

# Widened domestic reach and international foray – Footprint expansion of NTC Logistics: Ms. Shantha Martin - CEO - Global Freight Forwarding

drugs



will have a stop.....

Ms. Shantha Martin, CEO- Global Freight Forwarding

TTC Group has **I**aunched a dedicated company Boxory **Logistics Pvt Limited with** the aim of expanding its market to cover less than container load business. I am sure you would have done a market research before you launched the business. How is the market for less than container load and which are the ports the business could thrive?

LCL business is only set to gather momentum in the years to come, since as a country we are set to take giant steps in most of the primary and secondary sectors. In this the SMEs and SMSEs will have a vital role to play.

The need is to penetrate the vast possibilities which

is spread across hinterlands. To this effect the choice of the ports has to be strategic. Just giving credence to specific ports will not be the right way to define opportunity. Oopportunity will be at every port and BOXORY will be poised to make good every such opportunity.

While Nhavsheva Mundra, Chennai will continue to grow, we'll also see growth at the ports located at Vishakapatnam, Tuticorin, Kochi, Odisha, Kolkatta and Mangalore.

2) Less than container loads are small parcels patronized by SMEs and MSMEs in the bottom ladder of manufacturing industry. The corona pandemic has eroded the viability of majority of the MSME

When do you think this segment of manufacturing will regain its strength?

It is true that the pandemic has dealt a massive blow to the MSEs and MSMEs. However steadily for them the opportunities have begun to shape up again. The various government initiatives have helped the SMEs and MSMEs get back on the growth path. It's a matter of time when things will begin to look up, and we as logistics service providers should create avenues to facilitate their logistic needs. At BOXORY this is our mission

3) MSME industry has large presence in western Tamil Nadu especially in Coimbatore region with VOC Port Tuticorin and Cochin being the serving ports. Both the ports especially **Tuticorin has limited port** infrastructure as of now. Not many liner vessels call at this port which has been relegated to the position of a feeder port depending upon Colombo for existence. How will this aspect have an impact on your business?

At the current juncture the infrastructure at Tuticorin and Cochin ports is not geared for berthing

business in the country. larger vessels, which had (Kolkata) corridor will caused logistics operators serving South India, to greatly depend on Colombo for the international connections.

registration

The recent geopolitical developments in Colombo has taught us a great lesson in terms of reducing our reliance on Columbo port and have viable options in its place. The Colombo crisis as we all know, has caused severe delays in connections. It's also noteworthy that rerouting cargo via Singapore and Port Klang proves to be more expensive.

The infrastructural focus at the ports in Tuticorin and Cochin is the current need of the hour such that Southern India has direct connection to the international markets.

4) Manufacturing industry in the country has shifted to Gujarat, Maharashtra and certain parts of Northern India. In a years time the JNPT (Mumbai) Dadri (Delhi) dedicated freight corridor will be commissioned bringing about a major change in Logistics for movement of cargo from Ports in Gujarat Maharashtra to the North Indian hinterland. By 2025 Ludhiana Dankuni

also be commissioned. How do you propose to use these corridors to enhance your company's business?

The much touted dedicated freight corridors will greatly reduce logistics cost and speed up movements.

At NTC we offer complete logistic solutions for global freight movement by air and ocean, road transport, customs clearance and warehousing.

We do have plans to set up warehouses and FTWZ's along the freight corridors through a hybrid (owned and leased) model.

Additionally we plan to enter the business of operating container trains to facilitate cargo movement along these corridors. With a large fleet of over 3000 trailers, NTC would be in a better position to offer customers total road transport solutions.

We also plan to open strategic offices along the route to cater to the client requirements in terms of moving international cargo in and out of India with customized solutions.

