



JK TYRE HITS A NEW HIGH 1,00,00,000TH TYRE



JK TYRE AND INDUSTRIES LIMITED IS THE FIRST INDIAN TYRE COMPANY TO PRODUCE 10 MILLION TRUCK/BUS RADIAL TYRES.

Dr Raghupati Singhania,
Chairman & Managing Director, JK TYRE



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From the Desk of the Editor



R. PRASANNA VENKATESAN
EDITOR

DEAR READER

While Ravi and eCargoLog are rescheduling our Second Conclave on Transportation, by land, sea and air - a peep into the future, to October, much has happened around us. I will only indicate them, leaving you to look for the details, in the Hindu and Times of India, in the past one week:

1. Singapore experiments with driverless taxis,
2. An European going around the world, risking the trip, in a single engine plane
3. Tata Motors suffers a loss because of Brexit and its attendant risks.
4. Car makers, actively try, lease/rental options, for foot loose top executives.
5. More and more car makers are trying to go electric and driverless.
6. Indian space vehicle, successfully tests a flight with oxygen, as fuel.
7. Our Brahmo missiles, may actively be deployed in countries like Vietnam and other places, while being stationed, in Indo Tibetan border.

We are happy to announce that the prestigious, largest selling, Financial daily, Economic Times, had eCargoLog as online media partner, for their edge seminar at Bombay and want to continue this engagement. Congratulate Ravi and his team for it.

Dr. Ravichandran, Secretary General of Indo Latin American Chamber, has invited us to be advisors, to the chamber, while speaking and writing for us about opportunities in Latin America, while getting H.E. Viswanathan, past ambassador to Latin America, to be our patron, Sr. Advisor, guiding Indian businessmen, to explore that fertile, virgin territory, now plundered by MNCs of US, Europe and China.

Finally, we met and exchanged views on digitisation of Governmental and Mayoral functions, in the State of New York, with Sri Srinivasan, see his picture with your editor, elsewhere.

All the best, for All, Always,
R. Prasanna Venkatesan,
Editor, eCargoLog, Green India.

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Sai Dittakavi
Advait
Biofuels Ltd

**ADVAIT BIOFUELS –
FUTURE READY**

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UNVEILS FIRST
EVER 120 HP
TRACTOR IN INDIA**

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**LANDMARK
ACHIEVEMENT**

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PORT TRUST CREATED
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From the Desk of the Publisher



V. RAVI
Publisher

DEAR READER

This month was very hectic as the processing of our mega event switched on – to invite the *numero uno* of the respective companies and the Ministers concerned. And it was a real challenge to connect with our target audience despite a few conclaves on auto industry being announced ahead of our event.

With the business leaders and industrial houses having confirmed their participation to the event, no doubt, it will be a wonderful show to watch and rub shoulders with the stalwarts from the industry and I personally invite our friends from the logistics and automotive industry to extend their support and make the event a grandeur one.

We welcome the unanimous approval of the GST. This is a significant milestone in India's economic growth, but number of issues need to be sorted out before it can become effective in April 2017. Overall, GST will play a major role not only to automotive and logistics industry, but also be beneficial to entire business community.

The recent TTT fair at Coimbatore gave us a fillip to go for yet another event by the next year - thanks to Media Day Marketing's 1st attempt - in bringing the all Truck, Trailer & Tyre together, for a 3 day Trade Show. It is well covered in this issue by our veteran writers and in the forthcoming issues too.

And, it will be my pleasure to announce - launching of our Middle East edition, on the day of our conclave, which was our long cherished dream in the past – covering entire UAE—besides Saudi, Oman & Bahrain, ably handled by our editorial team and supported by our well-wishers.

Let's meet at the event and the date will be announced soon!



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ADVAIT BIOFUELS - FUTURE READY

A special interview by our Sr. Spl Correspondent, Sarada Vishnubhatla



Sai Dittakavi
Advait
Biofuels
Ltd

With Indian STUs (State Transport Unions) veering towards green fuels to run public transport, the demand for biodiesel is on the rise. It also helps that the central government is pushing for reducing air pollution, and Karnataka stands right after Telangana to initiate a pilot project and follow it up in three phases. Currently, more than 100 KSRTC buses are plying with biodiesel as fuel.

Advait Biofuel LLP, born in 2013 in Netherlands, is the brain child of Sai Dittakavi. And in the latest official statement, Dittakavi reveals that Advait Biofuels LLP is now merged into Advait Biofuels Ltd.

We spoke to Sai Dittakavi about

biodiesel's role as a game changer and how it impacts the environment in direct and indirect ways.

EXCERPTS OF THE INTERVIEW:

Q. Tell us about Advait Biofuels.

A. We are primarily into waste-to-energy meaning turning used cooking oil to biodiesel. In UK, we utilise the same source for power generation as well. From Netherlands, we have expanded to UK, South America, Middle East and now in India. Advait was first operative in Netherlands because biofuel, as such, is mostly available in Europe. It is catching up in India only now.

Advait is the only ISSCC certified company in India which is under the

European Union renewable energy directive as used cooking oil collectors. So we actually convert waste cooking oil into energy to support the Swachh Bharat Mission of the central government.

Q. How many STUs have you tied up with to supply biodiesel?

A. Right now, we have tie-ups with KSRTC, Maharashtra STC, BEST, NMMT, TSRTC, though, only KSRTC is being supplied at the moment. Telangana STC is the first to start with this program and BEST, NMMT, Maharashtra STC are going ahead with it in a full-fledged program.

Q. Why would you say India needs to push for using green fuel?

A. India has announced 35 per cent cut on carbon emissions in the UN in Paris. So there is no other option but to opt for renewable fuel. Even though the government will lose some tax revenue because biodiesel does not have tax system like it is for diesel, but it is good for both the environment and FOREX. Presently the diesel price is almost 60 per cent of the tax. So that will be what they will be losing. Of course 30 per cent of it is from the state government and 30 per cent from the central government.

