfillment process.

**Server/Cloud Storage:** Keeping records on paper & files is a much tedious task causing wastage of space. For the same, a data warehouse is an electronic system that gathers data from a wide range of sources within a company and uses the data to support management decision-making. Companies are increasingly moving towards cloud-based data warehouses instead of traditional on-premise systems. It enables users to create a backup related to inventory, sales, and billing, which can be used for reference at any point and on time.

**Paperless Pick & Pack System:** Covering the green aspect of warehouse technology, this system decreases the dependency on papers. Paperless Pick-Pack-System extends

*IoT provides visibility into the supply chain from the very first step of ordering the materials, to the end step of shipping them till it reaches the end customer or 3PL warehouses*

standard functionality to improve the speed, efficiency, and accuracy of the customer order delivery process. Paperless Pick-Pack-System uses mobile devices with scanners to increase the speed and accuracy of customer order picking and packing. It therefore, simplifies warehouse operations by automating shipping functions including integration with parcel shipping systems. 



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## Mayur C. Contractor: A Fourth-Generation International Freight Forwarders and Customs Brokers



**W**ith the implementation of Goods and Services Tax, the WTO Trade Facilitation Agreement (TFA), the current logistics scenario has a lot of exciting challenges. Models of companies have been tested with the new environment and entry of startups and disruptive technologies. The increased compliances which have been introduced in the space such as Customs and regulatory provisions provide an opportunity for Logistic service providers to differentiate oneself on the basis of Domain competence, combined with the Digital roadmap for paperless Clearances and the proliferation of startups which has seen lot of interest. If a Customs Broker or a Freight Forwarder adapts to these changes early on they would be in a better position to handle not only more business but also increase efficiency and contribute to the Speed and Ease of doing business that the Government has paved the way for. An International Freight Forwarder and Custom Broker Company Mayur C. Contractor Logistics Pvt. Ltd. is a fourth-generation business which was incepted in 1987 by Late Mr. Mayur C. Contractor.

Presently led by Tej Mayur Contractor, MCC offers a 360-degree of services to its clients taking not only into account the operational

requirements but also an emphasis on compliance and technological initiatives to make reporting and information easier. MCC's services include Customs Clearance; Freight Forwarding by Air and Sea including Warehousing, Cross Trade, creating Structured Transactions and others; Consulting Services to clients new to international trade, or even overseas clients looking for business into India,




**MCC analyzes the risk that the customer would face and then emphasizes on mitigating the risk by looking at the current laws and or regulations**

this is targeted at the MSME sector mainly; Training Services where it offers training to Exporters and Importers and their team members in various facets of International Trade such as Incoterms, Letter of Credits and more; and Software Services where the institute invests in technology to enable the Importers or Exporters to get real-time access of their shipments in the Export and Import cycle.

Tej Contractor, Director, Mayur C. Contractor says, "Great customers are the drivers to the success of a company along with good governance, and we have been fortunate to have great customers who have always played a part and participated in the fast-changing logistics environment. Anything that a customer may ask, we don't see it as a challenge but as an opportunity to increase the skill set of not only internal resources but also externally update the customer

on the outcome. We analyze the risk that the customers would face and then emphasize on mitigating the risk by looking at the current laws and regulations. The capacity of foreseeing the potential risk has provided MCC an ability to identify the problems that clients may face, and provide them pre-emptive solutions. Differentiation or creation of value is what wins business else we remain a commodity."

Mayur C. Contractor Logistics Pvt. Ltd. works with numerous clients like Manugraph Industries, Safex Fire Services Ltd, Karma Solutions, Marine Electricals India Limited, Indian Writing Instruments Pvt. Ltd , Smoothline Writing Instruments Pvt. Ltd and more. The firm believes that the most important thing which a customer looks forward in a relationship is that the right thing is done at the right time and right information is never hidden from them. "Compliance coupled with Visibility is our moto that MCC uses to differentiate itself from other competitors. The right use of Information available and using technology with its advancements is what use to deliver an increased value to our customers," shares Mr Tej.

