Total Transport Systems

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siliconindia 20 MOST PROMISING HIRE CARRIER SERVICE PROVIDERS - 2018

This annual listing of '20 Most Promising Hire Carrier Service Providers' represents not only the glory of companies offering efficient and timely hire carrier services, but also recognizes businesses disrupting the market trends.

Anamika Sahu
Managing Editor

COVER STORY

TOTAL TRANSPORT SYSTEMS

BEING THAT MOST AWAITED CHANGE IN THE INDIAN LOGISTICS

By Sujith Vasudevan

If anything that echoes as loud as 'digitization' from the logistic realm, it's 'elastic logistics'. Unlike old-times, there is a dire need for flexibility to scale & align with even the smallest (and the largest) of demands within the supply chain, owing to the butterfly effect engendered by dynamic consumer needs. While Economic Survey of India predicts a whopping $215 billion future for country's logistics market, booming global e-Commerce, shifting sourcing-trends, and emergence of new markets are all driving a preference for Less than Container Load (LCL) with much improvements on security, certainty, and speed.

Shrikant Damodar Nibandhe, CFO

Shrikant is a commerce graduate and has diverse experience of 30 years in logistics, freight forwarding and management of container freight stations (CFS). He is the promoter and the CFO of the company.

Sanjiv Arvind Potnis, Managing Director

Sanjiv has a significant experience in the field of IT & administration, and has been taking care of overall business and market development. He is also the chairman of Bombay Freight Brokers Association (BOFBA).

Makrand Prabhakar Pradhan, CEO

A commerce graduate from Mumbai University, Makrand possesses vast experience in the field of Freight Forwarding and logistics Industry stretching over 30 years. Presently, he is the chairman of the Consolidators Association of India (CAI).

Being in the forefront of introducing such timely customized logistics solutions to meet consignors' sophisticated needs has always been the rationale behind Mumbai-based Total Transport Systems Limited (TTSL, NSE: TOTAL) holding a reputed name in the Indian logistics industry, while offering almost everything under logistics business for both exports & imports. Given this dynamic approach, it's no wonder TTSL holds the title of being the first NSE-Emerge listed company that provides LCL services, and in turn with a sizeable market share in India's soaring LCL segment, TTSL has emerged as market leader in cargo consolidation.

A Humble Beginning

Rewinding a couple of decades, TTSL commenced its operations based-out of Mumbai in 1995 with Full Container Load (FCL) Forwarding and Cargo Consolidation & De-consolidation services towards Far East and Gulf. It's quite exemplary the way it maneuvered its resources to transform as full-fledged logistics provider offering services ranging from Liner Shipping (high-capacity) to Consolidated Shipping (NVOCC), Container Freight Station (CFS), Break Bulk Shipment, Flexitank & ISO Tanks Shipment, Air Freight Forwarding, Project Cargo Movement, Total Logistic Solutions (including warehousing, wharf cartage, and container unpack services) and LCL.

Imagine a provider who can adapt into your sophisticated logistics requirements in a humane manner. Well, its 24x7 service model coupled with this adaptability has been the crème de la crème of TTSL's offerings. For instance, while transporting Flexitank to any part of the world (road, rail & sea ways), it's not only that the company allows its customers to use their own container, but also the installation of Flexitank inside the container can be made either at the customers' warehouse or at loading portal, not to mention the quick unloading facilities.

This culture has been the key to TTSL's growth map. Firmly believing in providing its customers with transparency (regular updates & alerts on time), flexibility, value-for-money and greater access, TTSL grew by leaps & bounds across almost all industries including Manufacturing, Chemical, Automobile and many more. Today, the company has an effective PAN India presence through 17 offices, besides the CP World network providing access to 81 global locations in 39 countries. Most importantly, it also represents the world's fifth largest consolidators' network - 'I Cargo Alliance,' which grants access to 89 countries through 166 offices.

