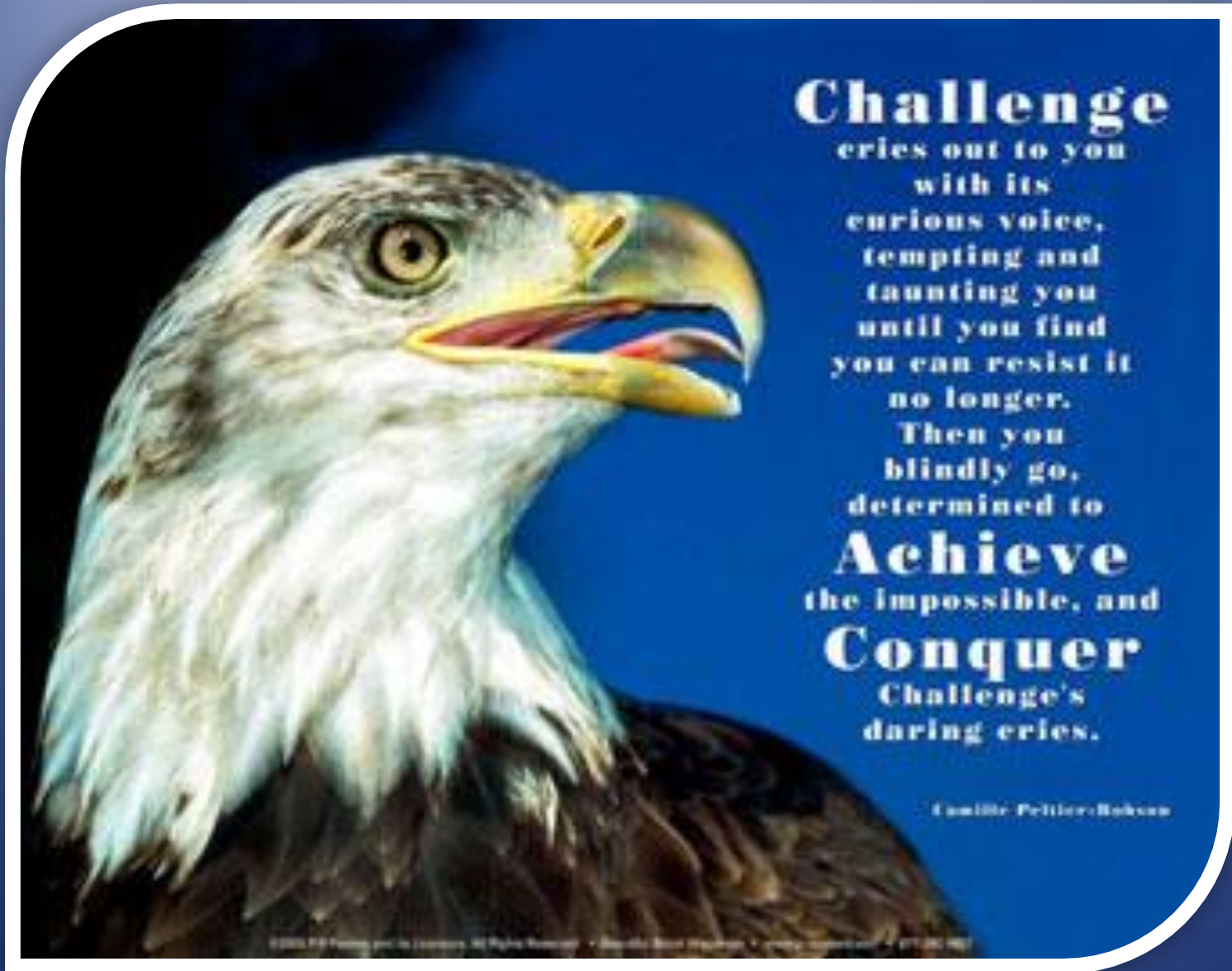


# LOGISTICS - A GAME FOR DARE DEVILS !



# LOGISTIC for Business Growth





# Infrastructure Supports Growth



India's Roads



The railway network in India

# Infrastructure Supports Growth



Indian aviation traffic



Indian Waterways



# Infrastructure Supports Growth



## Urban Transport

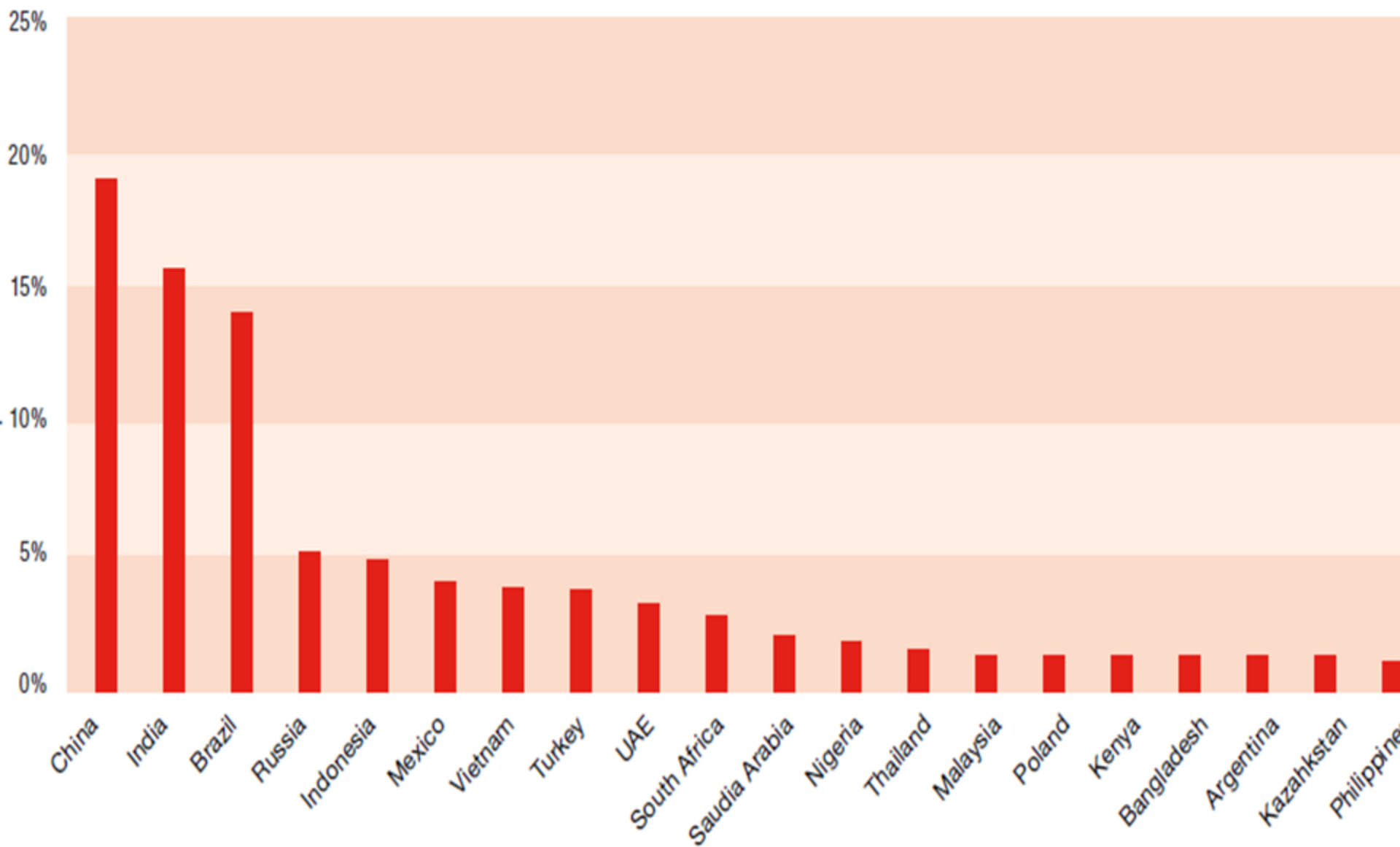


## Logistics in Private Sector

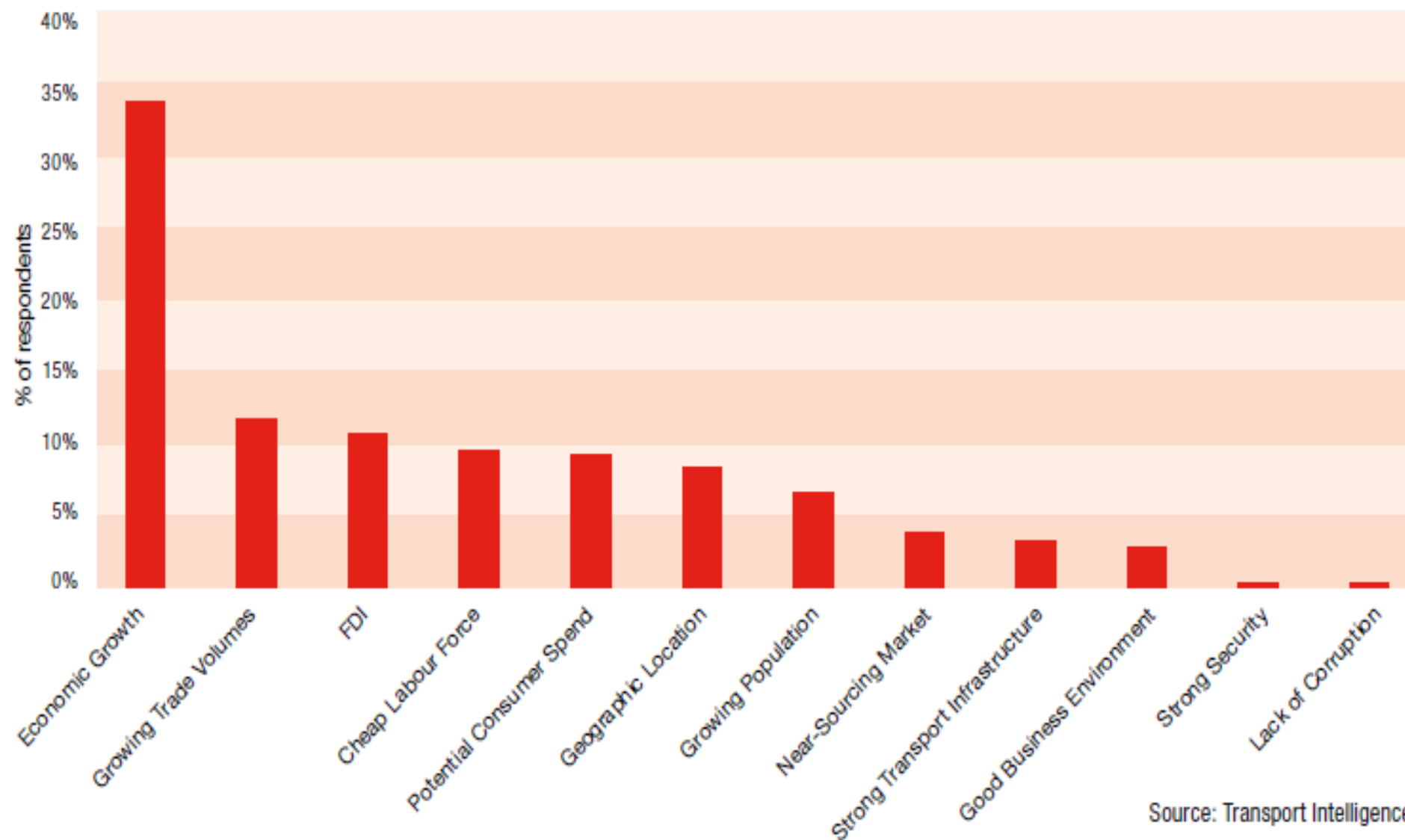
# Emerging Market Logistics Index

Ranking	Country	2014 Index	2013 Index	Change In Ranking
