

**SPECIAL  
ISSUE**

CARGO & LOGISTICS MAGAZINE

# eCARGOLOG

MAY 2016 • (PRIVATE CIRCULATION ONLY)

eCargoLog Group of Publications



# 2025 SUPPLY CHAIN TRENDS TO LOOK OUT FOR IN INDIA

**PHOTO  
FEATURE**

PAST EVENTS **18**

**START UP-  
MADURAI**

EVENT **23**

**PARAM CALL  
TRACKER**

TECHNOLOGY **24**



VEENA R SRINIVAS  
POST MASTER GENERAL -  
BUSINESS DEVELOPMENT,  
INDIA POST,  
KARNATAKA CIRCLE

**PLUS** PRE-SHOW ... India Warehousing Show – A curtain raiser **08**  
PRE-SHOW ... India Logistics Expo: Enabling Make in India **19**

# ecARGOLOG

Asia's Latest Logistics News On-line

- Reaching directly to the concerned
- 24 x 7 Update
- Connected with Cargo & Logistics Industry



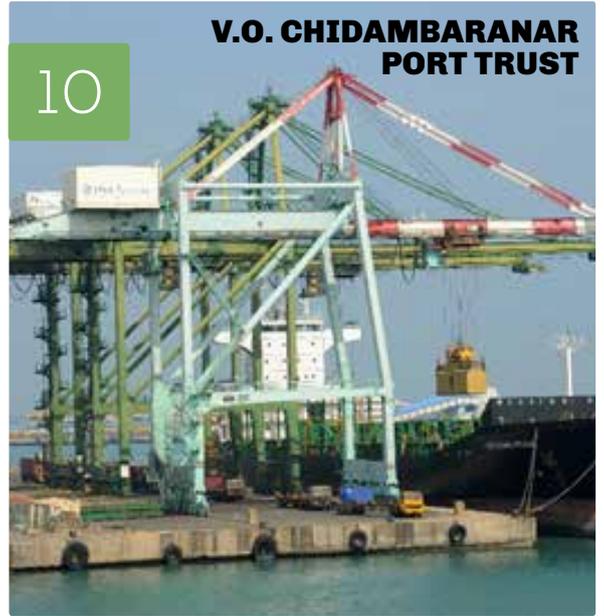
ecargologindia@gmail.com  
+91 9840950196  
www.ecargolog.in





08

**INDIA WAREHOUSING SHOW –  
A CURTAIN RAISER**



10

**V.O. CHIDAMBARANAR  
PORT TRUST**



12

**INDIA POST:  
THE CATALYST IN E-COM SUCCESS**



15

**LAST MILE  
FULFILMENT EVENT  
SERIES SET TO  
ENTER INDIA TO  
ACCELERATE**



24

**PARAM CALL  
TRACKER**

**PARAM CALL TRACKER**



06

**E-COMMERCE LOGISTICS  
STARTUP WOW EXPRESS  
RAISES \$2.2 MN**

# INDIA LOGISTICS EXPO 2016

Robust Logistics to Enable "Make in India"

**19/20/21 May 2016**  
**Bombay Exhibition Centre**  
Goregaon (E), Mumbai, Maharashtra

## Comprehensive Event Focusing on Logistics Infrastructure & Services Development

### Highlights of the expo

An in-depth plunge into the current logistical needs

India Supply Chain Summit: Know the latest advancements, trends and strategies of the sector

India Multimodal Logistics Summit: Addressing the needs of the entire of logistics community of end users, intermediaries & service providers.

Be CSCA certified during the three-day exhibition

Platinum Partner



VIP Partner



Industrial & Warehousing Partner



Supply Chain Consulting Partner



Ecommerce Automation Partner



Barcoding Partner



Visitor Lanyard Partner



Logistics Partner



Loading & Docking Technology Partner



Delegate Kit Partner



Knowledge Partner



Media Partner



Organised By



For more details, contact: Jatinder Singh | +91 9599389545 | jatinder@infinityexpo.in | www.IndiaLogisticsExpo.com



V. RAVI  
Publisher

## DEAR READER

**O**ur 1st Seminar, on Transportation of Men and Materials by 2020 and Beyond..., proposed to be inaugurated by Shri. Nitin Gadkari, our Union Minister for Transport Shipping, on September 25, finally held in The Residency Towers, T.Nagar, however, ultimately greeted by his letter, at the time of inaugural session!

Our event, intended to educate and enhance the skills of truck, bus drivers, cleaners, mechanics, building supervisors, engineers, masons, carpenters, electricians, plumbers, fieldworkers, tractor drivers, mechanics, agricultural staff, will keep going, with an Institute being formed, with leading experts and businessmen, and this will be continuous. So also our training program on SCM, Port Management, Warehousing etc., for the benefit of - both the fresher from the B School and the Shipping & Logistics colleges and the people from the Logistics industries too!

The remarkable and redeeming feature of this Transport Seminar was to propose the founding of an Institute for Transport for Training our Men & Managers.

Unabated by the unprecedented flow of floods which devastated and inundated thousands of houses in Chennai, Green India, our 2nd event as scheduled with sessions on Green Energy, Green Buildings, Green fields and Green Ideas, inaugurated by the CEO of Doha Bank, Dr. R. Seetharaman, flying all the way, from Qatar. The event was totally sponsored by Madras Management Association, ably piloted by Group Captain Vijayakumar.

The Green Energy Seminar was a grand affair, with the support of Konrad Adeneur Foundation, Germany, fully supporting the Seminar, also committed to alternate Energy, especially solar.

We ran our 3rd seminar on StartUps, titled as Plan, Start and Succeed, with the help and guidance of professionals and the Society of Auditors. Eminent Speakers from Anand & Anand, KPMG, Deloitte, RiverBridge, Vivegam, the GreenPath, Ardelisys, PrimePoint and Param Projects touched upon various aspects from incubators to angel funding!

We are now planning for a Mega Seminar, being our 4th event, on Automobiles, in June/July, with 2 in-between meetings on Smart Cities and Panama papers, in June.



Increase  
your Sales,  
publish  
on the  
**Internet!**



**THE ANNUAL MEETING PLACE FOR WAREHOUSING,  
 MATERIAL HANDLING & SUPPLY CHAIN INDUSTRY**

Warehousing | Material Handling | Storage | AIDC  
 Automation | Packaging | Supply Chain | e-Commerce

Are you looking  
 for storage  
 solutions for  
 your factory?



Are you looking  
 for e-commerce  
 logistics solution?



Do you want to  
 see the latest  
 technology in  
 material handling?



Are you looking  
 for a warehousing  
 facility?

