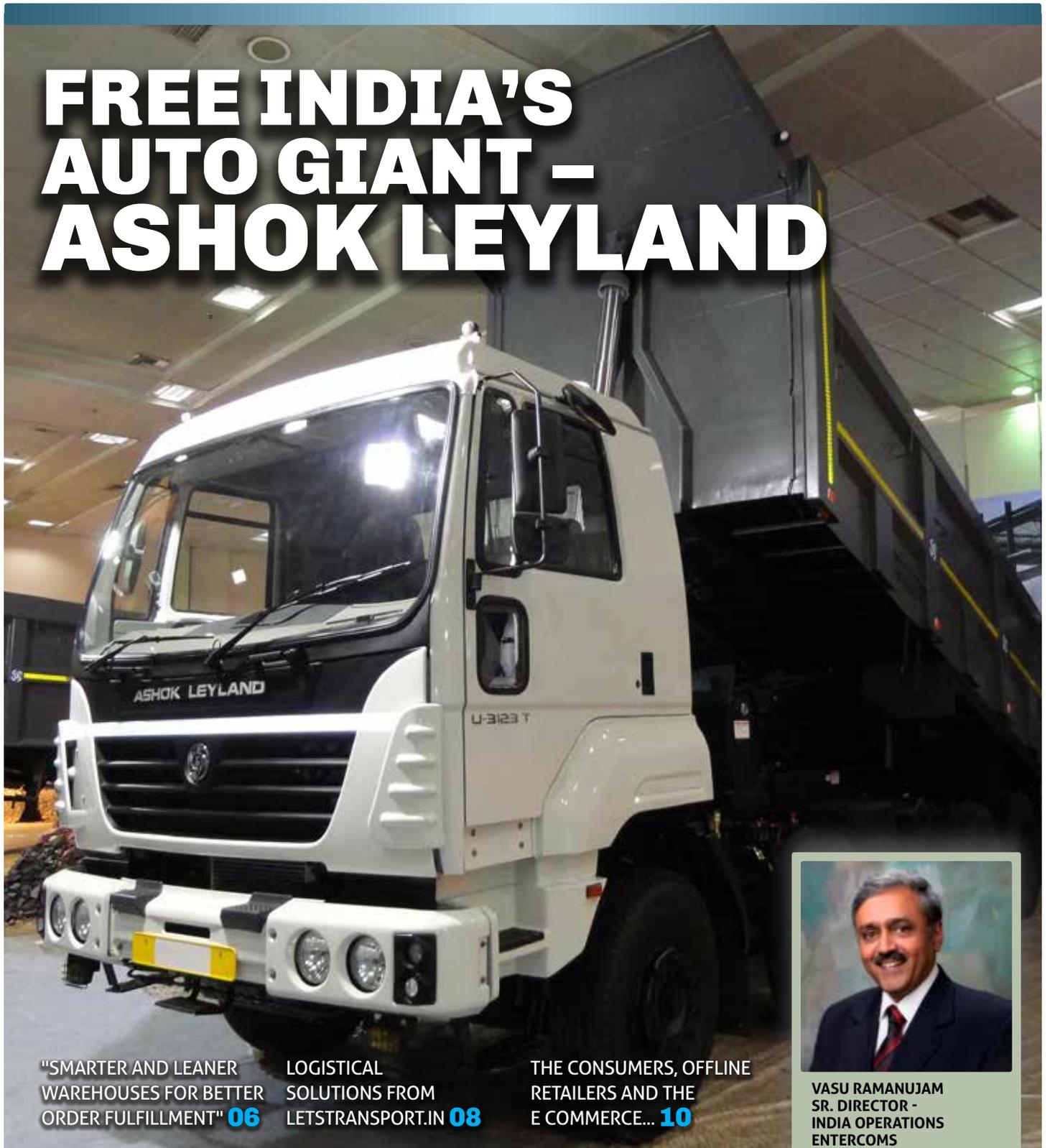


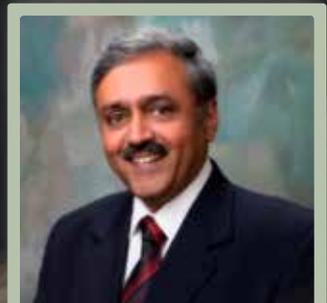
## FREE INDIA'S AUTO GIANT – ASHOK LEYLAND



"SMARTER AND LEANER  
WAREHOUSES FOR BETTER  
ORDER FULFILLMENT" **06**

LOGISTICAL  
SOLUTIONS FROM  
LETSTRANSPORT.IN **08**

THE CONSUMERS, OFFLINE  
RETAILERS AND THE  
E COMMERCE... **10**



VASU RAMANUJAM  
SR. DIRECTOR -  
INDIA OPERATIONS  
ENTERCOMS

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## DEAR READER

Much water has flown under the bridge, since I wrote you, last.

1. India fired rocket, with a re-entry vehicle and now has launched 20 satellites, in one firing.
2. Britain to quit the EU.
3. RBI Governor puts in his papers, to go back to academia, from Sept, 5.
4. TN government closes 500 Tarmac liquor shops.
5. Communist Government, is formed in Kerala, without Achutanandan, who led the party to victory
6. BJP improves its tally in Rajya Sabha.
7. Our group is bringing out another Newsletter eCareerLog, catering to students, educational institutions and career makers, initially, as a supplement of eCargoLog. More details from our Publisher Ravi.
8. Our eCargoLog was invited to be media partner of Economic Times, today.
9. We shall be beginning a series of courses on accounting, logistics, warehousing, transport management, etc., soon, with 2,3 mega conclaves; see details elsewhere.
10. To play our bit, in skilling India, we shall be offering soon, free courses on accounting, data entry, web design and development, personality development for Lorry Drivers, etc.



**R. PRASNNA VENKATESAN**  
Editor

I close this note, welcoming a senior expert consultant Parameshwar Babu, in our team, to help and guide us on all computer based activities, like lay out, formatting and web design.

We will also announce a top level team of expert advisors, who will join our advisory board, soon.

All the best, to All Always.