1	China	8.11	8.30	-
2	Brazil	6.80	6.89	up 1
3	Saudi Arabia	6.77	6.67	up 1
4	India	6.75	6.94	down 2
5	Indonesia	6.59	6.60	-
6	UAE	6.50	6.55	-
7	Russia	6.45	6.44	-
8	Malaysia	6.14	6.11	-
9	Mexico	6.09	6.07	-
10	Turkey	6.01	5.99	-
11	Chile	5.92	5.95	-
12	Qatar	5.88	5.78	-
13	Oman	5.70	5.73	-
14	Thailand	5.46	5.56	-
15	South Africa	5.38	5.47	-

## Perceived Major Logistics Markets of the Future



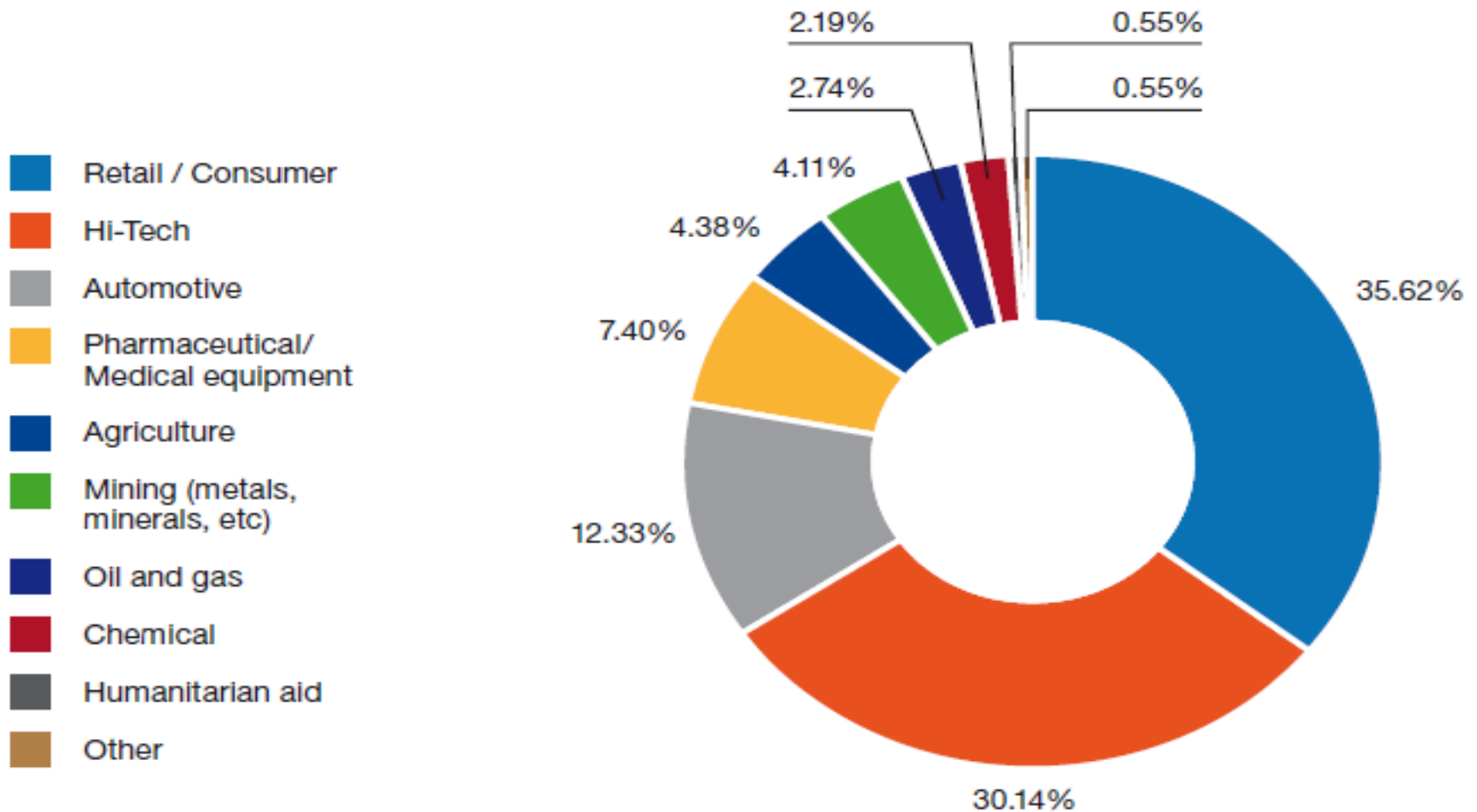
## Factors Behind the Potential of Emergence of Markets



