

## Top View



**Logistics Industry has been abuzz with a lot of industry changes, infrastructure development, industry wide initiatives and innovations in the recent past.**

The predicted growth in India's logistics industry has attracted numerous players from around the world. While the support of the government has been instrumental in developing this industry, globalization has thrown up fresh challenges for Indian logistics. Customers are eager to expand into fresh markets and are looking for logistics partners who can reduce their operating costs and build their supply chain efficiency on a global scale.

The importance of choosing the right network partner with international presence and a focus on both functional and value added services such as transportation, warehousing, inventory management, and customer service aided by information technology has been emphasized by Mr. Lalit Seth, Director-Eastern Cargo Carriers (I) Pvt. Ltd in our special Guest Column –REFLECTIONS.

As a leading IT service provider to the industry, we create the next buzz with our updated IT solutions, much before others do. An outcome of this constant drive to excel has seen Kale Logistics set fresh benchmarks and create new milestones- first one being an industry wide recognition as the "Best SCM IT Solutions Provider-Logistics & SCM 2011" at the Gateway Media Awards of Excellence. The second one has been the tremendous response to our Community Platforms for the industry- WIN & UPLIFT.

We take this opportunity to present to you key highlights of happenings at Kale Logistics through this issue of CRUX.

**Enjoy Reading!**



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**Mr. Lalit Seth**

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As per industry analysts, the Indian Logistics market is on a growth trajectory. India is fast emerging as a manufacturing hub with improved multimodal transportation infrastructure. This trend is likely to gather momentum with improvements in IT adoption levels and enhanced impetus provided by industry associations in simplifying industry regulations. Here we profile one of the leading Freight forwarding enterprise to understand their business drivers and future outlook.

**Mr. Lalit Seth, Director-Eastern Cargo Carriers (I) Pvt. Ltd** in a Tete-a Tete with our CRUX™ correspondent (CRUX™ C) shares how Eastern Cargo came into play and how it set about providing end-to-end logistics solutions to some of the global organizations.

A dynamic leader with a strong entrepreneurial spirit, Mr. Lalit Seth—is determined to shape a better future for the Indian Logistics Industry. He has transformed the company M/s. Eastern Cargo Carriers providing cargo agency services since 1979 to a Private Limited Company by 1992 known as- M/s. Eastern Cargo Carriers (I) Pvt. Ltd, which works towards determining the world of tomorrow by the vision and foresight of today. Mr. Seth has keen interest in classical form of dance & music and he is the General Secretary of Sur Singar Samsad- one of the oldest organizations in the field for promoting artists since 1950.

**CRUX™ C – ‘Eastern Cargo Delivers, What Others Promise’, how do you practice this philosophy given the current challenges in the logistics industry?**

**Mr. Seth:** Eastern Cargo has been in this industry for more than 30 years and the very fact that we are existing is because we are delivering. As for the changing scenario, we are more of a technology oriented company and not merely conducting manual operations, so we are able to face industry changes & business challenges better. We believe is staying current and keep our systems updated, that's how we are able to maintain our deliverables and practice what we preach in our slogan and 'Keep our Promise of Delivering Cargo in Time'

**CRUX™ C – What are various service offerings of Eastern that help meet the logistical needs of Indian as well as global businesses? Where do you see Eastern expanding in coming years?**

**Mr. Seth:** No single Forwarder can offer a complete bundle of Value propositions, it depends more on how strong your partner network is. Eastern's USP might be for its own country; we can collect the goods from Ahmadabad and deliver quickly to Mumbai, but with a strong trade partner having good technology in place, we can take a lead role in other regional markets as well. We can update our customers every step of the way in the transfer of cargo. Logistics is

delivering the cargo at right place and in shortest possible time. This is where Eastern adds value by having the shipment visibility through the entire supply chain. We are providing end-to-end solutions right from picking up cargo from the manufacturer to, Road Transport, CHAs, Forwarding, till final delivery. Our job is a very thankless job, but if the customer keeps coming back to us for their logistics requirements, it means we are doing well. Today our client base includes our old customers as well as many MNC's from Pharma, Engineering, Handicraft, Chemical & Dyes background. In future, we definitely want to go beyond the pan India limit in terms of expansion, we are studying the markets and preparing ourselves in terms of resources, time, money, technology upgrades etc, as we want to replicate our success in local markets to our global ventures in future.