Free visitor registration @ [www.IndiaWarehousingShow.com](http://www.IndiaWarehousingShow.com)

**START-UP WORKSHOP @ SPIRITZ CAFÉ**

"I have land and I want  
 to open a warehouse"

let's address this most common question on  
 9th June 2016, 4.00 pm onwards

**INDIA WAREHOUSING CONFERENCE**

8-9 JUNE, 2016

Pragati Maidan, New Delhi

"Exploring New Opportunities in  
 Supply Chain Sector in Changing Times"

For delegate booking, contact: Bharani Prasad | +91 98 7162 8542 | [bharani.prasad@reedmanch.com](mailto:bharani.prasad@reedmanch.com)

Foundation Partner



VIP Partner



Warehouse Partner



Gold Partner



Official Supply Chain Partner



MHE Partner



Silver Partner



Media Partner



Supported By



Organised By



Visitor Helpdesk:  
 Janish Jafri  
 +91 9999686007  
[janish.jafri@reedmanch.com](mailto:janish.jafri@reedmanch.com)

Co-located Show





## E-COMMERCE LOGISTICS STARTUP WOW EXPRESS RAISES \$2.2 MN

**MUMBAI**-based e-commerce logistics startup Wow Express, which is run by JMS Logistics and Express Pvt. Ltd, has raised Rs 15 crore (around \$2.2 million) in a pre-Series A round of funding led by a group of unnamed US-based investors, it said in a statement.

Existing investor Tamarind Family Private Trust, the investment trust of the Mansukhani Family which is a co-promoter of consumer electronics maker Onida, also participated in the round.

The firm will use the funds for geographical expansion and technology enhancement.

"We target to be in 50 cities with 100 branches and process 10 lakh shipments by the end of

this year. This round will help us achieve geographical expansion and enhance technology," Sandeep Padoshi, director, Wow Express, said in the statement.

The firm was founded in January 2015 by Padoshi, Jayesh Kamat and Mazhar Faruqi. The three co-founders have earlier worked for companies such as DHL, Reader's Digest, UPS, TNT and Singapore Post.

The firm aims to fill the gap within the e-commerce supply chain with the use of technology. It provides support in terms of warehousing, order fulfillment and last-mile delivery to e-commerce firms. Its clients include Paytm, Rediff and Fashionandyou. Recently, the company had tied up with Amazon India for delivering bicycles.

Wow Express claims to process around 350,000 shipments a month and has branches in Navi Mumbai, Thane, Delhi-NCR, Bangalore, Ahmedabad, Surat, Rajkot and Jaipur.

In July last year, the firm had raised seed investment of \$500,000 (Rs 3.17 crore) from Tamarind Family Private Trust. The surge in e-commerce sales has opened up a fresh opportunity for logistics services firms. A bunch of startups has mushroomed in the logistics space over the last couple of years.

Earlier this month, logistics management platform Locus, run by Mara Labs Inc, had raised \$2.75 million (around Rs 18.3 crore) in a Series A funding round led by Exfinity Venture Partners. In April, courier company DTDC Express had invested over \$1 million in logistics solutions startup Shippy.

In February, Pune-based e-commerce logistics firm Xpressbees had raised about \$12.5 million (around Rs 86 crore) in funding from existing investors SAIF Partners, IDG Ventures India, NEA, Vertex Ventures and Valiant Capital. In the same month, Mumbai-based Craftsvilla had acquired on-demand logistics enabler Sennid for \$5 million, in a bid to strengthen its logistics capabilities.

In October last year, Bangalore-based hyperlocal delivery startup Opinio had had raised \$7 million in a Series A funding round led by e-commerce logistics firm Delhivery.

*Courtesy:vccircle*

1. Jayesh Kamat
2. Sandeep Padoshi
3. Mazhar Faruqi



1



2



3



Produced & Organised by  
**SingEx** **FRANCHISE INDIA**  
 Powering Your Business Events Your growth is our business

**July 22-23 2016, The Lalit Mumbai, India**

**www.lmf-india.com**

## India's only Conference and Exhibition for the Retail, eCommerce, Parcel and Logistics Industries

### Program Highlights:

- Leading logistics brands display their expertise in the logistic business
- Curated business matching program
- Dynamic sourcing platform & business opportunities
- Showcase of new technology & business friendly processes
- Get enlightened on latest leaders , insights & challenges in the logistics business

<p><b>2 Days</b> Exhibition &amp; Conference</p>	<p><b>EXPO</b> The Lalit Mumbai</p>
<p><b>60</b> Exhibitors</p>	<p><b>1500</b> Attendees</p>

### TOP INDUSTRY EXPERTS



**Mr. Badal Malick,**  
Vice President and Head of Omnichannel, Snapdeal, India,



**Mr. Lac Tran,**  
EVP Global E-Commerce, Web2Asia, China,



**Mr. Subhasish Chakraborty**  
Founder, Chairman and MD, DTDC Express Ltd, India,



**Ms. Ritu Marya,**  
Editor-in-Chief, Franchise India,



**Mr. Himanshu Bajaj**  
Partner, Consumer Industries & Retail, A.T. Kearney, India



**Mr. Nirav Kothary,**  
Head – Industrial Services, JLL, India,



**P.C. Sharma**  
Chief Executive Officer, TCI Express, India,



**Mr. Sachin Oswal**  
Chief Executive Officer, Shoppers Stop, India,



**Mr. Sahil Barua**  
Chief Executive Officer, Delhivery, India,



**Mr. Sandeep Ladda**  
Partner & National Leader, Technology & eCommerce, PwC India,



**Mr. Shivanandan Pare**  
Head of eCommerce, Madura Lifestyle & Fashion, India



**Ms. Surabhi Pant**  
Senior Assistant Director-Retail, FMCG & Jems and Jewellery, FICCI, India



**TO AVAIL EARLY BIRD DISCOUNT CALL:**

**TO GET PREMIUM LOCATION AT THE EXPO CALL:**

**For Delegate Registration**  
**08595350505, 09311789274**  
 conference@lmf-india.com

**For Sponsorship**  
**08595350525**  
 lmf@lmf-india.com

**To Exhibit**  
**09555943277, 09022352762**  
 sales@lmf-india.com



## INDIA WAREHOUSING SHOW – A CURTAIN RAISER

It's that time of year when who's who of logistics, supply chain and user industry come together to celebrate annual event, India Warehousing Show in Delhi. In its 6th edition this year, IWS has come a long way to become the only event focusing on intra-logistics industry in India and is scheduled from 8th to 10th June 2016 at Pragati Maidan, New Delhi

The USP of India Warehousing Show has always been the perfect mix of buyers coming to the show. The show hosts buyers from 3PL/4PL companies, Automobile, OEM, FMCG, Electronics, Manufacturing Units, Retail Companies, Government Departments, Architects and Consultants. This is an unmatched congregation of industry leaders from these sectors in any show on logistics and this makes IWS, the ultimate market place for warehousing, materials handling and supply chain.

"This year's event has over 180 international and Indian companies showcasing their latest products and technology for the sector. If you are looking to set up a manufacturing plant, warehouse, supply chain network or upgrade the existing facilities, IWS is a must attend event." said Anuj Mathur, Managing Director, Reed Manch Exhibitions.

### WHAT'S NEW IN 2016?

- A special focus on e-commerce companies with a wide range of relevant equipment and technology on display.
- Multiple increase in the exhibitors from Supply Chain & 3PL

companies.