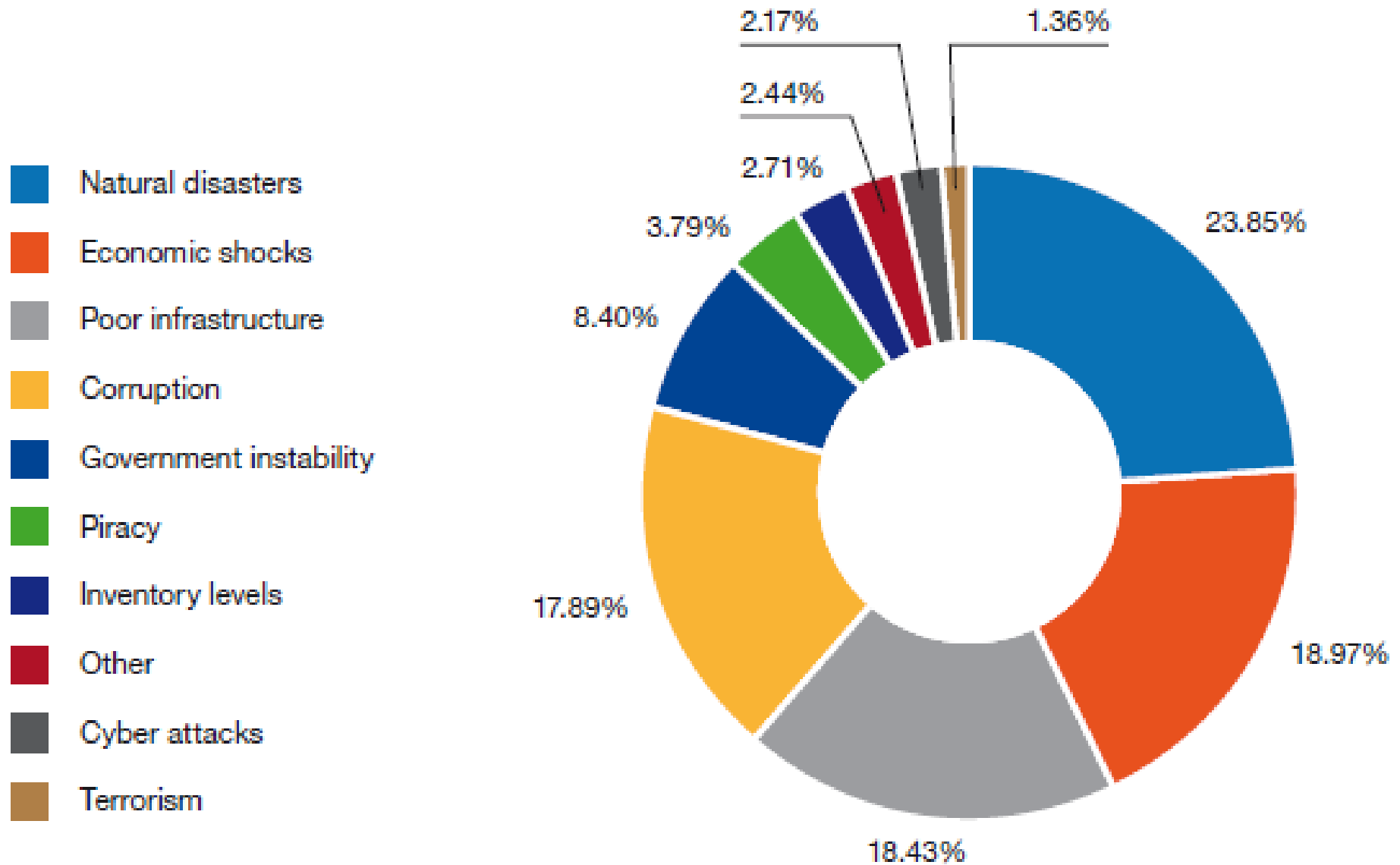


# Opening Markets

## Vertical Sector Potential - Asia



## Asia Supply Chain Risks



# LOGISTICS INDUSTRY OUTLOOK

- WARS ACROSS THE WORLD ARE WON BY LOGISTICS COMPETITIVENESS / LOST BY LACK OF IT !
- DOMESTIC LOGISTICS industry projected T/O of \$ 120 billion in 2014 @ CAGR of 9.9 % .
- GLOBALLY it should be at around \$ 3.43 Trillion @CAGR Of 7.5 %
- DOMESTIC LOGISTICS INDUSTRY CURRENTLY WAS AT \$ 79 Billion in 2009 -2010 .
- INDUSTRY LEADERS continue looking at outsourcing to Global /Local 3PLSP though at a conservative rate .
- ORGANISED 3 PL PLAYERS /Global 3PLSP account for around 10 % market-share
- POST GST (GOODS & SERVICES TAX )IMPLEMENTATION –Advanced warehouses at strategic locations as against the current status of small warehouses across the country based on state boundaries ,tax structure ,legal complications
- SEZ / FTWZ /ICD- the future for India though at a nascent stage –Designed with a focus on trading and warehousing ,FTWZ are extended all tax benefits and extended duty free warehousing to exporters with an option of paying duty on partial removal of goods over time
- One stop ,import export facilities & many other benefits like duty deferment plus tax incentives ,24 x 7 customs clearance ,Networked road –rail-sea connectivity customized warehousing facilities ,Manpower ,Essential and Core amenities .



# FUNDAMENTALS OF SCM

- SUPPORT SALES GROWTH
- CONTROLS ON :
  - COST /STOCK/ SERVICE LEVELS
  - MONITORING:
- AVAILABILITY/RELIABILITY/COMMUNICATION  
/RESPONSIVNESS TO MARKET

# THRUST AREAS OF SCM

- REDUCING LEAD TIMES
- IMPROVING FLEXIBILITY OF OPERATIONS IN EXECUTION
- MONITOR: OPERATIONAL EFFICIENCY INCLUDING CHECKS & CONTROLS IN WH & TPT
- MOVING FROM FUNCTIONAL TO PROCESS DRIVEN APPROACH

