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PRESIDENT
CJ DARCL LOGISTICS LTD.

Navigating the Future of Logistics and Commercial Vehicle Industry: Opportunities and Challenges



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Editorial

Women Power

On Display

At ALL's Ennore Facility





Last week Ashok Leyland invited a delegation of women transporters in coordination with Transtotics to show them their Uptime Solutions Centre and Technology Centre. But the highlight of the entire event was the number of women in presence. They outnumbered the men by a long way.

To start with, the Ashok Leyland team and the person who put the programme together was Ms Madhavi Deshmukh (Sr Vice President -National Sales Head Medium & Heavy Commercial Vehicles). At the same time, most of the officials at the Uptime Solutions Centre were also women.

This is the 2nd time that a delegation of women transporters from across India and across segments have been invited by an OEM to visit their facility to experience and understand the solutions being offered by them. Almost a year ago, a delegation of women transporters visited the Eicher facility in Pithampur and this it was at Ennore at the Ashok Leyland's facility.

Ashok Leyland had lined up a long day with extensive interaction opportunities, not just to display the capabilities and technology at Ashok Leyland, but also to understand the requirement and pain points of the women transporters. While the weather played spoil sport to what otherwise would have been a very engaging and engrossing day, whatever time was available at hand, Ashok Leyland ensured that the women went back with valuable information.

With the road transport industry undergoing a 'CHAOTIC' stage in terms of fuel advancements, the women delegation had a lot of questions on what would be the fuel of the future. Alfred Nixon (Head, LCV Product Development – Ashok Leyland) gave an exhaustive presentation on all the





possibilities along with the cost implications. In the coming years there would be so much to choose from. Apart from the current lot of the popular Diesel and CNG, the other fuel options would include Electric, LNG, Hydrogen as well as Hydrogen Fuel Cell. Needless to say, these would be costly options as compared to current trucks, but the operating cost would be much lesser. Moreover, if we intend to clean up the air, everyone will have to pay a price for the same.

If there's one thing that the Ministry of Road Transport & Highways under the leadership of Mr Nitin Gadkari is serious about – that is cleaning up the automobile industry-driven pollution. We have seen so many steps being taken in this regard – right from adopting the latest emission norms to initiating the scrapping policy, which will only get more stringent with time. At the same time, the government is encouraging the use of alternate fuels by offering sops / concessions. In fact, given the numerous initiatives from MoRTH to clean up the air, I often feel that the automobile industry is solely responsible for polluting the environment.

The other way to bring down pollution is to improve the efficiency of trucks and make logistics more cost-efficient. And OEMs are



putting their best foot forward to make sure that trucks remain on the road for as much time as possible. Annual Maintenance Contract is one such way to ensure that the truck is in the best condition. At the same time OEMs are now offering connected trucks, which not only report the condition and other aspects to the owners as well as OEMs, who can offer preventive maintenance as well as driver training for better mileage.

This was the other aspect that was widely discussed during the women's visit to the Uptime Solution Centre. Here again,

while Anurag Kanungo led the discussions around uptime solutions, a lot of detailed discussions were led by women officials. Ashok Leyland officials explained in detail on the various aspects that were tracked at the uptime centre, which also included driving behaviour and technical details such as levels of AdBlue in the trucks. The officials explained the importance of using genuine AdBlue as well as maintaining the right level. With so much data accessible for the transporters, besides just tracking the vehicle, it is now upto the





transporters to make use of this data for better efficiency.

Given the current cost of trucks and the operating cost, the only way to recover the cost is by ensuring that the truck is used to the optimum level. Everyone in the transport ecosystem, especially the cops and the consignors, need to realise that a truck standing idle is a National Loss. While OEMs are introducing products that can run continuously, backed by monitoring systems (UPTIME) and transporters too are investing in systems that allow them to manage their business efficiently, there still are roadblocks in the system that hamper productivity.

The discussion between the Ashok Leyland officials and the women transporters dwelled deep into improving efficiency. The women shares insights on how they were managing their

operations and even made some significant suggestions for the OEMs to implement.

It is very encouraging to see OEMs take women seriously in the road transport industry. Even though the percentage of women in the transport industry may be significantly smaller, their contribution to the industry cannot be overlooked. We see so many of these women as panelists at various forums and many of them writing articles on industry issues.

But having said that, while the contribution of women is being appreciated by the OEMs and other allied industry, the appreciation within the industry is deplorable. We recently posted in a prominent transporters group about the women's trip to the Ashok Leyland facility and shockingly there was no comment. Had this been the pattern, I can understand. But irrelevant topics get a thumbs up and something as relevant as this gets ignored.

I guess, while the women will get all the appreciation from outside the industry circle, they will still have to prove their mettle to their own. But we will like to make one thing loud and clear – the women in the industry – whatever their size of operation, they are making a huge contribution to their organisation and making the industry proud.

Transtopics is committed to showcasing the efforts and achievements of the industry, and we are proud of all their efforts and contributions.



India's logistics cost will come down to single-digit in two years: Gadkari

According to quick estimates of the economic think tank National Council of Applied Economic Research (NCAER), logistics costs in India ranged between 7.8% to 8.9% of GDP for the fiscal 2021-22.

Union Road Transport and Highways Minister Nitin Gadkari on Thursday said India's logistics cost will come down to single-digit within the next two years. Addressing an event organised by NITI Aayog, Gadkari said the ministry is constructing several highways and expressways, which will help reduce India's logistics cost.

"Within two years, we are going to reduce our logistics cost to 9%," he added.

According to quick estimates of the economic think tank National Council of Applied Economic Research (NCAER), logistics costs in India ranged between 7.8% to 8.9% of GDP for the fiscal 2021-22.

Gadkari said there is huge potential for India to export alternative fuels and biofuels. He also pointed out that low-quality coal is useful for making methanol.

The minister added that India is making significant strides in the biofuel sector, especially in methanol. Further, Gadkari said he aimed to make the Indian automobile industry number one in the world.

Last year, India had overtaken Japan to become the third-largest automobile market in the world, only behind the US and China, he said.

The size of India's automobile industry rose from INR 7.5 lakh crore in 2014 to INR 18 lakh crore in 2024 and this industry is creating a maximum number of jobs, Gadkari added.

Gadkari highlighted that materials like recycled tyre powder and plastic are being utilised in road construction, which helps in the reduction of bitumen import.

He also emphasised how the initiative of using crop waste is helping to increase the incomes of farmers across the country.

Gadkari spoke about the stubble-burning problem in Punjab and Haryana.

He said that right now, "we can process one-fifth of the Parali, but with better planning, we can reduce the seasonal air pollution from stubble-burning by using parali as raw material for alternative fuels."

The minister said that India needs to move ahead with a policy which is cost-effective, indigenous, import substitute and employment-generating to address the major issues of rising pollution and fossil fuel imports.



Tata AutoComp Systems Achieves Double Deming Recognition for Excellence in Total Quality Management

[Tata AutoComp Systems Limited](#), leading automotive components conglomerate serving Indian and global OEMs, announced today that two of its entities— Tata AutoComp Composites Division & Tata Ficosa—have been awarded the prestigious Deming Prize for 2024. Widely regarded as one of the highest global honours for excellence in Total Quality Management (TQM), this recognition underscores Tata AutoComp's commitment to customer centricity, quality and operational excellence.

The Tata AutoComp Composites Division stands out as the first entity in the Composites industry worldwide to receive this honour. Similarly, Tata Ficosa has set a benchmark as the first auto-component company in India to be awarded the Deming Prize in the Vision Systems product domain. Tata AutoComp focuses on growth through new technology and innovation, profitability through improved efficiency, and customer centricity through improved quality and performance.

Commenting on the recognition and how it aligns with their business, [Mr. Arvind Goel](#), **Chairman of Tata AutoComp Systems** said, " Receiving the Deming Prize is a significant milestone in our Total Quality Management journey. With a steadfast focus on customer centricity, ongoing improvements, and active participation of all employees, across the organization, this is the path that will drive our sustained progress and future success. Our focus on innovative, sustainable solutions and cutting-edge technologies is driving Tata AutoComp's rapid expansion across the mobility market."

"The Deming Prize is a testament to Tata AutoComp's commitment to Total Quality Management (TQM), which serves as the cultural foundation that unites our diverse organisation and international stakeholders. Our future plans include integrating these practices at the group level and extending the learnings to our suppliers, driving continuous improvement in quality performance and elevating the overall value of our products," added Mr. Arvind Goel.

