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October 2016

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SMART MOVERS

Mahindra SmartShift celebrated its first birthday and is all set to grow



Mahindra has stormed into the E-commerce market with SmartShift
Ms. Kausalya Nandakumar, CEO, SmartShift

PLUS

POST-SHOW ... AUTOLOG 2016 **14** | INTERVIEW ... SMARTSHIFT **24**
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From the Desk of the Editor



R. PRASANNA VENKATESAN
EDITOR

DEAR READER

First Happy Deepavali to you All, for your support, encouragements, suggestions and advice.

We welcome on board Ayappan, (son of Udayalur Br.Sri. Ramamurthy Sastrigal, an exponent of Vamiki Ramayanam, at the age of 16 and honoured by the title Balavalmiki by MahaSwamigal of Kanchi) heading Absotherm group of diverse companies, from software, agro farms producing exotic vegetable, to healthcare, etc., and Ranjit of MyHealthValet on healthcare, budding Architect Laxman of Benz Associates, designing over 85 Natural Saloons, Thalappakatti Biriyanis, to name a few and multicore houses for a big Hotel group owners, now venturing into designing, intelligent warehousing solutions, for e-commerce giants, in future, with Ardelysis, headed by C.R.Ashok, providing intelligent building solutions to Ford, Danfoss, IBM, Ashoka university, running to a few crores of Rupees. Ayappan got us many interesting sponsors like Drop Taxi, a budding new company, which gives a drop, from your residence to any place in South India, not expecting a return trip or fare and Impetus, a firm providing, healthcare solutions and an electric cycle developed, by young Naidhroven, test ridden comfortably by Mylapore Maamis, though he is physically challenged.

Added to this Mr. Datta, VP of Hyundai, speaking about the manufacture and export of Hyundai Cars and Capt. CV Ramnath, COO of Adani Kattupalli Port, explaining how they develop and operate that Port.

All the above lectures, were delivered at our Mega Conclave, Autolog-2016, on October 21, at ITC My Fortune Hotel, inaugurated by my good friend G.V. Raman, executive Chairman of ShriRam Transport group and co-sponsored by Tamil Chamber, by its ever energetic President Chozha Nachiaar and the Indo French Chamber of Commerce and its top executive Merlin and her suave and able, deputy Thara.

We announced there, our next Mega Conclave on Healing India, Healthy India and Happy India, bring expert doctors Allopathy, Ayurveda, Homeopathy, Unani and teachers of yoga, fitness aerobics.

We welcome you as Sponsors, of Lunch, Hi Tea, Mementos, Advertisers, stallholders and volunteers. Come and join us in a big way, to make your ecargolog and Green India, more such programs.

Happy Deepavali again!

*R. Prasanna Venkatesan,
Editor, Green India, eCargoLog.*

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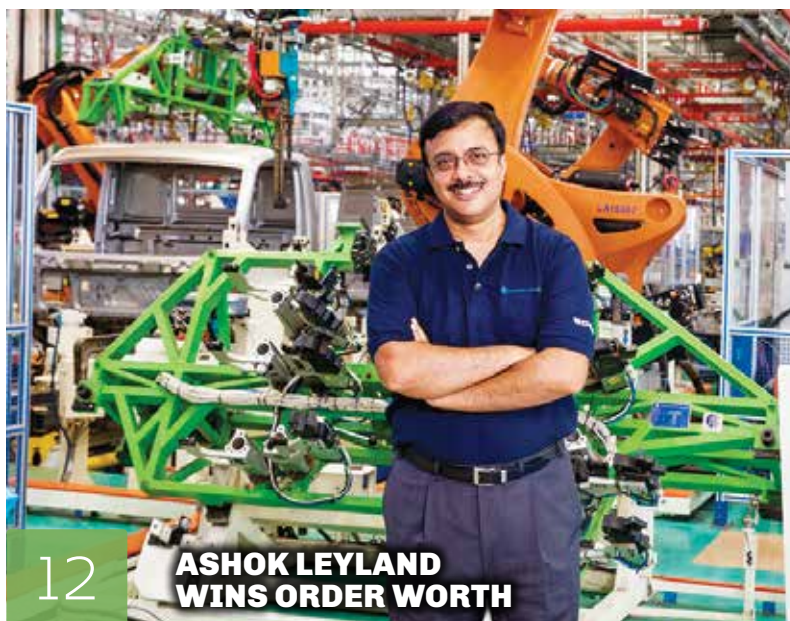
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Employers continue to increase spending on healthcare benefits by addressing symptoms rather than the causes of poor health.

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There is no correlation between healthcare expenditure and productivity.