**CRUX™ C – Adoption of IT solutions amongst the logistics community has seen significant improvement. What technologies has Eastern adapted to ensure speed in transmission of shipment data in compliance with local customs rules to various trade partners? How does it help the shipper conducting business with you?**

**Mr. Seth:** Kale's UPLIFT program is most suitable for industry players in current scenario. Therefore we have taken active participation in building of this platform. It is not merely that a system will automatically generate invoice and take the process

forward, somewhere I need to feed the information with accuracy. However, to get the systems going well, I need to have a good package and a good team to support a good platform. Like any new initiative, UPLIFT also has a few cracks which can be patched. Once that happens, it is the best platform for the Indian industry. As per our experience, even if the systems being used by MNCs are not functioning well, they don't shift to Indian systems immediately, which is a mindset issue. But when we discussed UPLIFT with our trade partners, they have accepted it and they feel that it is covering entire supply chain which can be very useful. The current system being used by us is a legacy system which we have been using from 1995; however it has not kept pace with changing industry needs. It was great during 1995, but between then and now, times have changed and the system cannot scale up to provide connectivity to give us shipment visibility. With UPLIFT, we can provide our shipper a lot of comfort as he can know his shipment status-what and when is the cargo being delivered. Shippers can also view history of transaction in future himself if he has any form of query, without requiring our assistance in verifying the records. A shipper is involved in the entire activity of a shipment delivery. And this comfort means satisfied customers and more business for us.

**CRUX™ C** – As we understand, as a key former member of ACAAI, you had initially conceptualised the concept of connecting the Indian cargo community on a common communication platform, which has now been actualised in the form of UPLIFT? How do you now foresee the future for cargo community in India with UPLIFT?

**Mr. Seth:** I feel it's a great opportunity for all young budding companies that once they go with this system which gives them the connectivity with all the entities right from shipper to delivery of cargo, they will definitely realize good and faster yields in developing business. It will definitely give good and faster yields in developing business. The business what we used to do 10 years back has changed multifold and it was not practically possible to do it manually. If we had not conceptualized it then it would not have been possible for us to come this far. We still need to use UPLIFT for some more time, however we feel that if Logistics industry has to realize its full potential then its people need to adapt to change. As they say 'technology can be a key enabler to help the industry connect and collaborate with each other, but ultimately it is the people who can make a difference by applying technology effectively.

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**CRUX™ C** – Apart from being a key former member of ACAAI, you are also a part of other Cargo Associations like Air Cargo Club of India? Since all these associations are working for the common good of Indian Logistics Industry and its stakeholders, wouldn't it be better if they join hands and work through a Common Medium?

**Mr. Seth:** Air Cargo club is different from ACAAI. ACAAI looks at all trade related activities and Air Cargo club is an informal

networking platform for the industry people. Unlike other associations, ACAAI is yet to get formal industry recognition from the government. However, ACAAI understands the Industry needs and hence is actively involved in bringing about industry change through initiatives like UPLIFT. Such decisions require Government level support, which we attempt to achieve by working with other recognized bodies. In the past, ACAAI has successfully taken up issues with the ministry like Customs related changes, Tax issues etc. There are many industry associations working independently for the benefit of the Industry, however a joint initiative by all industry bodies is likely to get noticed by the ministry faster.

**CRUX™ C** – The perception of Logistics industry being an attractive career option is picking up among young Indians of late? What more according to you can the industry do in this respect?

**Mr. Seth:** The logistics industry can produce best of the brains in India. There are many institutes now coming up in Southern India supported by leading companies like Essar. These institutes offer best programs and these have recognized logistics as the new upcoming industry. We see students of the caliber of IIMs opting for a career in this industry. I am sure that such talent would not join this Industry without visualizing the industry scope & growth. At Eastern cargo, the biggest challenge is to balance the work culture between old ways and new market demands. We have new methods but many of our personnel are old, so we have to help our team to adapt to the new demands of the business. So far our team has co-operated in adapting to new service timings, learning technology and adapting to change. That's how we have been able to face up to the challenges of new age customer and leverage on current growth. Also, we see that the focus on developing the entire Logistics Infrastructure by the government is aiding the industry in reaping the results. So we can say that the industry players are on the right path.