Tata AutoComp has demonstrated strong growth with a 36% compounded annual growth rate (CAGR) in revenue from FY

- *Tata AutoComp has achieved a 36% compound annual growth rate (CAGR) in revenue from FY 2020 to FY 2024 during the implementation of the Total Quality Management (TQM) process.*
- *Tata AutoComp Composites Division is the first entity in the global Composites industry to receive this prestigious recognition*
- *Tata Ficosa is the first auto-component company in India to win the Deming Prize in the Vision Systems product category*



Mr. Arvind Goel

**Chairman
Tata AutoComp Systems**



2020 to FY 2024, achieved as a result of the implementation of its Total Quality Management (TQM) practices. Both Tata Ficosa and Tata AutoComp Composites Division also experienced remarkable growth during this period. Additionally, both divisions significantly enhanced product quality, reducing customer rejection rates to single digit PPM (Parts Per Million), in line with international standards.

Tata AutoComp's strategy is centred around addressing the

customers' challenges, which opens up new avenues for innovation and improvement. The four vehicles of TQM—Policy Management, Daily Work Management, Cross-Functional Management, and Total Employee Involvement—are integral to Tata AutoComp's approach. Receiving the Deming Prize marks a pivotal achievement in Tata AutoComp's journey towards excellence. The company remains committed to involving every employee in this pursuit, ensuring that quality is a shared responsibility at all levels.

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Achilles to acquire GoSupply to strengthen presence in Iberia and expand global supply chain solutions

Acquisition enhances Achilles' supply chain sustainability capabilities with advanced supplier management tools, expands its global footprint, and will drive innovation in the sector



Achilles Information Ltd ("Achilles"), a global leader in supply chain risk and performance management, announced today that it has signed an agreement to acquire GoSupply Advanced Applications, S.L. ("GoSupply"), a prominent supply chain management company based in Spain. This strategic acquisition marks a significant step in Achilles' ongoing efforts to expand its global footprint and enhance its portfolio of supply chain solutions.

GoSupply has established itself as a trusted partner in the Iberian market, offering an innovative platform for supplier qualification and risk management across various industries,

including energy, engineering and services, industrial manufacturing, hospitality and others. Achilles is pioneering a new era of ethical, sustainable and transparent supply chain management characterised by in-depth supplier assessment, auditing and improvement encompassing a wide range of risk factors including ESG, health and safety and decarbonisation.

This acquisition will allow Achilles to leverage GoSupply's strong regional expertise and customer base, enabling a seamless integration of services and the creation of enhanced value for clients.

Key benefits of the acquisition include:

- **Expanded Market Presence:** This acquisition strengthens Achilles' position in the Iberian, Latin American and broader European markets, allowing for greater reach and improved service delivery to a growing customer base.
- **Enhanced Service Offerings:** By integrating GoSupply's advanced one stop shop supplier risk management solution, AI-powered supplier management tools and ESG scoring automation with Achilles' comprehensive suite of supply chain solutions, customers will benefit from a more robust and versatile platform designed to meet the evolving needs of global supply chains.
- **Increased Innovation:** The combined expertise and technological capabilities of both companies will drive innovation, enabling the development of new solutions that address the complexities of modern supply chain management, including sustainability, risk mitigation, and regulatory compliance.

Paul Stanley, CEO of Achilles, commented on the acquisition, saying, "We are excited to welcome GoSupply into the Achilles family. This acquisition aligns with our strategic goals of expanding our global footprint and enhancing our ability to serve our customers with the most comprehensive supply chain management solutions available. GoSupply's strong reputation and expertise in the Iberian market make them a perfect fit for Achilles, and we look forward to working

together to drive even greater value for our clients."

Luis Olivé, Chairman of GoSupply, said, "Joining forces with Achilles is a tremendous opportunity for GoSupply and our customers. Together, we will be able to offer unparalleled services and support to companies navigating the complexities of today's global supply chains.

Jaime Velasco Praga, GoSupply's CEO, added: "We are excited about the opportunities that lie ahead and are confident that this partnership will deliver significant benefits to all stakeholders."

Matt Legg, Partner at [Bridgepoint Development Capital](#), majority shareholder in Achilles, said: "We are excited about backing Achilles to make this acquisition, as it aligns perfectly with our strategy to accelerate growth and innovation within the supply chain management sector. Supplementing Achilles' strong recent organic growth performance, GoSupply not only strengthens Achilles' capabilities but also positions it as a leader in delivering comprehensive solutions to meet the evolving needs of the market. We also remain enthused to augment an exciting, organic story at Achilles by supporting selected further acquisitions."

The acquisition is expected to close in the coming weeks, subject to regulatory approvals and customary closing conditions. Both companies are committed to ensuring a smooth transition for customers and partners, with no disruption to current services.

STUs to explore logistics for revenue growth

The State Transport Undertakings (STUs) of Tamil Nadu, operating over 20,000 buses across 10,000 routes, have announced plans to venture into the logistics sector to enhance financial sustainability. Currently, these buses transport 1.75 crore passengers daily, covering 82 lakh kilometres. Despite mounting costs, the state continues to provide low-fare services, with the last fare revision in January 2018, according to a release.

To address rising expenses and a financial shortfall of INR 6,600 crores annually, the govt is focusing on new revenue streams. The initiative involves using the luggage space in STU buses to transport goods and storing luggage at bus depots. This project will be executed through a public-private partnership (PPP) model. A consultant will conduct a feasibility



study, and Pallavan Transport Consultancy Services Limited will act as the nodal agency. This move aims to ensure the long-term sustainability of public transport while diversifying revenue. The STUs already generate non-fare revenue through diesel retail, advertising, and CNG buses, among other initiatives.

Usha Financial Services Fuels Growth of EV Adoption with ₹50 Crore in Green Financing, Benefits 3,300 EV Owners

NBFC expands its reach for Green Financing across India, empowering underserved communities with sustainable financing solutions



Usha Financial Services Limited, a leading Non-Banking Financial Company (NBFC), continues its commitment to sustainability by financing over 3,300 electric vehicle (EV) owners through its Green Financing Loans. This milestone demonstrates the company's ongoing support for India's rapidly growing EV market.

Operating in 84 districts across key states like Assam, Bihar, Delhi, Jharkhand, Madhya Pradesh, Odisha, Punjab, Rajasthan, Uttar Pradesh, and Uttarakhand, Usha Financial Services has disbursed ₹50 crores in Green Financing so far. The NBFC's strong network allows it to bridge financial gaps, driving financial inclusion and environmental sustainability.

"We are immensely proud to have empowered over 3,300 EV owners on their journey towards a cleaner and greener tomorrow. At Usha Financial Services Limited, we are not merely providing financial assistance; we are fostering a sustainable mindset that promotes a more environmentally conscious society," **said Geeta Goswami, CEO of Usha Financial Services Limited.** "Our Green Financing Loans are not solely about enabling EV ownership; they are about catalyzing a positive shift towards a more sustainable future for all."

With an average loan ticket size of ₹1.5 lakh, the company is helping underserved communities transition to eco-friendly transport solutions like E-Rickshaws. These vehicles, popular for their zero emissions and low operational costs, also contribute to job creation.

Looking ahead, Usha Financial Services aims to double its support to EV owners through Green Financing Loans by March 2025, continuing to lead the way in driving positive change in India's EV sector.



KSH announces the launch of A grade multiclient 40,000 sq.ft warehousing facility in Bangalore

The new facility is well equipped with modern infrastructure and techno logistics solutions that provide real-time visibility into SKUs and complete integration of WMS and TMS Solutions.



KSH Integrated Logistics, one of India's leading integrated supply-chain logistics solution providers with over two decades of experience, announces the expansion of its warehousing operations in Bommasandra, Bangalore spreading across 40,000 sq.ft. This strategic expansion is to provide services to varied customers.

The new multi-client warehouse is equipped to handle diverse goods, offering flexible solutions that meet the complex demands of today's supply chain. The facility adopts a plug-and-play model, allowing clients to scale and adjust operations with ease. It also incorporates advanced warehousing systems such as Pallet In Pallet Out, Pallet in Box Out, and Box in Piece Out, ensuring precise inventory management, smooth order fulfillment, and value added services. A key highlight of this warehouse is the expansion feasibility of heavy-duty racking capacity from 2,500 to 5,000 pallets, significantly enhancing storage capabilities and operational efficiency.

In addition to the core warehousing capabilities, this new warehouse offers a range of value-added services, including

prepacking, kitting and promo packs. The robust Warehouse Management System (WMS) and Transport Management System (TMS) shall further enhance operational efficiency, enabling real-time tracking and management of inventory and shipments. This shall ensure complete visibility and control over the supply chain processes.

Furthermore, to ensure the highest safety standards, the warehouse is equipped with comprehensive fire safety measures, including Hydrant Systems, Sprinkler Systems, Beam Detectors, Smoke Detectors and Fire Extinguishers.

Speaking on the expansion, Snehil A Singhai, Head Business Development of KSH Integrated Logistics said, "We are expanding our warehouse capacity to not only meet the rising demand but to ensure that our customers receive efficient, reliable services across all the locations. This expansion reflects our unwavering commitment to excellence in logistics." He further added, "KSH has over half a million square feet of warehousing space across key markets in India. However, we intend on growing the multi-client facilities platform to over 2 million square feet by 2026, into other key geographic markets across India."