Today, MCC has already embarked on an automation journey where the general processes have been streamlined and brought on main stream with advanced systems. In coming days, MCC's goal is to bring Machine Learning, and Artificial Intelligence into the industry with a predictive analytical tool which will actually provide its clients, vendors and internally the organisation with planning and execution. "With this competitive advantage, we would have the ability to keep our operating costs lower and this will help us grow at a must faster pace than we have," signs off Tej. 



# SUPPLY CHAIN, THE BACKBONE OF A BUSINESS

By **Shantha Martin**, Chief Executive Officer, Pentagon Group

*Pentagon Group is known for maintaining international quality construction standards and also for its ethics, transparency, reliability, professionalism and reflexivity. Pentagon Group is bound to fulfill expectations of the Global Indian who expects only the very best.*



## CXO INSIGHTS

‘P

erseverance is not a long race; it is many short races one after the other.’ - Walter Elliot, this prominent Scottish politician saw the important distinction between tactics and strategy.

Logistics involves successfully piecing together any number of moving parts into one working supply chain. Although it may look like one long process, supply chain managers need the patience to think in terms of both the end-to-end system and its constituent parts.

Emerging trends in supply change management has been largely driven by the incessant growth in businesses, by the reliance of one business on another and by the demands that are far-flung across geographies, deep into the hinterlands and traversing many barriers, in the backdrop of a globalised business complexities and more holistic move to ‘e-commerce’.

This driving force gets further amplified by the need to ‘Deliver upon promises made to customers’ which requires real-time data for managing complexities such as digital solutions to map vendor performance and business intelligence to better understand customer behaviour.

Hence, for a logistics professional in real-time digital environment it is important to run ‘what if’ scenarios and dig into any areas that give a pause for thought in terms of advance planning, which will help leverage the resources and capabilities of supply chain partners to create superior value and competitive advantage in the market place

The evolving trends in global sourcing practices, multichannel routes to market and relationship-based innovation are transforming the business landscape along with performance improvements which has led to a high resolution of brand visibility, enhanced sales and profits and further the cause of innovative processes, setting of higher benchmarks in terms of best practices and relationship building amongst the stakeholders.

Integrating operations, management of materials and products, information and capitals into a well-formatted supply chain is the new



paradigm in organizing business lines. Hence, supply chain the mantle of 'Backbone' – a valuable component of all business planning.

**- The Current Scenario:** The supply chain and logistics sectors are being transformed by several innovative solutions such as IOT (Internet of things), Big Data, Artificial Intelligence, 3D Printing, Robotics and Automation, Digital Logistics Marketplace, Blockchains, On-demand technologies, Crowd shipping and more.

Factors guiding the new trends in supply chain design and performance:

**- Need for Advance Planning** - Advanced demand planning systems help companies to create an efficient customer focussed mindset without sacrificing operational efficiency.

**- The Globalisation of Business Landscape** – This has brought with it ever complex and changing socio-political barriers to deal with. Hence a well thought of supply chain network which can optimize the positive effects of the socio-political-economic flux and mitigate its negative effects is the call of the day to smoothen a cost-effective flow of materials through these “complex web of networks”

**- Competition and Pricing Pressures** – The focus should be at cost rationalization and creating an efficient value chain that will aid cost competitiveness and simultaneously provide value-added services to meet the demands of a varied set of customers.


**- Outsourcing** – The valuable idea of outsourcing has become a key to the efficiency of the supply chain. In this aspect supply chain is nothing but a “pooling in of various core competencies” of different partners along the supply chain, thereby bringing in manifold synergies and enhanced focus on one’s own core capability, thereby bringing in enhanced value and reducing the pricing pressures. The challenge though remains here is a ‘quality-driven well synchronized and seamless chain of value partners’ who can work briskly in tandem such that the promises made to the end customer can be fulfilled.