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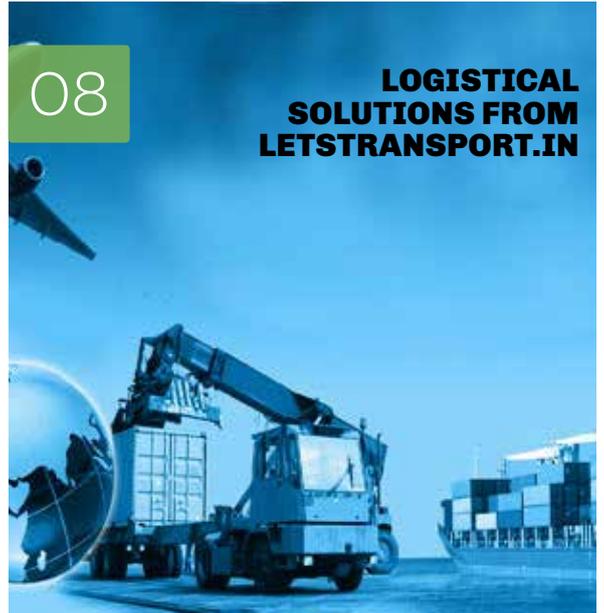
04



Vasu Ramanujam  
Sr. Director -  
India Operations  
Entercoms

**ENGINEERING SOLUTIONS:  
ENTERCOMS MAKING  
A DIFFERENCE**

08



**LOGISTICAL  
SOLUTIONS FROM  
LETSTRANSPORT.IN**

06



**"SMARTER AND LEANER  
WAREHOUSES FOR BETTER  
ORDER FULFILLMENT"**

10



**REWARDING THE  
CONSUMERS,  
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INDUSTRY...**

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**FREE INDIA'S  
AUTO GIANT -  
ASHOK LEYLAND**

# ecARGOLOG

(An exclusive magazine on Logistics from Chennai)

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# PUBLISHER'S DESK



V. RAVI  
Publisher

## DEAR READER

**A**fter our astounding success as Media Partners, with India Logistic show in Mumbai – followed by India Warehousing Event in Delhi, the one day event on SCM 2016 hosted by Economic Times – again in Mumbai, made us to go in for our own show – rather yet another Mega Event in Chennai, on Automobile Industry, to highlight the supply chain and logistics aspects.

While the theme, "Automobiles & Logistics: Present and Future", has been set, the selection of the hi-profile speakers for the conclave will be of very great importance and no doubt the visitors will have a cherished memory, by attending this mega event!

In view of the fact India is vying for the top position of the world's auto manufacturing sector-thanks to its tremendous advantages, need of the hour is to create a conducive ecosystem by fulfilling the supply chain and logistics requirements. And, importance of Chennai, which is a great hub for auto manufacturing and export segment, is huge. The above-mentioned event has a specific goal to further strengthen Chennai as an auto logistics hub in the country to complement the Government of India's "Make in India" initiative.

We have featured Ashok Leyland in the cover story as our tribute to this Indian heritage company, which has been demonstrating the power and dominance of Indian auto manufacturers in the world market for decades.

Significantly, the event is going to be powered by a new 'Phenix Media Group', which is headed by my good old friends Ratan Kr Paul and Vivek Sethi, and I am sure their long stunted experience in the logistic and travel industry sector, will bring us more powerful contents and coverage to this mega event.

In between, we are partnering with an International Conference & Exhibition for Retail, eCommerce, Logistics & Parcel Industries – hosted by Last Mile Fulfilment, Mumbai on 22/23rd July. Followed by a Mega Event at Coimbatore viz., Truck, Trailer & Tyre Expo, on 6,7 & 8 August - which will no doubt be a center of attraction since as many as 25,000 people are expected to witness the gala event.

Soon you will be hearing from us – about the Training Program, StartUp / Smart City Meet in Madurai and a *Career Magazine!*

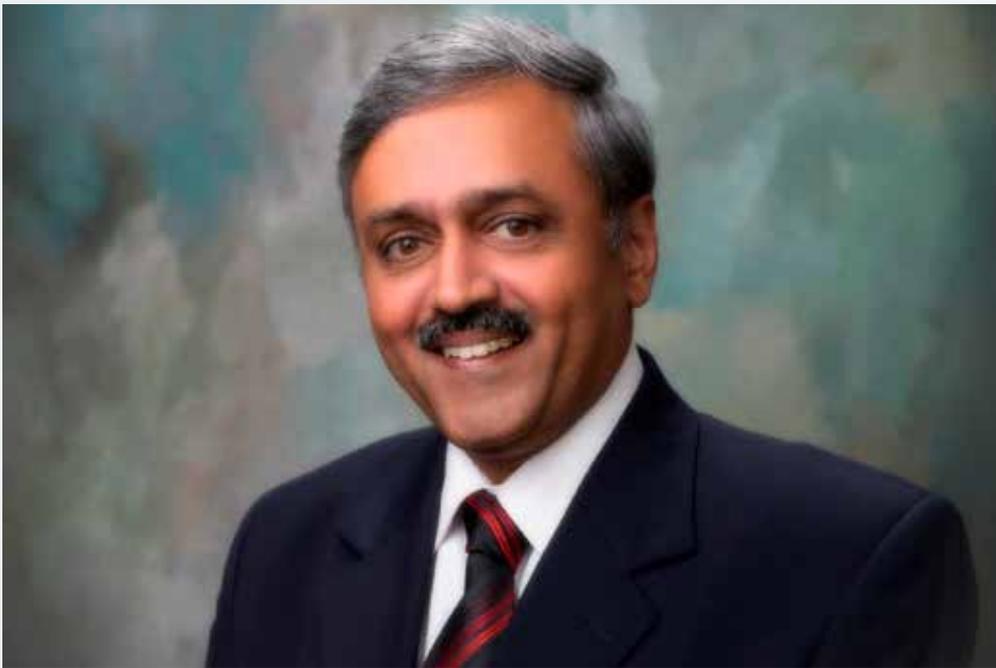


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## ENGINEERING SOLUTIONS: ENTERCOMS MAKING A DIFFERENCE

A SPECIAL INTERVIEW BY OUR SR. SPL CORRESPONDENT, SARADA VISHNUBHATLA



Vasu  
Ramanujam  
Sr. Director -  
India  
Operations  
Entercoms

Look at the larger picture. This is what Entercoms helps companies globally do. It so happens that when there is a barrage of data that is generated by a company, the problem areas get hidden thus creating bottlenecks and challenges. Naturally, they lose their edge and of course, revenue. Their core competency lies in optimizing the aftermarket – whether it is service, spare parts or warranty.

Entercoms helps by visualizing each such company's data enabling them to see, fix and prevent problems. With their deep analytical insights, Entercoms has been helping organisations manage risks, exert better control over their business

processes and maximize revenues.

Based in Dallas, USA, Entercoms has its largest office in Pune, India – employing about 500 people – with other offices in Cork, Ireland; Denver, USA; and Zaragoza, Spain.

Ecargolog's Sarada Vishnubhatla, in conversation with Vasu Ramanujam, Senior Director, India Operations, finds out how Entercoms is making the difference by correcting past mistakes to better a company's future.

### EXCERPTS OF THE INTERVIEW:

#### Q. What is Entercoms all about?

A. Entercoms is a managed services company focused on service supply chains and the aftermarket.

Our planning and operations services, backed by our proprietary technology and analytical models, industry specific processes, and domain expertise enhance the ability of global OEM's to manage risk, maximize revenue, and drive greater control over service business outcomes.

Since 2008, Entercoms'BPaaS (Business Process as a Service) solutions and unique engagement model has been enabling global leaders achieve, not just visibility, but control over the key levers of their service operation, allowing their management to be more proactive and their services more responsive to the needs of their customer.