KSH Integrated logistics is currently servicing top multinational companies in sectors such as Auto, Industrial, Building automation, safety, and energy, Consumer durable, FMCG, Ecomm, delivering customized solutions that drive operational excellence and enhance customer satisfaction.

Navigating the Future of Logistics and Commercial Vehicle Industry: Opportunities and Challenges

Mr. Nikhil Agarwal, President, CJ Darcl Logistics

As the economy of India progresses, the need for proper and efficient transportation of products cannot be overlooked. Transportation and logistics are crucial in the global economy today as they act as channels through which goods and services are transported from one country to another. The Indian logistics industry includes the import and export segments of manufacturing and servicing industry supply chains.

The logistics and commercial vehicle industry is one of the most important pillars of global trade and business. It is at the crossroads of change where technology, sustainability and market trends are redefining the future. This makes India a good example to consider where the logistics industry is heading, given its massive infrastructure developments and its goals for economic growth. According to the report, the logistics sector in India is expected to grow exponentially by 2047 owing to the government policies such as Gati Shakti and the National Logistics Policy (NLP). However, in addition to growth, it is important to predict how trends such as automation, electrification, and sustainability will affect the industry on a global level. Here's a roadmap for the future of logistics and commercial vehicles.

Digitization: The New Bedrock of Logistics

Technological advancement is already shaping the future of logistics, with AI, blockchain, and big data leading the way. E-Logs and ICEGATE have been used in India to enhance the supply chain and minimize many custom and compliance related issues. In the global market, organizations are using AI to identify efficient routes, demand trends and even explore disruptions in the supply chain.

In the commercial vehicle industry, digital transformation is not

only limited to route optimization but also in the aspect of predictive maintenance, which makes sure that the fleets are in good working condition. IoT sensors in trucks can help track the real-time performance, detect when a car needs some repair or replacement, and avoid breakdowns, which means minimal downtime. Blockchain is also emerging as a solution, as it increases transparency in tracking goods, transaction validation and minimizing frauds, especially for cross-border shipments.

Electrification: Powering a Greener Tomorrow

Sustainability has become a non-negotiable aspect of the



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logistics industry. With governments worldwide enforcing stricter emission norms, electrification of commercial vehicles is no longer an option but a necessity. Many industry giants are at the forefront of manufacturing electric trucks that not only have a minimal impact on the environment but also result in lower operating costs as compared to conventional fossil fuel-powered trucks.

India's logistics industry is also going green. The move towards the adoption of EVs is further supported by policies that compel companies to embrace environmentally friendly solutions. As India has set its goals for achieving energy independence by 2047 and net-zero emissions by 2070, a major part of the commercial vehicle fleet will likely be electric or alternatively fuelled by energy sources like hydrogen. This green shift will also affect the design of logistics hubs where renewable energy sources will be incorporated to power the warehouses, charging stations and transport fleets.

Automation and Autonomous Vehicles: The Next Frontier

The development of autonomous trucks is not far off. Currently, there are players who are developing self-driving technology that will help overcome the shortage of drivers, cut down on human errors and increase efficiency in fuel consumption in the long-distance transport sector. AVs can run for long periods, and do not require breaks or rest, which makes them suitable for use in efficient supply chain operations.

The logistics industry in India is looking at automation from more than a singular perspective, such as the use of drones in last mile delivery and the use of robots for sorting and packing in warehouses. It is possible to turn the supply chain into an automated ecosystem, which is far more efficient than a labor-intensive value chain. However, the full implementation of autonomous vehicles will need substantial investment in infrastructure such as dedicated lanes and technology platforms.

Government Initiatives and Infrastructure Development

Infrastructure plays a crucial part in the concept of logistics. Logistics industry in India is set for a major growth with the support of government schemes like Bharatmala, Sagarmala, and Dedicated Freight Corridor (DFC). These measures are intended to increase the connectivity of different transport modes, shorten the time for transportation, and ultimately decrease the cost of logistics.

Across the world, governments are increasingly focusing on the need to develop end-to-end logistics platforms. In Europe and the U.S., comparable infrastructure projects are enhancing logistics by integrating roads, railways, airports, and sea ports. The establishment of integrated transport system centers or what is known as a multi-modal logistics hub is expected to lower costs, enhance cargo management and enhance supply chain visibility.



Sustainability and Circular Economy in Logistics

Sustainability is not just about lowering emissions; it is about optimizing the complete supply chain. The shift to a circular economy where products are designed for reuse or recycling is changing the way logistics companies manage stocks. The growing need for environmentally friendly solutions in logistics, such as decreasing CO2 emissions at every link of the supply chain, is forcing logistics companies to reconsider every move from the packaging material to the delivery process.

In India, government policies are promoting sustainable logistics, and companies are introducing energy-efficient solutions and environmentally friendly approaches like carbon-neutral transportation and renewable energy-based depots. It is expected that by 2047, the logistics sector in India must not only enable commerce but also drive sustainability.

E-commerce and Changing Consumer Expectations

Current consumer demands require quicker deliveries, this has seen logistics companies establish micro fulfillment centres for same day or next day deliveries in urban locations. The

application of AI in demand forecasting and route planning is important in this case to help in timely delivery and reduce fuel consumption.

E-commerce has grown tremendously especially due to companies such as Amazon and Flipkart that have changed the market of India. The last-mile delivery market is adapting to these expectations through outsourcing to local delivery companies, the utilization of EVs, and bike delivery for better manoeuvrability in traffic-laden cities.

The Road Ahead

The future of India's logistics and commercial vehicle industry is undoubtedly promising because of factors such as advancement in technology, government policies and changing customer requirements. The key trends that have emerged across the sector will thus persist, with winners being those that focus on digitalisation, sustainability and operational efficiency.

For this rapidly growing industry to be as effective as it can be, cooperation between the government, businesses, and technology suppliers will be necessary. There is certainly still a long way to go, but the future for a more efficient, more modern and more sustainable logistics sector is clearly visible. As India continues to invest and innovate in the logistics industry, it has the potential to become a logistics powerhouse for the world in the decades to come.

Centre to track 100 toll plazas with GIS-based software to ease traffic

The Centre announced to track around 100 toll plazas with GIS-based software for seamless movement of traffic at national highways. The live monitoring and tracking system at the toll plazas will help to ensure free flow of traffic and a hassle-free tolling experience for the national highway users at the fee plazas across the country.

These toll plazas have been identified based on congestion feedback received through 1033 National Highway helpline, according to Ministry of Road Transport and Highways. The National Highways Authority of India (NHAI) said that the live monitoring and tracking system will provide congestion alerts and lane distribution recommendations when the queue of vehicles at a toll plaza is more than the prescribed limit. The GIS-based software has been developed by the Indian Highways Management Company Limited (IHMCL), a company promoted by NHAI. Initially, NHAI has identified around 100 toll plazas for live monitoring on the web-based software. The monitoring service will be extended to more toll plazas in a phased manner.

Apart from providing the name and location of the toll plaza, the software will share details related to the live status of queue length in meters, total waiting time and vehicle speed at Toll Plaza. According to the NHAI, it will also provide congestion alert and lane distribution recommendation, if the queue of vehicles at a toll plaza is more than the prescribed limit. The software will help NHAI officials to gain insights by providing comparative traffic condition analysis on hourly, daily, weekly and monthly basis for the traffic queue and congestion. Meanwhile, the toll fee collection on national highways under the NHAI reached INR 54,811.13 crore in the fiscal 2023-24. The ministry spent INR 6,523 crore towards maintenance of national highways during the last year.

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Allcargo Gati Expands its Reach in Meerut, Securing Leadership in the Sports Supply Market



Allcargo Gati Limited (formerly Gati Limited), one of India's premier Express Distribution and Supply Chain Management company, continues to strengthen its market presence in Meerut's flourishing sports goods cluster. Allcargo Gati has been successfully serving this market for over 20 years. We specialize in the transportation of these high-demand sports items like table tennis equipment, badminton gear, bats, and balls.

The cluster services key regions with 45% of its shipments directed to the South, 20% to the East, 20% to the West, and 15% to the North. Allcargo Gati is providing services to more than 80 customers, contributing significantly to the growth and visibility of the cluster. The key markets serviced by Allcargo Gati include retail hubs in Surajkund, Sports Complex, Partapur Industrial Area, and Victoria Park, where large retailers and wholesalers drive direct sales of these popular sports items.

Ketan Kulkarni, Deputy Managing Director, Gati Express and Supply Chain Pvt. Limited (GES CPL) commented, "The Meerut sports goods cluster contributes roughly 25% of India's total sports goods exports. Over the past 20 years, the cluster's remarkable growth in producing high-quality sports equipment highlights the resilience and innovation of Meerut's manufacturers. At Allcargo Gati, by focusing on our advanced technological solutions we streamline operations, optimize supply chains, and enhance delivery speeds, ensuring that the Meerut's MSME can meet the growing demands and stay ahead of industry trends."