# OBJECTIVES OF SCM

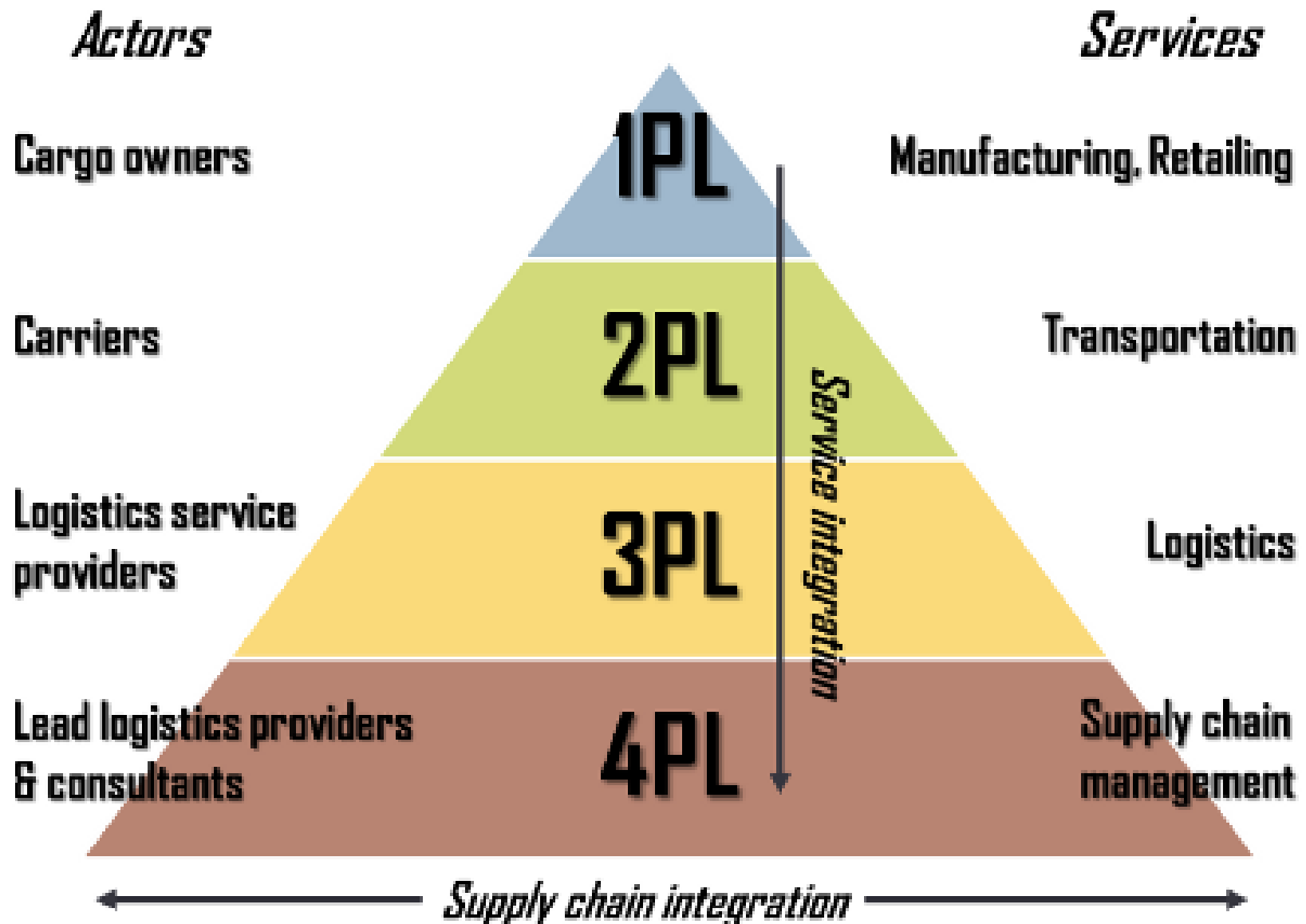
- PROVIDES COST ADVANTAGE
  - Inventory Management
  - In-Tact Delivery
  - Capacity Utilization
  - Integrated Logistics System
- VALUE ADVANTAGE
  - Quality service through latest technology
  - Availability of resources
  - Quick Response
  - Best Services in its Sector
  - Consistency
  - Optimization of cost
- COMPETITIVE ADVANTAGE – Superior Customer Value



# LOGISTIC Cycle Activities

- Serving customers
  - Product selection
  - Forecasting and procurement
- Inventory management: storage and distribution
- Logistics management information system  
*(Budgeting / Supervision / Evaluation )*
  - Quality monitoring
- The Logistics Environment: Policies and Adaptability  
*(Government regulations and procedures)*

# Supply Chain Integration



# 3PL Service

Co. concentrates on their core activities and offload a host of Logistics functions to **experts** in the field:-

- ✓ Transportation
- ✓ Warehousing (and custom clearance)
  - ✓ Cross-docking
  - ✓ Inventory management
  - ✓ Packaging and labeling
  - ✓ Freight forwarding
- ✓ A whole range of related activities - freight bill payments, auditing, contract manufacturing and assembly operations, freight consolidation...

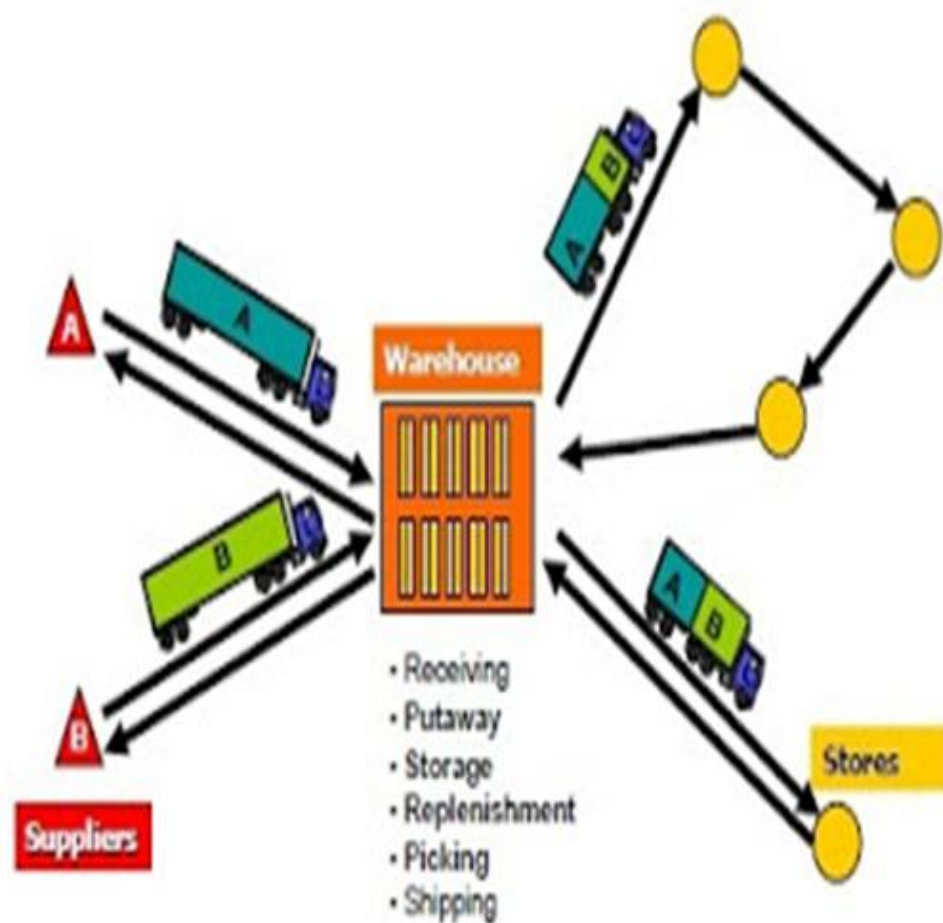


# 3PL Service

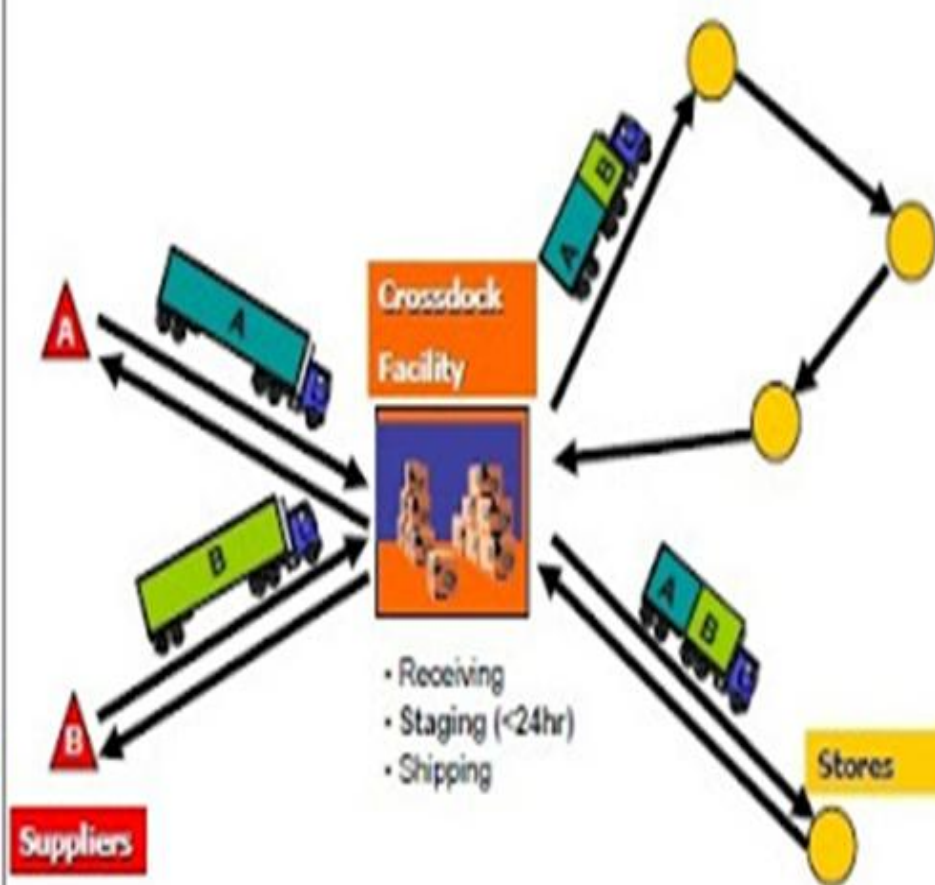
- **CATEGORIES**
- *1. Standard 3PL Provider*
- *2. Service Developer*
- *3. The Customer Adapter*
- *4. The Customer Developer*

