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July 2023

An Aspiring Beam of Light

The **10** MOST
Successful
LOGISTICS
Brands
2023

TLG



Apps

Logistics Apps Transforming the Dynamic Industry

Trends

Logistics of the Future: Three Trends Shaping the Logistics Sector of Tomorrow

Technology

6 Technological Innovations Revolutionising the Logistics Sector

Leadership

Cultivating Leaders: Nurturing Agility in an Ever-Changing Landscape

Er. Muruganandam
Chairman & Managing Director

Excel group

Excel Maritime-Your Trusted Partner in the Export-Import Journey

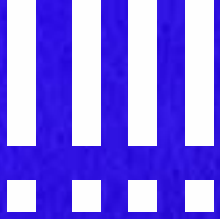


JW MARRIOTT

The image shows the exterior of a JW Marriott hotel at dusk. The building features a modern design with a grid of windows and balconies. The balconies have white metal railings. The interior lights are on, and the sky is a deep blue. The JW Marriott logo is prominently displayed in white, illuminated letters above the second floor. In the background, other tall buildings are visible, some with lights on. The overall atmosphere is sophisticated and urban.

JW MARRIOTT

FOCO DE CHÃO



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Editorial



Maestros Pushing Boundaries: Powerhouse Logistics Leaders Heralding Change

In an era of relentless global trade and complex supply chains, logistics companies have emerged as the backbone of the global economy. As the true titans of the industry, these vanguards have honed their expertise to navigate the ever-changing landscape of logistics and set new benchmarks of success.

In our current issue, we, at The Leaders Globe Media, celebrate 'The 10 Most Successful Logistics Companies of 2023,' paying tribute to the logistical geniuses who have propelled their organisations to unparalleled heights through their unwavering commitment to excellence, innovation, and operational mastery.

Nestled at the core of their triumph resides an innate comprehension of the intricate tapestry that forms the backbone of streamlined supply chain management. These logistical virtuosos, armed with state-of-the-art technologies like blockchain, automation, and AI have choreographed a seamless ballet of operations, optimising inventory control and revolutionising the very essence of last-mile delivery. By deftly harnessing these tech tools, they have metamorphosed the logistics landscape into a strategic masterpiece, where efficiency, agility, and cost-effectiveness harmonise in unmatched symphony.

Moreover, these logistics pioneers have raised the bar of customer-centricity to unprecedented heights. They understand that the customer experience is not merely a buzzword but a defining factor in the logistics landscape. Armed with advanced technologies such as Internet of Things (IoT) and cloud-based platforms, they provide end-to-end visibility, real-time tracking, and personalised solutions that ensure impeccable customer satisfaction. Through their relentless pursuit of excellence, they have transformed logistics from a mere service into an unparalleled journey of trust, reliability, and peace of mind for their clients.

Beyond their operational prowess, these logistics trailblazers have embraced their role as stewards of a sustainable future. With a strong sense of environmental responsibility, they have spearheaded green initiatives, reducing carbon emissions, optimising routes, and embracing eco-friendly practices. By harnessing alternative energy sources and implementing innovative sustainability measures, they have not only minimised their ecological footprint but have also become beacons of inspiration for a greener, more ethical industry.

In the realm of logistics, where every moment counts, these companies have risen to the challenge, embodying expertise, innovation, and excellence. Through their visionary leadership and unwavering dedication, they have reshaped the very fabric of logistics, leaving an indelible mark on the industry and setting new standards for success.📍

- Suparna

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Chairman & Managing
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Totals Solution - Spearheading Logistics
Excellence for a Connected World



Ajai
Joseph

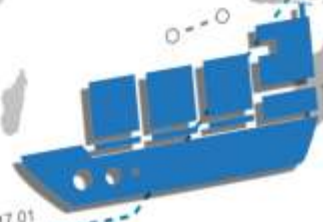
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Multinational logistics Company:
Consolidated Shipping Lines Providing
Happiness from Door to Door

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Review





COVER STORY

Excel Maritime

Your Trusted Partner in the
Export-Import Journey

Muruganandam.M

Chairman and Managing Director



In today's globalised world, an EXIM (Export-Import) partner is an indispensable asset for businesses seeking to thrive in the international market. Navigating the complex web of international trade regulations and compliance requirements is a daunting task. An EXIM partner acts as your guiding light, ensuring that you stay on the right side of the law and avoid potential pitfalls that could jeopardise your operations. Similarly, the logistics involved in export-import operations can be overwhelming. An EXIM partner brings their expertise to the table, streamlining the entire process, from documentation to customs clearance and transportation. This ensures efficiency, reduces delays, and optimises costs. The international markets also present unique challenges and opportunities. Partnering with an experienced EXIM leader who possesses invaluable market knowledge and connections, helps you tap into new markets, identify potential buyers or suppliers, and seize emerging trends. They help you navigate cultural nuances and bridge the gap between different business practices. Furthermore, an EXIM partner provides risk mitigation strategies. They analyse market fluctuations, currency risks, and political dynamics to help you make informed decisions. With their guidance, you can minimise risks and maximise returns on your investments. In the vast landscape of India's export-import industry, where billions of dollars are exchanged

annually, companies often find themselves entangled in a web of delays and financial complications. The intricate nature of international trade necessitates the expertise of specialised consultants who can navigate these complexities with ease. While several firms offer such services, few can provide an end-to-end solution, leaving businesses in a state of disarray. Excel Maritime, however, stands out as the beacon of hope -- a one-stop shop for the entire range of EXIM services, revolutionising the industry with its unique approach. They specialise in turnkey project services and consultancy, setting new benchmarks of quality and professionalism. Their range of services includes end-to-end EXIM solutions and expert guidance in customs clearance. They excel in freight forwarding, ship chartering (both air and sea), logistics, haulage, and specialised handling of project and process cargo. Their trading division facilitates trade in a diverse range of products.

Establishing a Legacy: Excel Maritime

Founded in 2006, Excel Maritime has positioned itself as a consistent and reliable service provider in the export-import space for almost two decades. With an in-depth understanding of the challenges faced by businesses in this industry, the company was set up to seamlessly connect the dots and provide comprehensive solutions. They believe in Expertise through Experience, and Service

Excellency through Time-Bound Delivery.

