

APPOINTMENTS

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Port volumes up 4% MoM, e-way bills up 16%, railway up 16% in Sept: IND-RA .. See Pg. 14

E-way bills: 64.1 million e-invoices generated in October, highest since the introduction of the system .. See Pg. 13



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EVERGREEN LINE	
'CIX' Service East Bound	'CIX' 2 Service
'CIX' 3 Service	'PMX' Service
'AGI' Service	

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Allcargo Logistics rolls out ECU360 in India, redefines automation and digitalisation in the Indian logistics space



MUMBAI: Allcargo Logistics, India's largest end-to-end integrated logistics service provider has rolled out the online booking facility on its digital platform – ECU360 (the global logistics tool) now, in India. The entirely automated digital service will help the mid-sized & small-sized freight forwarders and the CHAs in India to achieve speed and business growth with instant bookings, instant quotation and real-time pricing, says Allcargo.

While commenting on the launch, Vaishnav Shetty, Executive Director, ECU Worldwide, said, "In the post-pandemic world, customers across the globe are moving from a traditional approach to digitally optimized service offerings. On the other hand, the Indian logistics industry is quickly maturing by adopting superior systems and reforms in operations and customer service. ECU360 will accelerate that transformation by offering a transparent interface, seamless cargo mobility, and a comprehensive overview of the overall supply chain to its clients. In fact, ECU360 has already set up an industry benchmark of its own in customer delight with its unmatched global pricing and thoughtfully designed automated booking procedure." ECU Worldwide is the

global subsidiary of Allcargo Logistics

Shetty also added, "Shippers and freight forwarders have realised that digitalisation is the way forward to simplify the day-to-day operations. However, excessive digitalisation sometimes adds a different type of complexity in operations. ECU360 aims to reduce the operational complexity with its customised services."

The first-of-its-kind online platform primarily focuses on providing agility, cost-effectiveness and quality of services. Using the platform, customers can book their shipments online based on the end-to-end quotes from ECU360. They can track and trace the booked shipments from the point of origination and destination with real-time updates.



Vaishnav Shetty

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Powered by Hyper-Converged Infrastructure (HCI) technology, ECU360 offers facilities like generation of invoices, e-bills of lading, e-delivery orders and e-payment facilities. In addition, it comes with .SB file upload option, a convenient feature which facilitates autofill of relevant fields in the booking form, making it easier and faster for users to fill up the booking form and complete the booking process, within seconds. The same information then subsequently gets cascaded to the Shipping Instructions page, enabling the customers to complete their online SI submission with the blink of an eyelid, making the process faster.

All that the customers need to do is, upload the .sb flat in the digital portal ECU360 and confirm the correctness of the pre-filled details, to be in order. The booking and shipping are entirely automated on this platform.

ECU360 launched internationally in 2018 has emerged as the most sought-after online destination for global trade, as it offers door-to-door quotes of more than 55+ countries with pickup and delivery options. Apart from offering comprehensive cargo visibility to the customers throughout the cargo shipping cycle, it leverages a multimodal operational mechanism to facilitate the transportation of shipments across diverse operational touch points.

Thanks to ECU360, freight forwarders in India will now be able to serve their clients with quick schedule options, says Allcargo.

ECU360 has developed strong traction in the global logistics landscape and the tool is being widely used across all mature markets of the world like the Americas, Germany, UK, Canada, etc.