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CORPORATE Dashboard



Result Evaluation



Company Average



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Increased productivity

- Increased productivity through decreased medical absenteeism
- Reduction in presenteeism
- Increased motivation of employees
- Better retention of talents
- Lower administrative costs

Higher brand awareness

- The market (customers) rewards companies with healthy work practices and social and ecological consciousness.
- Enhanced company image – higher brand value

Ready obtainable health information

- Ready obtainable health information on the health status of each employee/department/function or the entire organisation
- Predictive and Preemptive health management further reducing health expenditure



From the Desk of the Publisher



V. RAVI
PUBLISHER

DEAR READER

Glorious day, it was! One of the finest events we had recently – our own conclave!!

While Shri. G.V Raman, Executive Chairman of Shriram Group, opened up the session, followed by Shri. R. Prasanna, Founder Chairman – Green India and Shri. R. Ayappan, who donned the role of an MC, apart from being an expertspeaker on GST, the talk of the day subject, Top executives from Adani, Capt. Ramnath and from Hyundai, Shri. B.C. Datta, kept audience spell bound, with their talks and presentations.

Session II saw a keep-fit and healthy program for the transport & the logistics community followed by the startup companies showing their new ventures, for growth and funding. Indo-French Chamber of Commerce and Tamil Chamber of commerce, extended theirsupport, so also the other partners of the event.

Well, this memorable event prompts us now to go to the next ones, viz., SCM& Green Energy in December, where we will tie-in, SMI-Germany, IIM's and the Corporate who will no doubt readily accept this invitation to take part and we propose to begin the new year with our Global presence too - during January 2017, in Bahrain, by an yet another event on Logistics!

We will have a short programs too, in between, like - Health Care, A unique conclave, Lorry Marathon and the repeat of our Green India Foundation: Green Energy, Green Fields, Green Buildings & Green Ideas, with expert speakers!

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Mahindra launches eSupro - India's 1st All Electric Cargo and Passenger Van

Mahindra & Mahindra Ltd announced the launch of eSupro – India's first zero emission, all electric cargo and passenger vans. The eSupro platform will usher in a whole new concept in cargo transportation and people movement, and will drive Mahindra's vision of Future of Mobility. The eSupro platform will cater primarily to the B2B segment and would be available across Mahindra dealerships pan India with immediate effect.

Speaking at the eSupro launch, Pravin Shah, President and Chief (Automotive), Mahindra & Mahindra Ltd. said, "As one of the pioneers in integrated mobility solutions in India, it has always been our endeavor to make electric vehicles more accessible. The launch of eSupro will usher in a whole new concept in emission-free cargo transportation and people movement. Going forward, the eSupro will provide a much needed fillip to companies in the B2B and e-commerce segment." He further added, "Today with our range of electric vehicles we can reach out to an entire spectrum of consumers across segments in people and goods movement.

I am confident that the eSupro will effectively address issues such as increasing carbon footprint and reducing dependence on fossil fuels."

Arvind Mathew, Chief Executive Officer, Mahindra Electric, mentioned, "Owing to its host of commercial applications and its suitability for last mile connectivity, the eSupro platform is ideally suited for deployment in e-commerce, courier services and transportation companies for intra city use. Going forward zero emission vehicles will drive the Future of Mobility, reduce emission and build an ecosystem for electric mobility in India, at par with its foreign counterparts."

Charging the eSupro is as simple as charging a mobile phone. On a full charge, the Mahindra eSupro can travel for up to 112 kms (based on vehicle loading) and can achieve a top speed of 60 kmph. Powered by the latest electric drive train technology from Mahindra Electric, a high-torque electric motor and a direct drive transmission, the eSupro can effortlessly cruise through city traffic. The cargo and passenger vans are priced at Rs. 8.45 lacs & Rs. 8.75 lacs (ex-showroom Delhi).



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Ashok Leyland launches 'Circuit' Series - first Electric Bus Made in India

Ashok Leyland, flagship of the Hinduja Group unveiled the Country's first Circuit electric bus designed and engineered entirely in India, by Indians, for the Nation. In line with Ashok Leyland's vision for the future of mass mobility, the country's first Made in India 100% electric bus is a zero-emission vehicle created by Ashok Leyland specifically for Indian road and load conditions. This new Circuit range of vehicles will be offered on multiple platforms..

Shri. Ambuj Sharma, IAS, Additional Chief Secretary, Industries and Commerce, Government of Tamil Nadu, said, "Today is a very significant day for us as a state and as a country. India's first ever fully electric bus is a big leap in mass

public transport and we are glad that Ashok Leyland has been able to deliver this. This vehicle will support the Government initiative of reducing India's eight lakh crore fuel import bill and is a promise for a brighter and cleaner future for all of us and for our future generations."

