

INDIAN

Official Publication of The Chartered Institute of Logistics & Transport-India

TRANSPORT & LOGISTICS

www.itln.in | Vol 2 Issue 4 | Nov - Dec 2011

NEWS

Shreeji Transport Services.....

Customer Confidence
Triggers Expansion



DILEEPA B. M.

RUPESH M. SHAH



Shreeji Transport Services.....

Customer Confidence Triggers Expansion

V. RAMANUJAM

NOT all truckers have volumes so high, and not all Custom bonded trucking service providers have established that quality which might induce airlines to go to a trucker for their land feeder requirements. Perhaps, they feel they can not afford for the standard that will meet the quality requirements of international carriers, regardless of volume. The road transport industry in India has witnessed such businesses sharply reducing the number of clients and airline customers

switching over to truckers using world standards at low cost, blended with reliability. Today, Bangalore-headquartered Shreeji Transport Services Private Limited is the lone company in this country that could withstand the quality test. You call it "unique". Call it "innovation".

Besides having own containerised trucks meeting the standard codes of Indian Customs, Shreeji over the years has developed virtual standards to provide best service to airline customers, a ser-



Ranking on top among the Indian integrated surface logistics solutions provider, Shreeji caters to a wide range of solutions including full load service, parcel and part-load service, import/export container movement.

Rupesh M. Shah

500 outsourced trucks meeting requirements of individual customers, Shreeji registers an annual volume exceeding 300,000 tonnes of goods through 25,000 trips covering 12.5 million km. Over 19 major Indian manufacturers of a range of goods are satisfied clients.

Asked to brief on various services provided by Shreeji, Rupeshji said, "Ranking on top among the Indian integrated surface logistics solutions provider, Shreeji caters to a wide range of solutions including full load service, parcel and part-load service, import/export container movement, warehousing and 3 PL, passenger transportation besides Custom bonded trucking in which segment the company has stamped its quality".

The deeper comprehension of economic ills that beset the globe for a couple of years has poor impact on Shreeji, he said. "Our distinguishing salient features in our customer service helped the company to overcome the global economic downturn. Our strategy and long-term plans and investments have together led us to results."

A decade back, Custom bonded trucking was relatively a new concept in India. Shreeji had the courage to enter this highly

vice having a blend of modern technology for track-and-trace. Shreeji Transport Services has created a tight-knit outfit of highly trained professionals managed by Director Rupesh M. Shah, based in Bangalore HO; Harshal B. Shah, CEO, based in Chennai; and Mahendra C. Shah, Director, based in Mumbai.

Shreeji's Custom bonded trucking is handled by Dileepa B.M, an expert in the specialised segment.

During a decade now that they began bonded trucking, Shreeji has been keen in constant investments in the upgrade of trucks, training to executives and training to drivers. This incredible, complex and premium customer service is driving a pan-India expansion of Shreeji network. Airline customers have found that each passing year has added an innovation or two into Shreeji's Custom bonded trucking, jacking up overall quality.

A premier fleet owner and a leading transport contractor, Shreeji Transport Services entered into the high-profile Custom bonded trucking. Meeting all complex requirements of Indian Customs, Shreeji caught the dawn of the age of bonded trucking in India, and over the years established itself as No.1 service provider and marches

ahead with future in high exuberance.

Embarking on a systemwide expansion of its Indian network, Shreeji has now established its own offices in 12 airports covering the country's southern, western, northern regions. Delhi is Shreeji's latest addition. "Our Amritsar office is on the verge of commissioning. Our next location is Kolkata", said Rupeshji.

Speaking to *INDIAN TRANSPORT & LOGISTICS NEWS* in a very exclusive one-to-one, Rupeshji said that with a strong fleet of over 220 own trucks and



We are proud to say that Shreeji was the lone trucking company to break the monopoly business of the bonded trucking and a premier operator. Now we are the No.1 company in India in terms of volumes of bonded cargo transport business.

Dileepa B.M



Shreeji has always been unique and innovative in providing matchless service and information to customers.

Harshal B. Shah

service-oriented segment. New investments were made to meet the requirements of Indian Customs and Shreeji became pioneer. "Today Shreeji has established reputation in India's Custom

bonded trucking segment", said Dileepa B.M. CEO Bonded Trucking, Shreeji Transport Services.