Q. What are the requirements for setting up a new unit and how much does it cost?

A. We have signed agreements with outlets like KFC and other major restaurants to collect used cooking oil. Currently, we have begun collections in Mumbai and Chennai besides Hyderabad and Bangalore. We have

plants in Rajamundry, Visakhapatnam and Hyderabad. We would like to be self-sufficient in procuring raw material and also convert 100 per cent waste into biodiesel. Collecting used cooking oil on our own would contribute more efficiently to Swachh Bharat Mission. On the economic side, we are making sure that we have our feed of the raw material fixed and is under our control rather than the market's.

We would require close to 15000 tonnes of used cooking oil per month for which we will have to tie-up with hundreds of thousand outlets. In Saudi Arabia, we are procuring 6000 tonnes and in UAE, 1000 tonnes are available. Procurement rate is better in India because of our large population and the usage. Hence the potential here is huge. Instead of throwing the oil, we are actually converting it into energy. But the technology is still being developed. Right now it costs about a billion dollars to set up a unit.

Q. What are the cost and blending dynamics involved in this?

A. In Europe, we have to follow the blending mandate which is 7 per cent of biodiesel has to be blended with the regular diesel. Biodiesel has been trading roughly at double the price of the regular diesel in the US, whereas in India we are giving it for Rs. 5 less than the diesel price. Biofuel attracts fuel duty in Europe whereas its not there in India.

Q. How does it impact the engines?

A. There is no need for any changes in the engine because they are blending and not using 100 per cent biodiesel. B100 is not advisable because the present engines are not compatible for that and biodiesel as it has some oxidation problems due to which you cannot use 100 per cent. The engine needs to be used for biodiesel. Slowly you can go up to 100 per cent but it will take a couple of years. And even then it will not require any changes in the engine. Now the third generation technology has come in for biodiesel production which is called renewable diesel and it is as good as diesel. It has the same specifications of diesel with zero per cent emissions. When

you use biodiesel for the first time it will clean the engine which will be having Carbon and Sulphur deposits which have got accumulated due to the usage of conventional diesel. Only the filter needs to be changed the first time. It is a natural process because biodiesel has oxygen which cleans up the filter and flushes out the dirt. And it is also called the best lubricant in the world. So the engine performance will actually increase. In biodiesel, Nitrous Oxide emissions will be there which is inherent but at a drastically reduced level, when compared to diesel. There is zero Sulphur in biodiesel, so Sulphur emissions will come down by 40-50 per cent and Carbon by 30-40 per cent if we are using B20. But the blending ratio is a decision left the STUs.

Q. What kind of supply chain system do you need to set up?

A. We are expanding our company to be able to control the whole supply chain, right from the collection, storage, own production, and also the supply. We are trying to be present pan-India wherein we have enough used cooking oil for the whole consumption of our factories. We need to set up separate tanks so operationally, it will take some time. We have the collection yards and we have storage facilities in every city. Once 20 tonnes of the oil is collected we load it in a tanker and send it off.

The requirement of the raw material will go up so we aim to collect more used cooking oil, however we can use other raw materials like waste acid oils and palm stearin which is also available locally. We do not intend to import any used cooking oil for the moment or in near future.

Q. Does Advait borrow technical knowhow in producing biodiesel?

A. Advait's partner Southern Online Biotechnologies Ltd. has in-house team which has over seven years of experience in biodiesel production.

Q. Who all does Advait cater to the world over?

A. We cater to many clients the world over including Greenergy Fuels in UK, Petrotec in Germany, Mitsui Germany, Mercuria in Switzerland to mention a few.

Q. How would you compare Indian biodiesel market with the market abroad in terms of market spread, and Advait's market share? What do you think is the growth rate of biodiesel fuel market in India in general and for Advait in specific?

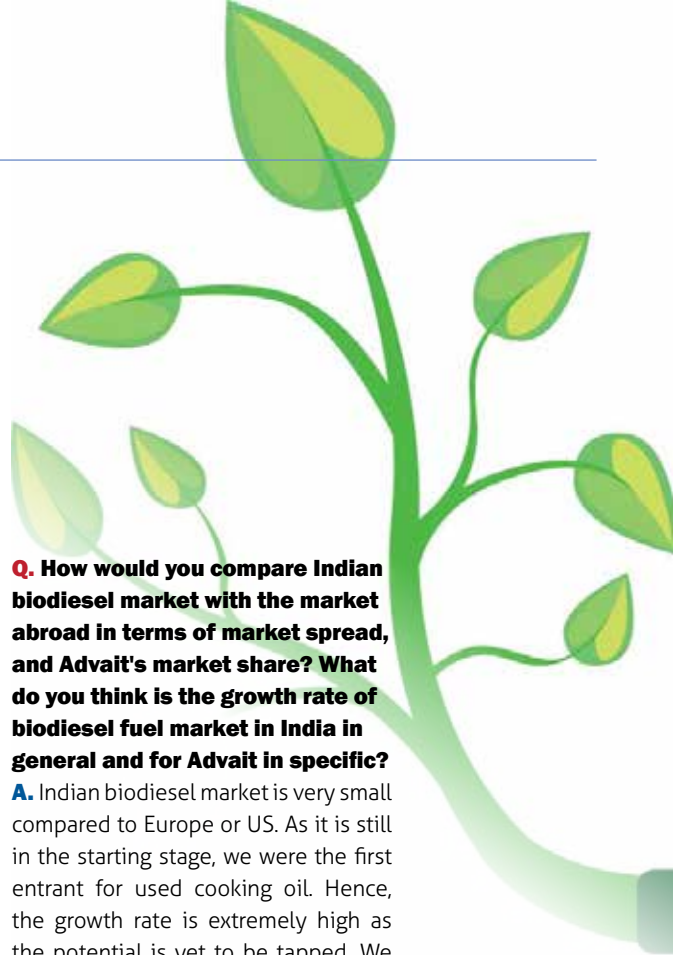
A. Indian biodiesel market is very small compared to Europe or US. As it is still in the starting stage, we were the first entrant for used cooking oil. Hence, the growth rate is extremely high as the potential is yet to be tapped. We want to establish ourselves as a major player converting waste into fuel.