"The Circuit series of buses is another testament to Ashok Leyland's commitment to leverage India's technological innovation to deliver relevant and best-in-class solutions for India and the world. In April 2015, at FAME Delhi workshop, we had committed to vehicles with full electric power trains by January '17. I am happy to dedicate the first vehicle in this new Circuit series, ahead of schedule. As a world leader in public transport, we can proudly say that we

have created a product that will enhance the environment in the cities - this is in keeping with Ashok Leyland's philosophy of 'Aapki Jeet, Hamari Jeet'," said Mr. Vinod K. Dasari, Managing Director, Ashok Leyland.

The Circuit series vehicles are all exclusively engineered on India-specific platforms that can tackle varied topography, gradients, and usage conditions. Integrated with a fire detection and suppression system (FDSS), this truly Indian innovation can travel 120* kilometers on a single charge. It is built on a simple, mass-market platform that will enable the operator to cater to customers in city centres with minimal operational and maintenance costs." added Mr. T Venkataraman, Sr. Vice President - Global Bus.



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Nagpur**



**Extrusion
Nagpur**



**Die-Casting
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**Forging
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**Alloy
Nagpur**



**Aluminium Alloy Plant-I
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**Forgin Plant-II
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**Pressure Die-Casting Plant-II
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The two plants at Ratnagiri – Varron Industries and Varron Aluminium consists of an aluminium alloy plant, a forging plant and a pressure die-casting division. The company has been supplying aluminium products for more than three decades.

Varron Auto Kast Ltd (VAKL) at Nagpur caters to the automotive, engineering and construction industries. This is Varron group's third and largest plant with ultra-modern facilities and infrastructure in place. It will manufacture products like aluminium alloys, copper alloys, aluminium extrusions, aluminium die-casting, steel and aluminium forgings.

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BharatBenz trucks power Season I of 'IRT - India's Deadliest Roads'

BharatBenz associates with History TV18 to present the first Indian edition of 'IRT- India's Deadliest Road' featuring 10 episodes will air every Friday, starting from October 21, 2016 at 09:00pm. The show will witness actress Mandira Bedi, wrestler Sangram Singh and actor Varun Sharma maneuvering BharatBenz trucks through the roads of Leh-Ladakh, Pangong Lake and Nubra, to supply essential commodities to the remote villages in these regions, which are otherwise cut off from the world during severe winters.

The show features the three celebrities driving BharatBenz MD IN-POWER 1214R for fifteen hundred kilometers up to 18,000 feet in the unforgiving terrain of the Himalayan region. 'IRT-India's Deadliest Roads' documents the daring and difficult conditions that truckers face while driving at these heights. The challenging terrain threw up the rockiest of roads, slippery curves, the truly 'crazy nalas' and many other kinds of almost unnavigable paths. The participants were trained in Chennai and Manali to drive the trucks on different terrains

and also get familiar with the features of the truck, which helped them during the course of the thrilling expedition.

Speaking on the association, Mr. Sominder Singh, DICV's Vice President responsible for Domestic Sales, Product Management & Network said "We have associated with History TV18, as we found the concept of the show very challenging and fascinating. It is the perfect format to visually showcase how BharatBenz trucks are tailor-made for our customers' needs. They are robust, reliable and the ideal vehicles to handle all kinds of road and weather conditions as well as the toughest of terrains."

Speaking on the show Sangeetha Aiyer, VP & Head Marketing, History TV18 said "I'm sure its exciting news for all our viewers that local content & characters are being featured in formats of global repute. The show best epitomizes what the channel stands for: excellent production values, edge of the seat entertainment with innovative never seen before formats.



Ashok Leyland wins order worth USD 170 million (Rs 1140 Crores) from the United Republic of Tanzania

Ashok Leyland announced the winning of an order valued at USD 170 million (Rs 1140 Crores) from the Government of the United Republic of Tanzania for the purchase of Ashok Leyland's vehicles, gensets, spares and equipment for development of workshops, training modules and allied equipment to be fitted on ambulances.

Announcing the deal Mr. Vinod K. Dasari, Managing Director, Ashok Leyland Limited, said, "Exports to key international markets is an essential part of Ashok Leyland's strategic intent to globalize its product portfolio and derisk itself from supplying only into India. The new order from Tanzania, valued at USD \$170 million (Rs 1140 Crores) fast on the back of the USD \$200 million by the Cote D'Ivoire – also reiterates market acceptance of Ashok Leyland's products in the African region. We, at Ashok Leyland, are truly enthused by this strategy to expand our global presence, as we are certain it will pay rich dividends in the future".

It may be recalled that Ashok Leyland had recently concluded the supply of 773 vehicles to Tanzania under Line of Credit from the Government of India. Further, the Company is currently executing another order for supply of 777 vehicles to the Ministry of Home Affairs in Tanzania.