The company's passion for new initiatives, commitment to quality, emphasis on ethical business practices and preference for long-term business partnerships, have enabled them to not only create world-class businesses but also become one of India's most respected enterprises.

Meeting the Architect Making a Difference

"Quoting Robert Schuller, 'Tough times never last but tough people do', I have been influenced by his saying and I strongly advocate this powerful line to my team and to the youth I meet. Challenging times are the greatest teachers to anyone and one has to make the best out of them.", says Muruganandam.

In the realm of entrepreneurial prowess, few individuals possess the captivating charm and determination of Muruganandam, the visionary force behind the Excel Group of Companies. Fondly referred to as MMM within his inner circle, he embodies the spirit of ambition and fearlessly champions the philosophy of "Dare to Change!! Dare to Shape!!" Beyond his business acumen, MMM has also carved a profound impact in the social sphere.

A charismatic leader and sought-after EXIM consultant, Muruganandam's entrepreneurial journey began with his decade-long experience in supply chain and logistics. In 2006, he established Excel Group of Companies, a venture that would



**The relentless pursuit
of progress, growth,
and learning has
propelled Excel
Maritime into the
commanding
position it holds
today**

- Muruganandam.M



revolutionise the industry's landscape. Muruganandam's passion and steadfast commitment have been pivotal behind all the business verticals that form the expansive empire of Excel Group. From the intricacies of EXIM services and the dynamics of trading activities to the complexities of shipping and logistics, Excel Group has become a formidable player in the global arena. The company's

ventures extend beyond conventional boundaries, encompassing tours and travels and construction and infrastructure projects that shape the physical landscape. Furthermore, memberships and certifications in forums like the Customs House Agent Association, the Federation of Freight Forwarders Associations (FFFAI), the International Federation of Freight Forwarders Associations (FIATA), and the

International Air Transport Association (IATA) demonstrate its engagement in the logistics and transportation sectors. Building Trust: The Credibility of Excel Maritime Trust is the cornerstone of any successful business relationship, and Excel Maritime has earned its reputation as a trusted partner in the export-import industry. As an ISO 9001:2015 (Quality Policy), ISO 14001:2015 (Environmental Policy) and ISO



45001:2018 (Occupational & Safety Health) certified company, Excel Maritime periodically upgrades their licences to ensure hassle-free movement of cargo no matter big or small assuring the clients that they are dealing with a credible and reliable brand and can sit back to focus on the other aspects of their business. Excel Maritime & Logistics is one of India's largest shipping logistics companies to have received prestigious accolades in the country.



They are one of India's largest shipping logistics companies to have received prestigious accolades like "The Best Navigator" (2012), by Times Group, "Best Project Cargo Mover and C & F Agent", by Shipping Times of India & "Top 10 Most Promising Companies in Logistics", Silicon Magazine, "Best CSR" (2022), by Economic Times and "Project Cargo Mover of the Year" (India & International) at the South East CEO Conclave & Awards 2023.

Catering to Diverse Industries

Excel Maritime's Competitive Edge and versatility have propelled the company ahead of its competitors. The Excel Group is a financially sound organization with 250 direct employees and over 150 indirect employees. The Logistics and Maritime division handles more than 2 lakh tons of cargo in addition to special cargo every year.

What sets EXCEL apart is the ability to identify opportunities, quickly diversify and emerge as a leader in the chosen business areas. Paramount to its success has been its ability to continually forge strong, reliable and trusting partnerships with some of the biggest international names in the industry.

With in-house experts specialising in engineering, and consultancy, Excel Maritime possesses a unique advantage in catering to a diverse array of industries ranging from process and project industry to renewable energy sectors and also industrial



**IN THE REALM OF
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TRANSFORMS DREAMS
INTO REALITY**

-Muruganandam.M

fabrication, energy sector, tours and travels, luxury bus transportation, job portal, health care and agro farm.

Excel Maritime consistently adapts to evolving landscapes and seizes emerging opportunities. Their team of industry professionals combines extensive knowledge with a customer-centric approach, delivering results that exceed expectations.

Expansion and Global Recognition Excel Maritime's relentless pursuit of excellence and innovation drive its future ambitions towards the Globalization of Excel Group. The company has set its sights on expanding its network by opening additional branches



across India. By doing so, Excel Maritime aims to enhance its reach and accessibility, ensuring that its services are easily accessible to businesses across the country. Furthermore, the company aspires to expand its sphere of influence over different countries in the upcoming years, securing global recognition and footprint for its expertise and resolute commitment to customer satisfaction.

Ability to adapt to the latest technology trends

The entire world today is ruled by technology and the logistics industry is no exception. To name a few the latest trends in the industry include AI, Robotics, warehouse automation, big data & analytics, cloud computing, autonomous vehicles & elastic logistics. In light of

this, the company has taken all measures to ensure sound technological interference to help overcome the pitfalls persisting in logistics operations.

Making a Difference: The Excel Foundation

At the heart of this conglomerate lies the Excel Foundation, a testament to its unyielding drive to foster meaningful change within society. This foundation goes beyond the realm of mere corporate responsibility, stepping forth as an ode to the transformative power of collective action. Through active and consistent engagement in diverse social causes, the Excel Foundation serves to the well-being of young students, children, women, spastics society and elderly people. The Excel Foundation also extends

substantial support to and champions the growth of young, aspiring athletes and sports enthusiasts on a broader scale. A shining beacon of their benevolent endeavours is the charity healthcare project, a hallmark initiative that aims to provide comprehensive cancer care and treatment. On a mission to create a better and more equitable future for all, the Excel Group of Companies epitomizes a harmonious fusion of business acumen and compassionate humanitarianism. Their multifaceted efforts resonate as an inspirational exemplar for corporations worldwide, illustrating the profound potential for corporations to be transformative agents of positive change in the world.¹⁶


Excel group


www.excelgroup.co.in



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DELHIVERY

Transforming E-commerce Logistics

The Journey of Sahil Barua

In the ever-changing landscape of India's e-commerce industry, one name stands out as a trailblazer in the logistics sector: Sahil Barua, the Co-Founder and Chief Executive Officer of Delhivery. With relentless determination and a penchant for solving real problems, Barua has led his startup to become one of the fastest-growing companies in the country, leaving competitors in the dust.