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presence in the road movement sector having over 2500 tractor trailers in business. Since road transportation costs high, leave big are carbon footprint besides causing congestion, it is mostly used as last mile connectivity or to cover short distances up to 350 kilometers. Railways are promoting private sector in freight business in a big way. Do you have plans to enter the business of operating container trains as part of diversification of your logistics business? Already answered

above. 6) Over 90 per cent

of cargo movement in Chennai, Kamarajar, Katupalli and VOC Port Tuticorin ports are done over rail in the present by the road sector causing scenario on account of the problems which I had transport service to the

mentioned earlier. Do vou think limited number of container trains could be operated in the private sector from these ports. EXIM trade in this area love road transport since they provide last mile connectivity. Any multi modal mechanism could be evolved so that these ports could minimize the dependence on road sector to the extent possible. With the signing of free trade agreements with **United Arab Emirates** and Australia, both the countries close to ports in southern India, what is your assessment of growth in volumes especially in less than container load segment?

Customers prefer road

door, especially in difficult terrains; the issue of pilferage too is less, when it comes to road transport.

Greater impetus needs to be given by railways in terms of ramping up infrastructure such as upgrading capacity, equipment enhancement, lines more rail and rail sidings, increased frequency in the movements and wider connectivity with shorter hauls. This will bring in cost effectiveness which will lead to more customers subscribing to rail facility for a better multi modal solution.

The Comprehensive partnership Economic agreements with UAE will significantly boost the LCL volumes. As per the agreement more than 90% of Indian goods category will avail duty free access. To a great extent, the export items such as textiles, pharma, leather (which were facing tough competition from exporters in China and other Subcontinent markets) will be able to take advantage of the free trade agreement.

On similar grounds the trade agreement with Australia will provide zero duty exports to 100% tariff lines from India to the Australian market. This will facilitate India's various labor-intensive sectors to market their products in Australia.

Apart from the large Indian exporters, the medium and small players will also see new growth opportunities.

This will lead to volumes growing significantly in the less than container segment

7) You have included infrastructure as one of the

verticals of your company, do you see any role for your company in toning up port infrastructure which is weak in southern ports in future?

While this may not be at the core of our focus at the moment, we can certainly partner with other agencies and provide dynamic inputs for the policy makers and policy implementors when it comes to toning up the port infrastructure.

8) As you are the leader in movement of project cargo for renewable energy, can you give us an idea on which of the states that will do well in solar wind and tidal energy in the coming days?

by Triggered the National Action Plan on Climate Change (2008), India has sought bold yet viable measures to source renewable energy.

Turn to Page - 4 -



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## **MARINE NEWS**

## Widened domestic reach and international foray.....From Page - 3

While India has a potential for 54 Giga Watts of ocean energy (of which 12.45 GW is tidal energy and 41.3 GW is wave power), the practicality is very far from this, considering the very high non-viable project and cost. Tidal Energy has been able to gather some initial moment only in West Bengal and Gujarat, with possible future potential in other Sea lined states as well

Apart from the potential of Solar Energy, which is distributed more or less uniformly across the Indian states with larger concentration in Rajasthan and Gujarat, the potential for wind energy is largely limited to the states of Tamil Nadu, Karnataka, Andhra Pradesh, Maharashtra, Gujarat and Andhra Pradesh.

Hence we need to emerging opportunities. keep a keen eye on the Focus on our strengths

Apart from the potential development of policy Solar Energy, which matters such that we can distributed more or tap opportunities as and s uniformly across the when they come.

> 9) What are your plans to reach a turnover of ten billion us dollars by 2030 now that you are at the striking distance of two billion us dollars by 2025?

> The plan stays simple, stay ahead in the race when it comes to the emerging opportunities. Focus on our strengths

and make ourselves the preferred logistics player by delivering the desired results for our clients.

Sagar Sandesh

"Failure is a lesson learned; success is a lesson applied."

We are expanding our foot print in India and overseas. Currently we have 21 offices in India covering all major cities and strategic port areas alongwith offices in Hongkong, Malaysia and Australia. We are also in the process of opening offices in the Middle East, Europe , Africa and USA. We also have 2 acquisitions lined up currently.