#### Q. How did it come into being?

A. Entercoms came into being to fill a gap in the aftermarket.

The aftermarket has two major disadvantages –

1. Being the extreme downstream end of processes, all data problems in a company show up in the aftermarket and that too, after a few years. This means that decision-making is often based on bad quality data; and

2. People remember the aftermarket only when something goes wrong. In other words, it is a thankless job.

Due to these disadvantages, the aftermarket does not take too kindly to packaged software.

Entercoms offers the advantages of data cleansing, analytics and visualization "as a service" to the

aftermarket to mitigate these two disadvantages.

**Q. Does India need such services?**

**A.** Yes. Any company would like to increase customer service while reducing the cost of it. There is much interest in our services, and the companies that we are talking to are keen to experience the benefits of our services.

**Q. What does “optimization of the aftermarket” mean and how does it help your customer base?**

**A.** The dictionary defines optimization as “finding an alternative with the most cost effective or highest achievable performance under the given constraints, by maximizing desired factors and minimizing undesired ones.”

In the case of the aftermarket, we maximize customer satisfaction, maximize utilization (all three: man, machine, material), maximize revenue, minimize downtime, minimize backlog, minimize inventory, and minimize lead-times.

It helps our customer base by increasing their service levels to their customers, and by reducing their cost of giving that service.

**Q. Who are your typical clients? Please give us examples of a couple of interesting case studies?**

**A.** Most of our clients are Fortune 100 companies, who are market leaders in their respective domains worldwide. We manage 20-odd global supply chains and are responsible for managing more than US\$ 3 billion in inventory. The industries covered are Oil & Gas, Hi-Tech, Aerospace, Automobiles, Office Equipment, Modern Energy, Medical Electronics, Contract Manufacturing, Heavy Engineering, and the like.

Every engagement that we have with our customers is unique in terms of the problems we solve. A few case studies are given here but by no

means cover the depth or breadth of our range of solutions.

1. A customer in the automobiles domain was spending more than the expected amount on warranty claims. We analyzed the data relating to warranty contracts of 3.5 million engines being used in varying geographies and applications to figure out the root causes of the various spends. This helped our customer recover money from his vendors (whose components were causing the failures in the first place, but our customer did not know). We also fed the data back to engineering to make sure that the designs were changed to make future versions of the product avoid these failures, thus lowering costs of warranty.

2. One customer again in the automobiles sector had a Fill Rate of 69 per cent. It means that if a dealer orders 100 spare parts, our customer only had 69 in stock, and hence only shipped the available number. The dealer usually orders the remaining 31 either from competition, suppliers or the gray market. This is a direct loss of sale for our customer. By doing more accurate demand forecasting using our patented algorithms, we were able to increase the Fill Rate to 85% in two years' time. During these two years, our customer's business grew by 25% but the inventory of spare parts reduced overall. In other words, we helped them stock the right part at the right place at the right time. This resulted in huge savings to our customer.

3. A customer of ours in the Oil & Gas domain rents out tools for sub-sea interventions to their customers. When the tools come back after the intervention, they need to be re-certified (because of the strict safety norms of that industry). The problem was that it was taking on an average 180 days for the tool to be re-certified. By doing root cause analysis and demand forecasting for the parts, we were able to reduce this 180 days to a mere 50 days. In other words, we freed up the rental

revenue worth 130 days of these tools for our customer. Given that some of these tools cost millions of dollars, the savings delivered were substantial.

4. A customer dealing in the Hi-Tech segment wanted to reduce the cost of 1-800 calls that are operated through call centers. We analyzed the customer click data from their website along with the data received from their call centers to offer suggestions for enriching their website with information that their customers were seeking. This reduced their dependence on call centers and hence saved costs for them.

**Q. How would you define the USP of Entercoms?**

**A.** Other than our core aftermarket domain leadership, our strengths lie in data cleansing, data analytics and data visualization.

We deliver our recommendations to our customers over the Cloud.

A significant part of our revenues is outcome-based. It this means that we get paid in full only when we move the needle on whichever KPI the customer is tracking. Thus, we pay for our services in quick time.

All our customers (including former customers) are reference-able.

**Q. Has Entercoms won any significant awards?**

**A.** Our unique mix of IP technology, non-disruptive engagement model, outcome and performance-based managed services, and rapid time to value has earned Entercoms the distinction of being listed as one of Gartner's Cool Vendors in Supply Chain Services, 2016. We have also achieved “Winner's Circle” membership in the HfS Blueprint Report for our innovation driven business while our industry leadership and vision has earned us the recognition of the Ernst & Young's Entrepreneur of the Year Award, 2012.

# "SMARTER AND LEANER WAREHOUSES FOR BETTER ORDER FULFILLMENT"

## PROGRAM OVERVIEW

Warehouses play a critical role in matching product demand with supply across different tiers of a supply chain. Today warehouses function not only as centers for storage but also as centers for value-addition. Several warehouses handle variety of value adding services – kitting, sorting, assembly, packaging, and repair facilities.,

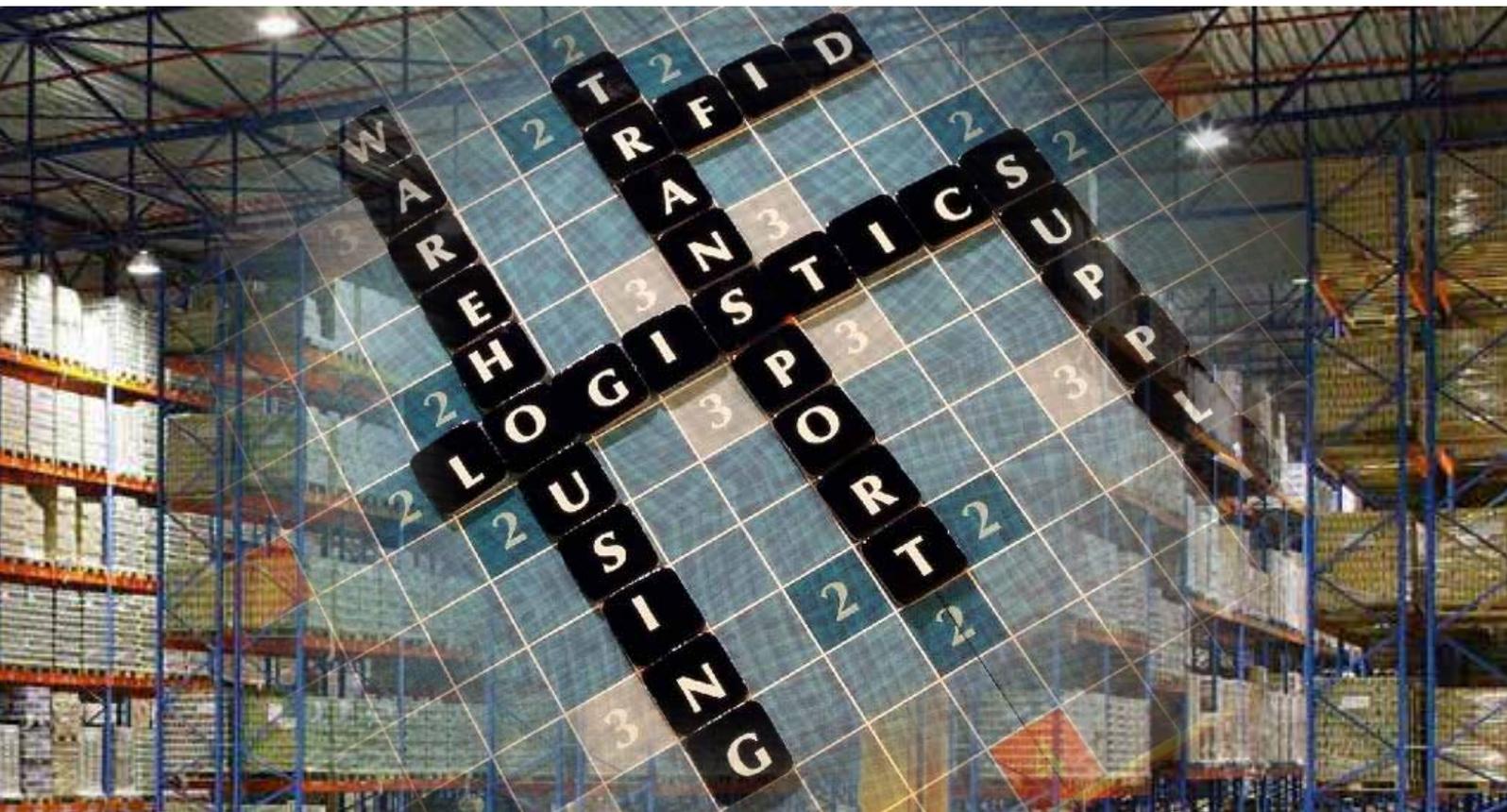
Warehousing cost is a significant cost contributing to 25 to 30% of Supply Chain costs, which needs to be minimized for increasing profitability of the organization. A better understanding of warehouse management principles and leading practices