Q. Finally, what are the challenges that Advait faces in India?

A. When we started our collection, it was tough to convince the restaurants to give us the used cooking oil for biodiesel, as we can only pay nominal price as compared to illegal collectors who mostly use the oil to be reprocessed and mix in the edible oils to be used in street food kiosks. This oil becomes a serious health hazard. But we keep educating the restaurants who ultimately see the value and many have started supporting us by supplying at reasonable costs.

Q. Do you plan to give out franchises to collect UCO? If yes, would you have an elaborate certification process? Please explain.

A. We want to appoint franchises in various cities where we think we will not be able to start operations soon. They will have to work under our strict sustainability overview, besides which they will be trained fully by us and have to meet all the ISCC EU collection requirements in terms of documentation and other parameters. However to meet this requirement, they need to collect the used cooking oil under the banner of Advait. **E**



LANDMARK ACHIEVEMENT

JK Tyre hits a new high, rolls out 10 millionth truck/bus radial tyre

JK Tyre and Industries Limited, part of the Rs 28000 crore, JK Organisation, reached a historic milestone when it became the first Indian tyre company to produce 10 million truck/bus radial tyres. With one of India's largest tyre capacities at 3.5 million truck/bus radials per annum, the company is the undisputed leader in this segment.

JK TYRE AND INDUSTRIES LIMITED IS THE FIRST INDIAN TYRE COMPANY TO PRODUCE 10 MILLION TRUCK/BUS RADIAL TYRES.

**Dr Raghupati Singhania,
Chairman &
Managing
Director,
JK Tyre**



It was as historic occasion as the 10 millionth truck radial tyre came out of the mould at the company's Vikrant plant in Mysuru. JK Tyre took over this plant from the Karnataka Government in the late 1990s and turned it around into a state-of-the-art plant with an investment of over Re 1200 cr.

Speaking during the milestone celebrations, Dr Raghupati Singhania, Chairman & Managing Director, JK Tyre said, "Starting in 1977, when we set up our first tyre plant in Rajasthan with 5 lac per annum capacity, we have come a long way and today JK Tyre has grown multifold."

He further added: "Over the years we have set up green field plants, expanded our capacities at regular intervals and even acquired plants across continents like the ones in Mexico, and recently 3 plants of Cavendish

**Inaugurating
the
lamp lighting
ceremony.**



AERIAL VIEW OF VIKRANT PLANT, MYSURU





Process in the plant.

Industries in Uttarakhand, back home to keep pace with the increase in demand of tyres in the domestic as well as global markets.”

In the 7.18 lakh commercial vehicle market in India, JK Tyre is a leader par excellence. It pioneered the radial technology in India, and was the first company to introduce Truck and Bus Radial tyres way back in 1999, and is today the largest producer in this category. JK Tyre is a leading four-wheeler tyre manufacturer in India and amongst the top 25 manufacturers in the world with a wide range of products catering to diverse business segments in the automobile industry with a global presence in 100 countries across six continents.

JK Tyre is a multi-national company with 12 plants globally with a future ready capacity of

350 lac tyres per annum. After the recent Re 2200 cr acquisition of Cavendish, JK Tyre has also entered the high growth 2-3 wheeler segment with its brand 'Challenger' already hitting the market. Today the company manufacture complete range of tyres - from a 3 kilo scooter tyre to the 3.7 tonnes Ultra Large OTR tyre.

CUSTOMER CARE

For the benefit of customers, JK Tyre created a Fleet Management programme where 900 fleets are reached out and serviced, directly through a team of dedicated personnel who assist and support Fleets in both, maintaining and deriving optimal value from the tyres. The company also have chain of retail outlets called 'JK Tyre Steel Wheels' for passenger car radial tyre consumers and 'JK Tyre Truck Wheels' for the discerning truck

tyre users. These centres provide high-end tyre care maintenance across the country, apart from their wide distribution network of 4,000 dealers to take care of the customers.

LOCAL AND GLOBAL EXPANSION

JK Tyre has completed the second phase of construction of its modern radial plant at Chennai with a total investment of Rs 1430 crore. The expansion was completed earlier this year. The plant makes truck radials and car radials and has a production capacity of 12 lakh TBRs and 45 lakh PCRs. The plant has a blueprint of scaling up to 2 million truck radials and 10 million PCRs. Also the capacity of the Mexico plants is under expansion. The capacity is expected to go up to 5 million tyres from the existing 3.5 million units per year. **e**

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EuroBLECH

EuroBLECH 2016 will open its doors in Hanover, Germany from 25 – 29 October 2016. The exhibition will, once again, be the meeting place for sheet metal working professionals from all over the world looking to find enhanced machinery and innovative production solutions. Visitors will be able to discover an extensive variety of products, from conventional systems to high-tech solutions, and gain an insight into the latest technological advancements in sheet metal working. With this year's theme "The New Generation of Sheet Metal Working", EuroBLECH 2016 reflects the trend towards digitalisation and smart manufacturing in modern sheet metal processing. Five months ahead of the show, the organisers, Mack Brooks

Exhibitions, announce a further increase in exhibition space of the world's leading trade show for this industry sector. Ms. Evelyn Maria Warwick, Exhibition Manager from UK recently visited Mumbai to share the plans.

A total of 1,522 exhibitors from 40 countries have already secured their stand space at this year's EuroBLECH across eight halls. This represents an increase in net floor space of 4% compared with the previous exhibition and reflects the fact that exhibiting companies have booked bigger stands to demonstrate an even larger choice of enhanced machinery and cutting-edge solutions. Major exhibitor countries are Germany, Italy, China, Turkey, the Netherlands, Switzerland, Spain, Austria, Great Britain and the USA.



V.O.Chidambaranar Port Trust Created New Records

V.O. Chidambaranar Port Trust created new record by handling 14,590 tons of Wheat import on 05.08.2016 from the vessel MV. Dream Ocean at VI Berth surpassing the previous record of 12,000 tonnes handled from the vessel MV. Lefkes on 10.07.2015. M/s. Aspinwall & Co Ltd is the Vessel Agent and M/s. Inter Ocean Shipping Pvt Ltd is the Stevedoring Agent.