Uday Sharma, Chief Commercial Officer, Allcargo Gati Limited stated, "The Meerut cluster, comprising of both MSMEs



and household units, has seen a significant growth over the past few years. However, challenges like fluctuating demand, and logistical complexities continue to put pressure on the industry's supply chain. Our long-standing experience with extensive transportation in this region has allowed us to refine logistics processes, ensuring timely deliveries despite these obstacles."

Allcargo Gati remains committed to empowering Meerut's sports goods manufacturers by leveraging its robust transportation network, providing them with the reliability and scalability required to reach customers across India. By prioritizing sustainability with Alternate Fuel Vehicles (AFVs) solutions, we ensure timely and efficient deliveries while reducing our environmental impact. Allcargo Gati enables these businesses to maintain a competitive edge while supporting their growth and the broader development of Meerut's MSME sector.

Uber Partners with Indian Air Force to Offer Mobility Solutions

Mr Abhinav Mittoo, Sr. Country General Manager, Uber for Business, Uber India & South Asia

Uber, India's leading ridesharing app, has partnered with the Indian Air Force as its exclusive mobility partner to offer mobility solutions for official travel and commute of Air Force officers, veterans and families across the country. This partnership aims to provide reliable, convenient, and safe transportation services for Indian Air Force personnel, veterans and families

Through this collaboration, the Indian Air Force will leverage Uber for Business, a platform that enables organizations to customize Uber's extensive scale and comprehensive travel benefits, ensuring a seamless commuting experience. This integration will enhance travel experiences by automating processes and digitizing the rider journey. Uber will also facilitate effective change management for official travel and daily commutes, while offering enterprise benefits tailored to the unique needs of the Indian Air Force.

IAF Statement: "The collaboration with Uber represents an important step in the journey towards enhanced mobility solutions for Air Force personnel and families."

The MoU signing ceremony was presided over by Air Marshal RK Anand VSM, AOA besides other Senior Officers. The MoU



was signed by AVM Updesh Sharma VSM ACAS (Accts & AV) and Mr Abhinav Mittoo Sr. Country General Manager with other Senior Officials from both IAF and UBER present on the occasion.

Uber Statement: "We are proud to partner with the Indian Air Force to enhance mobility solutions for the Indian Armed Forces as we continue to play our role in nation building by serving the Indian Armed Forces. This partnership marks a significant step towards digitalization by adopting shared mobility solutions. Through this MoU, we aim to support the Indian Air Force's broader vision of leveraging technology for a transformative progress. The program brings together a tech-enabled solution and a reliable mobility service aimed at delivering cost efficiencies and rider experience at scale."

Digital Transformation in Logistics: Leveraging Technology for Efficiency

Mr. Vishal Agarwal, Group CEO, Interem Relocations

As the advancements in technology have reinstated our work processes, the logistics sector that was once dominated by manual processes and traditional methods, has undergone a radical transformation, driven by the power of digital technologies. The logistics sector functions to form a fast-paced and interconnected world and with a gradual shift to leveraging high-end technologies incorporating new tools the operations, customer services, and overall efficiency could be reimagined.

Leveraging technology has become a key strategy for achieving business competitiveness, scaling services, offering credibility, and managing workflows simultaneously.

What does Digital Transformation in Logistics mean!

Digital transformation in logistics refers to incorporating advanced technologies optimize the flow of goods, information, and finances across the supply chain and streamline them. We can adhere to the given transformations in logistics in many ways:

Improvement in Operations: Technologies like Artificial Intelligence (AI), Internet of Things (IoT), and Blockchain have constantly improved warehouse management and enabled the logistics companies to optimize routes and reduce transportation costs.

Enhanced Visibility: The use of digital technology has offered real-time tracking of shipments, giving businesses and customers a greater transparency over their supply chains. With a transparent tracking management, deliveries are ensured timely and delays are reduced, which brings a high-churn on customer satisfaction.

Data-Driven Decision Making: With the integration of big data analytics, logistics companies are able to make a informed decisions based on insights derived from vast amounts of data. It offers better forecasting, inventory management, and strategic planning.

Automation: The automation of repetitive tasks in logistics, such as order processing, invoicing, and cargo handling, has significantly reduced human error and processing time, and has allowed companies to focus of higher-value tasks.



MR. VISHAL AGARWAL

**Group CEO
Interem Relocations**

How Logistics is Evolving through Digital Transformation!

Real-Time Tracking and Transparency

This is one of the most significant benefits of technology, as with AI, IoT sensors, GPS, and cloud-based platforms it is easy to track shipments from origin to destination with pinpoint accuracy. It allows for proactive problem solving and customer trust and satisfaction.

Optimized Supply Chain and Inventory Management

With latest digital technologies companies can optimize their supply chains through precise demand forecasting, inventory management, and route optimization. With access to real-time data, companies can better manage stock levels and reduce excess inventory.

Predictive Analytics for Preventative Maintenance

IoT sensors and data analytics allow logistics companies to move from reactive to predictive maintenance for their fleets and equipment. Sensors embedded in vehicles monitor performance metrics like engine health, fuel consumption, and wear-and-tear patterns.

Increased Sustainability Efforts

With growing pressure to adopt sustainable practices, digital transformation is enabling logistics companies to reduce their environmental footprint. Technologies such as route optimization, electric vehicles, and smart packaging solutions are being increasingly adopted to make operations greener. It allows for AI-optimized routes for fuel efficiency and Greener packaging with reduction in waste resulting in lowering carbon footprints.

Automation in Warehousing and Distribution

Automation is revolutionizing warehousing and distribution processes. Robotics, drones, and automated sorting systems are now handling repetitive tasks such as picking, packing, and loading, significantly reducing human error and increasing efficiency. It offers faster order fulfillment with reduction in

order-to-shipment times and cutting-down on labor costs allows employees to focus on more value-added tasks.

Enhanced Collaboration Across the Supply Chain

Cloud-based platforms facilitate collaboration among all stakeholders in the supply chain, including manufacturers, suppliers, transporters, and retailers. These platforms provide real-time updates and centralize information sharing. It allows for streamlined communication with ensuring all parties are updated with order statuses and changes which ultimately offer faster decision making.

Advanced Cybersecurity Measures

As logistics companies become more reliant on digital systems, the risk of cyber threats increases. In response, businesses are investing in advanced cybersecurity solutions to protect sensitive data, including shipment details, customer information, and operational procedures. It offers secure data sharing using blockchain technology without tampering records of transactions and enhancing trust across the supply chain. We can also implement strong cybersecurity protocols which ultimately reduce the risk of data breaches and safeguard operations.

Personalization of Delivery Services

In an increasingly customer-centric world, digital transformation allows logistics companies to offer more personalized delivery options. Advanced data analytics enables companies to understand customer preferences and offer tailored delivery experiences. We can provide flexible delivery windows that enhance convenience for customers. With the use of technology we can utilize alternative delivery methods such as drones and autonomous vehicles that could offer last-mile delivery, especially in urban areas or hard-to-reach locations.

Conclusion

Digital transformation is radically changing the logistics landscape, driving increased efficiency, cost savings, and sustainability efforts. The ability to leverage real-time data, automation, and advanced technologies is allowing logistics companies to not only meet growing demand but also to provide better, faster, and more reliable services. As these trends continue to evolve, logistics providers that embrace these digital innovations will be well-positioned to thrive in a highly competitive market.

MOVIN announces the Implementation of General Rate Increase (GRI) w.e.f. January 1st, 2025

MOVIN, a logistics brand launched as a joint venture between UPS and InterGlobe Enterprises, announces GRI effective January 1st, 2025. The increase will range from 8.5% to 11.5%, depending on customer shipping patterns, and will apply to all MOVIN services, including Express and Standard Premium. This price adjustment is aimed at ensuring continued delivery of high-quality service in response to rising operational costs, reinforcing MOVIN's commitment to providing industry-leading logistic solutions tailored to meet the customers need efficiently.

Highlighting the brand's commitment to providing best-in-class service to its customers, this adjustment is essential to address rising operational costs, including fuel, labour, and logistics infrastructure. Additionally, it allows for continued investments in technology and innovation, which will enhance delivery

speed, transparency, and the overall customer experience. As MOVIN's network expands to reach more locations and improve supply chain efficiency, this revision ensures that the quality and reliability customers expect from MOVIN will be consistently maintained.

Grégory Goba-Blé, Head of UPS India and Director of MOVIN Express, commented – “Our dedication to providing outstanding and dependable services to our customers remains unwavering. This price adjustment is crucial for maintaining our operational excellence and ensuring that we continue to meet the needs of our customers with excellence. Alongside this annual rate increase, we are also directing investments towards expanding our network, integrating cutting-edge technologies, and improving our service offering. We are well-positioned to seize new opportunities and deliver enhanced value to our customers.”

