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Postal Registration No.: DL (S)-17/3372/2019-2021
WPP No.: U(S)-81/2019-2021
Posted at Lodi Road HPO, ND on the 4th-5th same month
RNI No.: DELENG/2009/31040
Published on the 2nd of the same month

VOL XII ISSUE VII JUNE 2021 | ₹20



**DURABLES
DEMAND
DEPENDABLE
SUPPLY CHAINS**

According to Anoop Chauhan, Chief Operating Officer - Supply Chain, Avvashya CCI Logistics, the company plans to aggressively pursue creation of mega warehousing units in strategic locations across the country in alignment with government's larger focus on infrastructure revamp. In an interview with Ritika Arora Bhola, Chauhan extensively discusses the company's future plans and projects...

How is your company adapting to the new normal? Any significant shift in the way you operated before and now?

We, at Avvashya CCI Logistics, adapted to the new normal with exceptional agility. We integrated digitisation into our operational framework on a war footing. As a result, we managed to restart operations within 48 hours of the imposition of the first nationwide lockdown in March 2020. We took our entire back office on digital platforms to ensure business continuity. We put in place digitised systems and processes to facilitate remote working and online employee engagement apart from enhancing service delivery standards and ensuring equipment upkeep. Because of such preparedness, we have been successful in serving the growing demand of our e-commerce customers, assisting them in fulfilling their last-mile delivery commitments.

What have been the main elements of Avvashya CCI Logistics' operational consolidation in the last few years?

In the last couple of years, we initiated a phase of strategic consolidation at the operational level to align our core strength and functional capabilities more effectively with the market demands. The idea was to develop a scalable and customised logistics service delivery mechanism capable of catering to varied industry requirements.

To begin with, we focused on further enhancing operational competencies of



OUR AIM IS TO EXPAND OPERATIONAL FOOTPRINT IN TIER II CITIES

the four key service segments— freight forwarding, customs clearance, contract logistics and warehousing. We have also developed four core industry verticals— food, pharma and chemicals; auto and engineering; e-commerce retail; and consumer durables and IT (CDIT). Each vertical has a separate benchmark for manpower efficiency maximisation, warehousing space utilisation and other operational and management capabilities. Moreover, while carrying out consolidation, upgrading technology and infrastructure and bolstering service capabilities and bandwidth, we always ensure that our balance sheet remains clean.

To serve to our growing clientele and further expand the customer base, we have increased our warehousing footprint across the country to 50 lakh sq ft from 25 lakh sq ft in last three years. In addition, approximately 22 lakh sq ft of warehousing space is also in the pipeline.



Developing operational synergies with other group organisations is an integral part of our business strategy at Avvashya CCI Logistics. We have synced our warehousing services with Gati's express logistics to offer seamless integrated logistics solutions.

Because of our highly customer-centric approach, we managed to double our customer-base in the last two years. To serve to our growing clientele and further expand the customer base, we have increased our warehousing footprint across the country to 50 lakh sq ft from 25 lakh sq ft in last three years. In addition, approximately 22 lakh sq ft of warehousing space is also in the pipeline. The footprint expansion drive will cover Chennai, Mumbai and all major parts of northern and eastern India. In the east, we have set up 4 lakh sq ft of warehousing space in Bhubaneswar, Guwahati and Kolkata. We are aggressively expanding into the strategically important north-east region by constructing a warehousing facility in Siliguri in West Bengal and developing additional warehousing space in Guwahati in Assam.

Distribution and logistics sector is up for a dramatic transformation as the stakeholders seek to develop a host of storage and warehousing hubs to complement the ongoing mega infrastructure projects initiated by the government. How do you see those nurturing across the plans and strategies that you have set for your growth?

The government's focus on increasing infrastructure spending, developing road and railway infrastructure as well as economic corridors complements our plans to build mega warehousing hubs in strategic locations across the country. We have built warehousing hubs in Gurugram, Hyderabad and Bengaluru. Construction of mega hubs is underway in Chennai, Bengaluru, Kolkata and JNPT in Mumbai. So, our expansion goals are in sync with the government's infrastructure push. Our skill development initiatives are also in line with the gov-



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ernment's vision to create employability and employment opportunities. Allcargo Logistics has set up the Allcargo Multi Skill Development Centre in Uran near JNPT under the Pradhan Mantri Kaushal Kendra (PMKK) model to create employment opportunities for underprivileged youth and equip them with the right skill-sets.

Going forward, how will emerging trends, structural changes, and new business models re-define your operational capacity?

The contract logistics sector has been evolving at an accelerated pace driven by the rapidly changing market dynamics and as a result of that, companies offering contract logistics services must take prompt decisions to avoid paying a heavy price for the missed opportunities later on. Companies utilising new-age technologies to leverage the disruptions to their advantage will emerge front-runners. At this critical juncture, the decision-makers in the organisations need to develop business foresight to invest ahead of the curve. The phase is extremely fluid and one needs to focus

on the big picture to make a far-reaching impact. The phase of hyper-transformation has turned out to be a growth multiplier and we at Avvashya CCI are chasing aggressive growth targets. And to achieve those targets, we are aligning our resources, from people to infrastructure and technology.

Being a fully integrated 3PL service provider, we have maintained an impeccable track record of delivering logistics services during pandemic which has helped us excel on the customer satisfaction index. Not many 3PL companies in India have managed to achieve such service excellence benchmark, a key market differentiator of Avvashya CCI Logistics.

How would you explain the cornerstone of your future expansion plans?

Our aim is to expand our operational footprint in most of the tier II cities across the country. We are also expanding our portfolio of service offerings. We have recently launched CFS Plus, a unique integrated service offering which provides both CFS and warehousing services together. In addition, we have rolled out a new service vertical, Flexi Warehousing. This 'plug-and-play' service offering provides customers with the flexibility to set up a warehousing facility and office operations in a particular location. Based on customers' requirements, a part of the warehousing space can be partitioned and segregated and custom-built to serve specific purpose. Moreover, the customers will have the flexibility to opt for such warehousing services for limited or pre-determined periods. The service is currently available at our Gurugram facility in Haryana and we have plans to extend this facility across the country in future. [CC](#)