The Port created new record by handling 22,055 tonnes of Copper slag on 09.08.2016 from the vessel MV. Ata-M at Berth No. II surpassing the previous record of 10,815 tonnes handled from the vessel MV. Oriente Prime on 08.07.2007. M/s. Navship Marine Services Pvt. Ltd is the Vessel Agent and M/s. Villavarayar & Sons is the Stevedoring Agent.

The Port created another new record by handling 15,735 tonnes of sulphur on 18.08.2016 from the vessel MV. Ken Moonys at Berth No.IV surpassing the previous record of 12,157 tonnes handled from the vessel MV. Maratha Prestige on 07.09.2011. M/s. Seatrans Shipmanagement Services Pvt. Ltd is the Vessel Agent and M/s. Diamond Shipping Agencies Pvt. Ltd is the Stevedoring Agent.

Shri. S. Anantha Chandra Bose, V.O.Chidambaranar Port Trust while thanking the stake holder, officers and the employees of the Port who have contributed to achieve this record conveyed that this Port is continuously striving to achieve improvement in Performance and productivity in order to attract more volume of traffic through the Port. The Chairman requested all the concerned to continue to improve the performance in future also.

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USAL tries out new Electronic Logging Device

US Automotive Logistics (USAL), the vehicle transport company, is trying out a new Electronic Logging Device (ELD) that documents truck and driver performance, GPS and hours of service along with transmitting information back to cloud servers.

Developed by Car Delivery Network (CDN), a UK based logistics software company, the ELD devices are connected to the truck's CAN bus and driver's tablet via Bluetooth and transmit truck data to support the Hours of Service (HOS) application running on the tablet. This new technology offers vehicle transport companies to change the way truck and driver data are used. It also is designed to reduce more paper in the truck.



Philippines 2016 – Biggest Transport & Logistics Expo

Block your dates, August 18-20 for Transport And Logistics Philippines, a three day expo is being held at SMX Convention Center, Manila

The Expo is being organized by Global-Link MP Events International Inc. in order to gather top suppliers to draw attention to the latest trends in transport and logistics. The Expo, in its fourth year now, has three sub-segments, namely, Automechanic Philippines (Auto Aftermarket Parts), Autocare Philippines (Upkeep, Maintenance, Repair) and Autoshop Philippines (Car Accessories). Visitors will be rewarded with the presence of auto giants like Chevron, Isuzu Philippines, Hino Motors PH, JVF Commercial, Mahindra and BJ Mercantile to name a few.

Transport and Logistics Philippines is simultaneously held with Manufacturing Technology World which displays industrial machinery and equipment.



Unacademy, India's largest free online learning platform

Unacademy, India's largest free online learning platform, has raised additional \$1 million in their second round of external investment. In April 2016, they raised their first round of funding worth \$500k. The current investment round is being led by Blume Ventures, along with Stanford Angels India, WaterBridge Ventures, Sachin Bansal, Binny Bansal, Vijay Shekhar Sharma, Kunal Shah, Sandeep Tandon, Ashish Tulsian, Tracxn Labs and most of their existing investors participating in the round.

Unacademy is India's largest free online learning platform that allows educators to create courses using their app on various subjects, including exclusive content for various competitive exams. Their vision is to get the best minds of the country share their knowledge in an easily comprehensible form. More than 100 educators have created 200+ courses in the last eight months since the launch of their platform Unacademy.in. The platform attracts more than 1M video views monthly now, their growth so far has been mostly organic.

"What started as an experiment has today become one of the most reliable sources of online education. From content specific to competitive examinations to basic English learning techniques, we are in a process to make Unacademy the one-stop destination for online courses across myriad fields and subjects.

Unacademy is founded by Gaurav Munjal, Roman Saini, Hemesh Singh and Sachin Gupta. Gaurav and Hemesh were previously running Flatchat which was acquired by CommonFloor in 2014. Roman, 24, is a doctor from AIIMS and one of the youngest persons to crack the Civil Services Examination. To follow his passion for building Unacademy, he quit the administrative services from the post of Asst. Collector of Jabalpur to start Unacademy.



Mahindra Launches a Game Changing Connected Vehicles Technology Platform - DiGiSENSE

Mahindra & Mahindra announced the launch of Mahindra DiGiSENSE, a revolutionary technology solution that connects Mahindra vehicles, tractors, trucks and construction equipment to the cloud, opening up a whole new dimension to the experience of vehicle ownership.

DiGiSENSE which is digitally enabled sensing, will be available across Mahindra's breadth of mobility products from commercial and passenger vehicles to tractors and construction equipments. Its launch makes the company the first OEM in India to integrate its product line-up onto a cloud-based technology platform. DiGiSENSE empowers owners, fleet operators, drivers, dealers and service teams to access vital information about their vehicles, trucks, tractors or construction equipment on a

real time basis from the driver's seat and afar. DiGiSENSE will empower customers to digitally build knowledge 24X7 about the performance and location of their vehicles.

Speaking at the launch, Dr. Pawan Goenka, Executive Director, Mahindra & Mahindra said, "Digitization is emerging as a key differentiator for business transformation and connected vehicle technology is one such manifestation. At Mahindra we regularly challenge conventional thinking and create disruptions and the launch of DiGiSENSE 1.0 is one such effort to adopt technology to develop new ecosystems. It is the first of its kind technology platform which is multi application and multi product enabled. From providing real time data, to tracking performance and productivity of the vehicles, DiGiSENSE will enable customers to control their businesses".

Daimler India Commercial Vehicles partners for new Vocational Diploma Program in the automobile sector

Daimler India Commercial Vehicles (DICV), a wholly-owned subsidiary of Daimler AG, has signed a Memorandum of Understanding with PSG Polytechnic College, Coimbatore. Together, the two partners will offer a Vocational Diploma Program in the automobile sector. 20 Blue Collar Associates of DICV will participate in the inaugural course, which is certified by the Directorate of Technical Education (DoTE).