# CROSS DOCKING

## Traditional Distribution



## Crossdocking



# CROSS DOCKING

## WALMAT'S INVENTORY STRATEGY

- Unloading materials from an incoming semi-trailer truck & Loading these materials directly into outbound Vehicles, with little or No storage in between (**SFA** Hub & Spoke Ops).
- Helps to sort out goods For different Destinations & also to combine goods From two or more different Origins into one transport container or vehicle with the same destination.
- **WALMAT** – US MNC 2<sup>nd</sup> largest Fortune500 Global ranking run's largest chain of Discount stores, founded by Sam Walton in 1962.

# CROSS DOCKING - Walmart

- **EDLP** - “price match guarantee” Challenging Competitors thru their unique SCM Strategy.
- Categorized by **Procurement & Distribution / Logistics Management and Inventory Management.**
- **Cross docking strategy** – streamlined Supply Chain from origin point to the final point of sale, reduced Handling cost, Operating cost & Inventory Storage cost. Helped products Reach Faster to final Customer.

# Challenges faced by Indian Logistics industry

- ~61% of the cargo moved by Road.
- ~30% by Rail (rest by airway, pipelines & inland waterways).
- Compared to a 37% share of road in the USA and 22% in China (*recognized that movement of long haul bulk traffic by road is less efficient than by rail*).
- Important rail networks are oversaturated
- Rail freight tariffs are high
- Transit times are long and uncertain
- **Rail terminal quality** is poor

## Challenges faced by Indian Logistics industry

- Less flexibility in carrying different types of products
- Railway carriage difficult for industries without full train loads.
- Inadequate road network coverage
- Poor road quality
- Expressway network will take time to develop by 13<sup>th</sup> 5Yr plan
- Highly fragmented unorganized trucking industry



## Challenges faced by Indian Logistics industry

- Multiple check points
- State of ICD/CFS is poor
- Lack of modern Ware Housing facilities
- Poor Cold Storage Infrastructure
- Multimodal logistic parks with backward integration rare
- Payment of multiple state and central taxes
- Political instability
- Contiguous land parcel availability for infrastructure creation
- Government single window clearances for new projects
- Escalating fuel & operating costs
- FDI route of latest technology & fund flow

# IMPACT of the Challenges

- High logistics cost incurred by the Indian Economy
- Cost of spends on Indian Logistics sector accounts 13% of the GDP
- 31% of the logistics cost is attributable to various types of losses
- Logistics cost as a % of the total Product cost in India is ~20%
- Fuel price hikes have sharply increased the Transport freight rates

# IMPACT of the Challenges

- Ever increasing congestions at ports - high levels of ground rents
- High levels of inventories to guard sudden disruption adds to cost
- Additions to product cost due to inefficient logistics adds to inflation
- Wastages lead to scarcity
- Reducing logistics cost is a critical goal to pursue

# Three Tiers of Sustainability

## ❖ Tier 1: Getting the basics right

(eg Centralized Procurements, Teleconferencing, Tracking & MIS controls etc)

## ❖ Tier 2: Learning to think sustainably

(realize the need to embed sustainability into supply chain operations involving supplier management, product design, manufacturing rationalization, and distribution optimization)

## ❖ Tier 3: The science of sustainability

- (auditing and benchmarks to provide a framework for governing sustainable supply chain operations, compliance with its green supply chain standards , Carbon foot print etc)

# IT Benefit in Logistic

- Addressing the post-production area which is in Transit Time, Fleet utilization & TAT.
- Services based on global positioning system (GPS) for perishables and hazardous chemicals
- Service based on GPS with a chip for the Transport segment with dedicated cargo trucks.
- Location-based services installed in trucks to track their movements.
- Service based on Radio technology (with inexpensive reader microprocessor chip & active transmitter) and RFID.

# IT driven **SOLUTIONS**

- **GPS/GSM-GPRS** unit gives location data & details with alerts, used for outbound vehicles(owned/market sourced)
- Open channel/permanent/smart **CARDS** are swiped by drivers on HW locations with ePOS/VIGPL terminals. Used for Delivery Confirmation for outbound, inbound and In-plant tracking & documentation.
- **Integrated** - combines GPS & Card system to provide exact location data for outbound and delivery confirmation for both.
- **PROCESS & SOP DRIVEN**





**SFA LOGISTICS PARK  
NEAR GOBRA STATION  
IN HOWRAH DIVISION OF EASTERN RAILWAY**

# About The Company

- **SFA LOGISTICS PARK PVT. LTD.** is a company Incorporated with an object to provide complete logistics solution for corporations involving the integration of information flow, material handling, production, packaging, inventory, transportation, warehousing (security if required) by setting up Logistics Hubs in different parts of the Country. The holding company of SFA LOGISTICS PARK PVT. LTD. is M/S SUMAN FORWARDING AGENCY PVT. LTD.

# About the Holding Company

- **SUMAN FORWARDING AGENCY (P) LTD (SFAPL)** started the journey about 30 years back. It had a humble beginning working in a traditional way. With the support of the handpicked professional team from across industry verticals and experienced staff across levels the firm has grown leaps and bounds .The Integrated Logistics Division of the Company commenced operations in the year 2005 with a turnover of Rs. 36.3 Million along with an employee strength of 10 ( Ten ) Only.
- Over the years the group has grown steadily and our turnover has crossed Rs. 1400 Million milestone in the Financial Year (2013-14).
- SFAPL has been accredited with the ISO 9001:2008 certification.
- SFAPL has been awarded with the CRISIL SME 1 rating , which shows our high level of credit worthiness.
- Grown with diversified activities, product innovations and formed a trend setter in the sectors of:
  - Road, Rail & Water Transportation
  - Integrated Warehouse Management
  - Value Added Support for our Principals in the Areas of Sales & BD , Distribution & Collection
  - Our human resource strength has gone up from 10 to 100 today.