The price revision is a strategic decision to adapt to current economic conditions while maintaining service excellence. MOVIN is dedicated to providing industry-leading logistics solutions and tailored services that optimize supply chain efficiency. With a robust infrastructure, including 16 strategically located Air and Ground Hubs, the brand ensures uninterrupted flow of commodities within the country for its customers. Supported by consistent and responsive operations, MOVIN remains committed to delivering reliable logistics solutions that meet the evolving needs of businesses across the country.





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Association of Indian Forging Industry (AIFI) Announces New Leadership Team for 2024-26: Mr. Yash Munot as President, Mr. S. Ravishankar as Vice-President.

The Association of Indian Forging Industry (AIFI), the apex body representing the Indian forging industry, proudly announces the election of Mr. Yash Munot as the new President of AIFI for the term 2024-26. Mr. S. Ravishankar has been elected as the Vice President of AIFI, marking the beginning of a new chapter in the organization's leadership.

Mr. Yash Munot, who previously served as Vice-President of AIFI from 2020 to 2024, is the youngest to undertake the role of President in the organization's history. He succeeds Mr. Vikas Bajaj, who served as President from 2020 to 2024.

Mr. Munot currently serves as the Chief Executive Officer at Varsha Forgings Private Limited and the Managing Director at KCTR Varsha Automotive. His journey in the forging industry began in 2005 with him being inducted into Varsha Forgings

Private Limited, the family business. Beyond his industrial achievements, Mr. Munot is recognized for his diversified business ventures in sectors such as lifestyle products, health food, hospitality and philanthropy, including the adoption of an orphanage and medical aid distribution during the pandemic.

His leadership within AIFI has been marked by significant contributions, including his contribution in organizing major industry events like IFC 2011, Forgetech India 2016, Asia Forge 2019 and ForgeTech India 2023. He has served as the Western Region Chairman from 2018 to 2020. He holds a Bachelor of Arts (Honors) in Finance and Marketing from Regents Business School of London and a leadership degree from the London Business School. He is also a member of EO, an esteemed organization for entrepreneurs.



MR. YASH MUNOT

PRESIDENT

Association of Indian Forging Industry



MR. S. RAVISHANKAR

VICE-PRESIDENT

Association of Indian Forging Industry

Mr. Yash Munot, President of the Association of Indian Forging Industry said *"I am deeply honoured to take on the role of President of the Association of Indian Forging Industry. The forging sector in India is at a pivotal juncture, with tremendous opportunities for innovation and growth. Our focus will be on fostering collaboration within the industry, driving technological advancements and promoting sustainable practices. I am committed to working closely with all stakeholders to ensure that our industry not only thrives domestically but also strengthens and enhances its global footprint. Together, we will build on the strong foundation laid by my predecessors and strive for excellence in every aspect of our work."*

Mr. S. Ravishankar, Vice-President of the Association of Indian Forging Industry said, *"I am truly honoured to take on the role of Vice-President of AIFI. Collaborating with Mr. Yash Munot and the committed AIFI team, I will strive for advancing our industry's progress and tackling the challenges presented by a rapidly changing global landscape. Our priorities will include boosting competitiveness, driving innovation and equipping our members for future opportunities. I look forward to embracing the exciting prospects ahead and contributing to AIFI's*

continued success during this transformative era"

Mr. S. Ravishankar currently serves as the Managing Director at Super Auto Forge Private Limited. Mr. Ravishankar has over 25 years of experience in the Auto component manufacturing Industry. He is a Manufacturing Engineer with Bachelor's degree from Annamalai University and Master's degree from The Ohio State University.

After working in Detroit for 2 years, Mr. Ravishankar returned to India and joined his family business at Super Auto Forge (SAF) in 1997. He has been instrumental in developing the international business of SAF and led the initiative to establish marketing offices in Detroit in 2001 and followed by Belgium in 2011. Mr. Ravishankar has been the Chairman of Indo American Chamber of Commerce for the period 2008 - 2009– Tamilnadu Branch and currently serves on the Southern Regional Committee of ACMA since 2021.

The Association of Indian Forging Industry community warmly welcomes Mr. Yash Munot and Mr. Ravishankar in their new roles and looks forward to their leadership in steering the forging industry toward a prosperous future

Improvement in driving discipline must before hiking speed limit: Transport secy

Union road transport secretary Anurag Jain said govt is not in favour of increasing the maximum speed limit from the current 100 kmph to 120 kmph on national highways until there is significant improvement in discipline among road users, including drivers.

On controlling vehicular pollution, he also suggested that there is a need to either convert vehicles manufactured before 2000 (pre-BS) or to phase them out.

On whether there is any plan to increase the speed limit, Jain said, "We will think of increasing the speed limit the day there is improvement in road discipline in our country. I have suggested to our minister that we should not increase the speed limit." He said over four lakh road crashes and 1.5 lakh deaths are a matter of huge concern.

Though Union road transport minister Nitian Gadkari has spoken about increasing the speed limit, last week he also spoke about

large-scale violation of traffic rules while speaking at the Global Safety conference. "Large-scale violations of traffic rules and lane driving are coming in the way of increasing the maximum speed limit even on access-controlled highways," he had said.



Fship Disrupts eCommerce Shipping with ₹50 CR Revenue Target, Achieves 200% Growth in First Year



Fship's AI Driven Platform Scales 50 D2C Brands in a Month

Fship, a logistics tech company, is changing the face of eCommerce with its AI powered platform. Designed to streamline operations for D2C brands, drop shippers, and traders, Fship has experienced remarkable growth, with a 200% increase in monthly revenue this year compared to the previous year. Despite starting to generate significant revenue only in July 2023, Fship closed its first year with over ₹15 crore in revenue. This year, the company is on track to achieve ₹50 crore in revenue, showcasing its rapid expansion and success.

Launched in January 2023, Fship is rapidly emerging as a preferred partner for businesses seeking efficient and scalable shipping solutions. Leveraging cutting-edge AI technology, Fship's platform automates various aspects of the shipping process. This not only reduces operational costs but also enhances customer satisfaction.

Fship is quickly becoming the go-to choice for D2C brands, with over 100+ D2C brands now relying on its services. This includes leading names in the personal care, FMCG, and fashion categories. These brands are a testament to Fship's focus on growth and efficiency in the eCommerce space. With logistics support, brands are looking to streamline their delivery, reduce shipping time and improve customer satisfaction.

- **BETTER BRUSH:** Eco-friendly oral care products
- **SIMPLY INKED:** Temporary tattoos
- **CARRY PRO:** Luxury travel and luggage accessories
- **MaximaWatches:** High quality watches brand
- **Roopayur:** Ayurvedic skincare brand
- **Korebi Coffee:** Artisan coffee blends
- **BODYTALES:** Organic skincare and wellness products

"We are thrilled to see how quickly the platform has been adopted by the eCommerce community," said **Ashutosh Bharti, Founder and CEO of Fship**. "Our AI powered platform has simplified shipping for D2C brands, drop shippers and traders so they can focus on scaling their business while we take care of their logistics. Our mission is to make the best shipping solutions and support available to every business, big or small. By using AI, we are creating efficiencies so brands can scale fast and maintain high service standards. It's just the beginning for Fship and we are excited about what's to come."

As Fship continues to push boundaries in the shipping industry as it remains focused on expanding its service offerings and reaching new milestones in the coming years.



MR. ASHUTOSH BHARTI

Founder and CEO of Fship

India Inc should take up large scale production of biofuels: Nitin Gadkari

"Industry must make investments in large scale production of green fuel from biomass," Gadkari said while addressing the Confederation of Indian Industry's (CII) Bio Energy Summit 2024

Road transport and highways minister Nitin Gadkari nudged industry to take up conversion of biomass into biofuel to help India reduce dependence on fossil fuels and become Atmannirbhar in production of green fuel technology.

"Industry must make investments in large scale production of green fuel from biomass," Gadkari said while addressing the Confederation of Indian Industry's (CII) Bio Energy Summit 2024 on Monday.

"We have a vision to make India a USD 5 trillion economy but it is difficult unless we reduce our dependence on fossil fuels and opt for alternate methods of fuel production which are clean and costeffective," Gadkari said.

According to Gadkari, India's fossil fuel economy stands at INR 22 lakh crore while the bio fuel economy is merely INR 2 lakh crore. "There is a huge scope for expansion and it is a win-win situation for all stakeholders," he said.

Gadkari is of the view that it is essential to make India atmanirbhar in fuel production in the wake of fluctuating fuel prices and global uncertainty.

"Transition to large scale production of biofuel will increase farmers' income, help in employment generation and will take up agricultural growth to beyond 20%," he said.

Reiterating that the transportation of biomass, storage and requisite infrastructure continue to pose a challenge in taking up large-scale production of biofuels, Gadkari said we need a complete solution to make these projects economically viable.