Dileepa told this correspondent in an exclusive meeting at Amritsar that bonded trucking

is an extended arm for all the airlines. Most of airlines will depend on bonded trucking service in one or sectors they fly. Maybe for reasons of cost-effectiveness or for space availability, or due to odd dimensions of cargo which cannot be carried in their small aircraft and so will be forced to use freighters.

"We are proud to say that Shreeji was the lone trucking company to break the monopoly business of the bonded trucking and a premier operator. Now we are the No.1 company in India in terms of volumes of bonded cargo transport business."

Currently, Shreeji is providing bonded trucking services to major international carriers at most of Indian airports: from Air Cargo Complex in Bangalore to all other Customs notified ACCs in India (export cargo); from ACC Hyderabad to all other Customs notified ACCs in India (export cargo); from ACC Coimbatore



Shreeji's high quality automation is a real value add. The company has created a computer-supported technology for track-and-trace, including web-based, GPS fleet management system, Digi m-Track

Mahendra C. Shah

"Shreeji has always been unique and innovative in providing matchless service and information to customers", he added.

The responsibilities of a Custom-bonded trucker increase in case of his operations from airport to airport and then airport to consignee's door. In 2002, based in Bangalore, Shreeji Transport Services (P) Limited when introduced Custom-bonded trucking servicing the airlines feeder from airport to airport, the road-bed was unmetalled and full of rock and stones. Today, the 29-year veteran Shreeji Transport is an established bonded trucker. From only one airline and one airport in 2002, the Shreeji Bonded Trucking division has to its credit an extensive countrywide coverage servicing most of international airlines, operating from almost all international airports across the country.

Growth and innovation have been continuous in Shreeji. Giving key milestones, Harshal said that far back in 1983 the company began door delivery of parcel and part-load consignments; in the 1990s, the company introduced full body trucks in South India; in 1991, all trucks were equipped with GPS track system; all trucks were brought under annual maintenance contract with manufacturers' trucks; Shreeji's entire operations came under ERP-enabled systems; and, most importantly, in 2002, Shreeji forayed into Custom bonded trucking.

Matching today's globally advanced information technology, Shreeji's high quality automation is a real value add. The company has created a computer-supported technology for track-and-trace, including web-based, GPS fleet management system, Digi m-Track. The detailed results project into the order for magnitude and customer benefits during the entire pipeline of delivery. ■

to all other Customs notified ACCs in India (export cargo); from ACC Ahmedabad to all other Customs notified ACCs in India (export cargo); from ACC Indore to all other Customs notified ACCs in India (export cargo); from ACC Delhi to all other Customs notified ACCs in India (import cargo); from ACC Mumbai to all other Customs notified ACCs in India (import cargo); from ACC Chennai to all other Customs notified ACCs in India (exports and imports); from ACC Cochin to all other Customs notified ACCs in India (imports and exports); besides Jaipur, Lucknow and Chandigarh.

Shreeji Transport is advancing with its plan to cover entire South Indian airports by next year.

Dileepa recalled the days a decade ago when Custom bonded trucking was introduced to India. "Initially, we have to struggle a lot to convince the international airlines to use bonded trucking service. We took the airlines into confidence that if they use bonded trucking services they will also be benefited. Then they operated few trial movements, which satisfied them. Following trial movements, the airlines started using the bonded trucking facilities regularly."

Asked him to give details of

other advantages that the airlines get, Dileepa said, "The advantages are more: sizeable reduction in freight charges as compared to movement of cargo on domestic flights; airlines can become 'online' carriers without landing their flights; bonded trucks can be operated to all destinations where all airlines can not operate their service; dangerous cargo can also be carried on prior arrangement; over 120 tonnes of cargo can be moved in one lot; ODC that can not be carried on domestic airlines can be transported on bonded trucking.

Today, Custom bonded trucking business experiences a cut-throat competition. While the international airlines get a range of advantages including reduced freight charges by using bonded trucking facility, they can share this benefit with their agents also by offering low rates and get more volumes of business. In bonded truck operations, we are getting maximum cooperation from all the airlines using our services. We have set up excellent teams at all our offices", Dileepa said.

"We keep upgrading our services", said Harshal Shah. Spearheaded by Harshal, Shreeji's Chennai region service has been witnessing a quality leap.