Sowing The Seeds:

Delhivery's journey began in 2011 when Barua, along with his co-founders Mohit Tandon, Bhavesh Manglani, Suraj Saharan, and Kapil Bharati, identified the untapped potential of the burgeoning e-commerce market. Back then, online

retailers were mushrooming, and global investors were pouring millions of dollars into the segment. Sensing the opportunity, Delhivery started as a hyper-local express delivery service for offline stores in Gurgaon, delivering flowers and food from restaurants. However, at a crucial turning point, they recognized the immense scope in the e-commerce logistics space and pivoted their focus.

The timing was fortuitous, and soon Delhivery secured its first e-commerce client, urbantouch.com, an online fashion and beauty retailer. The company rapidly expanded its footprint and services, ultimately becoming a major player in the e-commerce logistics domain. Today, Delhivery boasts an impressive clientele of 950 e-commerce companies, including giants like Flipkart, in addition to serving non-e-commerce clients, providing them with IT and backend support services, a unique offering that sets them apart from their competitors. Suvir Sujana, co-founder and managing director, of Nexus Venture Partners, which invested in the company twice, says Barua is an "outlier" in this space. "He is solving a real problem, not reacting to an issue. He is

ensuring the widest coverage (in e-commerce) in the shortest time at the minimum cost. He has a laser focus on problems in e-commerce and has created a model around them (Delhivery) ensuring sustainability even with these thin-margin businesses," says Sujana.

Reaping the Harvest:

Barua's dedication and vision have not gone unnoticed, attracting significant interest from investors. Over the years, Delhivery has successfully raised three rounds of funding, amassing a total corpus of \$42 million. Key investors like Nexus Venture Partners and Multiples Alternate Asset Management have placed their bets on Delhivery's model, which focuses on providing the widest coverage in the e-commerce sector at minimal costs and with thin margins. "Our vision is to fulfil all demands in 48 hours," says Barua. While the competition in the e-commerce logistics arena remains fierce, Barua's focus on problem-solving and sustainability has given Delhivery an edge. The company operates on clearly defined lines of business, catering to e-commerce clients, brands, and small and medium

“

Our vision
is to fulfil
all demands
in 48 hours

”

enterprises. Delhivery's range of services includes IT support, order management, warehousing, fulfilment, supply chain management, and more, tailored to meet the specific needs of its diverse clientele.

Gaurav Deepak, managing director at Avendus Capital, lauds Barua's leadership style, describing him as a mature and thoughtful leader. Delhivery's cohesive team, well-defined roles, and unwavering focus on increasing market share and growth have earned them the trust of both clients and investors.

Expansion of Business:

As Delhivery's operations continue to expand rapidly, Barua is not one to shy away from challenges. The rise of e-commerce giants like Flipkart, Amazon, and Snapdeal has shifted the balance of power in price negotiations. However, Barua remains undeterred, firmly believing that Delhivery's value-driven approach will enable it to emerge victorious.

Despite his achievements, Barua remains grounded, often referring to himself as an impatient and determined young man ready to take on the world. Delhivery's journey is far from over, and Barua has set his sights on international expansion, beginning with ventures into Dubai and Bangladesh. With plans to increase warehouse capacity and a vision to fulfil all demands within 48 hours, Barua's ambition knows no bounds.

Sahil Barua's story is a testament to the power of determination, innovation, and a relentless pursuit of excellence. As the e-commerce industry continues to evolve, Barua and Delhivery are well-positioned to steer the logistics sector into a future filled with promise and potential. The journey has been impressive so far, but with Barua at the helm, it's safe to say that Delhivery's greatest achievements are yet to come.■

DELHIVERY

“
He is solving a real problem, not reacting to an issue.
”

Sahil Barua
Co-Founder
Delhivery



Logistics of the Future:

Three Trends Shaping the

Logistics Sector of Tomorrow



Imagine a world where self-driving trucks traverse the highways, guided by AI algorithms that optimise routes, reduce fuel consumption, and eliminate human error. Picture drones darting across the sky like modern-day couriers, gracefully delivering packages to doorsteps with surgical precision. Envision warehouses that hum with the rhythm of automation, where robots tirelessly pick, pack, and organise, optimising every inch of space. This is the realm of logistics innovation, where

science fiction merges seamlessly with reality, and the boundaries of what we once deemed possible expand before our very eyes. In this age of technological marvels, the logistics sector stands as a breeding ground for audacious ideas and a playground for those who dare to dream.

The logistics sector, an essential driver of global trade and economic growth, is witnessing a wave of transformative trends that are reshaping its landscape. As businesses and economies adapt to evolving consumer demands, emerging technologies, and sustainability imperatives, it is crucial to analyse and understand the trends that are revolutionising the logistics industry.

The transformative trends reshaping the logistics sector represent both challenges and opportunities for businesses and thought leaders. Embracing digitalisation, data-driven decision making, and leveraging emerging technologies can enhance efficiency, reduce costs, and deliver superior customer experiences. Likewise, investing in innovative last-mile delivery solutions and addressing sustainability concerns can position logistics providers as leaders in the evolving marketplace.

Trends Changing the Future

Here's a look at the three key trends that are poised to redefine logistics and lay the foundation for a more efficient, resilient, and sustainable future.

1. Digitalisation and Data-driven Decision Making:

The digital revolution has permeated every aspect of the logistics sector, transforming traditional processes and enabling data-driven decision making. With the advent of advanced technologies such as artificial intelligence (AI), machine learning, and big data analytics, logistics providers can now leverage vast amounts of information to optimise operations, enhance efficiency, and deliver superior customer experiences.

Real-time data collection and analysis empower logistics professionals to gain deep insights into supply chain performance, identify bottlenecks, and implement proactive measures to prevent disruptions. AI algorithms can optimise routes, predict demand patterns, and enable dynamic pricing strategies. Additionally, digitalisation facilitates seamless collaboration among stakeholders through cloud-based platforms, enhancing visibility and communication throughout the supply chain.