can help warehouse managers in improving the efficiency of operations and improving customer service levels.

On this context, this training program is designed to develop warehouse management expertise through interactive discussions, management case examples and exercises.

## TRAINING CONTENT

- 1.SCM Overview and Warehousing as important link in the chain
- 2.Inventory analysis (EOQ, ABC, JIT & Kanban)
- 3.Warehousing Optimization, Activity Profiling & Performance Analysis
- 4.A case study on - Design your



- warehouse
- 5. Warehouses – beyond storage
- 6. Warehousing – Technology Considerations (RFID, WMS)

**LEARNING OBJECTIVES**

The aim of this Generic training Module is to provide individuals with a deeper understanding of the breadth of problems likely to be encountered by modern warehouses and to offer practical approaches to their solution.

The sessions are designed to give participants an understanding of the key functions of Warehouse, Warehouse activity profiling & zoning that can help in design of Warehouses, appreciation of the main cost and control parameters

in Warehouse operations.

**TARGET AUDIENCE**

First line and Middle level managers from Supply Chain & Logistics function, Industrial Engineering, Material Management, Logistical Service Providers etc.,

**DELIVERY MODE**

Through Power Point Presentations & interactive discussions, short Video Clips, Case studies and analysis.

Mr. M.Gurunathan is a Mechanical Engineer with Masters in Engineering Management. His 25+ years of experience includes Hands

on experience from M/s Ashok Leyland Ltd – a heavy commercial vehicle Manufacturer, teaching in Engineering College and Consulting & training assignments from CII Institute of Logistics. Has handled number of training sessions and consulting assignments on Supply Chain Management, Inventory Management, Warehouse Management etc., during his tenure in CII Institute of Logistics, has assessed number of warehouses for making improvements.

Call / Mail for details:  
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 ravi@ecargolog.in



# LOGISTICAL SOLUTIONS FROM LETSTRANSPORT.IN



As a 'Last Mile' logistics solutions provider, LetsTransport.in offers logistical solutions that are reliable, professional, economical and structured on an aggregated network of vehicles. It is managed with intelligent technologies to serve businesses as well as consumers. Based out of Bengaluru, the technology start-up provides both on demand and customized attachment solutions for its clients along with value added services through their verified drivers, audited vehicles, transparent pricing and point-to-point billing.

Incepted by three IIT Kharagpur graduates Pushkar Singh (Mechanical Engg- 2013), Sudarshan Ravi (Economics -2013) and Ankit Parasher (Electrical and Electronics Engg -2012), LetTransport.in was brought into existence on the grounds of their combined expertise in diverse fields such as strategy, operations, business and product development. The idea was conceptualized during Pushkar's tenure at ITC when he had

to spend hour's co-ordinating with the logistics trucks, which often did not report on time at the factory. This unreliability and unaccountability had a cascading effect on the operations and was a major pain point, making him realize the existing gap in logistical services that could be bridged only through a tech-enabled solution. Therefore, with the help of Sudarshan's knowledge in consulting and investment strategies and Ankit's experience in building enterprise solution products, a team was formed, which carries first-hand experience at operations. This enables them to develop a relevant product that standardizes the logistic solutions for various businesses on a tech-enabled platform and augments the consumer experience.

With an aim to leverage the idle capacity of the vehicles by matching the supply to the demand, LetTransport.in ensures reliability via technology, which monitors the service of each partnered vehicle to deliver consistent consumer

experience. Within just 5 months of its establishment as a bootstrapped company, LetTransport.in highlighted their ambition by making a strategic move of acquiring another player from the industry, Shifter, an online mini-truck procurement service. The brand follows a transparent pricing mode which is based on Kilometers travelled and duration engaged.

With a growing team and repeat and referral customers, LetsTransport.in intends to acquire 1000 bookings/month with clients from industries like food, retail/distribution and startups. It also envisions emerging as an undisputed market leader in its segment with a target of 2,000 trips in June 2015. Further, through a rapid expansion in Bengaluru and multiple cities gradually, LetsTransport will emphasize more on streamlining and revolutionizing intra city logistics, thereby augmenting the experience of seamless logistic solutions for businesses and consumers at the tap of a button.

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## REWARDING THE CONSUMERS, OFFLINE RETAILERS AND THE E-COMMERCE INDUSTRY: ALS AT THE ILE 2016

**A**pollo LogiSolutions exhibited at the premier edition of India Logistics Expo 2016 which wrapped up on 21st May, successfully. The 3-day exhibition was held on 19-20-21 May at Bombay Exhibition Centre, Goregaon (E) in Mumbai.

With over 200 participants, the expo had over 75 exhibitors from

across the logistics sector supplier spectrum, the exposition was attended by 2,865 visitors from various end user industries including the ever-growing e-commerce channels, which is on a constant lookout for state of the art logistics solutions. The Bombay Exhibition centre glistened with eminent speakers from India, Malaysia,

China, UAE, USA, Jordan, addressing the matters of the industry at the discussions and deliberations.

The India Supply Chain Summit and India Multimodal Logistics Summit were co located alongside ILE, 2016.

ALS, an integrated logistics service provider partnered with India Logistics Expo in March as a VIP



Partner in March 2016. Apart from coming on board as a collaborator, Apollo LogiSolutions also hosted the supply chain professionals during the three-day logistics exhibition and conference in Mumbai.