- Over 50 product launches from Industry leaders like Godrej & Boyce, Armstrong Machine Builders, Maini Materials Movement, Hi-Tech Robotics, Kelley Material Handling, NWCC, A V Engineers & many more..
- Investment Talk with an impressive line up of speaker panel including private equity, consultant and warehouse facility owner on 8th June 2016 at Spiritz Café.
- Start-up Workshop for potential entrants in logistics sector discussing the road map to establish a successful business model on 9th June 2016 at Spiritz Café.
- Industry leaders from e-commerce, warehousing and supply chain to speak at the 6th India Warehousing Conference on 8th & 9th June 2016

The special focus on e-commerce is to recognize this booming industry and have a wide range of products and technology displayed for this sector. Many of our exhibitors are already catering to this industry and their solution would be showcased on the exhibition floor. The concurrent conference, India Warehousing Conference, scheduled for 8th & 9th June 2016, has the best ever speaker line up and would be discussing various opportunities to grow logistics business today.

"IWS has something for everyone. The very popular, Start-up Workshop is for the new and prospective entrants in the logistics business and would be a crash course to set up a successful business model in the industry. Though part of our

main conference program, Start-up Workshop is open for all at Spiritz Café on the 9th June from 4pm onwards. Also, is the 'Investment Talk' that we are organizing for the industry stakeholders at the same venue on 8th June at 5 pm. This panel discussion would comprise of a leading PE company, industry consultant and warehouse owner to discuss the various funding options available to grow the business today. It will also touch upon the consolidation of supply chain business taking place through mergers and acquisitions." added Mathur.

The support from industry has just poured into IWS with over 15 trade associations and 35 industry, media and publications are supporting and promoting the show amongst their members and readers. Similar is the case with our sponsors, leading brands have parked their trust by continuing their association with the show like Indospace has retained its title sponsorship of 'Foundation Partner'. Like every year, IndoArya is sponsoring our VIP Club program and Spiritz Café and Official Supply Chain Partner is Safexpress. The new on the list this year is Embassy as 'Warehouse Partner', Kelley Material Handling as 'Gold Partner' and Godrej Efacec as 'Silver Partner, Nido Machinery as 'MHE Partner'.

"It is a matter of pride for us that the leading brands of the industry have imposed faith in the show by partnering with us for various activities. There are few more brands to be associated with IWS in next one month." concluded Mathur.

F R O S T & S U L L I V A N  
**SUSTAINABILITY 4.0 AWARDS**

RECOGNIZING YOUR  
**SUSTAINABILITY JOURNEY**  
FOR A BETTER **TOMORROW!**

27th May, 2016 | Hyatt Regency, Mumbai



**Nominations close 15th December, 2015**

For more details contact: **Mr. Ravindra Singh**  
Tel: +91 33 6627 3056 | Mob: +91 89814 07774  
E-Mail: [sustainability@frost.com](mailto:sustainability@frost.com)  
To know more, login to [www.frost.com/sustainability](http://www.frost.com/sustainability)

National Newspaper Partner



Know More. No Less.

Media Partners



## V.O. CHIDAMBARANAR PORT TRUST



**TUTICORIN** has bagged two awards from Ministry of Shipping, one for Achievement of 'Higher Growth Rate in Cargo handling' and another for Fulfillment of 'Results Framework Document Targets' (RFD) for the year 2015-16.

For the first time in the history of Shipping in India, the Ministry of

Shipping, New Delhi, had announced the Annual Achievement Awards for Major Ports for the year 2015-16. The Annual awards were conferred for Achievement in 'Higher Growth Rate in Cargo handling', Fulfillment of 'Results Framework Document Targets' (RFD), and Achievement in Efficiency Parameters. A special award also given to Kandla Port Trust for crossing 100 Million tons in cargo handling and one special award to Cochin Port Trust for achieving highest growth rate in operating Surplus.

The Annual Awards were declared by Secretary (Shipping), Ministry of Shipping on 12.05.2016.

It is pertinent to note that V.O.Chidambaranar Port handled an all time record Cargo Traffic of

36.85 Million Tons during the Financial Year 2015-16 and surpassed the previous year's achievement of 32.41 Million tons, registering an increase of 13.70%. The Port also crossed the Target of 36.80 Million Tons by handling 36.85 Million Tons on 31st March 2016.

The Port has also performed exemplarily in achieving the various parameter of the Results Framework Document Targets (RFD) to augment capacity of the Port, to provide efficient, prompt, safe and timely seaport service at optimum cost, to enhance traffic throughput, to continually improve services to meet the expectations of the Port Users, Employees & the Society, Improvement of financial parameter and Administrative Reforms.

## MCKINSEY ALUMNI TAP GEEKS IN BID TO RULE TRUCKING IN INDIA



*Deepak Garg  
Former  
McKinsey &  
Co. Consultant*

**MCKINSEY** Looking for a business that technology has yet to disrupt? Former McKinsey & Co. consultant Deepak Garg senses a candidate in the world's fastest-growing major economy.

Garg's target is the fragmented trucking industry in India, whose freight transport market could be worth as much as South Africa's economy by 2020. His two-year old company Rivigo Services Pvt. deploys Internet-connected trucks loaded with sensors that feed data to coders, who then try to work out how to cut travel times while improving reliability and customer experience.

"I quit McKinsey in 2014 to start up with no background in logistics because it looked like the biggest

sector to solve problems for," 34-year-old Garg said in an interview last month in New Delhi. "We spend hundreds of billions of dollars in logistics, but still very inefficiently."

In offices near the national capital, software engineers try to map the fastest routes, taking into account factors such as traffic snarls or long queues at India's inter-state checkpoints. Trucks are monitored via satellite so drivers don't stop unnecessarily. Rivigo claims it can more than halve usual delivery times and even rival air freight across the world's seventh-largest land area.

More than half India's goods are shipped by road and volumes are rising, stoked by everything from surging e-commerce sales to demand for car parts. The task for the fledgling haulier with a 1,000 truck fleet is to convince cost-sensitive companies that its service is worth the premium, compared with established operators such as VRL Logistics Ltd. or Transport Corp. of India.

Rivigo's prices are "on the higher side" but that's partly because of the investment in technology that the business is making, such as a

live tracking app for clients and the ability to remotely control temperatures in refrigerated lorries, Garg said.

"We've given an option of a modal shift from air to road," he said, adding Rivigo costs "substantially" less than air freight.

"In a lot of segments, we have given an option of from rail to road," Garg said. "In rail, there's a lot of pilferage and less control."

Aside from Garg, another six Rivigo employees worked for McKinsey, according to the haulier's website. The connection even carries on to Rivigo's private equity backer SAIF Partners, where the team overseeing the investment also spent time at the U.S. consultancy.

"This is a very large, fast-growing sector, which is not impacted much by the technology revolution that we are seeing in most consumer-facing businesses," said Deepak Gaur, managing director at SAIF Partners in Gurgaon near New Delhi.

India placed 54th in the World Bank's 2014 logistics performance index, a middling ranking among major emerging markets and down from 39th in 2007, signaling scope for improvement. Average U.S. truck speeds can exceed 89 kilometers (55 miles) per hour on highways. In India, a long-distance average of 12.7 kilometers is considered good.

Asia's No. 3 economy has the longest road network after the U.S., but congestion slows speeds. Drivers also face delays at about 180 checkpoints set up by India's 29 states to enforce local levies such as sales taxes and entry fees.