# *We would like to Share :*

- Vision, Mission, Values
- Value creation & the way forward
- Initiatives
- Desires

# *Vision; Mission & Values*

- **Our Vision**

- To be acknowledged Leader in providing World Class Integrated Logistics Solutions

- **Our Mission**

- To provide organizations and individuals the best value in Integrated Logistics through
  - Extensive trusted Network backup
  - Innovative use of Technology
  - Responsible & value added services

- **Our Values**

- We shall respect the dignity of people
- We shall be transparent and fair in our behavior
- We shall nurture personal initiative, commitment and loyalty
- We shall live up & value team spirit
- We shall feel responsible to the communities in which we work



# OBJECTIVES OF OUR SERVICES ....

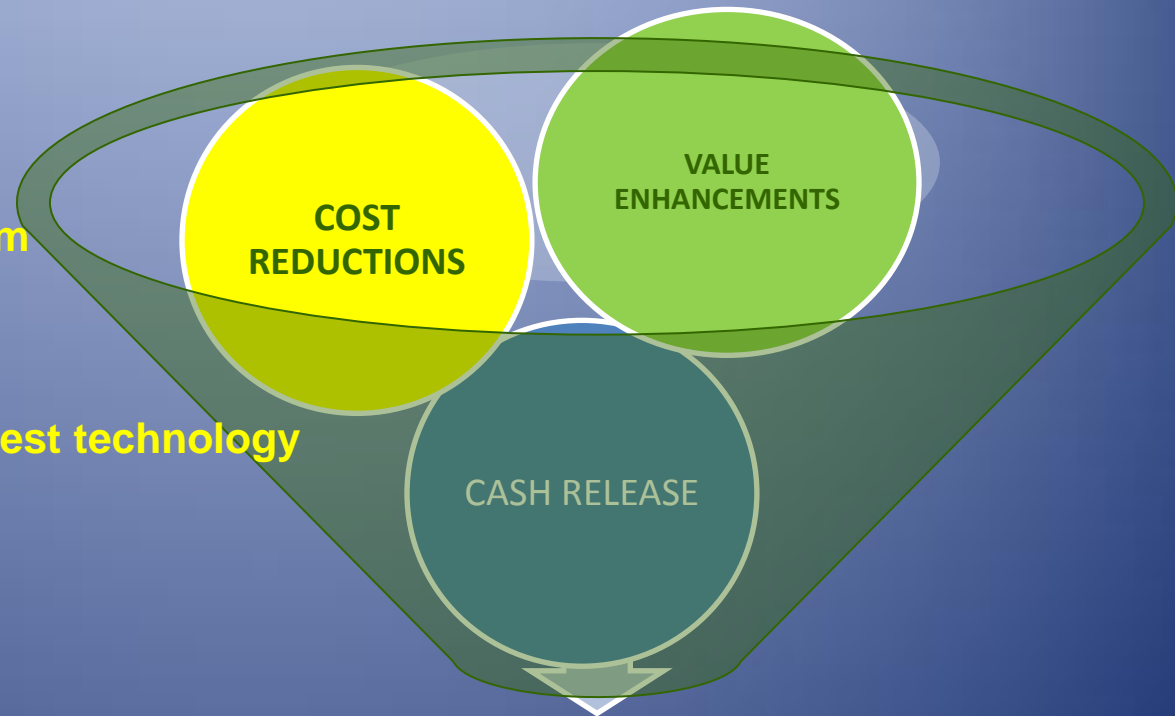
- **COST ADVANTAGE**

- Inventory Management
- In-Tact Delivery
- Capacity Utilization
- Integrated Logistics System

- **VALUE ADVANTAGE**

- Quality service through latest technology
- Availability of resources
- Quick Response
- Best Services in its Sector
- Consistency
- Optimization of cost

- **COMPETITIVE ADVANTAGE – Superior Customer Value**



3D Objectives



# *Creating 'value for our customers and partners - 1*

## **Services Differentiation**

- Create value through
  - Core vertical expertise and practical solution capabilities
  - A balanced technology enabled, process driven and responsive network
- Sustain competitive positioning by
  - Developing products and services that are customer-driven and benchmarked against best in class providers
  - Focusing on cost benefit for the industry leaders
  - Leveraged partnerships in strategic alliances
- CRM
  - Proactive network based on a initiative taken
  - Drive Business value through a constant review and correctives
  - Drive business value through industry-trained professionals
  - Customization – You define we align for best KPI



Hi-tech  
electronics



retail



automotive



Special cargo  
projects

# **INFRASTRUCTURE & WORK LOCATIONS ....**

- **6 /10 /18 /22 WHEELER TRUCKS FOR CEMENT AND PACKED CARGO MOVEMENT – A FLEET SIZE OF 350 + trailers & trucks**
- **Dumpers (18 Wheelers + 22 Wheelers ) and trucks for direct deployment to the factories and sites for the MNC .**
- **Specialized vehicles made to order of customers . ODC /Long term basis & Mammoth Arrangements**
- **TRAILORS FOR CONTAINER MOVEMENTS**
- **REACH STACKERS FOR CONTAINER HANDLING**
- **FORK LIFT FOR EMPTY CONTAINERS HANDLING**
- **Containerized & IR Rake Movements, HANDLING & PROVIDER ON ROUTE ANALYSIS**
- **WAREHOUSES HAVING A STORAGE CAPACITY OF 2 LAKHS SQ. FT. IN VARIOUS PARTS OF WEST BENGAL APART FROM THE NOTED IN PREVIOUS SLIDES**
- **PRIVATE RLY. SIDING AT KOLKATA DOCK PREMISES FOR INCOMING AND OUTGOING RAKES**

# CWC– ICD, PATPARGANJ, DELHI

- Authorized Handler & Transporter for Handling of Both Inbound & Outbound Cargos
- Container Terminal with facilities to handle EXIM cargo in Bonded Environs.
- Strategic Locational Advantage joining the Major Ports of India i.e. JNPT/Mundra
- Handling & Storing of almost 2000 TEUS with a capacity in built of storing more than 35000 Ton Cargo
- Rail Linkage facility from CWC, Loni
- Equipments support like 02 nos. of Reach Stackers, 10 nos. of Hydras, 05 nos. of Cranes, and 15 nos. of Forklifts etc. for handling of Containers & Cargo
- Additionally Hand Cart/Trolleys / Wheel Barrow etc are provided for handling of piece meal cargo
- Dedicated Technical Staff Strength of more than 20 to provide a seamless world class operational support
- Round the Clock Road movement with dedicated fleet of trailers/trucks
- Warehouse- Bonded & Transit (EXIM)
- IT connectivity & 24 Hrs online Container tracking facility
- The First Dry Port in India
- Fair Balance Mix of 20' / 40' Containers – Multi Modal Support
- Warehousing for Cargo