*IoT provides visibility into the supply chain from the very first step of ordering the materials, to the end step of shipping them till it reaches the end customer or 3PL warehouses*

**- Complex Product Life Cycles** – The demands of the markets are to continuously develop innovative product; at the same time the efficiency would aim at minimizing the cannibalization of the existing products.

**- Collaboration between Stake Holders** – As supply chains continue to evolve there has been a move towards more intense collaboration between customers, suppliers and other peripheral stakeholders. This level of collaboration goes beyond linking information systems to fully integrated business processes and organizational structures.

The future holds good for businesses that seek to stay sustainable through accountability in terms of delivering to the customers/ stakeholders the values promised.

The focus herein is ‘Continuously monitoring the flux, staying abreast with the evolving machinery so as to align them with the business goals in order to stay ahead in competition’ and at the heart of it all is innovation which continuously and consciously improves logistics efficiencies, reduces the level of environmental impact and enhances value generation rather than labour cost thereby creating long term sustainability. 



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# Navbharat Shipping: A Veteran Masters the eCommerce Business

**A**ccording to CRISIL the future for the Indian logistics industry is going to shine even brighter. The research firm suggests the logistics industry of India which stood at Rs 6.4 trillion in FY17 will grow at a CAGR of 13 percent and be at Rs 9.2 trillion by FY20. A visionary in business, Late Shri Prem Dwivedi was quick enough to recognize the potential of the logistics industry. With a vision to bridge the gaps in the logistics industry and provide consultancy for various matters related to imports and exports, in 1984, Shri Prem Dwivedi established Navbharat Shipping India Ltd. The flagship company of Navbharat group and an experienced name with ethos of start-up, Navbharat Shipping is re-defining the meaning of shipping and transportation in India.



**We support eCommerce companies to start from scratch and gain a strong foothold in the Indian Market**

The family-run business for over 35 years is now being handled efficiently by professionals like Prashant Dwivedi and Rekha Atri. Prashant is an MBA from IIM Calcutta, a lawyer and a computer engineer with more than 17 years' experience in Customs and multinationals like Deloitte and Microsoft. Rekha Atri an MBA from Symbiosis comes from a consulting background and has experience with multinationals like PWC India, Deloitte, Genpact, Vedanta Limited and more. Rekha heads the Freight Forwarding business and

Delhi operations for the group. With a unique ability to marry the needs of today with the laws and regulations of India, Navbharat Shipping is addressing numerous challenges of its customers, some of which include Lack of understanding of the laws applicable to them, Identifying the correct classification of the products and the HS Code, Identifying cost-cutting opportunities in the supply chain, Speeding up and shortening the delivery time, Setting up legally correct Processes in the company, Identification of bottlenecks in the company and suggesting process improvements and many more

"Our clients come up with various requirements to which we, at Navbharat Shipping, offer end-to-end logistics which includes Customs Clearance, Freight forwarding, Transportation, and we also provide services in e-commerce, logistics consultancy related to imports and exports, warehousing and freight insurance. With more than 3000 different commodities which include Machinery, Plastics, Apparel, Food products, Drugs, we are an expert in e-Commerce space which most players find difficult to manage. E-commerce has been the driving engine for markets worldwide for the last few years. Consumers worldwide purchased 2.86T in 2018 up from 2.46T in 2017 and is expected to be 4.9T in 2021," says Rekha. Headquartered in Mumbai, Navbharat Shipping is renowned for providing customers with seamless experience primarily due to two distinct advantages - its 35 years' experience in the industry and the respect that they have earned. "We handle a variety of goods and offer everything from sourcing the goods to doorstep delivery. Our clientele includes Amazon.in where we have set up an end-to-end supply chain for



**Rekha Atri,**  
Vice President

products in the home storage category, Jabong.com where we helped them right from importing the products in our entities to delivering to their final warehouse, Clubfactory.com where we have helped with Customs clearance, HS Code consultancy and other end-to-end services. We have been instrumental in making Clubfactory no.3 eCommerce platform in India," speaks Rekha.