"There is a huge cost of transportation of biomass and setting up fueling stations is expensive. So we need complete solutions ranging from production, transportation and fuelling pumps to ensure these projects are viable to the private sector," he said.

Gadkari said Indian Oil is in the process of setting up 400 ethanol pumps across India and majority of these are likely to come up in Karnataka, Tamil Nadu, Uttar Pradesh and Maharashtra as these states have seen high production of ethanol.

LeafyBus and AMU [NBFC] join forces to Drive Electric Mobility by Financing 10 New EV Buses for Inter-City Operations

In a significant push towards sustainable transportation, LeafyBus, a New Delhi-based electric bus operator, has joined forces with AMU to roll out its first fleet of 10 electric buses for inter-city travel. The NBFC will finance these buses and it will initially operate on high-traffic routes, including the Delhi-Dehradun corridor, marking a major step in accelerating India's transition to green mobility.

The partnership aligns with India's growing focus on sustainable transport solutions, particularly in the electric vehicle (EV) sector. By addressing the need for cleaner mobility in high-demand routes, LeafyBus and AMU aim to reduce the carbon footprint associated with long-distance travel while providing a cost-effective transport option for passengers.

LeafyBus' new electric buses are designed with features that prioritize passenger safety and comfort. Each bus is equipped with CCTV surveillance and real-time tracking, along with a dedicated "Bus Buddy" to assist passengers onboard. To ensure the highest safety standards, the buses come with Driver Monitoring Systems (DMS) and Advanced Driver Assistance Systems (ADAS), while maintaining a clean and comfortable interior for a smooth travel experience.

- *The partnership highlights both companies' commitment to sustainability and their goal of assisting the nation's transition to a cleaner, more energy-efficient future.*
- *The buses will operate on multiple routes, like Delhi to Dehradun.*

Rohan Dewan Founder and CEO of Leafybus stated, "At LeafyBus, we aim to make electric travel the norm across India. Partnering with AMU helps us get closer to this goal by making it easier for people to travel between cities in an eco-friendly way. Together, we can provide cleaner and more efficient transport options for everyone."

Nehal Gupta, Founder and Managing Director of Accelerated Money For U said: "We are delighted to assist the purchase of the first batch of 10 electric buses for inter-city operations by Leafybus. By empowering Leafybus to expand their fleet, we are enabling cleaner and more efficient transport, driving a positive impact on both the environment and the future of mobility. We are creating a more sustainable and environmentally friendly transportation ecosystem together."

LeafyBus has recently partnered with JBM Electric Vehicles (P) Ltd. This partnership will see LeafyBus procure a total of 200 electric buses from JBM, with 50 buses being introduced in the first 12 months.



LivGuard witnesses 66% Growth in Customer Engagement Automation through Rezo.ai

Rezo.ai has enabled LivGuard to achieve a 66% increase in automation and a 50% reduction in human agent involvement, leading to substantial cost savings and enhanced customer satisfaction.

LivGuard, a leader in energy storage and solutions, has reported a 66% increase in automation and a 50% reduction in human agent involvement, driving significant cost savings and improved customer satisfaction. This impact is the result of a strategic partnership with [Rezo.ai](#), a leading provider of AI-driven customer interaction and engagement solutions. The collaboration has successfully optimized LivGuard's contact center operations, highlighting a major industry shift towards AI-driven automation that enhances both efficiency and customer experience.

Key components of this engagement include the deployment of multi-lingual AI agents capable of handling diverse customer queries, dynamic workflows tailored to specific business needs, and a sophisticated contact strategy designed to maximize efficiency and customer retention. Rezo.ai has positioned itself at the forefront of this revolution, leveraging cutting-edge AI technology to streamline and optimize inbound call-handling processes. The collaboration with LivGuard focuses on integrating AI-enabled automation to transform its contact center operations.

By implementing advanced AI algorithms, Rezo.ai has enabled LivGuard to achieve a 66% increase in automation and a 50% reduction in human agent involvement, leading to substantial cost savings and enhanced customer satisfaction.

Suresh Chand, Senior Vice President of Service at LivGuard, expressed his enthusiasm about the successful collaboration: *"We are thrilled to announce the successful automation of our voice bot call center! This remarkable achievement is a testament to your dedication, innovation, and hard work. Your efforts have not only streamlined our operations but also significantly enhanced customer experience and efficiency."*



*"We are thrilled to partner with LivGuard in redefining their customer interaction strategy," said **Manish Gupta, CEO of Rezo.ai.** "At Rezo.ai, we believe AI isn't just about automating tasks, it's about empowering businesses to build stronger relationships with their customers. By enabling personalized and efficient interactions at scale, we're helping companies like LivGuard turn customer service into a competitive advantage."*

Rezo.ai's collaboration with LivGuard marks a significant milestone in the contact center industry, where innovation meets practicality to deliver tangible business outcomes. As organizations continue to navigate the complexities of modern customer service, solutions like those pioneered by Rezo.ai are set to play a crucial role in shaping the future of customer interactions worldwide.

In the rapidly evolving corporate landscape, customer experience management has become a critical component of business success. As digital transformation accelerates and customer expectations rise, traditional methods such as Interactive Voice Response (IVR) and extensive human intervention are increasingly falling short. Recognizing the need for innovation and transparency, companies are turning to Artificial Intelligence (AI) to enhance their customer service capabilities.

The Souled Store Joins Forces with Emiza to Capture India's Growing Fashion E-Commerce Market

Emiza, a leading Made-in-India third-party logistics (3PL) provider, has solidified its reputation as a key enabler in India's booming fashion e-commerce sector with The Souled Store, one of the country's top omnichannel lifestyle brands. Recognised for its operational excellence, Emiza has been instrumental in transforming The Souled Store's logistics operations, culminating in the handover of the brand's primary warehouse operations in Mumbai to Emiza.

The Souled Store, committed to ensuring the quality of its products, required a dedicated quality and refurbishment centre. Emiza addressed this need by providing the essential infrastructure for quality control, seamlessly integrating it with their fulfilment services. Emiza's Mumbai warehouse now functions as a central hub, efficiently managing orders from The Souled Store's website, marketplaces, and offline stores across India. This strategic collaboration goes beyond standard logistics, offering comprehensive services including inventory management and order processing. As a result, The Souled Store has reduced its order processing time from 24 hours to just 12 hours, leading to faster deliveries and significantly enhanced customer satisfaction—a crucial edge in the competitive Direct-to-Consumer (D2C) market.

Ajay Rao, Founder of Emiza, stated, "We are honoured to be the third-party logistics (3PL) partner of choice for a dynamic and rapidly growing brand like The Souled Store. Their trust in our services underscores the value we bring, not just in warehousing and fulfillment, but in enhancing overall customer satisfaction. As India's fashion e-commerce market is projected to reach \$112 billion by 2030, our role is to provide the infrastructure and fulfilment expertise necessary for brands to thrive in this competitive landscape. Our collaboration with The Souled Store is more than just a business partnership; it's a shared vision of growth and excellence in customer service. We are proud to be at the forefront, enabling brands to meet and exceed the expectations of today's discerning consumers, while The

Souled Store focuses on its core strengths with the confidence that their logistics operations are in expert hands."

"As The Souled Store grew, we needed a 3PL partner who could support our rapid expansion while improving our operational efficiency. Emiza stepped in, providing exceptional warehousing and fulfilment services aligned with our commitment to delivering quality products. Their focus on optimising our fulfilment process has allowed us to cut order processing time by half, ensuring that our customers receive their orders faster. This collaboration has played a key role in helping us meet the increasing demand for our products while upholding the high standards that define The Souled Store," **says [Aditya Sharma], [Co-founder] at The Souled Store.**

This partnership marks a significant milestone in The Souled Store's journey, enabling the brand to streamline operations



MR. AJAY RAO

FOUNDER - EMIZA

and refocus on growth by partnering with Emiza as a trusted 3PL provider. With a network of 27 fulfilment centres across 14 cities, Emiza is uniquely positioned to support The Souled Store in expanding beyond metro cities, tapping into the growing consumer base in 'Bharat.' By leveraging Emiza's expertise, The Souled Store has improved its operational efficiency, enhanced customer experiences, and maintained the high standards that have defined its success. As India's fashion e-commerce market continues to grow, this collaboration sets a new benchmark for operational excellence and customer satisfaction, driving both brands toward a prosperous future.



India aims to slash logistics costs to single-digit percentage in next five years

India is set to bring down its logistics costs to a single-digit percentage within the next five years, Union Road Transport and Highways Minister Nitin Gadkari announced on Thursday. Speaking at the 'Deloitte Government Summit,' Gadkari highlighted the ongoing construction of highways and expressways as key initiatives to reduce these costs.

"I am confident that within five years our logistics cost will be in single-digit," he stated, underscoring the government's commitment to infrastructural development.