A plan to subsume the forest of state levies under a single national sales tax that should curb checkpoints



# ADANI LOGISTICS CHOOSES KALES TERMINAL OPERATIONS SYSTEM FOR AUTOMATING ITS CFS- ICD & CONTAINER RAIL OPERATIONS

**ADANI** In their continued with their strike for the fourth consecutive day today, hitting supply of goods to various parts of the country with the stalemate still on.

In their continual efforts to drive efficiency, visibility and cost saving for the customer, Adani Logistics Limited (ALL) has embarked on a mission to automate its operations. Hence, ALL has selected Kale Logistics as its preferred partner to develop a terminal operating system (TOS). This would encompass ALL's entire range of operations including, CFS & ICD, Container Train Operations, Coil & Auto Logistics and other allied processes.

Adani Logistics Limited (ALL) chose Kale Logistics Solutions- A leading global IT Solution provider to the Logistics, Airports & transportation segments, as its preferred IT partner after completion of one and half years of requirement & evaluation process for the Terminal Operations System.

Adani Logistics is successfully running container trains operations pan India with ICD and CFS facilities at Patli, Kishangadh, Mundra & Hazira. ALL has plans to grow with facilities at pan India level keeping in line with the parent Adani Ports and

Special Economic Zone. Their growing business demand had resulted in extensive manual intervention which hampered their goal of meeting customer expectations.

Speaking on the occasion, Mr. Anil Radhakrishnan – CEO, Adani Logistics said, "We selected Kale's TOS for its extensive functionalities suite for a global organization. We were looking for a partner who had long term vision, had done similar sized projects and knew application of IT to realize transformational effect on Business. Kale displayed the best understanding of our requirements and has one of the widest portfolios of proven Logistics IT solutions. We believe that their automation solution will bring in a lot of efficiency, cost reductions & control."

Mr. Ashwani Kumar Sharma- Head Information and Technology, Adani Logistics said, "At Adani we believe in

staying ahead of the market demands and to meet these goals, technology would continue to play a critical role in our business. Since this is a long term investment for our business, we had done a detailed 'Business Requirement Document' from our side. The new system meets all these requirements and provides data reservoir at both management & operational levels for faster decision making."

"We are happy to welcome Adani Logistics to our globally expanding Client base. We are confident that our Terminal Operations System will serve the requirements of ALL for many years to come. We share the vision of the Adani group of creating world class IT platform which not only facilitates smooth business operations but also aids in bringing out transformation in ALL's business space" said, Mr. Vineet Malhotra – Director, Kale Logistics.

1. Anil Radhakrishnan – CEO, Adani Logistics

2. Ashwani Kumar Sharma- Head Information and Technology, Adani Logistics

3. Vineet Malhotra – Director, Kale Logistics



has been stalled for years. When eventually passed, the measure will make transport more efficient and present opportunities for hauliers, Garg said.

Rivigo's goal is to become India's top logistics company with a fleet of thousands of trucks. That contrasts with the fragmented current state of the industry domestically, a pattern that's out of step with a wave of consolidation among logistics providers elsewhere in Asia.

Owners of batches of 5 trucks or less account for about three-quarters of the fleet in India, according to research by G. Raghuram, a professor specializing in transport at the Indian Institute of Management, Ahmedabad.

Corruption flares because officials at checkpoints demand bribes to turn a blind eye to violations such as overloading. Frequent other stops boost scope for theft from carriers.

Rivigo uses a relay model to try to keep drivers fresh and minimize stops -- a driver hauls for a section of a trip

before handing over to a colleague and taking another load back home.

"The benefits are huge in terms of turnaround time, asset utilization, driver lifestyle -- he comes back home every day," Garg said.

India's freight transport market will expand to about \$308 billion by 2020, Bengaluru-based Novonous Business Consulting Pvt. estimates.

Rivigo is aiming for a fleet of as many as 3,000 trucks in a year and plans to list on the stock market around 2020. By comparison, VRL Logistics has 3,739 goods transport vehicles, according to its website.

One the biggest challenges, Garg said, is to create and maintain a culture of modernization in an industry that's so far resisted such changes.

"The ecosystem is still not mature," he said.

*Courtesy: the peninsula*

## INDIA POST: THE CATALYST IN E-COM SUCCESS

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



Veena R Srinivas, Post Master General – Business Development, India Post, Karnataka Circle

**T**he mammoth institution, India Post, renews itself and smoothes the path for e-commerce businesses successfully utilizing its enormous work force, widest possible reach across the lengths and breadths of the country and its professionalism. India Posts delivers with 99 per cent accuracy and success and wins hands down the race of e-commerce.

Sarada Vishnubhatla meets Veena R Srinivas, Post Master General – Business Development, India Post, Karnataka Circle and talks about how India Post has successfully brought its expertise to booking and delivering for e-commerce businesses.

### EXCERPTS OF THE INTERVIEW:

**Q. It seems India Post has finally hitched on to the E-Commerce**

### bandwagaon...

**A.** Our USP at the India Post is our presence across India. So now, we not only are booking for E-com but are also delivering now. It was a year ago when we began with delivering parcels for Amazon. And, with it, our share of delivery has gone up from 3 to 12 per cent for Amazon alone. Since, last December, we started delivering for Myntra as well.

### Q. Tell us the work dynamics involved.

**A.** They give us one set of parcels at about 8 am every morning and another batch comes at midnight. We process all this at our GPO. What comes in the night is ready by 6.30 am which is sent out with our regular mail for delivery.

During last Diwali, we delivered something like 10000 per day parcels for all E-com businesses together, which on an average meant about 1500-2000 per day. We used our own personnel who were available in the morning and afternoon at the Nodal Centers (NDC), which by the way exists only in Bangalore as of now. Each NDC has 104 delivery post offices in Bangalore city from which delivery takes place - whether of speed post, registered mail or any other format. Every NDC has 4-5 pin codes mapped to it. All the articles meant for those will reach there and then they will go out.

Now Amazon's parcels are huge, whereas Myntra's are small because they are apparels. We deliver in nine cities for Amazon by 8 pm on the same day. We update them that certain number of parcels have been delivered and updated. We have 100 per cent data integration with both Amazon and Myntra and hence they get the updation by the end of the day. We also give an incentive to the delivery persons for delivering the last leg. So either they take the incentive or if they need to hire a vehicle they can. Sometimes, they cannot carry the deliveries in their backpacks and they will have to hire a three-wheeler, then we pay for the three-wheeler. Amazon books for across Karnataka, but our delivery is consistently at 99 per cent. And, this is something they monitor at their level and share with us that 99 per cent of the time we reach, deliver and update and give it to them.