Speaking on the occasion, Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles said: "Daimler India Commercial Vehicles actively supports all its employees in their professional development, in order to groom the future leaders we need on all levels of our organization. We are proud to introduce this government-certified program aimed at further development of our Blue Collar Associates and help them to pursue education while continuing in their jobs."

The MoU was signed by Mr. Erich Nesselhauf, MD & CEO, DICV and Dr. R. Rudramoorthy, Principal, PSG College of Technology and Dr. B. Giriraj, Principal, PSG Polytechnic College, in presence of Dr. K. Visalakshi, State Coordinator-State Project Coordination Unit (SPCU), Directorate of Technical Education (DoTE).

Saint-Gobain's LWE program actions to bridge India's skill gap

Saint-Gobain India Private Limited recently held the First Convocation of Saint-Gobain – NTTF flagship Skill & Talent Development initiative LWE at the Music Academy, Chennai. The Chief Guest for the occasion Prof. Bhaskar Ramamurthi, Director, IIT Madras delivered the presidential address and along with Mr. B. Santhanam, President and MD, Flat Glass - South Asia, Malaysia & Egypt Saint-Gobain India (P) Ltd. awarded Diplomas to the graduands. Saint-Gobain by 2020 will graduate 400 well-rounded industry ready, talented diplomas in Manufacturing Technology.

A total of 54 students, from socially and economically disadvantaged background, graduated with Diplomas in Manufacturing Technology. 6 academic toppers received

outstanding performance medals during the ceremony.

LWE jointly conceived by Saint-Gobain and NTTF (an Indo-Swiss Collaboration) to find a practical way to train and educate socially and economically disadvantaged adolescents with industrial skills and formal education thereby improving the quality of technical education and developing a highly employable, competent talent-force for Manufacturing.





Tata Motors launches new commercial vehicles in Indonesia

PT Tata Motors Distribusi Indonesia (TMDI), a unit of Tata Motors Ltd., has launched two new-generation commercial vehicles in Indonesia, the Tata ULTRA 1012 light truck and the Tata Xenon XT D-Cab 4x4 pick-up, at the 24th Gaikindo Indonesia International Auto Show (GIIAS) 2016. Having been developed keeping in mind the Indonesian customer, both vehicles have been subjected to rigorous trials of over 25,000 kilometers, over different terrains and various operating conditions and are officially backed by PT Tata Motors Distribusi Indonesia's robust customer care. With best-in-class warranty, guaranteed parts supply and 24x7 on-road assistance, Tata Motors operates through 119 touch points across Java, Sumatra, Bali and Sulawesi.

Commenting on the launch, Mr. Ravi Pisharody, Executive Director, Commercial Vehicles, Tata Motors Ltd said, "It gives us immense pleasure to launch two new generation Tata Motors commercial vehicles here at the GIIAS 2016, including the Tata ULTRA light truck and Tata XENON pick-up. Both vehicles have been designed for the modern commercial vehicle customer with superior performance, world-class cabins, high load carrying capacity and flexible body-load configurations. Meant to further enhance our presence here, with these vehicles we are also committed to bringing the latest global technologies to the commercial vehicles market here in Indonesia."



Sonalika ITL unveils first ever 120 HP tractor in India

Sonalika ITL, one of the top 3 players in India, today unveiled 'Solis 120' a 120 HP tractor, under its international brand name 'Solis'. Sonalika ITL is the first and only Indian company to indigenously develop & manufacture 120 HP tractors with the aim to strengthen and increase its presence in Indian and overseas market. Solis 120 is ergonomically designed to cater the need of its end user with international styling and built with 6 cylinder, turbo charged engine with 24+24 gear box ensuring 4500KG of huge lifting capacity.

Sonalika ITL has been a pioneer from India in introducing newer technologies like CRDi technology complying with the European and American emission norms. Under sub-compact range Solis 20 - Solis 26 tractors are a huge success in EU markets, narrow tractor range Solis 60 to Solis 90 is best suited for orchard and vineyard application. Sonalika ITL has also pioneered the introduction of higher HP tractors like 110-120HP by providing 'Sonalika 110' to Global customers before any other company of Indian origin.



SingEx Exhibitions and Franchise India Launch Inaugural Last Mile Fulfilment India

The Last Mile Fulfilment series launches its first edition of *Last Mile Fulfilment India 2016* (LMFIndia 2016) at The Lalit, Mumbai, India today till 23 July. Following the success of its two editions in Singapore, *Last Mile Fulfilment Asia* (LMFAsia) – the only Asian conference and exhibition to curate an ecosystem-based platform for seamless cross-border last mile fulfilment in Asia – LMFIndia, themed “Accelerating India’s eCommerce through Fulfilment”, focuses on strengthening India’s eCommerce companies’ capabilities especially fulfilment in the last mile.

According to the A.T Kearney, May 2016 report, 50% of the organised retail will be influenced by digital in 2020. Digital will play a key role in driving customers to buy online which leads to the growth of the eCommerce industry in India. The study also highlighted that the e-tail industry (online retail) will move towards service differentiation with some customers willing to pay for select premium services such as faster delivery, hassle-free return and extended warranty.

“With the eCommerce growth and change in customers’ needs in Asia, efficient last mile fulfilment plays a key role in the supply value chain. We recognised these needs hence we launched LMFAsia in 2015 to great success. Hearing feedback from industry on the burgeoning eCommerce activities in India and the need for efficient last mile logistics, we felt that this is the right time for us to launch the LMF series in India. Together with Franchise India, we aim to curate a trade, networking and knowledge platform to help eCommerce companies in India progress locally and beyond India especially for fulfilment in the last mile,” said Mr. Adrian Sng, General Manager, SingEx Exhibitions.

LMFIndia 2016 will showcase the latest innovative solutions, products and services from the entire fulfilment ecosystem, ranging from -integrated warehouse, fleet and payment management solutions, fulfilment technologies – by leading global and domestic players like FedEx Express, TCI XPS and many others; making it the definitive one stop marketplace.