Our CMD, Dr.K.Chandramohan harbours a vision of serving emerging entrepreneurs especially in the hinterlands of India and globally expand the business lines into major geographies by employing at least 25,000 people across the globe.

With our own organic growth coupled with inorganic growth we will surely reach our envisioned targets.



NMEX SMM India. the premier trade exhibition for the shipping and maritime industries, is set to be held at the Jio World Convention Center, BKC, Mumbai from 1st – 3rd June 2022. The event will emphasize crafting a platform for global manufacturers and suppliers to showcase their state-of-the-art products to the South Asian maritime market with over 100 brands. The conglomeration will also witness seminars and discussions on smart & decarbonization, shipping shipbuilding - Creating Right Ecosystem Marine Insurance in India, Port Opportunities, and many more to transform the maritime and shipping sector in India.

Elaborating on the focus of this year's edition, **Mr. Yogesh Mudras, Managing Director, Informa Markets** in India, said, "Maritime transport is the most economical and sustainable way to transport large goods throughout the world. Today, around 90% of world trade is carried by the maritime industry, and it handles around 70% of India's trading in terms of value. Moreover, India is a strategically located country with a coastline of approximately 7517

# INMEX SMM India Expo to address the \$250 bn Indian Shipping and Maritime Industry

km. The Maritime India Vision that our Hon'ble Prime Minister launched in 2021 has identified over 150 initiatives to boost the Indian Maritime and Shipping sector. The vision serves as a blueprint to achieve an accelerated and coordinated development of India's diverse maritime sector. Backed by massive reach and know-how in the Indian market, Informa Markets in India and Hamburg Messe und Congress are honored to have the opportunity to serve the shipping and maritime sector and highlight challenges and opportunities for the growth of the sector."

Attendees to the three-day event will benefit from the multiple business opportunities existent within shipbuilding, shipyards, fittings and equipment, cargo handling systems, electrical engineering/electronics, technology, ports and port technology, ocean engineering, offshore marine technology, naval weapon systems, and dredging to facilitate exposure of domestic and international players to the Indian market.

The key industry players participating in this event include Mitsubishi, Suzuki Marine, Exalto Emirates, Chowgule Group, Aries Technical Sales & Service Pvt Ltd, Indian Register of Shipping, Indian Navy, Teignbridge Propellers, Vulkan Technologies, Garden Reach Shipbuilders & Engineers Ltd, Scania, Moloobhoys amongst others. A B2B Buyers Programme will facilitate specialized meetings between exhibitors and buyers at the Maritime Business Lounge.

The Indian shipping and maritime sector, pegged at approximately \$250 billion, is expected to grow at a 10-12% CAGR in the coming years. The government has been undertaking several initiatives such as the Sagarmala Programme, Ghogha – Hazira RoPAX Ferry, Port development, Merchant Shipping Bill, GST reduction, and Inland water transport to accelerate the growth of the shipping sector. Also, the Government of India has allowed Foreign Direct Investment (FDI) of up to 100% under the automatic route for port and harbor construction and maintenance projects. With adequate policy support and a growth in external trade, India's shipping industry has immense potential to scale new heights and support India's economic growth.

The expo is supported by the Indian Register of Shipping, Institute of Marine Engineers (India), National Maritime Foundation, Indian Port Association, Indian National Shipowners Association, ICC Shipping Association, Maritime of Association Nationwide Shipping Agencies, Foreign Owners Representatives & Ship Managers Association (FOSMA), Association of Multimodal Transport Operators of India



(AMTOI), Maritime Training Guild, Konkan Maritime Cluster amongst others. Apart from key industry professionals, personnel from Shipowners, Ship management companies, the Ministry of Defense, Ministry of Shipping, Ministry of Commerce and Industry, National Shipping Board, Directorate of Procurement and Directorate of Quality Assurance, and Indian Navy, among others will be present at the show.

#### About Informa Markets

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4