An old company with New blood, Navbharat Shipping intends to contribute to the country by making logistics efficient. Speaking about the future plans Rekha narrates, "We have been growing at 60 percent y-o-y for the last three years and we will start working on all major ports in India by the end of 2020. For the eCommerce business, we are the gateway to India. We aim to retain our spot as the largest eCommerce player in International logistics. Our mission is to provide effortless end-to-end logistics for our customers. Just tell us what you want and it will be done!" **SI**

# RFID TECHNOLOGY - DIGITAL TRANSFORMATION IN LOGISTICS INDUSTRY

By **Ajay Yadav**, Head IT, Arshiya Rail Infrastructure

*Ajay is an IT professional with 15 years of experience in the fields of SAP Implementation, ERP Implementation, Post implementation Support, IT Infrastructure Management, Logistics and many others.*



◆ Ajay Yadav, Head IT

**A**n RFID system comprises electromagnetically responsive RFID tags and RFID readers. Embedded within each RFID tag is unique information. Attaching an RFID tag to an object such as inventory or goods makes it possible to track and monitor placement and movement, making it traceable

throughout transport. This has made RFID useful in supply chain logistics, especially for tracking shipping containers, components used in the manufacturing process and for other similar purposes

RFID Readers are the main communication initiator between reader and tags. The Reader sends the modulated signal to tags and after that, tags respond back with specific commands. An RFID tag does not necessarily require “line of sight” as in the case of barcodes. Instead, the readability distance is determined by whether the type of RFID tag is passive or active. Although RFID readers can be fixed or mobile, smart phones cannot be used to read RFID tags as they are in the case of barcodes. Reader then collects the information from tag and sends it to the middleware. Middleware is the software which manages the whole data for the application. Most of the middleware has the connectivity with the existing ERP (Enterprise Resource Planning) system. Nowadays, RFID is used in enterprise supply chain management to improve the efficiency of inventory tracking and management.

Logistics & Transportation is a major area of implementation for RFID technology. For example, Warehouse management, Yard Management, Shipping & Freight and Distribution Centers are some areas where RFID tracking technology is used. Logistics/Transportation companies value RFID technology due to its impact on the business value and efficiency.

Most Logistics and SCM companies believe that RFID can make their operations more efficient and build a competitive edge in their market. The RFID technology is a flow control technology. It can provide the strategic significant incremental benefit to the supply chain of manufacture, logistics, wholesale and retail industry. RFID industry can

help enterprises increase the exchange quantity and accelerate the flowing speed of information to promote efficiency and save costs.

### It Can Help the Company Obtain:

- Improvement in transit & asset visibility.
- Improve receive/shipment/ transportation cycle.
- Improve accuracy outbound benefits
- Labor productivity & process.
- Reduce shrinkage losses.
- Inventory management & control.
- Demand/ Forecast planning.

It can integrate all supply activity supplier, deliverer, transporter, and third-party logistics company and information supplier. The typical application of RFID in logistics management is tracking. Technically, we can stick tags on the plate, packing box or equipment to automatically save and transmit the style of the equipment, sequence number and other information. The tag can transmit the information to read-write equipment from a distance, so the equipment and end-product don't need to be scanned by the handset to read bar code in warehouse and workshop. This can reduce omission and promote efficiency greatly. This application model can reduce the cost and clean up barriers in supply chain. By the close integration into supply chains, RFID may replace the bar code technology in the future. The key of the modern logistics management is the automatic identification of product container, vehicles and staff. Some information needs to be transmitted and reflected real-time in MIS system and ERP system in the company. RFID can totally accomplish these functions, thus, it can be applied universally in logistics management.