Purolator International – Named a Top Logistics Provider

Leading trade magazine, *Inbound Logistics*, has voted in Purolator International – a subsidiary of Canada’s largest integrated freight, parcel and logistics solutions provider, Purolator Inc. – as one of the top 100 3PL providers list.

Purolator International caters to both B2B and B2C consumer shipments. Of late, it has risen in international e-commerce business too and has broadbased itself to providing omni-channel solutions.



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INDIAN AUTO SECTOR – AN OUTLOOK



LMHCV Segment Looks Promising

Author: Sarada Vishnubhatla

The industry produced a total 23,960,940 vehicles including passenger vehicles, commercial vehicles, three wheelers, two wheelers and quadricycle in April-March 2016 as against 23,358,047 in April-March 2015, registering a marginal growth of 2.58 percent over the same period last year.

Indian Medium and Heavy commercial vehicle segment is looking up as compared to the last two fiscal years. The M&HCV segment export figures were vibrant between the period April 2015 and January 2016. Growth rate was pegged at 18.36 per cent compared to the same period last year. In terms of manufacturing, 19.84 million

vehicles were rolled out in the same time period. This figure includes passenger vehicles as well apart from commercial vehicles. In the same period last year, the figure stood at 19.64 million, showing only a marginal improvement.

Overall domestic sales of commercial vehicles increased



by 9.43 per cent in the same time period from last year and the M&HCV segment saw an increase in sales by 30.19 per cent.

In April-March 2016, overall automobile exports grew by 1.91 percent. Passenger Vehicles, Commercial Vehicles, Three Wheelers and Two Wheelers registered a growth of 5.24 percent, 16.97 percent (-) 0.78 percent and 0.97 percent

respectively in April-March 2016 over April-March 2015.

DOMESTIC SCENARIO

The sales of Passenger Vehicles grew by 7.24 percent in April-March 2016 over the same period last year. Within the Passenger Vehicles, Passenger Cars, Utility Vehicles and Vans grew by 7.87 percent, 6.25 percent and 3.58 percent respectively during April-March 2016 over the same period last year.

The overall Commercial Vehicles segment registered a growth of 11.51 percent in April-March 2016 as compared to the same period last year. Medium & Heavy Commercial Vehicles (M&HCVs) registered a growth at 29.91 percent and Light Commercial Vehicles grew marginally by 0.30 percent during April-March 2016 over the same period last year.

Three Wheelers sales grew by 1.03 percent in April-March 2016 over the same period last year. Passenger Carrier sales grew by 2.11 per cent & Goods Carrier sales declined by (-) 3.62 percent respectively in April-March 2016 over April-March 2015.

Two Wheelers sales registered a growth at 3.01 percent during April-March 2016 over April-March 2015. Within the Two Wheelers segment, Scooters grew by 11.79 percent while Motorcycles and Mopeds dropped by (-) 0.24 percent and (-) 3.32 percent respectively in April-March 2016 over April-March 2015.

A BOOST IN THE ARM

FDI worth US \$ 14.32 billion between the years 2000 to 2015 into the auto sector were mainly made in the passenger car and two-wheeler segments. Experts attribute the reason for this as the surge in demand which hovered at 17-20 per cent. The M&HCV segment particularly looked up what with the removal of ban on mining, improvement in freight rates, easy cash flow for the transports and a go-ahead that has been given for infrastructure projects. The promising robustness of the auto sector has been helped by the proposed privatization of select STUs in the bus segment. The tipper segment, reports say, is poised to witness a double-digit growth due to the revival of mining and infrastructure

Indian Auto Sector | An Outlook

Category	Production in Units		Domestic Sales		Exports	
April - February						
M&HCV	2015-16 vs 2014-15		2015-16 vs 2014-15		2015-16 vs 2014-15	
Passenger Carrier	48309	43799	38012	31086	11113	11220
Goods Carrier	256074	194756	227224	171953	20059	16982

CV SALES (YoY) AS ON MARCH 2016		
Tata Motors	M&HCV	Up by 23 %
Ashok Leyland	M&HCV	Up by 41 %
Mahindra&Mahindra	Passenger Vehicles	Up by 21 %
	Commercial Vehicles	Up by 24 %
Eicher Motors	M&HCV	Up by 50.7 %
Volvo	M&HCV	Up by 17.6 %

(Source- SIAM)

projects. Simultaneously, manufacturers are waiting for the monsoons to get over for the surge to happen in real solid terms.

EMERGING MANUFACTURING HUB

India is emerging as a high-quality and low-cost manufacturing hub. The MORTH is offering incentives to the auto sector by:

- Encouraging foreign investments
- Allowing 100 per cent FDI under the automatic route
- Making automobile manufacturing the main driver of Make In India initiative
- Formulating a Scheme for Faster Adoption and Manufacturing of Electric and Hybrid Vehicles under the National Electric Mobility Mission 2020
- Aiming to boost the sector towards sustainable growth through Automobile Mission Plan (AMP) - tailored by the central government and SIAM - and Regulatory Framework under MORTH

Further the fall in the prices of the crude oil and diesel in the international market and cash

flow improvement have helped the fleet operators gain a grain of profitability resulting in volume growth.

CAUTION - UPS AND DOWN AHEAD

Adopting advanced trucking platforms, progression to BS IV and V stages by the end of 2017, accepting technologies like ABS are some factors which are bound to offer the fleet operators more opportunities to place new orders. The market too has had entry of a couple of new OEMs who possess global experience and strong brand equity. The



incumbents have increased the entry barriers by further strengthening their good rapport with fleet owners, by increasing their product portfolio, and by improving their sales and service network

The introduction of GST recently will ensure increase in transportation activity, resulting in a positive impact on the entire sector. Experts like Angel Broking say that the earnings momentum might continue for auto giants like Ashok Leyland with 'discounts going down, realization stabilizing and volumes picking up.'

The CV manufacturers are

slated to play with better margins in 2016 than when compared to the last two years. The extent of improvement in margins would also be driven by increasing focus of OEMs to scale-up their exports volumes.