Offerings:

- *FCL/LCL*
- *Cargo Consolidation & De-consolidation*
- *Liner Shipping*
- *NVOCC*
- *Break Bulk Shipment*
- *Flexitank & ISO Tanks Shipment*
- *Air Freight Forwarding*
- *Project Cargo Movement*
- *Total Logistic Solutions*

Compliances & Certifications:

- *FIATA*
- *SCAC*
- *BCCI*
- *IMC*
- *BOFBA*
- *IATA*
- *FFAI*
- *CAI*
- *MTO*
- *FMC*
- *Port of Antwerp Chamber of Commerce*
- *I Cargo Alliance*
- *AMTOI*
- *Indo-German Chamber of Commerce*

Awards & Recognition:

- *Concor Awards' winner for Best Practices (multiple times)*
- *Many times Gujarat Star Awards (multiple times)*
- *South East Cargo & Logistics Award (multiple times)*
- *Annual Excellence Award (LCL Consolidator Export First Position)*
- *SamudraMantha Award*

The Benefits that Count

"With our years of experience in freight forwarding and our strong relationships with all the major shipping lines, the network is at its peak. This alone is capable of bringing our customers a Christmas of benefits right from faster timings to cost-effectiveness, scalability, and security," asserts Sanjiv Arvind Potnis, Managing Director, TTSL. It's calculated that around two million tons of freight is transported by air every year across the globe. TTLS via its access to a broad international air freight network contributes its fair share by bestowing its customers with competitive air freight rates, alongside air import, export, & customs brokerage services. Sanjiv adds, "We are specialized in moving full container loads worldwide with a strong buying capacity and controlled business, which enables us to obtain special rates from carriers".

TTSL backs-up the aforementioned benefits with its strong IT infrastructure. Came into existence at time when digitization was not even a word in a business like logistics, the company over the years has invested significant resources in augmenting technological capabilities and

has developed a scalable technology ecosystem that goes well beyond just live tracking and other new-norms like POD, online payment and EDI. TTSL boasts of comprehensive automation starting right from its back-end-process management platform – 'E-freight Suite' to 'E-Pearl' – its proprietary software that keeps a tab on the entire logistics cycle (from procurement to delivery and even billing). The next big thing waiting is an all-inclusive mobile app, which the company is all set to launch.

Above all, when you send goods to or from nearly any destination worldwide, something that flares-up in magnitude is the obligation to ensure the safety & quality of products being transported. TTSL stands tall on this predominant facet by maintaining strong partnerships with best in the business to handle DDP, DDU and Ex-Works. In fact, it restricts its radar to highly experienced & specialized teams when it comes to handling any type of DGR cargo. Indeed, while delving deeper into TTSL's process structure, a much more efficient, well-devised and transparent procedure for the protection of quality and the environment comes into the picture.

The measures to safeguard quality and environment, as well as occupational, health-related & fire-protection safety measures, have been centrally organized to comply all the legal requirements. This includes, above all, the internal IT-support controllable prohibitions on the transport of certain substances & objects that are not network-compatible due to their high potential of danger, legal restrictions or other special requirements. "We have equipped a special team with specialized training to responsibly handle of all types of chemical network-compatible goods and assure the compliance with respect to regulatory requirements," adjoins Sanjiv. In other words, it adheres to all the regional & international compliances and quality standards with utmost gravity, and this in turn has played an instrumental role in preserving its brand persona.

FIRMLY BELIEVING IN PROVIDING ITS CUSTOMERS WITH TRANSPARENCY (REGULAR UPDATES & ALERTS ON TIME), FLEXIBILITY, VALUE-FOR-MONEY AND GREATER ACCESS, TTSL GREW BY LEAPS AND BOUNDS ACROSS ALMOST ALL INDUSTRIES

An Ever Challenging Roadmap

As the legacy & brand persona do the talking in this demanding industry, it's not surprising that TTSL has a strong customer base including TATA Motors Limited, Reliance Industries Limited, Raymonds Group, IPCA Labs, Cadilla, DHL, Hellman and Agility to name a few. But something that comes along with such a prestigious clientele that brings continuous business is the ever changing need for improvements and aligning with dynamic business landscapes.

While planning to hit Rs.250 crore revenue mark by the end of next year and grow by 20 percent year-after-year for the next few years, TTSL's strategies are majorly based on catering to this need. It also has a lucid conception of what it takes - making its 400 people (including contractual) strong workforce travel abreast of the latest trends. In fact, TTSL just has to pursue what it has been doing over the years!