Apollo LogiSolutions is one of the robust business verticals of Apollo International Limited. Along with ALS, the Apollo Group has branched out also as, Distribution and Marketing of Tyres (Tyre Tech Global), International Business Products, Equipment and Projects (IBD) and Leather Garments and Accessories (Tag Fashions).

ALS, the logistics division of the group, is emerging as a leading integrated logistics solutions provider in India and worldwide. The joint venture with FIEGE operates

under the name of Apollo Fiege Integrated Logistics Pvt. Ltd. In 2014, ALS entered into 60:40 joint venture with Ferrari, an Italy based logistics company having experience of over 50 years in secured logistics, to offer secured logistics solutions for high valued goods. In a short span of time, ALS with its international joint ventures with companies who have a strong presence globally, has been able to secure its role as a leading player in the logistics sector providing comprehensive services. These ventures have opened the gates for ALS to expand internationally as well.

Also, in order to anchor its position as an integrated logistics service provider ALS, in 2013, acquired CLARION, a Chennai based Logistics Company and also formed a joint venture with LYCOS, a digital media firm, in 2015.

Recently, ALS acquired Wifin Technologies as part of its growth strategy to enhance IT capabilities and provide next generation technology based logistics solutions to our clients. The acquisition ensures that IT requirements of ALS group companies and clients, like

software applications & maintenance for Logistics related services, mobile application development and consulting advice on IT matters etc. is provided in-house.

These acquisitions, partnerships, JVs, with an array of companies across the logistics industry have aided ALS in maintaining its edge over its competitors and look at the business from an end consumers' perspective.

The India Logistics Expo has always been a comprehensive logistics event. Along with having a highly qualified advisory board and strategic partners like CILT India, ISCEA (USA), SCLG (UAE), Frost & Sullivan, ILE's strategy has successfully met, year by year, all of its stakeholders' expectations.

Industry stalwarts were brought to the forefront to discuss the trends and issues in the industry. The panel discussion topics were such that even though they were of great interest to the Indian industry but they were not spoken about at prominent events in the country. In depth discussions took place on topics like Algorithmic Supply Chains, Bimodal Logistics, and Adaptive Responsive Networks.

# FEATURE



The panel discussions added to the interest of delegates.

A discussion was also held on Operational Implications of Omni channel Retailing. The session was chaired by Mr. APR, Godrej's Nature's Basket and the panel included Mr. BR Anand, VP & Business Lead –E Commerce, Apollo Lycos Netcommerce, Abhishek Rao, Head eFullfillment, Godrej Natures Basket, ecommerce division, Founder, Shipx. The deliberations took uncharted turns that discussed the biggest concerns in the industry, the core being meeting the Omni channel expectations, demands and also meeting it all with profits, including cost of returns.

Mr. BR Anand, VP & Business Lead –E Commerce, Apollo Lycos Netcommerce, said, "Indian consumers today are moving with pace towards the omni channel way of life. The value conscious Indian shopper believes that price is just a part of the larger value story. Convenience offered by the retailer also plays a major role in determining

value. It's no secret to retailers that consumers today expect more from their relationships with brands and retailers, they further expect to be rewarded for purchasing activity and, in turn, reward those brands that best address their needs with greater affinity. Loyalty management and relationship management with customers, if administered well, can help a company provide better services and establish a loyal customer base as well."

Continuing, BR Anand said, "Indians buy online primarily because of convenience (65%), followed by price (31%). If retailers want to actualize the true potential of these strategies then they will have to complement their approach with an integrated relationship strategy and loyalty proposition, driven by data insights and facilitated by a cost-effective technology ecosystem. In the present scenario, omni channel agenda coupled with the pressures of delivering superior customer experience and in the face of aggressive competition will put the

onus on developing an operating model which is strategically aligned to business goals."

He further added, "It's a credo in IT, content marketing, information management, marketing automation, retail, omni channel, to incorporate loyalty in the omni channel big picture. And it has to be done early enough, by the marketers. It's a promise that has to be kept alive and grow through the entire customer lifecycle Customer Lifecycle Value as an end goal."

In September 2015, ALS and LYCOS, a digital media firm, formed a Joint Venture to tap on to the robust e commerce industry.

P.S.S Prasad, President, Apollo LogiSolutions, said, "Omni-channel retailing is slowly catching the imagination of Indian retailers, as more and more consumers are embracing digital technologies into their buying behaviour. Retailers have ensured that there are no boundaries between channels - online & offline. Hence, ALS has teamed up LYCOS to get the offline retailers on the digital platform as well. LYCOS brings its global expertise in digital media, technology and marketing in setting up online presence for large brands globally; while Apollo will contribute its expertise in logistics, inventory management and reverse logistics."

Increasing mobile and internet penetration, m-commerce sales, advanced shipping and payment options, exciting discounts, are the major drivers of this unprecedented growth. The M&A deals and sky-rocket valuation of these e-commerce giants rising in last one year shows that the sector is heating up. The e-commerce companies are concentrating their efforts on increasing the penetration of their mobile apps for higher growth.

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## FROST & SULLIVAN HONORS SUSTAINABLE FACTORIES AND BUSINESSES IN INDIA

The Sustainability 4.0 Awards 2016 program reinforced the need for sustainable growth setting the stage for the future of enterprise-wide sustainable transformation.

Frost & Sullivan recently concluded the seventh edition of its India Sustainability Summit and the Sustainability 4.0 Awards on 27th May at the Hyatt Regency, Mumbai. Known earlier as the Green Manufacturing Excellence Awards (GMEA), this program was a showcase of the best practices and initiatives adopted by Indian enterprises to incorporate sustainability in their entire value chain with an object to enhance business operations. Commencing in the morning, the summit was a

remarkable journey of sustainable practices and their significance across various industries concluding finally with the awards banquet recognizing India's most sustainable enterprises.

Senior executives and thought leaders from various sectors gathered to share their experiences and success stories in their sustainability journey. Mr. Nitin Kalothia, Director – Sustainability Services, noted during his welcome address that managing brand image, creating competitive advantage and cost reduction are the main drivers for adoption of sustainable development practices in organizations. He also highlighted that technological advancements will play a key role is the nation's aspiration to

curb climate change. An interesting insight on harnessing HR for business from Genpact India Limited shed light on a new perspective for sustainable growth leveraging HR operations. On the other hand, success stories of innovative product development for a sustainable future were highlighted by Johnson & Johnson Pvt. Limited. The India Sustainability Summit concluded with showcasing of 13 presentations from various sectors and across different pillars of sustainability.