In contrast, the National Council of Applied Economic Research (NCAER) estimates indicated that India's logistics cost ranged between 7.8% to 8.9% of GDP in the fiscal year 2021-22. The reduction in logistics costs is seen as a crucial step toward enhancing India's economic efficiency and global competitiveness.

Gadkari also expressed his vision for India's automobile industry, aiming to make it the largest in the world. India recently surpassed Japan to become the third-largest automobile market globally, following only the United States and China. The industry's value has surged from INR 7.5 lakh crore in 2014 to INR 22 lakh crore in 2024.

Macro-Economic Outlook

Discussing the broader economic landscape, Gadkari described India as the fastest-growing major economy globally. He emphasized the importance of increasing the purchasing power of farmers to drive economic growth. "If we can increase the purchasing power of farmers, then it will have a big positive impact on our economy," Gadkari said.

He also stressed the need for India to enhance exports while curbing imports to bolster the country's economic standing. In addition, he advocated for the development of 'smart villages' as economically viable entities alongside the concept of smart cities.

Focus on Performance Audit

Highlighting the significance of efficiency, Gadkari opined that performance audits should take precedence over financial audits in organizations. This approach, according to him, can help drive better outcomes and enhance overall productivity.

The government's focus on reducing logistics costs, expanding the automobile industry, and improving the macroeconomic environment marks a concerted effort to position India as a leading global economy in the coming years.

1 in 3 Car Buyers are Likely to Buy an Electric Vehicle, Reveals Way2News Survey

With over 43% prioritizing safety features, 58% opting for SUVs, and 31% expressing interest in electric vehicles, the Way2News survey, with ~4,00,000 respondents across five states, signals a transformative period for the auto industry amidst a challenging year



As India gears up for the festive season—a period traditionally marked by increased consumer spending—Way2News, a leading hyperlocal news platform, has released its latest report titled **“Gearing Up: A Look at India’s Car-Buying Mindset.”** Based on insights gathered from over **400,000 respondents across the 5 South Indian states - Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, and Kerala** - the report provides a comprehensive look into the evolving preferences and behaviours of car buyers in South India during this crucial sales period for the automobile industry.

While the 2023 festive season recorded the automobile industry’s highest-ever sales figures—buoyed by a 19% sales spike driven by pent-up demand—2024 paints a contrasting picture. The Indian automobile market has experienced a notable slowdown, with recent reports indicating that

approximately [7 lakh unsold cars, valued at around ₹70,000 crores](#), are currently stagnating at dealerships across the country. If not addressed, this surplus inventory could impose significant financial strain on dealers. Traditionally, the festive season from Navratri to Diwali has been a make-or-break period for automakers, with car sales often peaking as consumers time their purchases to align with auspicious dates. However, in 2024, this period represents more than just a cultural milestone—industry experts view this festive season as the automobile industry’s best chance to reverse the downward trend and reignite demand. Notably, the Way2News survey aligns with this, revealing that **42% of respondents plan to buy or upgrade their car within the next 12 months**, signalling a potential resurgence in sales after a challenging period. Strategic marketing efforts, informed by consumer behaviour



data, could help automakers turn this challenge into a success story.

In line with these evolving industry trends, the Way2News survey has uncovered several striking trends that could provide valuable insights for automakers looking to tap into consumer sentiment. Shifting priorities, a strong preference for SUVs, a growing interest in electric vehicles (EVs), and an increasing reliance on digital platforms are shaping the auto-buying landscape in South India.

Key Insights from the Report:

- 1. Safety Takes Precedence:** One of the most notable shifts in the report is the emergence of safety features as a critical factor for car buyers. **43% of respondents** cited safety—such as **airbags, ABS, and advanced driver assistance systems (ADAS)**—as their top priority, surpassing traditional decision drivers like **price** or **fuel efficiency**. This heightened focus on safety reflects a growing awareness of road safety among South Indian buyers, a marked shift from previous years when aesthetics and affordability led decision-making
- 2. SUVs Dominate the Market:** The report highlights the **continued dominance of SUVs**, with **58% of respondents showing** a strong preference for this category. The growing popularity of SUVs is not just a trend—it's a reflection of the **lifestyle aspirations** of modern buyers, who prioritize **space, power, and practicality**. SUVs are no longer just vehicles—they are seen as a **lifestyle upgrade**, symbolizing **status and comfort**. In contrast, other vehicle categories like **sedans (20%), hatchbacks (14%), and MUVs (8%)** serve niche markets but trail significantly behind SUVs

- 3. Electric Vehicles Gain Ground:** In what may be one of the most surprising findings, **31% of respondents expressed interest in purchasing electric vehicles (EVs)**, signalling a major shift toward sustainability. With **65% of buyers prioritizing eco-friendly options**, and with **Union Minister Nitin Gadkari's** push to phase out diesel vehicles gaining traction, the Indian auto industry is clearly on the verge of embracing **cleaner, greener alternatives**. The report underscores that the **green wave** is not just a trend; it's a fundamental shift that is likely to reshape the industry in the years to come
- 4. Digital Platforms Drive Decision-Making:** The Way2News report also emphasizes the growing influence of **digital platforms** in car-buying decisions. Over **two-thirds of respondents** now rely on **online resources**, including **social media, comparison websites, and online reviews**, to inform their vehicle purchases. This shift towards **digital-first research** underlines the importance of online presence and reputation for automakers and dealerships alike
- 5. Financing Flexibility a Crucial Factor:** With rising fuel costs and increased loan interest rates, **car loans and instalment plans** have become a go-to option for over half of the respondents. The report indicates that **affordability and financing options** will play a crucial role in driving sales during the festive period, making it important for automakers to offer flexible financing solutions to attract buyers

"The findings of this survey highlight a transformative shift in consumer priorities. Safety, SUVs, and sustainability are no longer just trends; they are the core drivers of the auto industry in South India as we approach this festive season. As automakers adapt to these changing preferences, understanding consumer sentiment will be key to navigating the challenges of this year and harnessing the opportunities the festive season brings," said **Raju Vanapala, Founder and CEO of Way2News**.

As South India enters the festive season, the focus is not merely on driving sales but on building trust and connecting with consumers through core values of safety, sustainability, and lifestyle appeal. By strategically leveraging the festive season, manufacturers can navigate the challenges of a slowing market while cultivating a resilient brand presence that aligns with the aspirations of modern car buyers. This festive period has the potential to be a turning point for the auto industry, ushering in a new era of growth and innovation.

Readywire Prepares Automotive Dealerships for Peak Season Surge



Readywire has announced that its AI-driven cloud-based ERP solution is not only transforming the way automotive dealerships manage their operations year-round but also equipping them for peak periods, such as festive seasons and year-end surges. . With its affordable AI-driven platform, Readywire empowers dealerships to handle increased enquiries and transactions seamlessly, ensuring efficient and streamlined operations during both regular business and high-demand periods.

As dealerships prepare for significant increases in customer walk-ins, inquiries, and transactions during peak periods, many face challenges due to manual processes and disconnected systems. These limitations often lead to missed inquiries; longer wait times for test drives, and errors in promotional offers, resulting in lost sales and customer dissatisfaction.

Readywire's AI-driven cloud ERP addresses these challenges with a comprehensive solution. Its automated inquiry tracking system ensures every lead is meticulously followed up, significantly reducing the risk of missed sales opportunities. The platform also features automated test drive scheduling, enabling dealerships to manage heightened demand without overwhelming staff and ensuring smooth customer experiences. Additionally, real-time tracking and updating of discounts and promotions eliminate errors, providing sales teams with the most current information to assist customers effectively.

"Peak season is a critical time for dealerships," said

Viren Choudary, Founder & CEO of Readywire. "With Readywire's platform, dealerships can streamline operations, meet customer demand, and turn operational challenges into growth opportunities."

Readywire remains committed to enhancing dealership operations, promoting superior customer experiences, and ensuring compliance with data protection regulations, making it a vital partner for automotive dealerships navigating the complexities of peak periods.



VIREN CHOUDARY

FOUNDER & CEO OF READYWIRE

Auto component sector is a success story in global competitiveness due to its quality, says Piyush Goyal

While India has a lot of work to do in getting various industries aligned with quality standards, the auto component sector is a success story in terms of global competitiveness due to its quality and cost-effectiveness, said Commerce and Industry Minister Piyush Goyal on Wednesday. He was speaking at the 2-day Indian Foundation of Quality Management (IFQM) Symposium here.

Auto component sector, which at one point did not even have a significant presence in the country, has now taken a lead in the world. "Today, India is capturing markets in developed countries across the world (in this sector). This ability to think big will define India's sustainable future in terms of being recognised as a brand," the Minister said.

This is one sector which comes up in my FTA negotiations to say they do not have any problem opening Indian markets to anybody in the world. They have the confidence to not be worried about any competition as they have the ability to beat them because of their quality and cost competitiveness, he added.

Goyal called for industry leaders across the sectors to partner with the government in extending the quality ecosystem to MSMEs and smaller providers. He also stressed on the importance of changing the mindset regarding quality, both for consumers and manufacturers.

