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 2nd floor, Shree Shakti Complex, Plot No. 302, Sector 11B, Gandhinagar (West) - 400 019, Mumbai  
 Tel : +91 - 2236 - 220225 | Fax : +91 - 2236 - 222989  
 E-mail : vanshlogistics@gmail.com | customercare@vanshlogistics.com |  
 accounts@vanshlogistics.com  
**DIRECTOR - Mr. Anand K. Deshpande** +91 98249 95999  
 Email : anandk@vanshlogisticsind.com **Web as at: www.vanshlogistics.com**

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## ‘Our aim with the roll-out of ECU360 is to democratise technology within the sector’

The next generation is now taking on key responsibilities at the helm of the Allcargo Logistics Group. In an exclusive interaction with Exim India, **Mr Vaishnav Shetty, Executive Director, ECU Worldwide**, who is the son of Mr Shashi Kiran Shetty, Founder-Chairman of Allcargo Logistics, talks about the company’s new initiatives to facilitate the cargo and logistics trade. ECU Worldwide is the global subsidiary of Allcargo Logistics.

**ECU360**  
 SHIP WITH A CLICK

**H**OW will the ECU360 platform help redraw the contours of automation and digitalisation in the Indian logistics space?

Indian logistics is experiencing a digital renaissance much like the rest of the world owing to the current socio-economic effects of the pandemic. The integration of digital technology across core supply chain processes, an evolution that faced systemic resistance to adoption in the past, is now being welcomed with open arms within the logistics industry. Seamless and convenient movement of



**Mr Vaishnav Shetty, Executive Director, ECU Worldwide**

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## **‘Our aim with the roll-out of ECU360 is to democratise technology within the sector’**

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cargo paired with enhanced visibility, intelligence and efficiency are the key disruptive aspects of digital logistics and that’s precisely where ECU360 is hoping to make its mark. By striking the right balance between customer-centricity and technological innovation, the platform offers end-to-end logistics services to a global clientele. Features such as quick quotes from anywhere to anywhere and instant bookings through automation of shipping bills enable customers to do business 24x7 on a single platform. By leveraging ECU360’s easy to navigate features with a modern UI and UX, businesses can avail of door-to-door deliveries in over 50 countries, gain access to a global network operating in over 100 countries and be assured of transparency in tariffs and shipping schedules.

**How will mid-sized and small-sized freight forwarders and CHAs achieve speed and business growth by leveraging the ECU360 platform?**

Our aim with the roll-out of ECU360 is to democratise technology within the sector by offering a level playing field to our medium and smaller-sized partners. Providing small freight forwarders and CHAs with the gains of digitalisation, ECU360 opens up ECU’s global network to these businesses for operational outreach. Our customers can sustainably achieve scale and optimise their business processes by harnessing the smart tools and automated features embedded in the platform. Quick schedule options and attributes like instant quotation and real-time pricing enable small freight forwarders to serve their clients in an instantaneous and hassle-free manner.

**What are the unique facilities offered by ECU360 to streamline operations and achieve cost-effectiveness?**

ECU360 follows one of the core principles of Avvashya Group and our Chairman: Customer-centricity. The platform’s features are shaped by user feedback and we are constantly iterating the product based on sales and customer inputs from across the globe. ECU360 offers customers their own personal control tower, with the ability to service them throughout the cargo lifecycle. Our main goal is to give enhanced visibility, intelligence and efficiency to our customers.

We have recently released a cross trade feature allowing our customers to quote from and to anywhere, and will soon be coming out with an enhanced analytics feature for customers to track KPIs and service quality. 360 also facilitates the creation of “Smart Templates” that enable customers to save all their booking info into a template that can be instantly preloaded in repeat shipments; this is in addition to the automation feature that enables customers to upload their .SB file and auto fill booking & SI details within 5 seconds. Customers are also assured of a real-time overview of all their shipments on a single screen. Several more such customer-oriented features are in the pipeline for the latter half of 2021, and 2022 as well.

**Please comment on the global appeal of ECU360 as a most sought-after online destination for global trade**

ECU360 has widened its reach and gained acceptance with a global customer base spanning major markets from the Americas to Asia-Pacific. We now service around 30% of ECU Worldwide’s global export volume via the platform. Our goal as a team is to deliver true partnership and delight to our customers, and our biggest strength to enable that has been a highly committed and involved sales team who give constant guidance and input on how we can keep improving our product.