It also helps that more manufacturers are keen on following the uniform bus body norms which is bound to support margins becoming better. However, studies from ICRA claim that the extent of widening of the margins will be heavily dependent upon a few factors like,

a) OEMs continuing to offer discounts

- b) Incurring higher expenses in launching new models
- c) Rising cost of manpower

Research firms are confident that the OEMs are looking at greater cash flow generation and comparatively lower expenditure in the near to mid-term range. With the general environment becoming conducive for adopting newer technologies, the lure to OEMs to invest will nevertheless be high.

The auto sector, of course, is warned of possible hurdles up ahead by the experts:

1. Lack of efficient drivers and high attrition rates
2. Lack of certified training courses for them
3. Approximately 34 per cent of trucks are more than 10 years old. Replacement of old fleet or the lack of it, will likely affect the growth.

According to AMP 2016-26 – a report by SIAM and MORTH, the year 2026 still looks promising for the Indian auto sector because it shows the potential to generate annual revenue of up to US \$300 billion creating around 65 million jobs and to contribute over 12 per cent to the national GDP. **e**



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For the first time; the Truck, Trailer & Tyre Expo 2016 was held in Coimbatore from August 6-8, 2016. Major industry leaders and upcoming auto component manufacturers displayed their products at the show with support from the Ministry of Road Transport Highways & Shipping, Government of India along with all the industry bodies from Tamil Nadu and Kerala.

ECARGOLOG, as a media partner had the opportunity to interact with some of the potential companies and the leaders, who are promising to make headlines in the future. We reproduce here the same for our readers. We have also carried a colourful photo feature on the show, the companies and their products on display.

Luthra International Corp.

Luthra Industrial Corp, a 30 year old company, started by G.S.Luthra has been exporting to 53 countries including Middle East and African countries, and is one of the largest exporters in India. Their four plants across India possesses inhouse facilities that are automated and state-of-the-art. With three of its plants in Agra and another in Ludhiana, they are major suppliers of ringgear and flywheel assembly. The company's two major countries of export are Germany and USA, where the quality is utmost important. Currently the company's turnover is Rs.40 crores with major clients in the segment and growing at 35 per cent in the last three years. Luthra is a TS 16949, ISO 14001 and An ISO 9001 certified company, planning to go on a higher level certification. A variety of products and information are available at the company's web: www.flywheelassembly.com

"We believe that the prime reason we managed to maintain our growth steadily on uptrend is the constant support from our customers", the younger Luthra says confidently. Interestingly the company added Pakistan as one of its exporters. The company targets to take the export countries to 66 from the current 53 this year. "We are also coming up with our new plant in November which will help us to cater to more customers. We would like to concentrate on automotive industry where we are playing a major role, in particular aftermarket", he added. Mr Luthra is confident that the growth will continue to increase in the coming years with these initiatives.



JHR Overseas

JHR is in the manufacture of trailer body parts mainly for the locking devices. They specialize in producing customized products based on consumer requirements. Their business includes dealing in truck trailer parts, automotive parts, as well as power transformers. They also deal in formwork accessories, sheet metal parts and fabrications, electrical and electronic components. While exports to 100 customers, they are also looking for domestic sales. Exports to Europe amount to 7 crore.



Jasleen Auto International

Jasleen Auto International started in 2002 and the company's products are exported to U.S. and Europe countries. Their plant is situated at Ludhiana, Punjab. The company is mainly supplying to replace markets, and also exporting. Their current turnover amounts to 15 crore. Jasleen does not have a dealer network as yet, but supply through online orders. Online trade helps pass the benefits to their customers in terms of cost. Their supply reaches out to major commercial vehicle manufacturers overseas and India. Currently the market is slow but is expected to pick up soon.

Edscha Trailer Systems

Edscha Trailer Systems is well known for its Sliding roofs for trucks since 1969. The European market leader and inventor of this product under the brand EDSCHA, set up shop for Indian markets in Chennai.

Decades of engineering, know-how, continual optimisation, permanent quality assurance and expert customer service have always been cornerstones of the Edscha products. From curtain sider, full tarpaulin to sliding bow roof – the company offers solutions and the best price for

all kinds of cargo carriers with tarpaulin covers. The continuous research and development effort by the headquarters in Germany helps bringing new technology, innovation and quality to all its products. Some of the advantages provided by Edscha products are short loading times, safety, operating comfort, material protection, fuel savings, weight reduction and more utilisation of space. The company is constantly working to improve the services as per the requirements of its customers.



I'm here

The product from I'm Here is to help real time tracking and telematics. The product is easy to maintain and user-friendly. The speciality of the device is that it offers water resistance, battery back up and one year guarantee.

The company started in 2007 with the head office in Ahmedabad and corporate office in Delhi and branches in 36 cities to cater to customers of 10000. They have plans to take the number to 100 cities in India this year. The company has especially created a common platform for fleet owner and manufacturer for their business operations. Some of their business is with school buses, institutions and major corporate clients.

The advantage of I'm here device to provide Safety alerts, user friendly reports, driver monitoring and time tracking and the service is available on web and on Android and iOS mobile. The company successfully tracked the distance of 162.9 million kms in November 2015 to April 2016. They started 24 x7 road side assistance in June 2016.



Sarveshwari Technologies Limited

Sarveshwari Group is one of the biggest manufacturers in India specialised in automotive repair tools for garage equipment with a turnover of 25 crores. They also specialise in tyre care and are providing tyre maintenance for the last 27 years. Its offers wide range of garage equipment with latest technology from the world's renowned OEMs. Their plant location is in Kundli, Haryana while marketing their products across India. The company was started by Mahendra Nath Goyal in 1991. He started out as an electrical

engineer working with the private company and then moved to start his own venture.

Their products list is available on garageequipment.com, a website built specifically reach out to audience in the interior parts of the country with guarantee of delivery at their doorsteps in two to three days.

Their products are supplied to Tata Motors and state undertaking transport of all states in India. Major products by them are Make in India and they have plans to expand the product line as well import new products.