2. E-commerce and Last-mile Delivery Innovation:

The exponential growth of e-commerce has fueled a surge in last-mile delivery, making it a crucial battleground for logistics providers. To meet the rising expectations of customers, innovative solutions are emerging to



streamline and expedite the last leg of the delivery process.

Drones and autonomous vehicles are at the forefront of last-mile delivery innovation. These technologies have the potential to significantly reduce delivery times, minimise costs, and alleviate traffic congestion. Companies like Amazon and UPS have already started piloting drone delivery services, while self-driving vehicles are being tested for efficient and environmentally friendly transportation.

Furthermore, urban fulfilment centres and micro-warehouses are emerging in densely populated areas to optimise inventory management and reduce delivery distances. Additionally, the adoption of smart lockers and pick-up points provides customers with convenient options for receiving their packages, minimising the need for repeated delivery attempts.

3. Sustainability and Green Initiatives:

With the increasing global focus on sustainability, the logistics sector is actively embracing green initiatives to reduce its environmental

impact. Efforts to minimise carbon emissions, optimise energy usage, and adopt eco-friendly practices are becoming central to logistics operations.

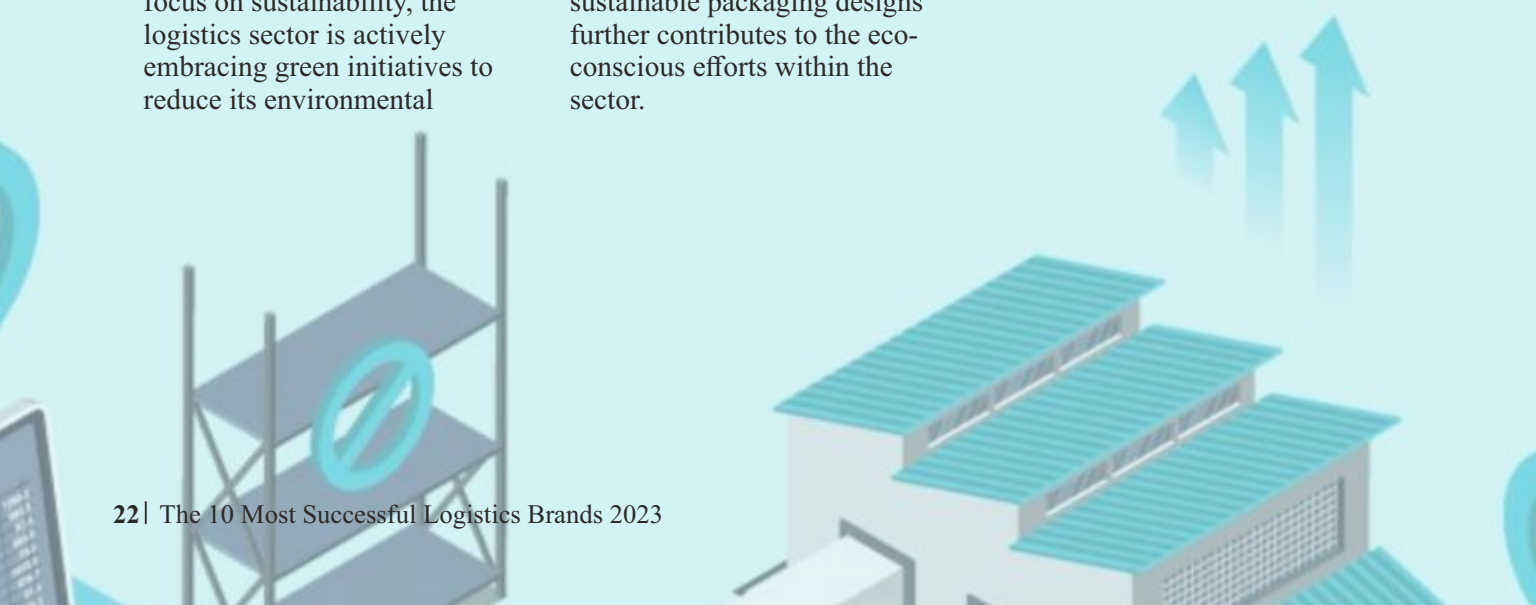
Electric vehicles (EVs) are gaining momentum as a sustainable alternative to conventional delivery trucks. Major logistics players are gradually integrating EVs into their fleets, aiming to reduce greenhouse gas emissions and improve air quality in urban areas. In addition to EVs, alternative fuel technologies, such as hydrogen fuel cells, are being explored to power logistics vehicles and reduce dependence on fossil fuels.

Sustainability in logistics extends beyond transportation. Warehousing and packaging are also undergoing transformation. Companies are investing in energy-efficient warehouses, employing renewable energy sources, and implementing advanced warehouse management systems to optimise storage space and reduce waste. The adoption of reusable packaging materials and sustainable packaging designs further contributes to the eco-conscious efforts within the sector.

The Way Forward

The logistics sector is undergoing a profound transformation driven by digitalisation, e-commerce, and sustainability imperatives. The trends discussed above represent a glimpse into the future of logistics, where data-driven decision making, innovative last-mile delivery solutions, and sustainable practices will shape the industry.

As logistics providers and thought leaders, it is imperative to embrace these trends, adapt to the changing landscape, and capitalise on the opportunities they present. By harnessing digital technologies, embracing last-mile innovations, and committing to sustainability, we can unlock new levels of efficiency, resilience, and customer satisfaction in the logistics sector. Let us actively engage with these trends and collaborate across industries to build a future where logistics serves as a catalyst for economic growth while minimising its impact on the environment.



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Rajesh G. Aiwale &
Rajesh J. Chiplunkar
Co-Founder,
Totals Solution

TOTALS SOLUTION

Spearheading Logistics Excellence for a *Connected World*

“

*There is add-on benefit to
our clients with no deposit,
no security, no advance,
no lock-in,
and more importantly
no brokerage*

”

Rajesh G. Aiwale
Co-Founder

In the dynamic world of logistics, where efficiency and precision are paramount, Totals Solution stands as a beacon of innovation and excellence. Established in 2016, this industry-leading logistics company has redefined the way goods are moved and managed, consistently exceeding expectations and setting new standards. With a dedication to customer-centricity and cutting-edge technologies, Totals Solution has emerged as a prominent player in the global logistics landscape.