The Sustainability 4.0 Awards 2016 commenced with a keynote from the Chief Guest, Dr. Ajay Mathur, Director General, The Energy and Research Institute (TERI). In his keynote, he stressed on the need of institutional

Company Name	Facility Location	Award
<b>Sustainable Factory Of The Year Award</b>		
Johnson & Johnson Private Limited	Mulund	Sustainable Factory of the Year Award
Mahindra & Mahindra Limited	Igatpuri	Sustainable Factory of the Year Award - 1st Runner Up
<b>Leaders Award</b>		
JCB India Limited	Ballabgarh	Leaders Award - Mega Large Business
Pernod Ricard India Private Limited	Nashik	Leaders Award - Mega Large Business
Hindustan Unilever Limited	Dapada	Leaders Award - Large Business
Hindustan Unilever Limited	Puducherry	Leaders Award - Large Business
UltraTech Cement Limited - Reddipalayam Cement Works	Ariyalur	Leaders Award - Medium Business
United Breweries Limited	Golconda	Leaders Award - Medium Business
<b>Challengers Award</b>		
Genpact India Limited		Challengers Award - Mega Large Business
Bharat Aluminium Company Limited	Korba	Challengers Award - Mega Large Business
Henkel Adhesive Technologies India Private Limited		Challengers Award - Large Business
Dr. Reddy's Laboratories Limited, CTO - II	Hyderabad	Challengers Award - Large Business
Lakme Lever Pvt. Limited	Gandhidham	Challengers Award - Large Business
Grasim Industries Limited- Grasilene Division	Kumarapatam	Challengers Award - Large Business
Dr. Reddy's Laboratories Limited, FTO - II	Hyderabad	Challengers Award - Large Business
Schneider Electric Infrastructure Limited	Kolkata	Challengers Award - Medium Business
Philips India Limited	Pune	Challengers Award - Medium Business
Pernod Ricard India Private Limited	Derabassi, Punjab	Challengers Award - Emerging Business
<b>Safety Excellence Award</b>		
Johnson & Johnson Private Limited	Mulund	Safety Excellence Award - Overall Winner
Tata Motors Limited	Pantnagar	Safety Excellence Award - 1st Runner Up
Mahindra & Mahindra Limited	Igatpuri	Safety Excellence Award - 1st Runner Up
Dr. Reddy's Laboratories Limited - CTO II	Hyderabad	Safety Excellence Award - 2nd Runner Up
Hindustan Unilever Limited	Dapada	Safety Excellence Award - 2nd Runner Up

commitment and responsibility of the award recipients toward enriching society. He also articulated how sustainability will keep organizations better positioned by foreseeing the risks and opportunities for growth not just as of today but in the near future, a thought which he reiterated while responding to one of the many questions during his interactive session with the audience.

The awards banquet besides being

highly interactive and engaging also recognized the achievements of the award recipients under the umbrella of the Safety, Challengers, Leaders and the Sustainability Factory award categories with Johnson & Johnson Pvt. Limited receiving the highest accolade – The Sustainable Factory of the Year Award.

Inspired by the level of engagement of the audience during the summit and the awards banquet, Nitin Kalothia,

Director, Manufacturing & Process Consulting Practice, Frost & Sullivan said, "With climate change being a reality, the global commitment to multilateral agreements have boosted sustainability as a worldwide focus that continues to gain momentum. For businesses in India, it is time to look at smart investments in people and technology more as an imperative rather than a value add".



## FREE INDIA'S AUTO GIANT - ASHOK LEYLAND

by Sarada Vishnubhatla

### A HISTORICAL SNAP SHOT

Independent India gave birth to not only its own constitution, free people with successful ideas to build a prosperous society but also to new set of wheels. Yes, the transport network needed to be urgently developed with passenger buses, heavy duty trucks – whether for industry or for the military. Manufacturing of these vehicles became one of the highest priorities and thus was born Ashok Leyland Ltd in the year 1955.

Ashok Motors was born when its founding father, Raghunandan Saran, collaborated with Austin Motor Company, England in 1948. The same year in September

Ashok Motors Ltd started the assembling of Austin cars in India.

It took a few months from then on to work towards the production at Ennore, where Ashok Motors set up its first factory and the first indigenously assembled A40 Austin car was produced in 1949.

Today, the Ennore plant accounts for the company's 40 per cent production and is spread over 135

acres. The plant manufactures vehicles and important aggregates such as engines, gearboxes and axles. The unit boasts of advanced facilities like automated test beds, tool monitoring using RFID, material handling through AGV, Gantry, AEMS, centralized chip handling and cooling system. The plant runs with more than 5000 employees working.

Saran found Leyland Motors Ltd,

England – the company that was manufacturing and exporting heavy duty diesel vehicles in India at that time and which owned over 80 branches the world over and associate companies in more than 60 countries – to be the best company to partner with to enter the truck manufacturing sector. So, in 1950, Ashok Motors and Leyland Motors joined hands to manufacture heavy duty vehicles.

The very next year, in 1951, four Comet 350-engines tippers were rolled out bearing the first Leyland chassis assembled at Ennore factory. The precious cargo was sold to Mangalore Tile Factory. In 1954, the government approved the progressive manufacture of Leyland commercial vehicles and a license for the manufacture of 1000 Comets a year.

In 1955, the name Ashok Leyland came into being with equity participation between the two partners. In the next few years, engineers established methods and procedures that were the norm at Leyland Motors, England and worked on planning and construction of the factory at Ennore. Indian executives were trained and technicians were taught how to operate machines. Ashok Leyland started receiving machine tools and other equipment worth Rs. 24 lakhs and more; and a plan to add another plant worth Rs. 27 lakhs was formulated. With additions of space, machines and equipment continued to happen, Ashok Leyland brought out first of India-made double-decker bus which boasted of 50 per cent indigenous components. 'Titan' was unveiled.

Growing robust by the year, Ashok Leyland revolutionized commercial vehicles by introducing power steering in its trucks in 1969. Continued R&D and growth allowed the company to be ready to deliver 1000 custom-made 6x4 'Hippo' tippers – that were designed under the guidance of the Indian Army for their special requirements in the year 1970. By 1972, Ashok Leyland received the permission to up its production to 10000 vehicles a year. In the next couple of years, for the first time the company crossed the Rs. 1000 million mark in its turnover. On a

Sales	April 2016	May 2016	YTD
M&HCV	7873	7469	15342
LCV	2309	2406	4715
Total Sales	10182	9875	20057

Sales	May 2016	May 2015	Per cent	April-May 2016	April-May 2015	Per cent
M&HCV	7469	6888	8	15342	13437	14
LCV	2406	2402	0	4715	4288	10
Total Sales	9875	9290	6	20057	17725	13

constant growth curve, Ashok Leyland produced 'Viking' in 1976, a first bus in India with an alternator and a unique new feature of front overhang facilitating front entry.

Another first in Indian bus scenario came in 1978 when Ashok Leyland introduced first rear-engine bus – Cheetah.

In a bid for expansion, Hosur in Bangalore became the strategic spot for the company's second plant. The first unit – marked as Hosur Unit 1 - in Karnataka came up in 1980. Currently, as the engine manufacturing center, this unit manufactures diesel and CNG engines besides enabling assemblies of heavy duty and special vehicles, axles, gearboxes and marine gearboxes. Its main facilities include conveyor engine assembly, advanced testing set-up that can accommodate all types of wheelbases and wheel-drives. The plant employs more than 2500 people.