# Glimpses of our Corporate Social Responsibility



## Free Medical Camp For Labours at ICD Patparganj, Delhi





# SOME OF OUR INFRASTRUCTURAL SNAP-SHOTS ....







WAREHOUSE



STACK YARD



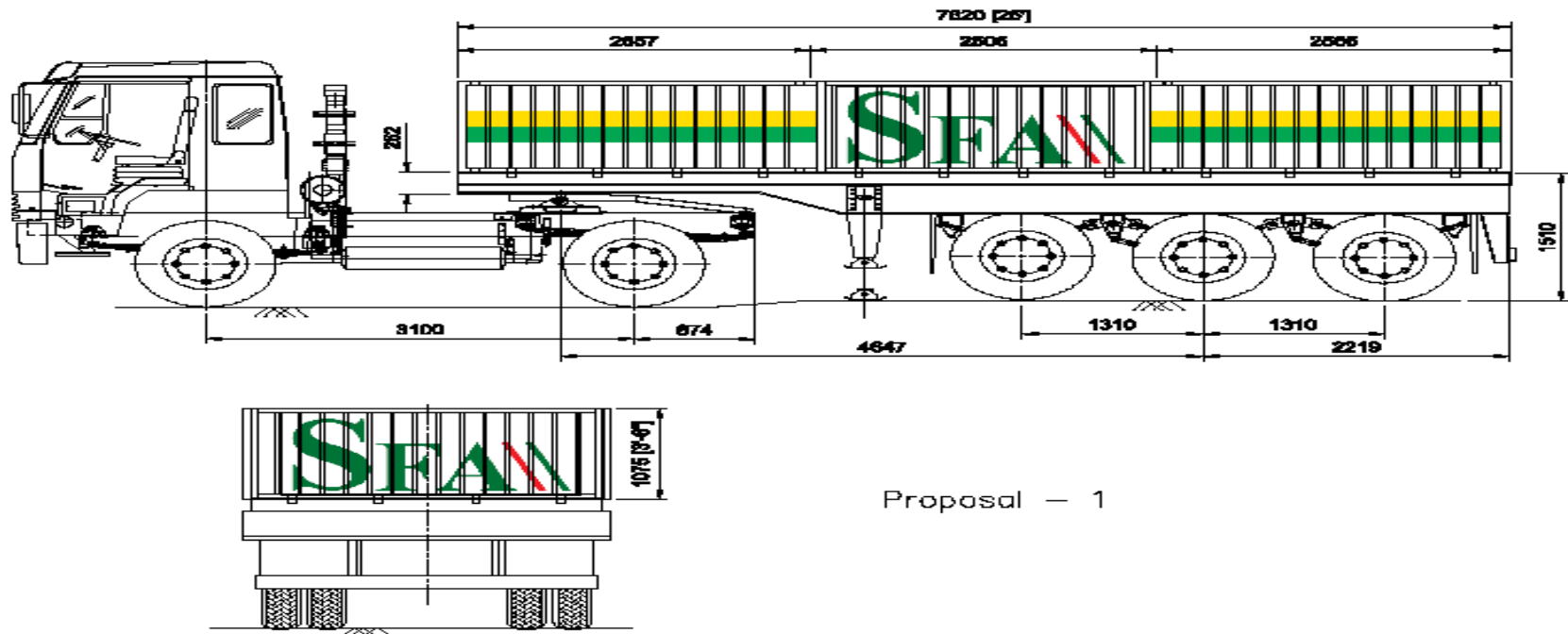


# SFAPL OPERATIONS



## INNOVATIONS IN ACTION ...

**We have specially designed trucks AND TRAILERS ,CONTAINER HANDLING ,REPAIRING ,for rendering dedicated MOVEMENT BY ROAD AND RAIL . sketch of A truck IS appended below**



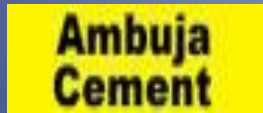
Proposal — 1

We are pleased to show below the finished shape of those 18 wheeler trucks having a capacity of 30 m.t. payload per trip and its photographs would speak itself the uniqueness of the innovation in the modern complete logistic service scenario





# Some of our Clients



AquaSure



ANAND  
COMMERCIAL  
LTD.

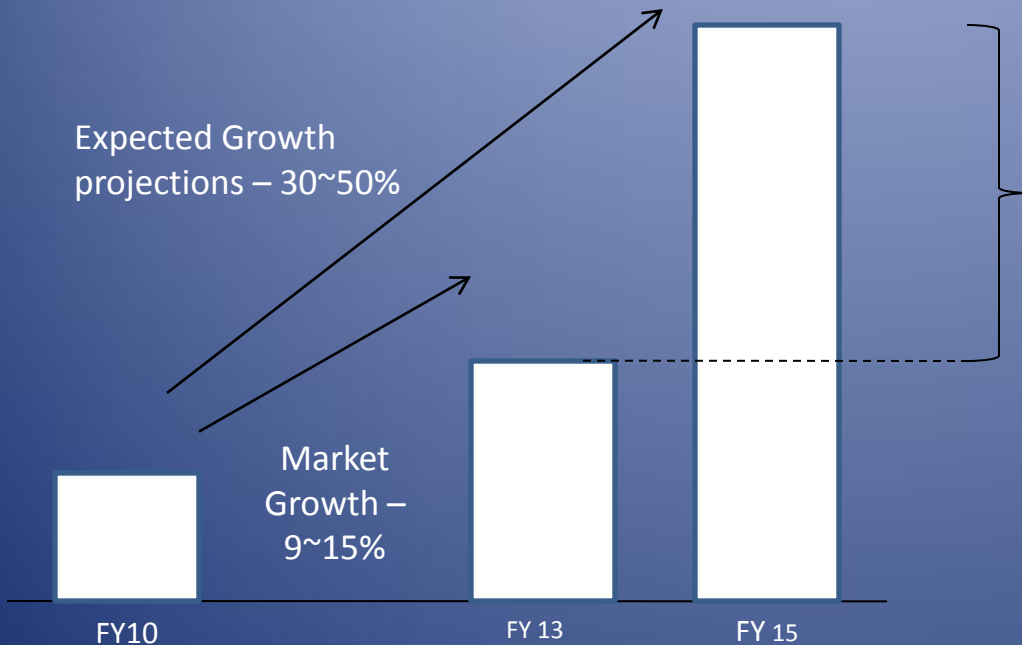


# FUTURE PLANS

- To capitalize opportunities in the Industrial Revolution of the nation being the most emerging market across the globe
- Globally accepted standard qualities
- High security specialized movement of value chest for RBI
- Well designed Information Chain
- Develop an unique consolidated secondary transport system to serve varied volume customers
- Exploring the huge potential of Logistics that India has to offer today
- “THE DREAM” : Developing State of Art Logistics Hubs to support Emerging Market Demands along with providing a comfort for our Clients to explore the Innovations in Supply Chain with a World Class Multi-Modal Rail-Road-Sea Linked Terminals on Pan-India basis
- Solving Logistically Complex Demands and contributing meaningfully to the country's economical growth

## GROWTH PLAN

### Typical Multimodal Snapshot -5 yr Strategic Business Plan



Revenue growth over and above market growth will come from

- Aggressive market presentation
- Infrastructure alignment for growth
- Cost competitiveness over MNC

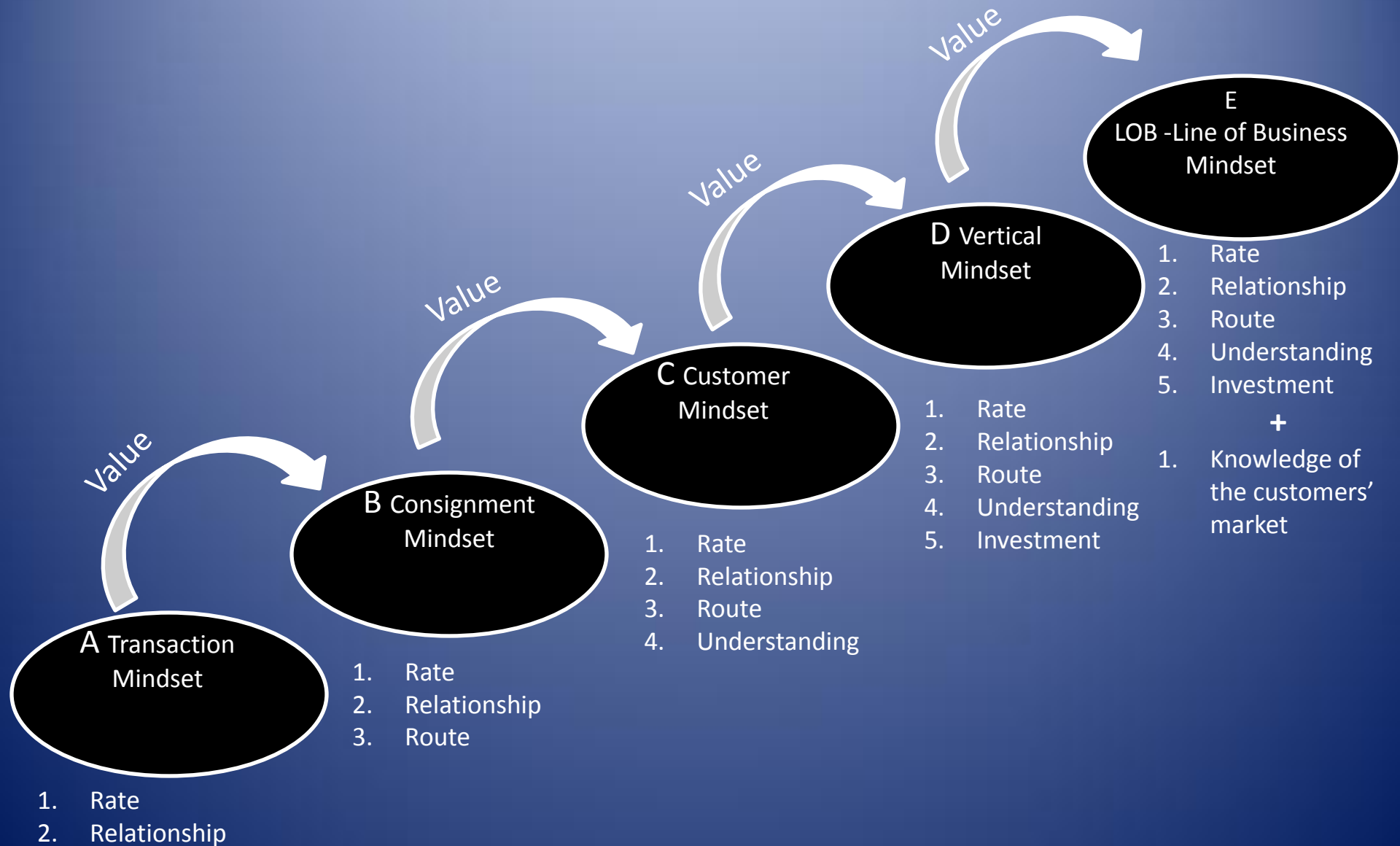
Work out strategy for growth with team for a robust pipeline .Signoffs -5 yr strategic plan potential (On final meeting for better analysis )