TruckingIndia.in

“The idea of starting this new website came from the unavailability of such portal existing currently in the market. The truck owners do not have any information on the best products available and latest features in the marketplace. We decided to address this problem, so we did it with technology”, says Ravi Jayaram, CTO, TruckingIndia.in. They created a common platform where all the information about any truck can be accessed. What it offers is, manufacturers comparison and products involved in the truck. The benefit of the new application helps customers’ knowledge about a variety of products and performance through the website’s large database.

The website intends to help the consumer, fleet owners, truck owners with a lot of material and information, so that they can make an informed decision through this application. That is the main value proposition for the user. The same issue is addressed

towards manufacturers and vendors as well. This site is to help educate the community, find right products, find right vendors. They are also trying to help the users in avoid using spurious products which are available in the market. So, they are dealing with the manufacturers directly to get the right product for the customers.

TruckingIndia.in site also providing assistance in insurance, loans for trucks and commercial vehicles. It also act between buyers and sellers on used trucks. Information is also available on the new products, new dealers, latest news and views on vehicles.

The company wants to move to the next level to highways, where trucks are always facing problems in terms of breakdown or emergency, where they want to help identify the nearest service centre and make sure that the truck gets serviced on time. Detailed information available on the website: TruckingIndia.in



Roger Motors Pvt Ltd

Roger Truck Accessories is a first of its kind concept that promotes accessories for trucks. The company started 25 years ago by automobile enthusiast and automobile engineer from Rajkot, Mr Kripal Singh Jadeja. Roger specialises in not only repairing the accident vehicles, but also experiment to find the cause of the accident and how it can be prevented in the future.

Roger’s workshop handles accessories and technical parts business. The company has developed a special device which can alert the truck driver when he falls sleep on highways or during a possibility of accident. The other device is to help and monitor the tyre puncture. Roger is also closely working with NHAI on the road safety measures. They have come up with 93 tips for the drivers which act as necessary guidelines to avoid accidents.

Roger has 13 stores located in Gujarat and two in Maharashtra. They are the official channel partner for Bridgestone’s products. Their products are available on online to the customers. The company is also planning to set up stores on the highways to service its customers. Every 4 minutes, there is an accident on road, Roger believes they can prevent it, one at a time.

Mahindra Jeeto



Mahindra's small commercial vehicle Jeeto, the modular range of 8 mini-trucks, has garnered a market share of 20% within just a year of its launch. To celebrate Jeeto's first anniversary and keeping with its customer centric initiatives, the company offered an exchange offer of upto Rs. 20,000. Jeeto also comes with a warranty of 2 years or 40,000 km (whichever is earlier) on the Jeeto.

Launched in June 2015, Jeeto has successfully established Mahindra as a leader in the small commercial vehicle segment. Further, with superior product performance, lower maintenance,

best in class mileage and the promise of a 30% higher earning potential, Jeeto has scored high over its nearest competitors.

Speaking on the occasion Pravin Shah, President & Chief Executive (Automotive), Mahindra & Mahindra said, "At Mahindra we always believe in making customer-centric, class-leading offerings and the Jeeto has successfully delivered on this promise. A game-changer in its category, Jeeto has helped us increase our market share substantially in less than 2 tonne LCV segment, thereby establishing us as leaders in the small commercial vehicle category."



Bridgestone brings Firestone brand to India

Bridgestone India Pvt. Ltd., subsidiary of world's largest tyre and rubber company Bridgestone Corporation, today announced the foray of America's legendary tyre brand Firestone in India. The brand will launch FirestoneFR500™ targeted at the passenger car segment and Firestone Destination™ LE02 for the SUV car segment.

In India, Firestone will focus on the passenger car and SUV segments in the initial phase. The brand's offerings in India will be keeping in with the needs of the Indian consumers and will be manufactured at the company's manufacturing plants in Chakan,

Pune and Kheda, Indore.

Speaking at the launch, Mr. Kazuhiko Mimura, Managing Director, Bridgestone India Pvt. Ltd. said, "We are extremely delighted and excited to announce the launch of Firestone in India. Over the last few years India has emerged as a global economic powerhouse and also one of the fastest growing automotive markets in the world. Firestone at the onset will focus on the passenger car and SUV car segments and subsequently expand the size range. We hope to garner our fair share of the market through a wide pan-India network of dealerships and superior quality and service."

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The successful first edition of Last Mile Filfilment India 2016 was held in Mumbai at the Lalit Hotel, Sahar on 22nd and 23rd July 2016. Organised jointly by SingEx Exhibitions, a subsidiary of SingEx Holdings and Franchise India Holdings Limited, which is Asia's largest integrated franchise solution company. A number of companies including LOGINEXT, Mahindra Smart Shift, GATI, FarEye, Saami Group, Xperttisehub, Dellkar, India Post and WOW Express were present for the event.

ECARGOLOG covered the event and here is a photo feature of the event.





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HIGHLIGHTED TOPICS

- The challenges of the maritime trade legal framework in Southern Asia region
- Sri Lanka: Today and the future of supply chain and maritime logistics
- Recent developments of containerized infrastructure development in Southern Asia
- Challenges in financing infrastructure development projects in Southern Asia
- The Colombo Port expansion project (Colombo South Harbour)
- Meeting the challenge: Colombo South Harbour planning, design and construction
- New terminal construction in Sri Lanka: Perspectives from the East
- Achieving greater efficiency and performance improvement of port operations in Southern Asia
- Inland container transport in relations to expediting logistics and supply chain in Southern Asia
- Infrastructure inefficiencies in ground transportation in Southern Asia: How does it affect container terminal operators?
- Fast forward: How do 3PLs and Total Logistics Providers differentiate their competency in fast-developing logistics hubs
- Towards a paperless trade and single window initiative in Sri Lanka
- Making the supply chain work: A manufacturer and exporter's case study in Sri Lanka
- Emerging technologies and challenges for the management of modern shipyards in South Asia
- Strategies in optimizing capability and efficiency of terminal utilization in Southern Asia

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