In the same year, the company introduced two new trucks - 'Tusker' – India's first 13-tonner with a 125 HP engine and 'Taurus' – country's first multi-axle truck. Yet another first came in 1982 when the nation saw the introduction of its first articulated bus which changed the average passenger's perception tremendously.

In the same year, Ashok Leyland spread its reach to Northern India by setting up two manufacturing facilities in Bhandara, Maharashtra and in Alwar, Rajasthan. The Bhandara unit is primarily dedicated to gearbox assembling and boasts of manufacturing and assembly facilities for synchromesh transmission, besides enabling vehicle assembling.

The Alwar plant caters to assembling passenger chassis including CNG buses. It is equipped with a modern U-shaped chassis assembly conveyor and an automated slate conveyor system for rear axle assembly. A latest addition of globally bench-marked bus body building facility has broad-based its manufacturing abilities.

In the same year, Ashok Leyland entered into a joint venture with the Government of Sri Lanka with 28 per cent equity holding to create Lanka AL. The chassis in both completely built-up and knocked down categories are offered to Lanka AL which in turn assemble the chassis and builds bodies for the local market.

Deepening their roots, the company installed its testing tracks at their Technical Center in Vellivoyalchavadi, outside of the then Madras with all the relevant equipment, in the year 1990.

Ashok Leyland became the first Indian auto company to receive its ISO 9002 certification which was followed by ISO 9001 certification in 1995. The same year the first driver training facility was set up at Namakkal and was welcomed with open arms by the trucking community.

Hosur Unit – II was born in 1996 boasting of finishing and assembling facilities including painting and one of India's largest press facilities for pressing frame side members.

Continuing its series of firsts, Ashok Leyland launched the country's first CNG bus in 1997 and handed over to BEST, Mumbai. The company added another innovation in alternate fuel technology by developing country's first Hybrid Electric Vehicle which was



displayed at the Auto Expo 2002. They became the first Indian auto company to receive BS7799 certification for information security management system. The same year, when the Srinagar – Muzaffarabad road route was opened for the public, Ashok Leyland's 'Stag' bus was flagged off as the official opener. The next year in 2006 came time for acquiring AVIA, a Czech truck company and signing an agreement with Ras Al Khaimah Investment Authority to set up a bus assembly plant in the UAE. The plant was inaugurated in 2010 with an initial annual capacity to produce 2000 vehicles of global standards to cater to the GCC and African markets.

In 2007, Ashok Leyland entered into a joint venture with Nissan Motor Company, Japan to manufacture and market Light commercial Vehicles in the 2.5 – 7.5 tonne segment. The JV offers vehicle manufacturing, power train manufacturing and technology development.

It was closely followed by another joint venture with Continental AG, Germany (Siemens VDO, at that time) for the development of automotive infotronics. Another JV with John Deere, USA expanded Ashok Leyland's footprint to construction equipment like backhoe loaders, four-wheel drive loaders, skid steers and excavators.

In 2008, the company established Albonair, GmbH to develop clean and green technologies to offer complete solution to reduce automotive emissions by developing Selective Catalyst Reduction (SCR) and Urea Dosing System (UDS) that would conform to Euro IV, V and VI emission norms for both commercial and passenger vehicles.

Another first came in the form of introducing India's first Hybrid CNG plug-in bus at the Auto Expo 2010. The same year, their Pant Nagar plant was inaugurated that was completely modern and built according to the global

standards and the largest plant with a capacity of 75000 vehicles. The Pant Nagar plant is hailed as the most integrated manufacturing facilities in the Indian CV industry.

It was in 2010 itself, when the company launched U-Truck that routed all its competition. A significant development came in the form of picking up 26 per cent stake in UK's bus maker, Optare plc, in the same year. This put Ashok Leyland firmly on the world map in bus segment. This facility, situated in Elmet, Leeds in UK, offers a capacity of assembling upto 1200 units a year besides housing three new paint spray booths and heavy duty vehicle lifts. By 2012, the stake was hiked to 75.1 per cent.

Another step up the ladder came in the form of introducing a full range player 'Dost' in the LCV segment, in the year 2011.

The same year saw the first production of 435 Backhoe Loader under the new brand Leyland Deere. Year 2012 saw Ashok Leyland's world's first single step entry, front engine and fully flat floor bus followed by the launch of U-3723, a 37 tonner haulage truck with the highest payload of upto 27 tonnes in the truck segment.

Neptune engine, the BS VI-ready electronic fuel efficient engine with CRS, was launched in 2013. They also introduced 'Boss' in the intermediate commercial vehicle while 'Stile' – a multi-purpose vehicle (MPV) stole the limelight, in the same year. The next year, 'Captain' was launched – a new name in the truck segment.

A unique offering from the stables came in 2014 with the launch of MiTR bus in the LCV segment. MiTR bus offered front and rear suspension – an industry first powered by ZD30 Common Rail diesel engine, promising fuel efficiency. Another LCV truck 'Partner' equipped with ZD30 Common Rail diesel engine was launched the same year with India's first air-conditioned cabin. It was the same year again when Ashok Leyland entered the luxury coach segment in India through a joint venture with TVS & Sons and IRIZAR, Spain's bus body builder. The partnership, Global TVS Bus Body Builders Limited, introduced new bus body concepts, designs and fully built buses of international standards in India.

Riding on an all-time high, Ashok Leyland has braved many highs and lows to stand head and shoulders above the rest in the Indian auto industry. Being the second largest manufacturer of commercial vehicles in India, fourth largest maker of buses in the world and 16th largest manufacturer of trucks globally, Ashok Leyland has recorded a turnover in excess of US \$ 2.3 bn in 2012-13 and a 39 per cent increase in turnover in 2016 as against 2015 from Rs. 18822 crores to Rs. 13562 crores.

With footprints marking 50 countries around the world with eight manufacturing plants, the company boasts of largest fleet of logistics vehicles deployed with the Indian Army. Apart from this, the company has forged partnerships with armed forces around the globe.

Ashok Leyland, the powerful giant of the Indian auto industry, consolidates its successful position to help India surge ahead in becoming self-sufficient and self-reliant.



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# NEWS/POST EVENTS



## INDIA LOGISTICS EXPO 2016: A SUCCESSFUL EVENT

The premier edition of India Logistics Expo 2016 wrapped up on 21st May with a successful story to write. The 3-day exhibition was held on 19-20-21 May at Bombay Exhibition Centre, Mumbai.

With over 75 exhibitors from across the logistics sector supplier spectrum, the exposition was attended by 2,865 visitors from various end user industries including the ever-growing e-commerce channels which is on a constant lookout for state of the art logistics solutions.

Two world class conferences, India Supply Chain Summit and India Multimodal Logistics Summit were co-located with the exhibition were attended by 200 participants and addressed by eminent speakers from India, Malaysia, China, UAE, USA, Jordan. The conferences saw in depth discussions on topics like Algorithmic Supply Chains, Bimodal Logistics, Adaptive Responsive Networks etc., topics which were of great interest to the Indian industry but not spoken about at prominent events in the country. An interactive mix of panel discussions, case studies added to the interest of delegates.