This repeat order reaffirms the continued trust the Government of United Republic of Tanzania has reposed in Ashok Leyland products and services.

Innovation Leadership Award To Varroc

Varroc Lighting Systems wins 'India Automotive Lighting Technology Innovation Leadership Award' at Frost & Sullivan's GIL 2016. Varroc Lighting Systems India Pvt Ltd., a wholly owned entity of the Varroc Group, is a leading company in the Indian automotive industry and has been named the recipient of the 'India Automotive Lighting Technology Innovation Leadership Award' at the Frost & Sullivan's GIL 2016. Varroc Lighting Systems has demonstrated exceptional commitment to technological innovation in its industry and continues to be a frontrunner among automotive lighting manufacturers..

Award recipients were judged on a variety of parameters that included revenue growth, market share growth, application diversity and impact of technology. The adjudication process involved in-depth primary interviews of various industry participants and secondary research conducted by Frost & Sullivan analysts. An elite panel of jury members, comprising prominent leaders from the industry, evaluated the compiled data and incorporated the end-user perspective. Frost & Sullivan then presented the Awards to companies that received the highest rank in each category.

Commenting on receiving the award, Mr. Todd Morgan, Senior

Vice President – Global Product Development, Varroc Lighting Systems said, "We are delighted to accept this prestigious award for our efforts towards innovation in automotive lighting technology. This is a testimony of our sustained focus in offering innovative technology to our customers. Such awards and recognitions motivate us further to keep doing our best. With an experience of over 135 years Varroc Lighting Systems has always emphasized on making cutting-edge concept design, research and manufacturing of exterior automotive lighting products. Finally, I thank all the employees at Varroc Lighting Systems whose dedication, commitment and constant efforts have led to this award."

Congratulating Varroc Lighting Systems on winning the 2016 'India Automotive Lighting Technology Innovation Leadership Award', Mr. Kaushik Madhavan, Director, Mobility Practice, Frost & Sullivan said, "Varroc Lighting Systems has shown remarkable performance in 2015, demonstrating excellence in implementing a proactive commitment to technological innovation, addressing the needs of its customers and leading the industry in breakthrough applications and products."

Varroc has expanded its business with a perspective that has helped it retain its Indian customers while gaining several international customers through the expansion of its business globally.

The company's emphasis on technological innovation looks set to continue. The company's acquisitions of recent years, and subsequent implementation of growth oriented strategies, have enabled it to unleash its creative synergies and have resulted in the company becoming one of the top automotive component suppliers in India."



Joerg Mommertz is the new Chairman & Managing Director of MAN Trucks India

Joerg Mommertz has joined MAN Trucks India as Chairman & Managing Director with effect from 01.10.2016. He has around 36 years of diversified management experience.

Joerg Mommertz began his career at MAN in 1991 as Service Manager and has held several management positions in Belgium, Scandinavia, Poland and Denmark. In his last assignment, he was Managing Director for MAN Trucks & Bus Russia.

"There is a strong focus by MAN Group in India and

I believe that I will be able to facilitate and nurture MAN Trucks India with most dynamic market focus on economic transport solutions. We will also continue to develop a strong and professional network offering customers a wide product range, service and business solutions" says Mr. Mommertz about his new role in India.



Joerg Mommertz

AUTOLOG 2016



Shri G.V.Raman, Executive Chairman, Shriram Group delivered his speech after inaugurating one day conclave conducted by Ecargolog recently in Chennai on Automobiles and Logistics - Present and Future. He shared with the audience his views on various issues. We reproduce his speech for our readers and the industry community.

G.V.Raman

The Indian Auto Industry is one of the largest in the world. Nearly 30% of small cars sold in the world are manufactured in India. The Industry accounts for 7% of the country's GDP. The two wheelers take the pride of place and is the leader of the Indian Automobile market mainly due to the growing middle class young population. The need and desire of rural India in owning two wheelers and three wheelers has been responsible for increased demand for Cars, Trucks, Tractors, Three wheelers and Two wheelers. To meet the growing demand several automobile manufacturers have started investing heavily in the industry. There has been heavy investments through FDI during the past 15 years. Many big names like ISUZU Motors, Honda, Ford, Hyundai, Nissan and so on have invested heavily in the industry. The government has also been very supportive

through various initiatives. The industry is most competitive in the World but it is still to acquire 100% of the technology.

The various automobiles manufactured are also being exported. However the domestic demand is so heavy that recently there was a press report that Maruti have decided to reduce their exports to meet the local demand.