It is an 8-step cycle for us from booking to delivery and the return of the cash. But if consumers do



Karnataka  
Circle Office.  
Bangalore GPO

not write the correct pin code, this cycle is not completed which causes problems. So, we have kept speed-post cash-on-delivery booking on hold. And now we have asked for what is called dynamic barcode, that is once a person has received a booking like Amazon, they will generate the barcode when they are generating the address slip and the cash that has to be collected also gets encrypted into that barcode, so that when it is received at the delivery post office whichever is the correct delivery post office, irrespective of what is written on the parcel, when he or she scans the article the server pushes the data, which then he can push it into the delivery slip of the delivery person and then it can flow back by the e-payment back as cash. India Post allows Amazon to book at any office of their choice and receive payment at any office of their choice. For example in case of business parcel, which is skyworld, booking takes place from my convenience at Bangalore city RMS at the railway station whereas the payment is received at say, Arabic college, which is where their office is so they typically would like to receive their payments there.

Amazon has 13 locations from which they can book as of now pan-India. But we allow them to make payment only at Bangalore. And then I push whatever is their revenue of the individual circles through my accounts office which is present in each state. It is just a book entry and the data flows. It's called the national account, and only Amazon has it as of now. Myntra has applied for it but they have not yet received it. But, the

data flow has to be correct, and if the data doesn't flow my booking doesn't happen. It also does not allow any manual booking. SpeedNet does not allow any manual booking.

**Q. Do you have a special cell to handle the E-com deliveries?**

**A.** E-com deliveries are handled specially by dedicated people. He or she does not deliver any other and in the case of booking, apart from the bookings which take place for same day delivery at GPO, they come and give it to us and we deliver. In case of Myntra, we are picking up from their premises and then doing the booking apart from what is deliverable in Bangalore we could be booking from anywhere across India or within Karnataka as well. The booking is done at Yelahanka parcel hub, whether it is for Flipkart, Snapdeal, Zovy, Myntra, or others... we have 5-6 E-com players who book with us.

At Yelahanka parcel hub, we have crossed about 6000 parcels daily on an average, barring the festival season when the surge is high. But the same set of people handle up to 10000 parcels also. We don't have any mechanical system. Now we are getting funds for conveyor belts, volumetric weighing, otherwise transporting these outside Karnataka is a matter of concern for us.

**Q. What is it like in terms of revenue for India Post?**

**A.** In terms of revenue, up to December 2015, it was roughly about Rs. 2 crores, and now we are touching almost every month Rs. 1 crore. During the festival season

that was in October-Nov, for Amazon alone it was about Rs. 2.5 crores, pan India, payment for which is received in Bangalore, of which Mumbai caters to about 35 per cent, Karnataka is 35 per cent, and the remaining locations put together it is 30 per cent. Basically the amount of business is much more in Gurgaon for Flipkart, Myntra, and for Amazon it's big in Mumbai - much more than in Karnataka - because of the sheer number which exists over there. But it depends on the feedback, monitoring and response that they get. Normally Karnataka does on their behalf also, like if the pick-up does not happen then we call up and inform them that this has not happened, probably because both Flipkart and Amazon have their headquarters in Bangalore and it seems they are more comfortable here so we do that.

In the sense for a mammoth organization like India post where it has got 22 circles. Flipkart has a system where they want only a single point of contact for whole of India, so we respond to them that its not possible with India Post because that is not our system or hierarchy of functioning in a government machinery. And, Flipkart does not have complete integration themselves while at Amazon and Myntra, it is 100 percent. They have a single point of contact, they have a division within themselves, in the sense that technology is handled by one person, financials by another person, every circle has a point of contact for their marketing booking, for example. But there is only one face with whom everyone can interface, who then integrates it back.

## SUSTAINABILITY 4.0 AWARDS 2016 - FROST N SULLIVAN



**FROST N SULLIVAN** The Mission of Sustainability 4.0 Awards is to "Assist adoption of sustainable development practices in the organization and recognize the efforts of front runners through a healthy benchmarking process". The platform was instituted in 2009 and since then, it has been through a transformation in the scope of assessment, sector coverage, and the program title itself. The focus has enhanced to cover all elements of a sustainable organization (purpose, planet, people, and partnership) instead of heavily focusing on environment sustainability. Through the initiative, Frost & Sullivan aspires to have larger number of companies in the country move to a structured sustainability program. The assessment process has been designed to enhance the knowledge of sustainability, best practices in the

industry, and the roadmap for creating sustainable businesses.

Sustainability 4.0 awards acknowledge the best companies that have systematically worked on their sustainability journey across their value chain. These awards can be beneficial to the organization due to the global recognition, benchmarking, and advisory we bring on board. Organizations can benefit from Frost & Sullivan's international reach / network, its presence, and expertise across different industry verticals.

Companies will be provided feedback on their current performance and opportunities for improvement post the on-site assessment. The assessment process will conclude with a feedback session on the strengths and opportunities for improvement. Comparative analysis with other companies in the country will also be

shared. A scorecard will be given at the end of the assessment process to all shortlisted companies that will provide them a quantitative assessment of their strengths and weaknesses with respect to "Sustainable Practices". A detailed assessment report (will be submitted only on request) will highlight the opportunities to be taken up internally for carrying out improvements. This process enhances the understanding of the Sustainability framework among the employees and the sharing of best practices during the assessment phase and at the "Sustainability Summit" helps organizations in their sustainability journey.

### **SOME OF THE OTHER BENEFITS ARE:**

- Recognition toward implementing sustainable practices
- Aids in regulatory / mandatory certification preparedness
- Increased credibility with customers and government bodies across the world
- Provides value to your communication and marketing efforts
- Boosts employee morale

# ECARGOLOG

(An exclusive magazine on Logistics from Chennai)

ECARGOLOG PUBLICATIONS PVT LTD

ECARGOLOG 2/2, Sixth Street,

Gopalapuram, Chennai 600 086

Email : [ecargolog@gmail.com](mailto:ecargolog@gmail.com) / [info@ecargolog.com](mailto:info@ecargolog.com)

M: 09840950196 | [www.ecargolog.in](http://www.ecargolog.in)

WITH THE BEST COMPLEMENTS OF :

**PRASAN & CO.,  
MANAGEMENT, MENTORING &  
MONEY SERVICES  
PRASAN LAND BANK,  
PRASAN ANIMATION,  
GREEN INDIA FOUNDATION,  
[geenindianews@gmail.com](mailto:geenindianews@gmail.com),  
[www.greenindia.amawebs.com](http://www.greenindia.amawebs.com)**

Visit us at:

[www.ecargolog.in](http://www.ecargolog.in)

**ECARGOLOG**  
Asia's Latest Logistics News On-line

**E'CARGOLOG  
CONSULTANCY DIVISION  
FOR ALL SERVICES FOR TRANSPORT,  
LOGISTICS INDUSTRY & TRAINING,  
IN ASSOCIATION WITH PRASAN & CO.  
[WWW.ECARGOLOG.IN](http://WWW.ECARGOLOG.IN)**

## LAST MILE FULFILMENT EVENT SERIES SET TO ENTER INDIA TO ACCELERATE

**MUMBAI** Local eCommerce Industry through Fulfilment with the success of its two editions in Singapore, Last Mile Fulfilment Asia - the only Asian conference and exhibition to curate an ecosystem-based platform for seamless cross-border last mile fulfilment in Asia - is all set to enter India to strengthen the ecommerce companies' capabilities and accelerate the industry's growth. Branded as Last Mile Fulfilment India (LMFIndia), the two-day conference and exhibition themed Accelerating India's eCommerce through Fulfilment will be launched in Mumbai from 22 to 23 July 2016.

