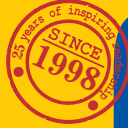


1 IN CIRCULATION & READERSHIP

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RESKILLING, YOUNG TALENT FOR REFINING LOGISTICS EFFICIENCY



TAKING OFF IN 2024 NEW BLUEPRINT FOR AIR CARGO & LOGISTICS



Malcom D'souza
Chief Commercial Officer
KSH Distriparks

Exploring new markets by optimizing transportation logistics is a critical component of our strategy

to customer onboarding in the areas of first-mile and last-mile transportation. The shift is consistent with a broader industry trend of increased the Non-Vessel Operating Common Carriers (NVOCC) volumes, especially from the Far East and the South Asian markets.

There has been an increase in inventory idling across major shipping lines in contrast with the trends recorded in 2021 and 2022. Despite these developments, the industry has faced hurdles due to an overall cost increase following COVID. This has pressurised the market to keep transportation and handling rates stable. A bright spot among the obstacles is the ICD's effective reconstruction, which has improved efficiency and capacity. This strategic decision has helped to secure new commercial prospects.

Exploring new markets by developing a hinterland base, placing to optimize transportation logistics and improve container turnaround, is a critical component of our strategy. The recent investment in 40 new trailers has strengthened our transportation capabilities, creating a solid platform for future growth. Recognizing the changing landscape, we are focusing on container and warehouse storage as a key focus, particularly in response to rising demand in the Pune region. To streamline our services and provide comprehensive solutions, we are focusing our efforts on developing first-mile and last-mile services in collaboration with shipping lines and forwarders, with the goal of providing a seamless and efficient customer experience. We are preparing to

meet demand for high-quality warehousing and transportation services as we anticipate the arrival of new Original Equipment Manufacturers (OEMs) in the Pune market in the coming year. This entails expanding our storage and transportation capacities to capitalize on emerging growth prospects. We are investigating alternative energy as part of our commitment to sustainability and environmental responsibility.

CONSISTENCY IN BRANDING

As retailers grappled with online competition, the logistics industry faced its own version of the challenge. The surge in e-commerce demands efficient, and diverse services, pushing logistics providers to adapt to be in the competition. In addition, as retailers are compelled to offer a seamless omnichannel experience, logistics firms are required to integrate physical and digital touch points. Consistency in branding, inventory management, and customer service across all channels is non-negotiable.

Consumers' craving for personalized experiences extends to the logistics sector, emphasizing the need for tailored services and data-driven solutions. This requires investments in advanced analytics, customer profiling, and



Shailesh Kumar
Founder
CABT Logistics

Consumers' craving for personalized experiences extends to the logistics industry, stressing the need for data-driven solutions

personalized offerings. Rapid delivery services' rise has pushed logistics to optimize supply chains and partnerships to meet customer expectations for same-day and next-day deliveries.

Like retailers assess physical stores, logistics firms must evaluate operational costs. Streamlining operations, adopting efficient technologies, and innovative cost management approaches are important for maintaining quality services.

Looking ahead, our focus in 2024 revolves around expansion and automation. We invest in EVs, set up warehouses, micro-warehouses for clients of all sizes, and aggressively pursue growth opportunities. Our strength lies in the ability to evolve and adapt to the changing landscape of logistics. One of the critical lessons we have learnt is the significance of growing with our team. Our transparent, bottom-to-top approach fosters a sense of ownership and responsibility among our team members, aligning their objectives with our company goals.

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