There has also been lot of innovation in the industry. Electric cars, and Driverless cars are being manufactured. Many of the manufacturers have announced that by 2019 – 2020 they will be marketing Driverless cars. Even now cars without clutches are in the market. Every time we sit in a car. We feel very tense and irritated about the CHAOS and traffic on the roads because more cars, two wheelers and three wheelers are on the road. Old vehicles are not getting dumped and our roads are not broad enough to accommodate

the traffic. Persons driving a vehicle get fatigued while spending long hours behind the wheels. The automatic cars may be one of the solutions atleast to lessen the fatigue.

Dipa Karmakar who narrowly misses her medal in Rio Olympics 2016 has requested the BMW car gifted to her by Sachin Tendulkar to be replaced by a small car since the roads in Agarthala where she resides are too narrow. With so much feverish activity in the automobile sector it is but natural that logistics become very important and deserve our full attention. I am therefore very happy that this one day conclave will focus on logistics and infrastructure and ofcourse the latest craze start-ups.

I have great pleasure in inaugurating this conclave and I am sure that the experts who will be interacting with you will make you realise that there are very valuable takeaways. **e**



AUTOLOG 2016

A One Day Conclave for
Automobiles & Logistics - Present & Future



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SPEAKERS



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Founder
GREEN INDIA



R. Ayappan

Group MD
ABSOTHERM



G. V. Raman

Executive Chairman
SHRIRAM



Merlin Sarah Simon

Regional Director
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Capt. C.V. Ramnath

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AUTOLOG 2016

by eCargoLog Team.

eCargoLog conference AutoLog2016 focuses on the Automotive & Logistics industry's present and future

In association with the Indo-French Chamber of Commerce & Industry, we successfully conducted a one day conference, under AutoLog2016 at MyFortune, on 21st October 2016.

Leaders from the industry shared their experiences and the potential of the industry with the audience.

The inaugural session was addressed by eminent leaders from the industry and associations which included Mr. GV Raman, Executive Chairman, Shriram Group, Mrs. Merlin, Regional Director, IFCC, R. Prasanna, Founder Chairman, Green India, Mr. Chola Nachiar,

President, Tamil Chamber and Mr R. Ayyappan, Group MD, Absortherm. All of them talked about the current trends of automotive and logistics industry and the steps needed to take these growth oriented sectors to support our country's economic growth. These two sectors are playing a major role in contributing to our GDP.

There were number of topics discussed in the daylong session relating to the issues these sectors face in this present scenario. The inaugural session was followed by the 'Current Trends and Opportunities in Logistics' presented by Capt. Ramnath Vaidyanathan, Head –





Business, Adani Kattupalli Port Pvt. Ltd. and B. C. Datta, Vice President, Corporate Affairs, Hyundai Motor India Ltd.

The next session was on the latest topic doing rounds across the country and will be a game changer for the country's economy – GST. The government is making every effort to implement it in all the states to make life simpler for industry and community by paying one-time tax. Once implemented successfully, the GST will further boost the prospects of the industry. This was presented by Mr R. Ayappan, Group MD, Absortherm and was followed by presentation on 'Automation on

Warehousing' by Mr C. R. Ashok, MD, Ardelisys.

Another interesting session of the conference was on 'Startups' that kept the audience on the edge of their seats. Major issues were discussed on the hurdles they face on funding and how to overcome them. K. Ranjit from MyhealthValet, A. Naidhroven, Nappinnai, Srinivasan, Founder, Drop Taxi and M. Laxman, Architect, Benz Architecture shared their knowledge on this topic. All of them gave insights from their experiences to the audience through their presentation.

For the first time, eCargoLog had also organised B2B

discussion where there were a number of business ideas and opportunities being exchanged.

The conference concluded on a high note where V. Ravi, Publisher of eCargoLog thanked everyone present for their support and promised to bring more such events and covering other areas as well.

eCargoLog had the opportunity to interact with some of the companies and their leaders at the conference who are promising to make headlines in the future. We will be bringing you the success stories of their tough as well as exciting journey in our coming issues. **e**













SMART MOVERS

Mahindra SmartShift celebrated its first birthday and is all set to grow

ECARGOLOG Team

Launched in 2015, SmartShift, funded and part of Mahindra & Mahindra, the technology enabled load exchange platform, completed its successful one year of service in the intra-city logistics space. Within one year of its launch, SmartShift has become the preferred choice for over 10,000 stakeholders, clocking approximately 1,200 transactions every day. As its

next milestone, SmartShift aims to create a community of 1 million stakeholders in 3 years. Currently operational in Mumbai and Hyderabad, SmartShift plans to extend its services to two more cities during the current financial year, as part of its overall expansion plan across India.