Organised by SingEx Exhibitions and Franchise India, the business platform will connect -, retailers, ecommerce, fulfilment, and parcel and logistics - players in India with Asian and global companies. It will facilitate knowledge sharing and business matching which will potentially generate new ideas and solutions, as well as collaboration opportunities to drive their businesses forward.

According to a study published in September 2015 by Assocham-Pricewaterhouse Coopers, India's ecommerce industry is likely to clock a compounded annual growth rate (CAGR) of 35% and cross the \$100-billion mark over the next five years, from \$17 billion at present. As ecommerce companies and

retailers position themselves to capitalize on this growth, they find themselves constrained by logistical and technological issues, specifically within the last mile fulfilment aspect of the supply value chain.

"LMFIndia is the only marketplace for Asian and global industry players to discuss issues or source solutions with respect to last mile fulfilment in India. SingEx Exhibitions is well-attuned to the impetus and needs of the Asian ecommerce and fulfilment industries while Franchise India is plugged into the current market situation in India. Combined with our wide network of strategic alliances in Asia and globally, we believe we are in a good position to be the industries' conduit of innovation, business opportunities and knowledge in India," said Aloysius Arlando, CEO, SingEx Holdings.

Gaurav Marya, Chairman of Franchise India, also shared that the fulfilment industry in India is still nascent to address the potentially 40 million shoppers in the age group of 19 to 24 years, expected to spend time and money online by 2018. The ecommerce focus is also shifting from standard to specialized deliveries, which requires traditional logistics service providers (LSPs) or third-party logistics providers (3PLs) to invest in new capabilities and building infrastructure. As such, this spells a

large opportunity for the logistics and fulfilment industries to expand in India and LMFIndia will be the platform for this growth to be enabled and new logistics investments to happen in India.

LMFIndia will feature a knowledge driven conference covering both strategic and operational topics. Delegates will hear from over 40 industry leaders and gurus namely Zalora's managing director (Malaysia, Singapore, Taiwan & Hong Kong), Mr. Rostin Javadi who will share a case-study on localising business for globalization. They will also draw from insights and participate in focused discussions to gain knowledge and keep abreast of new trends, developments and best practices. The panel discussions will see brand names such as Alibaba and Snapdeal.

Like LMFAsia, the event in India will be a platform for visitors to engage over 40 global and local exhibitors who will showcase innovation, solutions and services which will enhance business operations and services to achieve seamless ecommerce fulfilment within, and beyond India.

"LMFAsia was a great platform where you see most of the industry players coming to discuss their challenges, ideas and innovation together as the economy progresses in the coming years. Besides that being the main reason for us to participate, it is a very good platform for the industry players and partners, as well as retailers to connect and understand how the industry is evolving. It was also an opportunity for us to communicate our ideas and innovation as well as explore possible partnerships, and meet potential prospects and customers. We hope to experience the same at LMFIndia," said Mr. Vaibhav Dabhade, CEO of Anchanto who is a returning exhibitor of LMFAsia.



# 2025 SUPPLY CHAIN TRENDS TO LOOK OUT FOR IN INDIA



## A BRIEF

Local eCommerce Industry through Fulfilment with the success of its two editions in Singapore, Last Mile Fulfilment Asia - the only Asian conference and exhibition to curate an ecosystem-based platform for seamless cross-border last mile fulfilment in Asia - is all set to enter India to strengthen the ecommerce companies' capabilities and accelerate the industry's growth. Branded as Last Mile Fulfilment India (LMFIndia), the two-day conference and exhibition themed Accelerating India's eCommerce through Fulfilment will be launched in Mumbai from 22 to 23 July 2016.

In just another decade, India is all set to be a global economic giant. With much needed reforms and economic policy changes in the offing and the operating environment becoming increasingly more conducive and evolving still, it is sure to have a positive impact on all sectors, including the supply chain management (SCM). Another piece of good news is that for the next few decades, India shall remain one of the youngest countries of the world, which is a major advantage for its economy. But pre-requisites such as skill upgradation, good

governance, professional attitude towards servicing and delivering – whether it is a rural shop or an urban conglomerate – will hold the key for India to become an economic force in the world to reckon with.

This brief report looks at the major trends in the SCM by the year 2025, and how these will change the country's economy – after all, supply chain and its management is what moves the world.

## RISK MANAGEMENT

Unpredictable supply and demand equations keep risk management a contentious issue in business environment, usually. Especially it is so when the business houses feel the heat to keep overhead costs in control while delivering quality products. And this is exactly what drives the supply chains to work between the two extremes of mass customization and consolidation and the companies find themselves the need to invent flexible ways to meet customer demands. It is only natural that the companies will start focusing on optimizing core activities to maximize the response speed in keeping with customer expectations.

In another decade, India, in all likelihood, would have become the

third largest economy in the world. With more spending power, the large segment of middle class in India will drive the economy. But skilled talent continues to remain a perennial handicap for the country. As will be the delicate matter of nurturing the human connection.

## MEGA TRENDS

Looking at the manufacturing industry growing strong steadily what with the changes that the central government is promising, it may account for a quarter of the economic output. With smart cities growing in numbers, consumerism on a steady rise, increase in purchasing power and buying made easy with user-friendly online apps, the pressure is passing on to supply chain managers to become more efficient and productive.

Experts point towards six mega trends in the next decade:

1. More smart cities coming up
2. Stronger middle-class
3. Effective supply chain infrastructure
4. Better regulatory climate
5. Stronger global connect
6. Accessible technologies

Mega or smart cities, in essence, indicate towards a large market



that is a ready consumer of goods and services. Unless planned with precision, these cities are bound to throw up logistical challenges in terms of traffic jams and obstacles, which logically result in disrupted last-mile supply chain deliveries to urban centers.

Indian businesses will need to use data and distribution network modeling techniques to improve planning and execution to their urban customers. Combining GPS data generated by smartphones such as transactional data, census, geo-spatial data, driver activity, will tremendously help companies to analyse and adapt their last-mile supply chains in urban centers.

### **OVERHAULING SUPPLY CHAIN INFRASTRUCTURE**

Indian supply chain infrastructure will soon need to undergo a complete overhaul to be able to cater to a rise in demand among consumers in the upcoming smart cities seeking better and on-time services. The changes in the offing are on the lines of,

1. Automation in manufacturing and material handling – when applied to an efficient operation, automation will magnify its efficiency
2. Verticalization to accommodate

larger inventory in fewer spaces so that rental costs on depots and stores can be controlled

3. Leaner design to manage the movement of large sized cargo across the supply chain

For the above to be realized, and with increase in scale and scope of work, the supply network must be consolidated for which it will need to

1. Be able to handle higher volumes
2. Modify supply chain design to using multi-modal network
3. Standardize practices and working models whether in manufacturing, or inventoring

### **BOOSTING ECONOMY**

Seeking a definite boost in the arm, Indian industry has been on the lookout, since the new government came to power at the center, for a few major bills to be passed in the parliament, such as,

1. Goods and Services Tax (GST) – implementation of this will help bring consolidation in warehousing and large distribution hubs because no longer then will business houses look to optimize their taxes in supply chain networks.
2. Fiscal incentives – especially those aimed at improving efficiency,

such as National investment and manufacturing zones or free trade warehousing zones.