Founding Principles

Totals Solution was founded with a clear vision - to streamline logistics processes and create tailor-made solutions for clients across industries. The company's founders, Rajesh J. Chiplunkar & Rajesh G. Aiwale, recognized the challenges faced by businesses in managing their supply chains and sought to address them comprehensively. Armed with a passion for logistics and an unyielding commitment to excellence, they built a company that would revolutionize the industry.

Service Offerings

Totals Solution's comprehensive suite of services covers the entire logistics spectrum, offering end-to-end solutions for businesses of all sizes. Their service offerings include: warehouses with configurable and flexible sizes equipped with racking systems, palletization, standardization, leak proof structures, 24-hour security, multi-user facility with infrastructure at optimal locations

Freight Forwarding

In the ever-evolving landscape of transportation and logistics solutions, achieving seamless operations requires a delicate balance of precision and strategy. At Totals Solution, their team stands as the driving force, engaging at every level of the logistics process - from consultation and meticulous planning to local inspections. Regardless of shipment size, the company's unwavering commitment remains focused on delivering excellence in every aspect of their logistics services.

Warehousing and Distribution

With state-of-the-art warehousing facilities strategically located, the company offers secure storage and efficient distribution services to optimize supply chain operations. Totals Solution goes beyond traditional logistics offerings, providing a diverse array of value-added services that cater to both B2B and B2C fulfilment needs. Seamlessly navigating through various sales channels, including Shopify, Amazon, and physical storefronts, the company ensures that clients' products reach their intended destinations with utmost efficiency.

E-commerce Fulfilment

As e-commerce continues to boom, Totals Solution provides tailored solutions for managing e-commerce fulfilment, ensuring timely deliveries and customer satisfaction. Totals Solutions is Changing the Way the World Thinks About D2C e-Commerce Order Fulfilment by perfectly grasping the situation. Totals Solution can help brands raise AOV, save hours per week, increase order volume year over year, and free up resources to focus on product development, marketing, and business growth by partnering with them. The company provides businesses with access to 26,000+ pin codes across India, allowing them to expand their distribution through outsourced fulfilment.

Last-Mile Delivery

With a focus on customer satisfaction, Totals Solution's last-mile delivery services ensure that products reach their destinations promptly and securely, bridging the crucial final gap in the supply chain. In addition, the company has implemented many process improvements to reduce RTOs, manage Non-Delivery Receipts (NDRs), ensure 1-2 day deliveries, and more to assist companies compete against other large e-Commerce marketplaces.

"We are a D2C e-Commerce Fulfilment Service with a 24x7 Security System, fire protection and skilled Manpower" signifies Rajesh J. Chiplunkar, Co-Founder of Totals Solution.

Customer-Centric Approach

What sets Totals Solution apart is its unwavering dedication to customer satisfaction. Every client is treated as a valued partner, and their unique requirements are at the forefront of the company's strategies. Totals Solution's team of experienced professionals works closely with clients to understand their needs, provide personalized solutions, and ensure that every logistics challenge is met with confidence and efficiency.

Industry Recognition

Totals Solution's commitment to excellence has earned the company to be listed in Silicon India Magazine (Dec 2021 Edition) - 10 MOST PROMISING ecommerce &

RETAIL LOGISTICS

COMPANIES - 2021. With the progress of the Company growing upwards, the company strives to achieve recognition through their work and satisfaction of their clients.

Totals Solution's remarkable journey from a visionary idea to a trailblazing logistics company exemplifies the power of innovation, dedication, and customer-centricity. With a global reach, cutting-edge technology, and a focus on sustainability, Totals Solution is undoubtedly revolutionizing the way logistics solutions are delivered. As businesses worldwide seek efficient and reliable logistics partners, Totals Solution continues to stand out as the trusted choice, empowering businesses to conquer logistics challenges and reach new heights of success.

"There is add-on benefit to our clients with no deposit, no security, no advance, no lock-in, and more importantly no brokerage. We believe this will give us exponential growth in this fiscal," concludes Rajesh G. Aiwale, Co-Founder at Totals Solution.™

We are a D2C e-Commerce Fulfilment Service with a 24x7 Security System, fire protection and skilled Manpower

Rajesh J. Chiplunkar
Co-Founder



Logistics Apps

TRANSFORMING THE

Dynamic Industry

In the era of rapid digital transformation, the logistics industry has undergone a remarkable revolution. With the relentless growth of e-commerce, the expanding global marketplace, and the increasing complexities of supply chain management, logistics professionals must embrace cutting-edge technology to stay ahead of the competition. Enter a realm of indispensable tools: a diverse array of apps that have emerged to streamline logistics operations, empower decision-making, and drive efficiency.

In the fast-paced world of logistics, the importance of technology tools cannot be overstated. These tools have become indispensable in streamlining operations, improving efficiency, and staying competitive in the industry. From transportation management apps that optimise routes and track fleets in real-time, to warehouse management apps that enhance inventory accuracy and order fulfilment, technology tools

empower logistics professionals to navigate complex supply chains with precision. These tools unlock opportunities for cost savings, improved customer service, and operational excellence in the logistics industry. Embracing these tools is no longer optional but essential for logistics professionals aiming to thrive in today's dynamic and digital landscape.

Apps Energising the Logistics Industry

To understand the role of these apps better, we delve into a selection of essential apps that have become the cornerstone of mastering the logistics field, providing an insightful and powerful arsenal to logistics professionals below:

1. Transportation Management Apps

Efficient transportation management is vital in logistics operations, and there are several apps available to assist with this aspect. For example, apps such as Fleetio and Transflo provide

comprehensive fleet management solutions, allowing logistics professionals to track and manage their vehicles, optimise routes, monitor fuel consumption, and schedule maintenance tasks. These apps not only improve efficiency but also help reduce costs and enhance overall fleet performance.