The first intrapreneurial startup incubated within the Mahindra Group, SmartShift combines the

process, governance and discipline of a large mature business with the tenacity, nimbleness and fierce competitiveness of a start-up. The young team strongly leverages the multi-disciplinary mentorship of the Mahindra group and an unmatched privileged access to 150 Mahindra group companies, working as a seamless logistics solution partner in the 'One Mahindra' ecosystem.



SmartShift is an aggregator for cargo owners and transporters, enabling them to work mutually with each other.

Speaking on the occasion of SmartShift's first anniversary, Kausalya Nandakumar, CEO, said: "Over the last one year, SmartShift has become the preferred choice for transporters and customers alike by consistently delivering on its customer value proposition of enhancing the spirit of entrepreneurship amongst transporters and enabling an improved business productivity amongst its customers. Going ahead we will continually focus on nurturing customer relationships and moving beyond mere transactional business, to add significant value to the lives of our customers."

Since its inception in October 2015, SmartShift has continuously strived to deliver enhanced business productivity for its stakeholders. Towards its endeavour of "Business ko Lift Karo", it has tied up with various collaborators such as Lendingkart, who provide collateral-free loans

to business owners; Mahindra Insurance Brokers Limited who provide discounts on vehicle insurance and Indian Oil Corporation Limited to provide fuel incentives to transporters. As part of building long-term relationships with transporter partners, SmartShift organises the "SmartParivar Sammelan" programmes biannually; recognising the contribution of transporters in delivering value to the customers and community. SmartShift has won many awards in the short span of one year for its contribution to the logistics industry.

SmartShift is an aggregator for cargo owners and transporters, enabling them to work mutually with each other. Cargo owners can access the SmartShift service through either the mobile app (available on android), the website or the dedicated call centre. SmartShift aims to disrupt the unorganized cargo transportation

industry in India and address issues of disproportionate allocation of traffic, unregulated prices, safety and timeliness of cargo delivery by bringing in transparency of prices, efficient simple one-click booking process and ability to track cargo after dispatch.

According to a report, the logistics industry in India is pegged at \$130 billion with 35%-40% of it being in the intra-city space. It is also estimated that 18 lakh small commercial vehicles complete millions of transactions daily, across the country.

With tremendous potential in the logistics industry, and the roadways playing a major role in transportation, SmartShift is confident to achieve not only in bringing more customers to its platform, but as per company's slogan, Lift karo in helping in upbringing from the Loader to Driver to Owner. **E**



SmartShift, a start up venture promoted by Mahindra & Mahindra has recently celebrated the completion of one year of operation. ECARGOLOG had the opportunity to interact with their CEO, Kausalya Nandakumar, SmartShift about the company and its future plans.



TELL US ABOUT YOUR COMPANY AND THE JOURNEY SO FAR?

During my tenure in Strategy at Automotive Business (Mahindra & Mahindra), a small band of fellow intrapreneurs came together to work on understanding the ecosystem of small commercial vehicles and SME's who use these vehicles for their cargo transport. After 2000+ hours of customer insighting and mapping of several industry supply chains end-to-end, the team concluded that the solution went beyond vehicle supply. A more suitable solution was in taking ownership of the entire delivery process so that the customer is assured and could solely focus on growing his business. And hence, SmartShift was born in October 2015. It is a technology enabled marketplace for

intra-city logistics that enables cargo owners to find the right transporters based on the shipment size, weight, and other requirements. The service can be accessed through the Android mobile application, website and a dedicated call centre.

Our focus customer base is the rapidly burgeoning, close to 50 million plus Small & Medium Enterprises (SMEs) in India. With its promise of 'Business Ko Lift Karo', SmartShift is building a strong culture of customer centricity that aims to free cargo owners from the daily hassles of logistics. The concept is designed to celebrate the "Entrepreneurial" spirit of the transporters and give them the autonomy that they desire. On SmartShift, they decide their working hours, the right price for the cargo movement.

In the span of one year, we have

been able to successfully make a mark in a highly competitive industry. Starting from Mumbai, we have expanded our service to Hyderabad. Presently, our service spans more than 500 pincodes in these 2 cities. Clocking over 50% growth month-on-month, today we have impacted lives of more than 10,000 stakeholders, emerging as leaders in our segment in both the cities of operations and growing by the day. While our focus remains SME "on-demand" market, we have diversified and partnered with over 25 corporate clients including FMCG companies, e-commerce clients and logistics companies for their last-mile logistics requirements.

WHAT IS UNIQUE ABOUT SMARTSHIFT?