The implementation of these reforms shall prove advantageous to Indian business houses around the world because trade volumes are sure to multiply five times over in the coming decade in the optimistic environment of increase in the number of free trade agreements.

Increase in trade between India and ASEAN, GCC, EU and EFTA (European Free Trade Association comprising Switzerland, Norway, Iceland and Liechtenstein) will help businesses in India to adapt to uncertain lead times, geographic dispersion, and many potential sources of disruption. Supply chains around India will find more stress being placed upon acquiring regional footprints, reducing wastage, higher service quality, and following environmental guidelines.

### **TECHNOLOGY TRENDS**

3-D printing – in a far wider manner, RFID tagging, augmented reality, delivering by drones, driverless trucks as was recently experimented by Volvo, Scania and other European manufacturing majors, and nearshoring – meaning downsizing work to low cost operations within its own region, are some of the technological aspects that Indian business houses will be interested in looking at to become more efficient and reduce delays in servicing by being able to locate a problem much faster.

But what the Indian businesses must be on the lookout for is to know clearly that only when technology is applied with a well thought out strategy and followed by efficient operations will it translate into a best practice in the management of their supply chain.

Perhaps, the biggest fillip to the supply chain sector comes from the decision of the central government to earmark 20 per cent of the US\$ 1 trillion funds reserved for infrastructure. In turn, this gives rise to the highest possibility of sharing of resources among logistics companies to reduce delivery time.

The positive trends will yield equally positive results provided the central government, business houses and supply chain entities work together efficiently and in tandem because ultimately SCM is productive only if it fulfills customer demands through an optimum use of resources, distribution capacity, inventory and labour.

# PICTORIAL

## GLIMPSES OF TRANSPORTATION



## INDIA LOGISTICS EXPO: **ENABLING MAKE IN INDIA**

India's only definitive and complete logistics event, India Logistics Expo is scheduled for 19-20-21 May 2016 at Bombay Exhibition Centre, Goregaon (E), Mumbai, Maharashtra.

The exhibition will not only showcase the top most product and services but will also be a one-of-its-kind by inclusion of logistical solutions for Projects, Contracts, Agri & Food, eCommerce, IT, Intralogistics, Multimodal and anything that that comes under the purview of logistics. This exposition is an extension of what we have all been hearing for the last one year or so and what our government has initiated – project 'Make in India'.

### **INDIA SUPPLY CHAIN SUMMIT**

The Summit will focus on bringing to the forefront the latest developments, trends, strategies in the area of supply chain management. The summit will cover strategic topics like Algorithmic Supply Chains, Bimodal Logistics, Supply Chain Simulation, Supply Chain Analytics, Supply Chain Visibility, Designing Omni channel Networks etc. This conference is being planned in partnership with International Supply Chain Education Alliance (ISCEA), USA with Frost & Sullivan India as a knowledge partner. Chaired by Mike Sheahan, Vice President with Transformance Advisors, and Past International President of APICS – The Association for Operations Management, and frequently delivers informative and energizing presentations at major conferences and events, the summit will also have a respectable host of advisory boards.

### **INDIA MULTIMODAL LOGISTICS SUMMIT**

Supported and partnered by Chartered Institute of Logistics & Transport (CILT), this Summit will share researched insights into the latest development in the multimodal industry, the best practices in planning transport networks, identifying the right balance between low cost low speed rail networks and high cost high speed road networks etc. The insights will be delivered by senior professionals from the rail operations, shipping, transport, ports, air cargo professionals and will be a must attend for supply chain heads, transport planners, freight forwarders, shipping companies etc.

Industry leaders including Apollo LogiSolutions, Honeywell, Aprile Logistics, Rostfrei, Embassy Industrial Parks, Frost Sullivan, Bridge Consulting Group, Coign Consulting and Falcon Autotech, have partnered with the exhibition. The event is also supported by important industry associations like ISCEA, CILT, AIDC, AMTOI, FFI, IPPTA and BGTA.

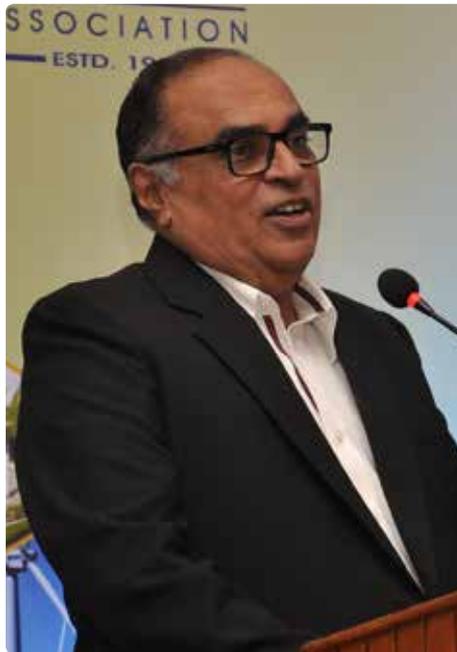
Manufacturing and supply chain professionals plan your visit to India Logistics Expo for all your solutions – ways to make their supply chain faster, more reliable and more efficient. More than 100 of the top material handling, logistics and supply chain providers will be available at ILE to demonstrate their equipment and system solutions in a face-to-face environment.

# PICTORIAL

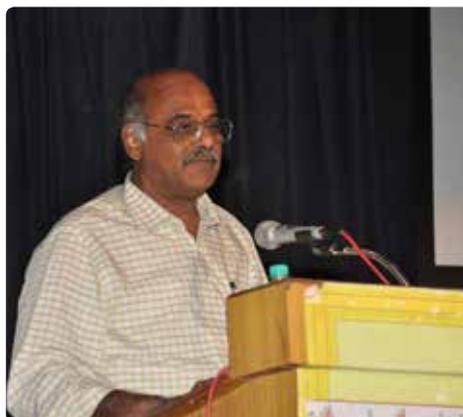


GLIMPSSES  
OF  
**GREEN  
INDIA**





# GLIMPSES OF **MARCH START UP**





# STARTUP2016-MADURAI

**(320 VIEWERS | 300 STARTUP IDEAS | 15 BANK INVESTORS | 20 WORKSHOPS)**

The START UP2016 is the most prestigious and first of its kind start-up pitching contest event being organized at MADURAI, TAMILNADU with the vision to contribute towards Economic development of our country supported by entrepreneurship which is a key contributor to innovativeness and product improvement and a pivotal ingredient to employment creation.

The current pathetic scenario of unemployment is illustrated by the fact that a total of 2,53,000 UG, PG and PhD scholars have applied for 356 peon posts in UP Government

Therefore the objective of the proposed program is set to combat the increasing trend of unemployment amongst the youth in India, the nation with the maximum youth population in the world and the associated miseries of our country by encouraging the youth to turn towards entrepreneurship. It is imperative to encourage and promote Innovation through entrepreneurial spirit which is being recognized as the driving force of the market. An entrepreneur is not just creating self employment but also building a structure for small to

large scale employment and in turn stimulates the economy.