2. Warehouse Management Apps

Warehouse management is a critical component of logistics, and modern apps can greatly enhance the efficiency and accuracy of warehouse operations. Apps like Fishbowl and Zoho Inventory enable users to effectively manage inventory levels, track shipments, and streamline order fulfilment processes. These apps often integrate with barcode scanners and other hardware, making inventory management more accurate and time-efficient. By leveraging these apps, logistics



professionals can minimise errors, reduce inventory carrying costs, and ensure timely order fulfilment.

3. Supply Chain Visibility Apps

Maintaining real-time visibility throughout the supply chain is crucial for successful logistics operations. Apps such as Shippeo and FourKites provide end-to-end visibility by tracking shipments, monitoring carrier performance, and offering predictive analytics. These apps allow logistics professionals to proactively identify and address any potential disruptions, optimise delivery routes, and improve customer satisfaction. With supply chain visibility apps, logistics professionals can make informed decisions and respond quickly to any unexpected events.

4. Route Optimisation Apps

In the logistics industry, route optimisation plays a significant role in reducing transportation costs and improving delivery efficiency. Apps like Route4Me and OptimoRoute utilise advanced algorithms to optimise delivery routes based on multiple variables such as traffic, time windows, and vehicle capacities. These apps

enable logistics professionals to minimise fuel consumption, reduce travel time, and increase the number of deliveries per trip. By implementing route optimisation apps, logistics companies can achieve significant cost savings and improve overall operational efficiency.

5. Communication and Collaboration Apps

Effective communication and collaboration are vital in the logistics industry, where coordination between different stakeholders is essential. Apps such as Slack and Microsoft Teams provide robust communication platforms, allowing logistics professionals to collaborate in real-time, share documents, and coordinate tasks efficiently. These apps streamline internal communication, enhance teamwork, and ensure that everyone involved in the logistics process is well-informed and aligned.

6. Freight Exchange Apps

Freight exchange apps offer a platform for logistics professionals to connect with carriers, freight forwarders, and shippers. Apps like

Convoy and uShip provide a marketplace where logistics companies can find available carriers, negotiate rates, and track shipments. These apps enable logistics professionals to optimise load matching, reduce empty backhauls, and enhance overall freight efficiency. Freight exchange apps not only simplify the process of finding reliable carriers but also help reduce costs and improve customer service.

In an increasingly complex and competitive logistics industry, leveraging technology is essential for success. The apps discussed in this article represent just a sample of the many tools available to logistics professionals. By utilising transportation management, warehouse management, supply chain visibility, route optimisation, communication and collaboration, and freight exchange apps, logistics professionals can streamline their operations, reduce costs, enhance customer satisfaction, and ultimately master the field of logistics. Embracing these innovative solutions will undoubtedly give logistics professionals a competitive edge and enable them to thrive in an ever-evolving industry. 🚚

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Ajai Joseph
CEO
Consolidated Shipping Line

Multinational logistics Company: CONSOLIDATED SHIPPING LINES

Providing Happiness from Door to Door

The company wants to be transparent with its customers and provide the most efficient services in the most economical terms

Ajai Joseph
CEO

The most important industry for any country in boosting their economy is freight and logistics. The importing and exporting of good from one place to the other generates capital for the nation. In our global economy, consumers are used to seeing products from every corner of the world in their local stores and retail shops. These overseas products—or imports—provide more choices to consumers. Placing the clients' preferences first and solving all shipping difficulties is Consolidated Shipping Line.

Anchoring the Shipping Line

Consolidated Shipping Line was established in the 90s and ever since then they have offered efficient freight forwarding services globally in and out of India. They have a wide range of shipping and logistics solutions to its customers irrespective of how big or small they are from

anywhere to everywhere. Based in India at the moment, the team aims to be as close as possible to its clients to understand them better. It tries aligning its freight forwarding services that suit the customer requirements for the goods to reach their destination in time with the most economical costs. The company has more than 200 direct employees. The company is headquartered in Cochin, Kerala, and has branch offices in Chennai, Kolkata, Mumbai, Delhi, Tuticorin, Coimbatore, Cochin, Ahmedabad, Hyderabad, and Vizag (Visakhapatnam). Customers are the heart of any business and Consolidated Shipping line is aware, along with the fact that all of their customers come to the company by choice. They offer undivided attention to all customers. They keep the relationship with their customers no matter whether from a small or big vendor professional. Once the company

accepts a customer through its KYC program, it renders professional and sincere efforts to keep them satisfied with its services. It is all about going that extra mile for the same money. The firm's philosophy is to do business to make a reasonable profit for the company.

The Growth of the Leader

Ajai Joseph, the CEO, started consolidated Shipping services, famously known as CSS, in Dubai, in the year 1995, and in 1996 the team entered India by acquiring Anchorage Shipping Kochi. He expanded the business in the Middle East and built a state-of-the-art warehousing and distribution centre in Jebel Ali. In the year 2001, the team of Consolidated entered the Americas with an office in New York and soon in Vancouver. By 2004 it was operating over 35 offices worldwide, employing around 1200 people. Since 2005 Ajai's focus was on India and

seeing the potential, he started many verticals related to shipping and logistics, including domestic express courier services.

Joseph started his career when he was in his early twenties. At that age, traveling to different countries, meeting people, experiencing life was of great interest, and logistics was only a reason. During his travel, a lot of fascinating things that he experienced pulled him towards the industry of logistics.

To mention a few, visiting the huge Air France Cargo Facility at Paris operated by six men and the robotic pallets, a truck with 48 wheels operating with remote control where the driver standing outside the truck, manoeuvring it using a joystick, a visit to the 10,000 Teu ship (the biggest during those days) were all interesting aspects of the trade from a youngster's point of view.

However, being in the trade and learning matured him. Further, he fell in love with the trade as he could learn new things, technology, machines, AI integrated systems.

Shipping Progress

The company provides Ocean freight, Airfreight, Land transportation, Sea-Air, Project Forwarding, Customs Clearances. It provides value-added services such as Free consultancy and survey for all shipping needs, Licensed House customs clearance (CHB), Cargo Insurance, and domestic services in India using the India rail network, road, and air connectivity.