In cases where read-write equipment is placed within the warehouse, all in-house movements are additionally registered in the system. This allows for strategic planning of product locations within the warehouse.

The information that is gathered with RFID can lead to significant improvements as the tracking and handling of the products can be done in real-time and with great accuracy. In the warehouse, products are easily located as all product movements are tracked and this information is automatically registered in the system. Whilst stock is accurately tracked, valuable information concerning losses is also recorded.

Around the world, the most popular way to transport large amounts of cargo is to use shipping containers. Container transports are often times chosen as they ensure safe and secured transportation, low costs, standard packaging and high transport density. Companies that use RFID in tracking and managing of shipping containers are able to

track containers in each link of the supply chain. Active RFID Tags can be used to track containers in real-time in yards and docks. Ultra-high frequency RFID technology has long identification distance and speeds up identification.

### RFID in Container Management and Tracking:


- offers visibility of real-time cargo movement
- improves efficiency
- increases accuracy

### RFID in Warehouse Processes Offers:

- visibility of accurate real-time information
- fast locating of products
- possibility to record losses
- ability to plan product locations strategically

Although, logistics is one of the application areas of RFID, if RFID technology is closely integrated into every process of supply chain, it may replace bar code technology in the very near future and make revolutionary changes to logistics.

*RFID industry can help enterprises increase the exchange quantity and accelerate the flowing speed of information to promote efficiency and save costs*

Throughout, the warehouse management, combining receipt, collection, shipment plan set up by the supply chain planning system to RFID systems, it can complete all kinds of business operations with high efficiency, as designating storage areas collection and supplementary supply. RFID technology can increase the accuracy and speed of operations, significantly improve service quality and reduce operating costs, save inventory space and labor cost by reading code. It could also reduce the overall loss due to the misplacement wrong sending, theft damage and inventory shipment error. RFID can provide the accurate information of the inventory, thus, management staff can quickly identify and correct operational ineffective situations to achieve rapid supply and reduce storage costs as much as possible. One of the most popular uses for active RFID tags are in monitoring high-value cargo, packages, assets and equipment in warehouses, railways and other supply chain facility yards. Because the readability range is greater, there is less need to have as many RFID readers. This helps to reduce the overall cost of using RFID. 



## Premji Kanji Masani: A Recognized Name Offering Quality Shipping & Custom Clearance Solutions

**F**or a successful business, trading is essential and for a business to boom, one ought to consider trading internationally. However, while shipping your items around the world might present innumerable opportunities to expand your customer base exponentially, the logistic process involved in this is very complex, as is understanding the rules and regulations which you must adhere to when carrying out business on an international scale. Aiding to these challenges is Premji Kanji Masani Pvt. Ltd. (formally known as Premji Kanji Masani & Co.), a firm which was set up with the belief that large operations can be enabled and executed with high efficiency if focused was placed on the small and apparently insignificant tasks. It is with this belief, Premji Kanji Masani has built strong relationships with its clients over the years.



**Being an innovative company, for future Premji Kanji Masani is under process to launch a digital customs clearance platform which will be a first in this industry**

“Our Journey began with C & F operations at Veraval, Gujarat, in 1963 under Gujarat Maritime Board (GMB). The pioneers of the company were quick enough to realize the crucial role of C & F agents in industries that were time-dependent and had a significant impact largely on the development of foreign trade. We understood our role

very well and realized that we enable the importers and exporters to drive their value chain by facilitating various Port Services, Agency Work, Customs Clearance and others, using our strong local knowledge, experience and goodwill. We have continuously strived to give our best to the customers, and this is why, today, we are one of the leading Licensed Custom House Agent/Broker and Freight Forwarder in the country,” says Tarun Masani, Director, Premji Kanji Masani.

