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## COLD CHAIN

Revolutionising the supply chain



# De-risking operations with new-age tech

With pandemic-induced disruptions altering the functional narrative of the logistics industry, the role of tech-based solutions has become even more prominent. The adoption of new-age technologies have led to the development of technologically advanced logistics models, shares **Suresh Kumar**, CEO, Allcargo Logistics Ltd.



Priyanshi Bana

*How has the pandemic affected the logistics sector? What steps were taken to mitigate the challenges posed by the pandemic?*

COVID-19 has transformed the operational dynamics of businesses. Allcargo, and other logistics and supply chain solutions providers have adapted to the changes and facilitated the response of organisations across sectors. The global supply chains are in the process of re-balancing with companies quickly learning from the extraordinary situation and focussing on de-risking operations. The pivot towards emerging markets, like India, to derive benefits of a diversified supply base is an example. In India, the domestic logistics sector played a crucial role during the



**Suresh Kumar**  
CEO  
Allcargo Logistics Ltd

pandemic to ensure that the country's EXIM trade remained unaffected.

At Allcargo Logistics, we walked the extra mile to minimise the pandemic's impact on supply chains of our customers. For instance, with the widest CFS-ICD network of the country, we supported port operations and helped them remain largely unaffected. As more and more companies opted for 3PL services to keep the business running during the pandemic, our teams at Avvashya CCI offered end-to-end services to healthcare, chemical and pharmaceutical sectors so that companies could maintain supply and delivery schedules.

We strengthened the technology-integration to our warehousing facilities with the adoption of digital technologies, hand-held devices, RFID and barcodes, voice picking and ring scanners, etc., to empower our workforce and enhance throughput.

On the other hand, at the global trade level, we were constantly interacting with stakeholders through usual tech-enabled communication interfaces and, most importantly, through our advanced digital platform – ECU360. Thanks to the track and trace facility of ECU360, our global clientele managed to book, transact and track shipments from the points of origin and destinations real-time.







Our Projects & Equipment (P&E) division demonstrated its commitment in many assignments during the lockdown period. For example, moving a 76-metre long super over dimensional cargo (ODC) from L&T Hazira in Gujarat to IOCL Paradip in Odisha was a mammoth feat. Moreover, the logistics industry joined hands with corporate India and the government to mitigate the impact of the pandemic by offering their transportation networks and resources in moving essential lifesaving kits and oxygen to the affected areas. In our own way, we supported the efforts of the government and organisations, which counted on us for import and transport of critical health equipment, such as oxygen concentrators. All this was undertaken even as we encouraged our teams spread across the globe to follow safety protocols.

***What is your take on the latest technologies, like AI or IoT, making significant contribution in streamlining the logistics sector?***

With pandemic-induced disruptions

altering the functional narrative of the logistics industry, the role of tech-based solutions has become even more prominent. The adoption of new-age technologies, like artificial intelligence (AI) and Internet of Things (IoT), have led to the development of technologically advanced logistics models, offering contactless delivery and end-to-end cargo visibility.

As a tech-focussed company, we have adopted digital technology solutions to streamline workflows, improve business outcomes and improve our service efficiency levels. ECU360, our tech-enabled end-to-end digital platform for global trade which has been expanding its market outreach, leverages advanced technologies to help customers plan their supply chains and book, transact and track their shipments from point of origin to destination. ECU360 has helped small freight-forwarders and CHAs in the digital transformation of their business and gain scale and competitive outreach

✈️ **We strengthened the technology-integration to our warehousing facilities with the adoption of digital technologies to empower our workforce and enhance throughput** 🚚

across global markets. With the rising e-Commerce penetration, demand for smart warehouses with higher throughput will further grow.

***Do you think adopting latest technologies will have a severe impact on the workforce?***

The pandemic has underlined the need to set up smart and agile operational frameworks by leveraging advanced technologies to deliver superior customer satisfaction and engagement. Allcargo derives its operational strength and superior customer centricity by striking a strategic balance between human capital and technology adoption.

In fact, our teams across diverse verticals have demonstrated high levels of commitment in establishing robust customer relationships while working remotely leveraging technology. While adopting technologies, our focus is to unlock value for our stakeholders and employees. Our employees remain pivotal to our growth and through adoption of tech tools and solutions, we try to maximise productivity, efficiency for customers and workplace engagement.



## FACTFILE

✈️ Hadquartered in Mumbai, services of Allcargo Logistics Ltd., comprise global multimodal transport operations, pan-India container freight stations, inland container depots, third-party logistics, warehousing, contract logistics and logistics parks.