Overcoming the Storms

Joseph has immense experience in establishing companies in different parts of the world. Some of these places being, Dubai, the Middle East, the US, and India. He has mentioned that establishing a company in Dubai are much easier to own and operate, whereas New York was a bit challenging. In India he has experienced the most difficulty because in every state and city that he wanted to start the shipping line there would be a completely different set of rules and regulations.

Joseph also mentions that the team needs to travel a lot, attend many conferences, and have the right kind of staff to offer what they promise. In India, people are from different backgrounds and cultures, so finding the right set of people to work with a common culture is challenging.

Rocketing Sales During the Pandemic

Every industry was in troubling waters during the pandemic, in a way the shipping and logistics industry was disturbed too. But Consolidated Shipping Services made the best of their difficulties. Though the shipping and logistics industry is classified under essential services, India was in a lockdown. Many of the cops who were managing the lockdown and people movement did not know what logistics is. The company had difficult times convincing them to let its skeleton staff come to the office and attend urgent shipments and customs clearances.

Most of the company's staff was

supportive, and they took the risk by coming to office of all odds against them and fighting the pandemic. Others who were not required to be physically present were managing work from home efficiently. Since the team is handling many Pharma customers, it was satisfying for Ajai and his employees to be a part of India's fight against COVID.

“I AM NOT AVERSE TO ANY TECHNOLOGY THAT HELPS US SERVE THE CUSTOMER BETTER”

– Ajai Joseph
CEO

Soaring in the Future of Consolidated Shipping Service

CSL is not interested in making quick money. Joseph stated that, "The company wants to be transparent with its customers and provide the most efficient services in the most economical terms." The team has its USPs, and they create new verticals so that it can serve its customers as a one-stop shop.

In the technological aspect of logistics and freight, AI and drones are taking their place whereas the company utilizes technologies to improve itself, but he still believes the human interface is crucial to the trade. "I am not a big fan of waiting for 15-20 minutes to get a response from a human, but I am not averse to any technology that helps us serve the customer better." says Ajai. ■

6 Technological Innovations

Revolutionising the Logistics Sector

Every leap forward in tech sends a rippling effect all through sectors, and the logistics industry is anything but immune from this. Technological advancements are revolutionising the logistics industry, transforming the way businesses operate. From improved shipment tracking systems to the Internet of Things (IoT), autonomous vehicles, artificial intelligence (AI), and social media integration, logistics is experiencing a remarkable shift that is reshaping the industry.

Tech Tools Reshaping Logistics

From shipment tracking to supply chain management, technological tools have changed the face of the logistics market completely. While hitherto dominated by manual labour, now the industry is being reshaped, advanced, and developed on the backs of cutting-edge tech innovations.

Technological innovations don't just streamline operations in the logistics sector, but rather lend to the unbounded growth of the sector, unlocking hidden potentials. Improved tech integrations have worked to minimise costs, improve turn-around-times, and heighten productivity - all at once. All these benefits of tech in logistics

has made the sector a breeding ground for new experimentation with leaders ideating ways of further mining the sector's potential.

And, when we talk about tech tools that are instrumental in this revolutionary journey, we cannot eliminate discussions on the 6 following tools that have catalysed change in the sector:

1. Shipment Tracking Systems:

Traditionally, customers lacked visibility after booking a shipment. However, today's internet and software advancements offer round-the-clock access to shipping and tracking systems. This enhances the user experience and saves time and costs for companies. Advanced tracking systems provide real-time monitoring, customisable reporting, and tailored cargo information, empowering customers with greater control and transparency throughout the supply chain.

2. Internet of Things (IoT) and Radio Frequency Identification (RFID):

The IoT connects devices, enabling real-time monitoring and tracking in the supply chain. Sensors integrated into vehicles, containers, and warehouses transmit data to

central systems, alerting personnel to potential risks, such as temperature fluctuations, unauthorised access, or unexpected delays. RFID technology, commonly used for inventory tracking, provides efficient data processing and faster information delivery compared to traditional barcodes, improving efficiency in warehousing and distribution.

3. Autonomous Trucks and Drones:

Autonomous vehicles are becoming a reality, with companies successfully deploying self-driving trucks for long-haul deliveries. These vehicles leverage AI, sensors, and advanced navigation systems to navigate highways and optimise fuel efficiency. The introduction of self-driving technology promises increased efficiency in the delivery process, reduced costs, and enhanced safety. Similarly, drone technology holds the potential to revolutionise last-mile deliveries by delivering packages directly to customers' doorsteps, bypassing traffic congestion and reducing delivery times.

4. Enhanced GPS Accuracy:

Modern GPS systems offer significantly improved

accuracy, benefiting logistics operations by tracking vehicle locations and providing access to real-time traffic data. This enhanced accuracy enhances route optimization, reducing fuel consumption, minimising delivery delays, and improving overall supply chain efficiency. GPS also enables effective route planning, ensuring the most efficient and timely deliveries, especially for complex and time-sensitive operations.

5. Artificial Intelligence and Data Analytics: AI and data analytics play a pivotal role in transforming logistics operations. Advanced algorithms analyse vast amounts of data, such as historical trends, customer preferences, weather conditions, and traffic patterns, to optimise supply chain operations. AI-powered demand forecasting models help streamline inventory management and reduce stockouts, while predictive maintenance algorithms

optimise fleet maintenance schedules, minimising downtime and maximising operational efficiency.

6. Social Media: Social media platforms have become essential tools for logistics companies to communicate with customers effectively. These platforms enable companies to quickly convey urgent information, industry news, and promptly address customer concerns. Customer service via social media has made it easier for consumers to have their questions and issues resolved promptly, leading to higher customer satisfaction and loyalty. Social media also allows logistics companies to build brand awareness, engage with customers, and gather valuable feedback for continuous improvement.

The Bottom Line

The logistics industry is experiencing a rapid transformation driven by

technological advancements. From efficient shipment tracking systems and IoT-enabled supply chains to autonomous vehicles, AI, and social media integration, logistics is evolving to meet the demands of a digital age. With every aspect of the sector caught in a whirlwind, change has become a part of the sector's DNA.