Due to financial constraints and competition in the metro cities, entrepreneurs are setting up industries in Tier II cities like Madurai. State Governments are offering schemes/incentives for setting up of SME's in Tier II and III cities. The growth of businesses in these smaller towns is leading to several public benefits in the area like better transportation, health facilities, education etc thus promoting a balanced development in the country. This is also leading to more and more entrepreneurs setting up base in their hometowns due to lower costs and affordable talent driving investor attention and incubation centers to these cities too.

Entrepreneurial driven economy promotes innovation in manufacturing of goods and services leading to availability of goods at lower costs making them more affordable. While the "services" sector has dominated the attention and interest of many in India, led by IT / ITES and then financial services, the next decade could well be the one characterized by "manufacturing"

albeit with "innovation".

Entrepreneurs today explore opportunities, make effective utilization of resources and create new goods. These are for consumption within the country and hence will lead to growth in the national income and invariably reduce our import dependency making the economy stronger.

Under this backdrop, YBM\* India, an awesome, once in a life time opportunity for entrepreneurs who plan to launch ventures that exist to improve the lives of people in India and overseas who are leading a tough life. The ventures can be changing trends in education, housing, job creation or health. If anyone –fresh graduates/people with ideas looking for support to grow / existing entrepreneurs is successful in gaining a spot in the program they will get an amazing package of support to help them grow the game changing work that they intend to do. The event offers about 350 project ideas with a huge variety of start-up ideas from different sectors, mostly Seed and Series-A start-ups, and already well established companies that have already successfully passed these stages. The delegates can get a golden opportunity to touch with the experts on how to go about starting a business from scratch to success.

Thus it is the first time event offering the participants to get a project idea, project proposal, your company registered and to go home as an entrepreneur.

We invite you to participate in the START UP at Madurai and be the driving force in creating the successful entrepreneurs.

For further information, Contact: [ravi@ecargolog.in](mailto:ravi@ecargolog.in)  
[greenindianews@gmail.com](mailto:greenindianews@gmail.com)



## PARAM CALL TRACKER

**PARAM CALL TRACKER** is a phone call tracking application to keep record of both incoming and outgoing calls with advanced details like duration, location, person name, etc. All call details are sent to your email account as Excel CSV file on a daily basis. Each call detail includes location details of the person as well. Since call details are saved to your computer as Excel files, you can manage the database of both incoming and outgoing calls easily. This application can be used by various

business houses to track calls of their staff and measure their productivity. It can be used by logistics and retail companies to track the movement of delivery boys, truck drivers, etc. Sales and telemarketing companies with field staff can use them to monitor calls of their team in a centralized fashion. It is also useful for measuring the productivity of customer support and customer relationship teams. The software can be run in normal mode where the phone user knows the call is being tracked by the employer.

Sales and telemarketing companies with field staff can use them to monitor calls of their team in a centralized fashion. It is also useful for measuring the productivity of customer support and customer relationship teams.

Param Call Tracker lets you distinguish pro-active employees from lazy ones by running as an app in each mobile. Today, most employees either work on the field or work from home rendering CCTV in your office building useless. However, our software does what CCTV cannot do for workers/marketers on the field because it runs on the cell phone. Mobile monitoring is becoming a norm for better workforce management.

### PARAM CALL TRACKER FOR FAMILY IMPROVEMENT

- ▶ PARENTAL CONTROL TOOL TO MONITOR KIDS, TEENAGERS AND ADOLESCENTS VIA MOBILE MONITORING.
- ▶ ELDERLY CARE TOOL - ENABLES YOU TO MONITOR SENIOR CITIZENS, DEMENTIA PATIENTS.
- ▶ ENSURE SAFETY OF KIDS, GIRLS, YOUNG WOMEN LIVING IN HOSTELS FAR AWAY FROM PARENTS VIA MOBILE MONITORING.

Param Projects Private Limited,  
Chennai - 600 032,  
Mobile:9444173392, 044-42654501

Ecommerce and CMS solutions:  
<http://www.paramprojects.com/>

Measure your employee's performance  
mobile apps:  
<http://paramprojects.com/paramcalltracker>

www.ntcgroup.in



**NTC**

*Caring for you - all the way*



## WHERE SAFETY MATTERS **WE STAND TALL**

As one of the most sought after Normal Cargo, Project Cargo and ODC Service providers in India, we understand that logistics is the lifeline of industrial success.

Hence at NTC, we ensure that one factor remains constant in our relationship with our customers-care. Care for their aspirations; their dreams; and their hopes. This is evident in us not leaving anything to chance. Be it creating custom-made trailers to suit consumer specifications, surveying the route (which sometimes includes constructing entirely new roadways) or providing 24X7 consumer helpline services, we leave no stone unturned to offer optimal services.

To us, hauling cargo across the length and breadth of the nation is not a challenge-rather it is an opportunity to create a bond of trust with our clients.

### **Namakkal Transport Carriers (P) Limited**

**Corporate Office:** "Parade View" No. 21 Rukmani Lakshmi pathi Road,  
Egmore, Chennai-600008, India., Ph.: +91 44 66888777

**Registered & Head Office:** "NTC Tower" No.97 (Old 47) Linghi Chetty Street,  
Chennai - 600001, India Ph.: +91 44 66565656,

Namakkal Transport Carriers (P) Limited.  
NTC Logistics (P) Limited.  
NTC Logistics Pte. Ltd, Singapore

**Sure,** we have financed lakhs of small truckers.

**But,** it is the transformation of their lives that we are proud of.



There are many aspiring truckers with a desire to break out and make something out of their lives. We, at Shriram Transport Finance Company, understand their need for finance and also their constraints in producing collateral. Our long-standing relationship model and simple evaluation process make it possible for them to get their loans easily sanctioned.

They also get advice and timely loans to build and expand their business. Improve the condition of their vehicles and also upgrade to newer vehicles. In short, we help them prosper in their business and improve their lifestyle.

No surprise then that today we enjoy strong relationships

with over 8,00,000 happy customers\*. And have grown to become India's largest Asset Financing NBFC\*\* with Assets Under Management of ₹ 36,997 Crores\*.

Shriram Transport Finance Company - partnering lakhs of truckers on the road to prosperity.



\*As on June 30<sup>th</sup>, 2011. \*\*Retail Finance-Auto-November 2010 - CRISIL \*\*Report on Commercial Vehicle Finance, June 2011-Dun & Bradstreet.

FINANCE FOR: TRUCKS • PASSENGER VEHICLES • MULTI UTILITY VEHICLES • THREE WHEELERS • TRACTORS • CONSTRUCTION EQUIPMENT  
OTHER SERVICES: TYRE LOAN • ENGINE REPLACEMENT LOAN • BILL DISCOUNTING • CREDIT CARDS • AUTOMALLS • NEW LOOK • ONE STOP

Corp. Offices: Shriram Transport Finance Company Limited, Wockhardt Towers, 3<sup>rd</sup> Floor,  
West Wing, C-2, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. Tel.: 4095 9595. [www.stfc.in](http://www.stfc.in)