With head offices at Veraval and branches located at Ahmedabad, Pipavav and other major ports of Gujarat, Premji Kanji Masani is committed to Quality Shipping, Customs Clearance Solutions, Deploying, Shipping Services such as Freight Forwarding, Licensed Custom House Agent, Clearing, Forwarding, Shipping Transport of Goods and more across the entire consignment life-cycle of each of its customers both in India and abroad, who operate under dynamic and highly competitive business scenarios. “We have two types of Customers – first, Freight Forwarders/Agents and secondly, Exporters and Importers. For the first category we offer only custom clearance on behalf of our agents for their exporters and importers, while in the second case, we do provide customs Clearance services along with required services such as freight forwarding and Exim consultancy as per the clients' requirements,” mentions Tarun. Premji Kanji Masani is backed by a skilled team of consultants for Exim Consultancy and



International Trade Consultancy who are specialized in Export and Import of Customs Clearances Service

of any commodities along with Air, Sea and Land Freight Forwarding.

Recognized as ‘Top performer among the Export Clearance of reefer containers from APL Terminal Pipavav Port’

in 2016, Ranked 17th in

CONCOR - Ahmedabad for Export and Import Volume in 2017 and 7th in CONCOR - Ahmedabad and Started operation at Kanpur and Chennai ICD in 2018, Premji Kanji Masani always believes in transparency and best in class service through competitive pricing along with Hard Work, Innovative Business Idea, Right Manpower, Commitment, Range of Services, Confidentiality of Customers Data and Information, and Quick Escalation through management.

Being an innovative company, for future Premji Kanji Masani is under process to launch a digital customs clearance platform which will be a first in this industry. “The aim of the online system is to expedite customs clearance and remove delays which are costly both in terms of time as well as money. This new one-stop-solution allows us to timely and efficiently handle export and import clearance for our customers. The solution provides downstream benefits of full governance and compliance. It will also reduce the number of intermediaries customers deal with for customs clearance to a single party,” concludes Tarun Masani. 

## CXO INSIGHTS

# FOUR MYTHS ABOUT INNOVATION IN LOGISTICS

By **Daniel Gagnon**, VP - Global Healthcare Strategy and Marketing, UPS

*Headquartered in Atlanta, UPS is a global leader in logistics, that manage the world of business more efficiently and serves to more than 220 countries and territories worldwide.*



The serenity of a normal Sunday morning gives me time to catch-up on the business journals and blogs that have accumulated in my in-box throughout the week. As I comb through the articles, my serenity turns into anxiety as I read article after article on the vast number of innovative ideas that are positioned by both our traditional and non-traditional competitors alike.

Regardless of whether it is real innovation or self-promotion one cannot help to feel that the world is moving quickly without them. This fast paced, new world of change in Logistics is happening because businesses and consumers are demanding better (faster) service at a lower-cost-to-serve. Today, more so than any other time in history, technology and innovation are now here to make it happen.

In the highly-fragmented field of Logistics, providers are all walking a tight-rope, balancing thin margins against the right capital expenditures for both technology and general innovation to keep-up.

We all know that the primary catalyst forcing change in Logistics is e-Commerce growth. e-Commerce can be a blood-sport for those businesses trying to gain competitive advantage on the retail side (just ask any brick-and-mortar retailer). According to Transport Intelligence, the Retail

sector is 51 percent of the 3PL market and is undergoing the most significant supply chain model shift. Transportation carrier costs are rising due to more single package deliveries to homes, warehouse complexity increases with item level picking and higher return rates, and Christmas peak volumes increasing space requirements three times in the course of two weeks. Make no mistake that these new challenges become new opportunities for those that leverage their innovation for the specific purpose of addressing these issues.

To keep pace with change, we at UPS, like many other organizations, are testing the 'shiny new objects' such as goods-to-person automation, robotics, drones, driverless vehicles that assist pick-and-pack operations and augmented reality glasses to support supply chain. We frequently remind ourselves, however, that success with the exploratory efforts themselves is not the final destination, delivering value to our customers is.