Embracing these technological breakthroughs is crucial for companies to remain competitive, enhance efficiency, and unlock new opportunities in the ever-evolving logistics landscape. As technology continues to push the boundaries, the logistics industry will continue to thrive and reshape the way we do business, enabling faster, more efficient, and customer-centric logistics operations. In the coming days, what remains to be seen is how the unearthing of new tools impacts the sector and resets its growth trajectory. ■



Key Person	Company Name	Company Description
Subramanian Director	AVS Air-Sea Services Pvt. Ltd avsair-seaservices.com	Avs Air-Sea Services Private Limited, established in 2012, is engaged in the Logistics sector in Vadodara.
Ajai Joseph CEO	Consolidated Shipping Line cslindia.net	Consolidated Shipping line (CSL), a 25 years old shipping company offering Liner NVOCC, LCL Consolidation, Airfreight, 3PL Logistics and Customs Clearance services at economical rates globally from India.
Sahil Barua Co-Founder	Delhivery delhivery.com	Delhivery is India's largest fully integrated logistics provider. They aim to build the operating system for commerce, through a combination of world-class infrastructure, logistics operations of the highest quality, and cutting-edge engineering and technology capabilities.
M.Muruganandam Founder	Excel Maritime India excelgroup.co.in	Excel Maritime is a leading multimodal operator offering comprehensive one-stop solutions for a diverse range of EXIM services.
Sameer Mitter Managing Partner	G.A.S. Logistics globalairsea.com	GAS Logistics LLP is one of the leading air freight forwarders based in New Delhi, India
Allan Aranja Vice President	Hindustan Logistics Pvt. Ltd hindustanlogistics.com	Hindustan Logistics Private Limited Provides Sea Freight, Air Freight, Rail Transport, Road Transport, Customs Clearance, Door To Door Logistics, Warehousing, Project Cargo, Supply Chain Management Services.
Aditya CEO	Melghat Cold Chain Pvt. Ltd melghat.in	Melghat Cold Chain is one of the fastest growing Cold Chain companies in Central India with complete bouquet of Cold Chain Services under one roof.
Shivkumar Rao Director	R & Y Logistics rylogistics.com	R & Y Logistics is a dynamic, aspirational and renowned International Freight Forwarding Company.
Sunil Kapoor Managing Director	Sarr Freights Ltd sarrfreights.com	Sarr Freights Ltd is a renowned freight forwarding company and an eminent provider of services such as custom clearance, ocean freight, air freight and road transportation, to cater the need of exporters and importers.
Rajesh Chiplunkar & Rajesh G. Aiwale Co-Founders	Totals Solution totalsolution.com	Totals Solution serves for brands from D2C eCommerce, B2B, Retail, Manufacturing, Distributors. They assist business to scale by saving time and money.

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Cultivating Leaders: **NURTURING AGILITY** in an Ever-Changing **LANDSCAPE**

In today's rapidly evolving business environment, agility has become a crucial attribute for organizations seeking sustainable success. To navigate uncertainty, seize opportunities, and stay ahead of the competition, strategic leadership plays a pivotal role in fostering agility. In this article, we will explore the significance of strategic leadership in cultivating organizational agility, the key components of agile leadership, and strategies to promote agility throughout an organization.

The Importance of Strategic Leadership:

Strategic leadership encompasses the ability to anticipate and adapt to changing circumstances, envision future possibilities, and guide the organization toward its goals. In the context of agility, strategic leaders set the tone and establish a culture that encourages flexibility, innovation, and quick decision-making. They create a shared vision, align stakeholders, and foster an environment of continuous learning and improvement.

Components of Agile Leadership:

Agile leadership embodies several key components. First, strategic leaders embrace a growth mindset, emphasizing adaptability, experimentation, and resilience. They encourage their teams to embrace change as an opportunity for growth. Second, agile leaders empower and trust their employees, fostering a culture of autonomy and accountability. They delegate authority, encourage collaboration, and promote cross-functional teams. Third, they prioritize open and transparent communication, ensuring that information flows freely and that everyone is aligned with the organization's strategic direction. Finally, agile leaders continuously scan the external environment, staying attuned to market trends, technological advancements, and emerging opportunities.

Strategies for Fostering Organizational Agility:

Encouraging a Learning Culture: Agile organizations prioritize learning and development at all levels. Strategic leaders promote a culture of continuous learning, where employees are encouraged to acquire new skills, explore new ideas, and share knowledge. They invest in training programs, provide

resources for personal growth, and recognize and reward innovation.

· **Promoting Cross-Functional Collaboration:**

Silos hinder agility. Strategic leaders break down barriers between departments, fostering collaboration and knowledge sharing. They encourage cross-functional teams, facilitate open communication, and promote a collective approach to problem-solving and decision-making.

· **Embracing Agile**

Methodologies: Agile frameworks such as Scrum or Kanban offer effective strategies for managing projects and fostering agility. Strategic leaders champion the adoption of agile methodologies, creating the necessary structures and processes to support iterative and flexible workflows.

· **Emphasizing Customer-**

Centricity: Customer needs and preferences are ever-changing. Strategic leaders prioritize understanding customer expectations and feedback, embedding customer-centricity into the organization's DNA. They leverage customer insights

to drive innovation, improve products and services, and stay ahead of market trends.

Nurturing a Risk-Tolerant Environment: Agility requires a willingness to take calculated risks. Strategic leaders create a safe space for experimentation and failure, where employees are encouraged to test new ideas and learn from setbacks. They foster a supportive environment that encourages innovation and rewards calculated risk-taking.

In an increasingly complex and uncertain business landscape, strategic leadership plays a crucial role in fostering organizational agility. Agile leaders inspire and guide their teams to adapt, innovate, and seize opportunities in an ever-changing environment. By cultivating a learning culture, promoting cross-functional collaboration, embracing agile methodologies, emphasizing customer-centricity, and nurturing a risk-tolerant environment, strategic leaders pave the way for organizational agility. Through their vision, adaptability, and commitment to continuous improvement, they drive their organizations toward a brighter, more agile future. ²⁴



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