# *Initiatives*

- **Network Optimization Solutions**
  - Consolidation post GST
  - Global support through out the World
  - **Air Cargo tie up for your urgent needs**
  - **Sea Cargo and consolidation**
  - Matching demand and supply
  - Increased transparency for Price consolidation
  - Differentiated revenue model for trusted partners



## *Moving up the 'value' chain*



# PFT Policy – Ministry of Railways

- Ministry of Railways, Government of India, vide Freight Marketing Circular No. 14 of 2010, published policy for setting up Private Freight Terminal (PFT) with an objective to supplement its in – house programme by opening the area of Terminal Development with participation of major Logistics Service Providers to create world class logistic facilities. The said policy was reviewed by the Railway Board, and accordingly, in suppression to the aforesaid policy guidelines, revised policy guidelines was published vide Freight Marketing Circular No. 05 of 2012.

# Objectives of PFT Policy

The objective of the PFT policy of the Ministry of Railways is to-

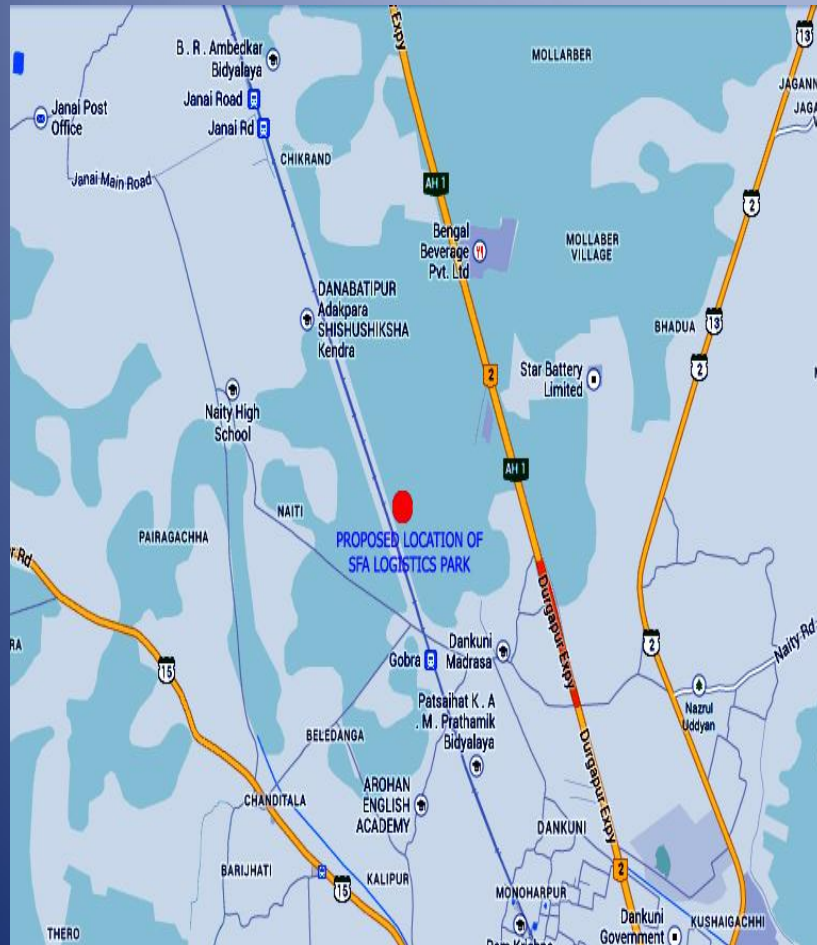
- Enable rapid development of network of freight handling terminals with the participation of Private Sector.
- Enhance the presence and share of railways in the overall transport chain.
- Divert traffic so far predominantly moving by road to rail and attain increased rail freight volumes by offering integrated efficient and cost effective logistics and warehousing solutions to users.

# SFA Logistics Park

- **SFA Logistics Park, taking advantage of the PFT Policy of Ministry of Railways proposes to Construct a Private Freight Terminal at Dankuni.**
- **Some of the facilities envisaged in the Proposed PFT are illustrated hereunder:**
  - Large stocking areas for bulk cargo.
  - Space for warehousing.
  - Container Depot with paved and hard topped yard for stacking empty and loaded containers.
  - CCTV surveillance for safety and security of cargo, supported by professional security personnel.
  - In- motion rail weigh bridge for wagon weighment during receipt and dispatch of trains.
  - Electronic Road Weigh Bridge with computerized printing and SMS facilities.
  - High mast tower lights with DG set backup for un-interrupted power supply to facilitate operations at night.
  - Dedicated fleet of trucks to ensure faster movement of the material from the premises.
  - Facility for handling bulk cargo, container traffic and finished steel goods.
- **The ancillary facilities envisaged are as hereunder:**
  - Dhaba/Cafeteria
  - Petrol Pump
  - Workshops for Repair and Maintenance of Trucks
  - Rest Rooms for Transport Operators and Staffs.
  - Round the Clock Medical Facilities

*The facility shall be operational on 24 X 7 X 365 basis to provide unhindered handling and transportation of cargo.*

# Location of the Project



- **SFA Logistics Park** is proposed to be located between Janai Road Station & Gobra Station, in the Howrah Division of the Eastern Railway.
- The site is ideally located as Dankuni connects Eastern Railway with South Eastern Railway with a link line. Both NH 2 and NH 6 terminate at Dankuni. Other major arteries meeting at Dankuni are Belghoria Expressway connecting to NH 34 and the Dankuni–Memari Delhi Road.



# Locational Advantage

- Dankuni, has a fast growing freight yard, where goods traffic is moved, sorted, and packed to deliver at other destinations. In the future, Dankuni will play a significant role because it will be the endpoint of the Ludhiana-Dankuni leg of the Dedicated Freight Corridor.
- The connectivity with Eastern Railway as well as South Eastern Railway will enable inward as well as outward movement of goods from/to most of the Indian States having high Industrial Activity.
- Termination of Both NH 2 and NH 6 at Dankuni as well as connectivity with NH 34 and the Dankuni–Memari Delhi Road will enable movement of goods by Road to locations in the Districts of North 24 Parganas, South 24 Parganas, Kolkata, Howrah, Hooghly, Nadia, Bardhaman, Bankura, East and West Midnapore etc.
- Further the proposed Location is within NO Entry Free Zone and free from congestion. As such the traffic can be handled in an uninterrupted manner on a 24 hour basis.

# Current Status of The Project

- Land Acquisition in Progress
- Mutation in Progress
- In – Principle Approval Received from Ministry of Railways.
- DPR Approved by Ministry of Railways

# Contact Us

## Registered Office

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Fax: +91 33 2678 0275

Website: [www.sfapl.com](http://www.sfapl.com)

Mail: biswarupbose2008@gmail.com

## List of Branches

KANPUR, NOORPUR, BURDWAN, KOLKATA, KALIGHAT, BOKARO, BHILAI,  
DANKUNI, KOLAGHAT, FARAKKA, BALASORE, DURGAPUR, DELHI, RAIPUR

# CONCLUDING STATEMENT

***Success is measured by effort.***



*Thank You!*



**Biswarup  
Bose**  
PRESIDENT