Our investments must create value, improve service, reduce costs, or provide for better sustainability. As we look to deliver value to our clients there are some common myths we'd like to clarify:

## Myth 1: Innovation Must be Transformational

Big, visionary ideas such as those



**Daniel Gagnon**,  
VP - Marketing, Global  
Logistics & Distribution

*An organizational mindset of constructive dissatisfaction can deliver incremental innovation year in and year out*

driven from Google's Moonshot Factory receive significant press attention, however not every industry and company can afford that approach. An organizational mindset of constructive dissatisfaction can deliver incremental innovation year in and year out. Continuous improvement starts with drawing a clear stretch goal and getting creative about getting there. A baseball team does not win





games relying on just home runs. Well-timed singles can be equally effective.

Develop a culture of experimentation, understanding that some ideas will work and some may not. Today's fast pace requires quick decision making so consider pilot-testing in a live environment instead of executing lengthy business testing, data gathering and market research. Small pilots to prove new concepts and technologies can achieve final solution faster. If failure is inevitable, fail fast and move on.

## Myth 2: Innovation is a Function of IT

Innovation once involved only the tech guys tinkering and experimenting in a controlled environment until, 'Eureka! We got it!'

Now, innovation belongs in all areas of the company. It encourages collaboration across all business functions and with external partners to find ways to reduce costs, improve service, and create value. It also engages employees to drive improvements in the business.

The most commercially lucrative innovation solves a client problem, in most cases, one they did not even know they had. Successful companies immerse it into their culture. Companies that don't, tend to run in silos and encounter trouble innovating.

At UPS, we develop cross functional teams to solve problems together, with each member bringing their expertise to the table. A project for a new 'cloud based' WMS solution united a team of engineers, IT, operations, and marketing. This cross functional approach produced a successful first deployment in 50 percent faster time.

No company has all the answers, so it is critical to not only reach across internal functions but more importantly, reach outside your organization. Engage with technology partners, clients, universities and industry organizations to pioneer solutions of the future. Collaborate with consortiums, government agencies, customers, vendors and suppliers and technology companies. Be comfort-

able partnering, because who owns the customer should not matter.

## Myth 3: Logistics Companies can't Afford to be Innovative

The truth is that logistics companies cannot afford not to be innovative. Fail to innovate and customers will view your organization as providing no value. Standing still is not an option.


Technology is getting lighter. Cloud based systems are eliminating a key barrier to entry into logistics. Non-traditional competitors have entered the market delivering better analytics and creating value with minimal investment.

Aligning your solutions to support your customer's business strategies will incent your customers to invest in innovation. Solve your customer's problems and you will solve many of your own. Supply chain solutions can have a direct impact on organizational growth, cost control, and capital outlay reduction. A long term contract built around progressive innovation and optimization can often be funded from the savings across the agreement.

Achieving ROI can be challenging, and some researchers estimate that companies can expect to spend \$7 on implementation and execution for every dollar invested in innovation. During the testing phase, try to determine ROI. Be prepared to walk away if it's not achievable.

## Myth 4: Every Project Needs to Succeed

Innovation offers no guarantees, and about 95 percent of new products fail, estimates Harvard Business School. Timing is everything: A good idea can fail if the market is not ready for it.

Deploying new technologies on a large scale increases the cost of failure. Avoid the pressure of staying the course to achieve success. Instead, document the reasons for failure, leverage learnings during the beta/pilot test and return to market faster. Again, fail fast and move on. 



## LAST WORD

# ROBOTIC PROCESS AUTOMATION IN MANUFACTURING INDUSTRY: A REVOLUTION

By Jagdip Kumar, Head - IT, Cosmo Films

*Headquartered in New Delhi, Cosmo Films is one of India's multinational corporation which manufactures & supplies BOPP Films, Specialty Films, Packaging Films, laminating Films, Label Films, Digital Films, Thermal Films and many other products.*

In today's time, the speed with accuracy is the mantra for any successful organization. Most of the manufacturing organizations today have various automation tools to execute business transactions with greater speed along with data accuracy.