Sukhjinder Singh, Founder & CEO of Infinity Expo said the decision of launching a comprehensive logistics event in Mumbai was a strategy that had delivered well and all stakeholders were happy with the outcome. He further added, a highly qualified advisory board and strategic partners like CILT India, ISCEA (USA), SCLG (UAE), Frost & Sullivan put in a lot of effort and support in making this event a success that it is. I would personally like to thank Shri Shanti Narain, Chairman, CILT, for spearheading the Multimodal Logistics and bringing together the participants and enthusiasts and creating a complete educational environment."

Shri Shanti Narain in his comment on the show performance mentioned, "I am really happy that

we chose to be a part of India Logistics Show 2016. It was not only a knowledge driven gathering but also a connected platform for all logistics family. We wish the team all the best and would urge them to keep organizing such events in the future."

Group Chairman and Founder at SCLG, Shashi Shekhar, also appreciated the exposition and said, "This has been a pleasure re-connecting in logistics and supply chain space in India during the 3-day conference-cum-exhibition in Mumbai. Congratulations to Sukhjinder and the team in delivery of a good show. I shall continue supporting this conference and exhibition year-on-year on behalf of SCLG." This indeed is a great motivator for the entire India Logistics Expo team.

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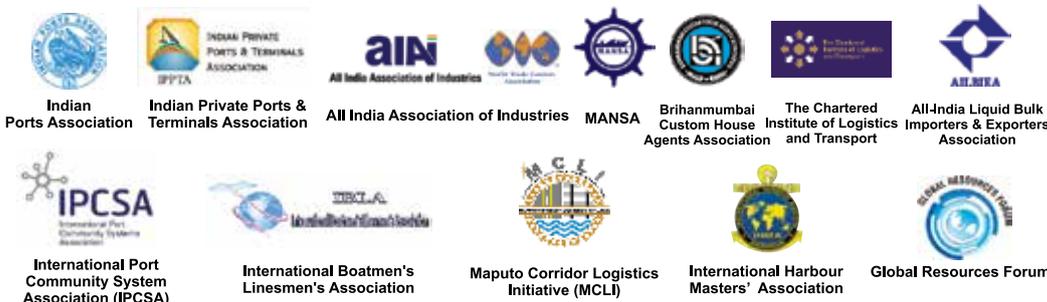
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# ALLCARGO LOGISTICS SPONSORS ET SCM SUMMIT



Prakash Tulsiani  
All Cargo

Allcargo Logistics Ltd, India's leading integrated logistics provider and a part of the Avvashya group, is proud to associate with the unique initiative of ET Edge, The Economic Times Supply Chain Management & Logistics Summit 2016 (ET SCM) by sponsoring the prestigious event for the third consecutive year. The Summit was held on Friday, 24th June 2016 at The Leela, Mumbai.

The program brought the who's who of the corporate world together from various industries to deliberate & discuss on the current challenges and future of supply chain in India. The summit progressed through a series of panel discussions, conferences & interactions on topics pertaining to the supply chain in India. Allcargo Logistics Founder and Chairman, Shashi Kiran Shetty was one of the panelists for the discussion on 'developing an Integrated Supply Chain: Agile and Future ready'.

Mr. Shashi Kiran Shetty, Founder & Chairman of Allcargo Logistics Ltd said: "It is a privilege to be a part of such a great initiative launched by ET Edge. The summit brought together industry tycoons and government experts on one platform which provided a platform to partner and explore various business opportunities. We

are delighted to partner with the ET SCM as it gives an opportunity and vision to next level of growth that India is witnessing.

We at Allcargo, understand the importance of efficient supply chain and hence we ensure that our customers experience efficient supply chain management services with the promise of on-time delivery." added Mr. Shetty

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Mahindra & Mahindra Limited	Igatpuri	Sustainable Factory of the Year Award - 1st Runner Up
<b>LEADERS AWARD</b>		
JCB India Limited	Ballabgarh	Leaders Award - Mega Large Business
Pernod Ricard India Private Limited	Nashik	Leaders Award - Mega Large Business
Hindustan Unilever Limited	Dapada	Leaders Award - Large Business
Hindustan Unilever Limited	Puducherry	Leaders Award - Large Business
UltraTech Cement Limited - Reddipalayam Cement Works	Ariyalur	Leaders Award - Medium Business
United Breweries Limited	Golconda	Leaders Award - Medium Business
<b>CHALLENGERS AWARD</b>		
Genpact India Limited		Challengers Award - Mega Large Business
Bharat Aluminium Company Limited	Korba	Challengers Award - Mega Large Business
Henkel Adhesive Technologies India Private Limited		Challengers Award - Large Business
Dr. Reddy's Laboratories Limited, CTO - II	Hyderabad	Challengers Award - Large Business
Lakme Lever Pvt. Limited	Gandhidham	Challengers Award - Large Business
Grasim Industries Limited- Grasilene Division	Kumarapatam	Challengers Award - Large Business
Dr. Reddy's Laboratories Limited, FTO - II	Hyderabad	Challengers Award - Large Business
Schneider Electric Infrastructure Limited	Kolkata	Challengers Award - Medium Business
Philips India Limited	Pune	Challengers Award - Medium Business
Pernod Ricard India Private Limited	Derabassi, Punjab	Challengers Award - Emerging Business
<b>SAFETY EXCELLENCE AWARD</b>		
Johnson & Johnson Private Limited	Mulund	Safety Excellence Award - Overall Winner
Tata Motors Limited	Pantnagar	Safety Excellence Award - 1st Runner Up
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# INTEGRATED SUPPLY CHAIN MANAGEMENT IS A NECESSITY FOR THE NEXT PHASE OF GROWTH IN THE INDUSTRY: ET SCM AND LOGISTICS 2016

The Economic Times recently presented its 3rd Annual 'Supply Chain Management and logistics' Summit which took place in Mumbai. The Chief Guest present at the Summit was Shri Sudhir Mungantiwar, Hon'ble Minister of Finance, Planning and Forest Departments Government of Maharashtra. The Summit saw CEO's, Director's, MD's from leading corporations such as DHL, All Cargo logistics, Flipkart and Mahindra Logistics among others.

The Summit discussed the pertinent issues and challenges

that the Supply Chain and Logistic sector faces. The panel discussions highlighted the importance of an integrated Supply Chain and the importance of bridging the gap between retail store and online market places.

According to a report by Motilal Oswal Securities Ltd., the Indian Logistics industry grows 1.5-2 times the GDP growth. This offers opportunities across the spectrum for companies in transportation, storage, distribution, and allied services. The value of the Indian Logistics Industry is estimated at

US\$ 130 billion in 2012-2013, but this industry has not received the attention or recognition it deserves.

The key growth drivers are rapid growth in industries such as automobile, pharmaceuticals, fast-moving consumer goods (FMCG) and retail. Highlighting the importance of these growth drivers, the event facilitated parallel sessions in which the SCM of Heavy Engineering and Manufacturing, FMCG and Pharma were discussed.



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