In a purely transactional world of logistics and cargo deliveries,

SmartShift strives to create a value chain. Driven by our core motto of "Business ko Lift Karo", we continuously strive to deliver enhanced business productivity for all our stakeholders, thereby enabling their businesses. In the last one year, we have tied up with various business collaborators such as to provide Lendingkartin collateral-free loans to business owners; Mahindra Insurance Brokers Limited with discounts on vehicle insurance and Indian Oil Corporation Limited in fuel incentives to transporters. As part of building long-term relationships with transporter partners, we organise "SmartParivarSammelan" programmes biannually, recognising the contribution of transporters in delivering value to the customers and community.

Our biggest strength, however, has been our lineage. Coming from the "Startup Garage" of the Mahindra group, we have been blessed with access to its the multi-disciplinary mentorship. This has helped us put strong business foundation, and helped us achieve "First Time Right" in almost everything we have undertaken. Being mentored and advised by senior Mahindra leaders on various burning issues of business, has broadened our horizon and helped us make sensible trajectory changes. The icing on the cake is that SmartShift gets an unmatched privileged access to 150 Mahindra group companies. It helps us participate as the "last mile logistics" provider in the Mahindra ecosystem, and provides us ready testing space for all our future experiments & innovations. This, to us, has been the single most distinguishing reason that makes us best-placed to continuously disrupt this space.

WHAT IS, ACCORDING TO YOU, YOUR USP?

SmartShift operates in a highly competitive intra-city logistics space, and while there are a slew of operators, even today we compete mainly with the unorganized truck stands (or nakas) for business. Close to 100% adhoc transport still happens mainly through these nakas. So, our

entire focus has been to make the Naka process "digital" and "efficient".

The SME base that we cater to spends nearly 30% of their daily working time arranging for their logistics requirements. Most of their time is spent in haggling over the price with multiple transporters. That for us was a key insight. If we could digitize the concept of "bargaining", it'll reduce their effort and make adoption seamless. That's how 'reverse bidding' was born. As a system, we do not dictate or force prices. We give the choice to the customer to choose the transporter at the right price.

Reverse Bidding helped us create an attractive model on the transporter side as well. Over the last one year, we have realized that the lynchpin to our success has been an unparalleled understanding of the transporter's mindset. Taking forward our heritage of CV industry, we designed SmartShift to celebrate the "Entrepreneurial" spirit of the transporters and give them the autonomy that they desire in a smarter fashion. On our platform, he gets the power to dictate his own working hours and price through reverse bidding.

Our process of reverse bidding is completely digitized. It is enabled via the platform with no manual intervention requirement. The pricing algorithm at the backend calculates a suggested price range basis variables including distance, time for travel, type of vehicle etc. At the appropriate time, the job is pulsed to suitable transporters in the vicinity on phone via the app (SmartPhone) or via IVR (Feature phone). If the transporter is comfortable with the proposed price, he can bid back the same amount; if not, he can bid his 'right' price for the job on the app.

WHAT ARE THE CHALLENGES YOU FACED AS A START UP VENTURE AND HOW DID YOU TACKLE THESE?

When one starts a new venture, convincing the incumbent ecosystem is always the biggest challenge. We had the same challenges that any new startup has – bringing about behaviour change and tech adoption, creating

brand stickiness and loyalty among customers, generating maximum impact through minimal spends and the likes. Like all other companies, we have had our share of successes and learnings in the last one year.

HOW DOES MAHINDRA LOOK AT INTRAPRENEURSHIP?

The Mahindra Group has been incubating new businesses since a very long time. The federation boasts of successful forays in several industries. SmartShift, was just the natural extrapolation in the Automotivespace, albeit in the form of digital mobility.

COULD YOU SHARE WITH US, THE COMPANY'S FUTURE PLANS?

In the short-term, we will be aggressively expanding our geographical footprint with at least 2 cities being added this financial year. Moreover, we aim to innovate on a regular basis to create a sustainable, relevant technology that impacts nearly 1 million stakeholders in the next three years.

However, with 18 lakh small commercial vehicles completing millions of transactions daily, the opportunity for a marketplace like SmartShift is enormous. We aim to bring about significant efficiencies in this unorganized and fragmented intra city logistics space. The seeds for the future have been sown, and the initial results are promising. With careful, consistent nurturing, SmartShift aims to lead the universe of transportation for cargo across the country. **e**



Mahindra has stormed into the E-commerce market with SmartShift



Kausalya Nandakumar,
CEO, SmartShift



Eicher Polaris In Expansion Mode - To Extend Multix to New markets With BS IV Introduction

After initial success of Multix – India's First Personal Utility Vehicle in 30 cities across 13 states, Eicher Polaris Pvt. Ltd., (a 50:50 joint venture between Eicher Motors Ltd and Polaris Industries Inc.) is all set to expand its reach to 100 cities by the end of December 2016. To begin with, the new variant will be available in Kerala, Karnataka, Odisha and Tamil Nadu.