Interfaces are available between various systems like ERP, CRM, Supplier Portals and Manufacturing Execution system to achieve greater speed and accuracy in business process execution. Organizations have tried to deploy automation processes successfully in all the areas but if any process needs manual intervention at any step, it becomes a bottleneck and the whole objective of automation is defeated.

The major objective for any organization is to achieve an end-to-end process automation without any manual interventions. With the help of Robotic Process Automation (RPA), this issue is resolved to a great extent with improvements in accuracy and cycle time and increased productivity. Any business process which requires data processing at a large scale and needs manual intervention for verification process is best suited to qualify for RPA.

**Manufacturing industries can automate various processes by using RPA with better controls. For instance:**


- 1) Master Data creation i.e. vendor master, customer master, material master and many more could be fully automated with the help of RPA.
- 2) Customer payment receipts into ERP can be fully automated which results in better execution of the processes like credit limits, cash discounts, faster delivery to customers and many more.
- 3) Bank reconciliation of vendors & customers could be a business case for RPA.
- 4) Booking of vendor invoices received into ERP system could be a good case for RPA.
- 5) In other words, reading the information from one system

and posting the transaction on another system is a good example of RPA implementation.

Depending on the nature of the business and individual requirements, other business cases can be built to utilize the RPA technologies. Many software programs are available to develop RPA as per business requirements. Before implementing RPA in the system, one needs to build proper business cases which can help in generating high ROI on RPA implementation.

*Any business process which requires data processing at a large scale and needs manual intervention for verification process is best suited to qualify for RPA*

In any manufacturing organization, almost in every function, people indulge in many mundane and repetitive tasks which can be automated with some changes into the existing business process. Initially, a company should start with 4-5 boats and after achieving successful results, can target the Complex Process Automation (CPA). If RPA is effectively used, the transaction process time can be reduced by 50-80 percent based on the process requirement and number of applications involved into the process, while it will also cut costs, drive efficiency and improve quality. Chat boats are getting used very commonly now-a-days, which is a very good example of RPA success story.

As per the Gartner forecast, the Robotic Process Automation market will grow by 41 percent per year, though this growth will be tempered by new next-generation AI products. Organizations implementing RPA defiantly will be able to take advantage of early movers. 



◆ Jagdip Kumar,  
Head - IT



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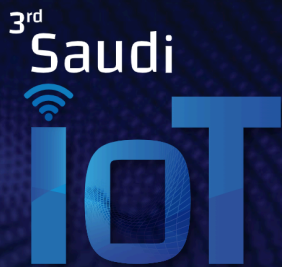
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**KINGDOM OF SAUDI ARABIA**



The Crown Prince HRH **Prince Mohammed Bin Salman** has advocated to see "Saudi Arabia as a technology hub" for the Middle East.

## Redefining Communications

Saudi IoT is slated to be the BIGGEST IoT event in the region showcasing the latest concepts and innovations. Saudi IoT is the ideal opportunity for entrepreneurs and businesses to network with leading technocrats of the IoT community. The event reflects the Kingdom's 2030 Vision to promote the 'Digital Transformation' in the Kingdom of Saudi Arabia.

The eagerly awaited Conference and workshops will focus on **Blockchain, Cyber Security, Artificial Intelligence, Industry 4.0** and **5G** as they converge into the Internet of Things.

Over **30,000** attendees are expected to throng the event.

The Managing Director of New Horizon, Eng. Fahad Algarni states, "Saudi IoT is a premier business development opportunity, that we host every year to open up new prospects for your business. I extend my greetings and a warm welcome to one & all to the BIGGEST IoT event in the region."



Saudi IoT  
Exhibition



Saudi IoT  
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Cyber Defence  
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Blockchain  
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