However, he emphasised that export competitiveness will come from high-quality products rather than subsidies or protectionism from the government.



Piyush Goyal, Commerce and Industry Minister

The Minister stated that India has seen a 6X growth in quality control orders in the past 10 years. Until 2014, there were only 14 quality control orders covering 106 products. Now, there are 174 quality control orders covering 732 products.

Sharing an anecdote from the toy industry, the Minister said it was a tough task to get the industry to accept making products as per high quality standards. There was a lot of opposition faced initially while introducing quality control orders. But despite initial resistance, it led to increased domestic manufacturing and exports.

"Originally the thinking was that just setting BIS standards will be good enough. But despite having these standards, making people work on those was not successful," he said.

Going forward, he called for industry participation in technical standards committees to keep standards up-to-date and aligned with global benchmarks.

India's mining and construction equipment industry to expand by 70-80 % in next 5 years: ICRA

India's mining and construction equipment (MCE) industry is poised for significant growth, with localisation levels expected to increase to 70-80 % in the next 5-7 years, highlighted ICRA in a report.

It also noted that this shift could help the industry save nearly USD 3 billion in foreign exchange annually and boost India's cost competitiveness, enhancing its export potential.

As per ICRA, the MCE industry, which is riding on the back of India's infrastructure-led growth, has already grown at a compound annual growth rate (CAGR) of 12 % over the past decade (FY2015-FY2024), reaching 1.36 lakh unit sales in FY2024.

It added that the industry is set to become a USD 25 billion market by 2030, according to projections.

"With a potential of becoming a USD 25 billion market in annual revenues, this could mean approx.

USD 3 billion in forex savings annually" said ICRA.

The ICRA noted that achieving this target will require the development of a strong supply chain ecosystem. A robust

supply chain is crucial for realising the MCE industry's Vision 2030, which aims to make India the world's second-largest MCE market and a global hub for manufacturing and exports.

It added that several factors are supporting the drive towards greater localisation. The government's Production Linked Incentive (PLI) scheme for sectors such as specialty steel and auto components is encouraging domestic production.

Additionally, the shift in global geopolitical dynamics, including the China+1 strategy adopted by original equipment manufacturers (OEMs), is prompting more investment in India.

On a broader scale, the Indian government is taking steps to improve the ease of doing business and is focusing on building better infrastructure to attract investments, further strengthening the competitiveness of the domestic manufacturing industry.

The MCE industry today has high import dependence, with approx. 50 % of its components (by value) being imported from the OEMs based out of China, Japan, South Korea, Germany, among others. The industry is also dependent on imports for certain key raw materials like specialty steel.



Atul Greentech partners Jio Platforms to drive Innovation and Digital Transformation by using Jio's state-of-the-art IoT Mobility Technology

Atul Greentech Private Limited, a subsidiary of Atul Auto Limited, has unveiled a strategic alliance with Jio Platforms Limited (Jio) to spearhead innovation and digital transformation in the electric vehicle sector. The partnership will enable Atul Greentech to offer superior electric vehicle (EV) and e-mobility solutions to its customers across South America, the European Union, Eastern Africa, and the domestic Indian market.



This collaboration leverages Jio's advanced IoT mobility technology, integrating cutting-edge hardware, software, and connectivity to provide real-time telematics data and high reliability for users.

Atul Greentech will apply Jio's state-of-the-art charging solutions, automotive clusters, telematics hardware and platform, and international M2M connectivity solutions for its customers across B2B and B2C sectors globally. This will help them enhance local sourcing, establish a robust supply chain, and optimize data usage, reducing charging time while maximizing benefits for fleet operators and end users.

The partnership will focus on all 3-Wheeler platforms of ATUL Greentech including ATUL MOBILI for passenger vehicles and ATUL ENERGIE for cargo vehicles. Integrating the Jio Telematics plus Network Connectivity in the solutions will help offer a range of features to EV owners, including tracking, vehicle health monitoring, safety-security, and navigation-routing, ensuring a seamless usage experience.

Dr Vijay Kedia, Director, Atul Auto, said, "Atul Greentech is looking to open new ways to responsibly choose partner to rapidly scale up electric vehicle production to break new ground for a new era of sustainable transformation in the automotive industry. With this strategic tie up Atul Greentech would be strengthening environmental and electrification technologies using Jio's digital eco-system."

Managing Director of Atul Greentech, Mr Divya Chandra, said, "We are thrilled to collaborate with Jio to expand green mobility services and solutions globally. Leveraging Jio's technology and expertise, we are confident in delivering an enhanced customer experience."

Mr Ashish Lodha, President, Jio Platforms Ltd, said, "We are pleased to partner with Atul Greentech to drive e-mobility transformation in India and globally. Through the powerful combination of mobility technology and the combined expertise, we are confident of driving new value in the 3W segment."

Achilles launches new App to make it easier for suppliers to manage sustainability performance

Achilles suppliers can now access their Sustainability Score, insights, and key tools on iOS and Android devices with the new Achilles app.

Achilles, a global leader in supply chain risk and performance management, today launched a new app allowing Achilles suppliers around the world to access their Achilles score, score insights and other tools directly from their iOS or Android devices.

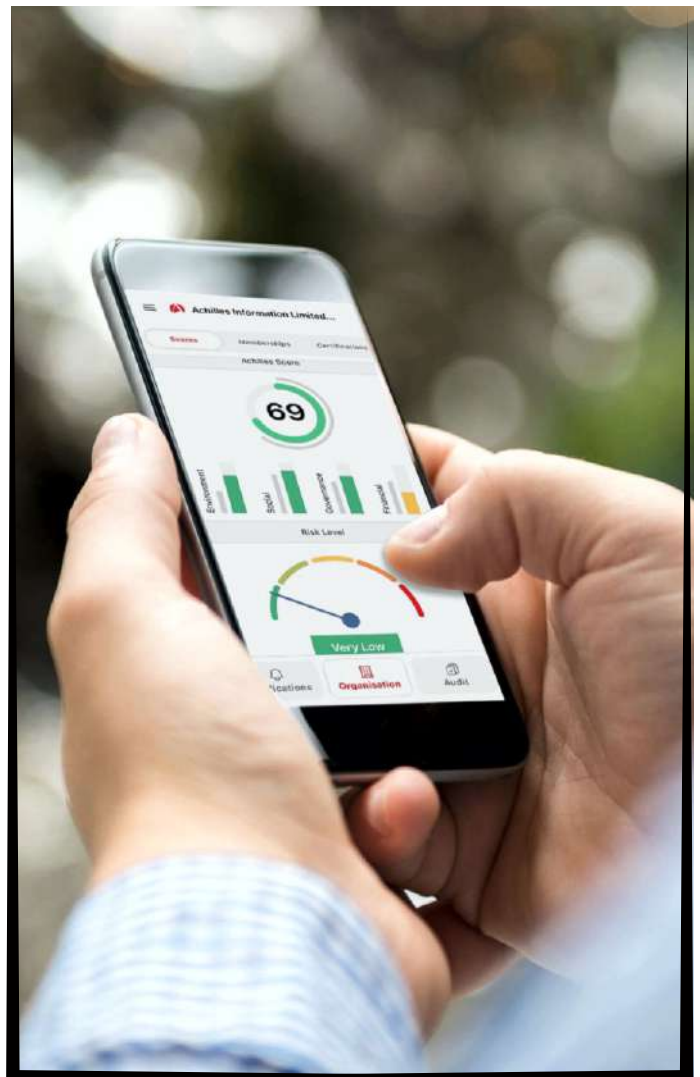
Now, Achilles suppliers can view their Achilles Sustainability Score and related strengths and weaknesses, receive real-time notifications from Achilles buyers and Achilles while on the move; check their profile to see if their Achilles questionnaire, documents and certificates are up to date, see when their audit expires, and find their Achilles ID.

Additional features, including the ability to access non-conformances and improvement actions, detailed Audit Reports and document scanning and upload, will be available in the coming months.

Mark Chamberlain, Achilles' Chief Product Officer said, "Our new app represents a significant step forward in empowering our suppliers with access to their Achilles Sustainability Scores and other critical tools. By bringing these features directly to mobile devices, we're making it easier for suppliers to stay informed, manage their profiles, and engage with buyers on the go. This is just the beginning, and we're excited to continue expanding the app's capabilities in the coming months."

Smitha Shetty, Regional Director APAC at Achilles, added, "This app puts the power of sustainability improvement directly into the hands of our suppliers. It provides them with the insights and tools they need to enhance their sustainability performance, strengthening their relationships with buyers and contributing to a more responsible and sustainable supply chain across the APAC region."

The Achilles App is currently available in English and Spanish and has been designed to provide a seamless and engaging user experience across all platforms. It is available for free download on both the Apple App Store and Google Play. Support for additional languages will be expanded over time.





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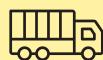
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