Multix BS IV is specially designed, powered by a reliable diesel engine will provide better fuel economy of 27 kmpl, which will be available at a price of Rs. 3,43,000 (ex –showroom Jaipur). Multix will be available in two variants (AX+ and MX) and four colours.

Multix has undergone over 18,00,000 km equivalent of rigorous testing for off-road reliability, safety &

durability and has been tested on one of the world's toughest testing tracks in USA as well as in India on specially built test tracks before offering to customers.

Speaking on the occasion, Mr. Radhesh C Verma, Chief Executive Officer, Eicher Polaris Private Ltd, said, "We are ready to meet the growing interest in Multix, which is a ground up innovation, designed and engineered for Independent businessmen. The initial response of Multix has been rewarding, we will continue to equip our consumers with the Multix ecosystem and enable them to unlock their potential by accessing a world of new opportunities. We are committed to bringing the most eco-friendly mobility solutions to the Independent going forward."

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Schenker India to handle warehouse operations for Volkswagen Group Sales India

Schenker India Pvt. Ltd. a part of DB Schenker, the transport and logistics division of the Euro 40.4 billion Deutsche Bahn Group, has announced that it will be managing the aftermarket warehouse operations of Volkswagen Group Sales India in the National Capital Region (NCR) and Bangalore. The company would be responsible for receiving, Binning, Pick, Pack and dispatch operations in the aftermarket spare parts warehouse of VW, Audi, Skoda, Porsche and Lamborghini spare parts and accessories through its skilled and trained staff.

The National Capital Region warehouse of Volkswagen is located at Sultanpur, Gurgaon, and is spread over 120,000 sqft. DB Schenker commenced operation successfully at this facility with trained personnel for Volkswagen group automotive spare parts warehousing. Volkswagen's Bangalore facility located at Dobaspet is spread over 55,000 square feet area. DB Schenker commenced operation successfully on September-16 with highly trained resources in place. The distribution centers in NCR and Bangalore caters to dealers of VW, Audi, Skoda, Porsche and Lamborghini across North India, East India and South India. In the past DB Schenker has been successfully handling customs clearance, inbound transportation from port and warehousing in other parts of India. With the commencement of new locations in Gurgaon and Bangalore, DB Schenker is now able to provide Logistics services to the automotive sector in Region North and Bangalore as well.

Commenting on the development, Mr. Shrichand Chimnani, Sr. Director, Logistics – Schenker India Pvt. Ltd. said, "The strategic partnership with Volkswagen Group Sales India will create a new chapter in automotive logistics solutions in India. We sincerely thank Volkswagen Group Sales India for putting their trust in us for their logistics operations in India. It is a proud moment for us to be associated with Volkswagen as their leading logistics service provider in India."



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Mahindra Drives in its New Electric CitySmart Car, the 'e 2 oPlus'

Mahindra Electric, part of the Mahindra Group announced the national launch of its new electric CitySmart car, the 'e 2 oPlus'. With zero emission, the 'e 2 oPlus' is set to usher in a whole new concept in urban mobility.

On a full charge, the Mahindra e 2 oPlus can travel for upto 140 kms and can achieve a top speed of 85 kmph. Powered by the latest electric drive train technology from Mahindra Electric, the e 2 oPlus can effortlessly cruise through city traffic and drives Mahindra's vision of the Future of Mobility. The tall-boy design and spacious interiors make for a compact city car that can comfortably seat four adults.

Speaking at the launch of the e 2 oPlus, Dr. Pawan Goenka, Executive Director, M&M said, "As the pioneers in integrated and electric mobility solutions in India, it has always been our endeavour to make electric vehicles more accessible across segments. The launch of the e 2 oPlus is a defining moment in the electric mobility journey of Mahindra as it marks our foray into the mass market electric city car segment".

Pravin Shah, President & Chief Executive (Automotive), M&M said, "The e 2 oPlus is a near perfect amalgam of the dramatic advancements in automotive technology, electronics and information technology, combined with minimal running costs. As a listening organisation, the e 2 oPlus has been evolved keeping in mind the feedback from our potential customers. I am confident that with its technologically advanced features, home charging facility, easy manoeuvrability and affordable ownership, the e 2 oPlus will soon be accepted as a mainstream car. There has never been a better time to embrace electric vehicles as it not only serves the purpose of a smart city car, but also fulfils the need to contribute positively to the environment."

Some of the features mentioned here are available in the top end variant. The host of innovative features include remote diagnostics through telematics, connectivity through smart phone app, new and advanced infotainment system, regenerative braking, Hill Hold control for easy driving in hilly terrains, REVive® for reserve charge and automated messages amongst others. Price starts at Rs.5.46 lacs.

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