**CRUX™ C** – Please share a few words about your view of “Indian Logistics & Supply Chain in 2015”.

**Mr. Seth:** In 2015, we will see a radical change in Indian Logistics Industry. The companies who fail to stay current with technological changes & industry changes will fade out in the pages of history. The companies with good infrastructure, good network partner and good technology will



### For Forwarders

End-to-End shipment visibility  
(Cargo, Documents & information)  
raises customer satisfaction



### For Airlines

E-submission of AWB's reduces the need  
of double data entry



surely lead the pack. Today Logistics is about not just delivering cargo but it's about delivering in style. Global companies entering the Indian markets are not much of threat, although they have been creating a dent in our business, as they have more money, resources, capacity & better technology. We could foresee these changes since 1985 when foreign investment proposition was passed by the government. But it's not a threat, since the service that local players like Eastern Cargo can offer in India cannot be provided by global counterparts, even if they hire Indian resources. This holds true because our costing is definitely lower when we bring up a technology upgrade & deliver at par with them. We definitely can take on the challenges.

ICEGATE-Indian Customs and Central Excise Electronic commerce/Electronic Data interchange (EC/EDI) gateway is a web-based portal that provides e-filing services to the Logistics stakeholders, cargo carriers and other trading partners of Customs & Central Excise Department.

## Industry Changes

As part of the implementation of Central Board of Excise and Customs (CBEC) IT Consolidation Project, the EDI operations at current EDI location was to be shifted to ICES Version 1.5 from ICES ver.1.0. The former is an enhanced/ modified version of the application software currently operational.

## Importance of ICES Version 1.5 on regular Trade

The ICES was introduced as an internal automation tool of the Custom House for a paperless, fully automated customs clearance system that makes the functioning of Customs clearance transparent. It was also an online, real-time electronic interface with the trade, transport and regulatory agencies concerned with Customs clearance of import and export cargo.


The ICES is operational at 40 major Customs and handles nearly 75 per cent of India's international trade in terms of import and export consignments. The ICEGATE enables electronic filing services of documents to the trade and cargo carriers and clients of Customs and Central Excise Department. Currently, about 8500 users are registered with ICEGATE.

## The new ICES Version 1.5 facilitates:

- Filing of Query Reply through ICEGATE
- Amendment of Documents through ICEGATE
- DTS 1.5 can be launched on ICEGATE website
- Document Tracking at ICES level
- Challan Print file on e-mail

## How do the changes affect the community?

The Indian Customs EDI System is an online, real-time electronic interface with the trade, transport and regulatory agencies concerned with customs clearance of import and export cargo. However, most logistics industry stakeholders like Forwarders, CHAs and others are using disparate IT systems which can neither communicate with each other nor interface with ICEGATE in compliance with ICES Version 1.5. During the lifecycle of a Shipment Export or Import process, a number of message & information types are exchanged between cargo stakeholders. Many of these communications happen either through semi-automated systems or manually. Due to this, the likelihood of errors, delays, customer grievances and additional costs increases manifold.



**uplift**  
Connecting the Cargo Community

**now**  
**Geography is History**

**With Uplift you can file SB and BoE from anywhere. All the time.**

The ICES Version 1.5 is now a centralized system for all Carriers and CHA's to interface with the Customs. The new system boasts of enhanced features in terms of security, accuracy, accessibility and efficiency in the customs clearance process. In order for the trade and the trade partners to function efficiently and reap benefits, it is important for them to automate their processes such that they are compliant with ICES Version 1.5.

## How does the current crop of IT Solutions in India address this industry concern?

At present, there are no IT vendors in India who provide a complete solution integrating a forwarders business along with that of the entire Supply chain entities, thereby leaving gaping gaps in the supply chain process flow. There are some established players who cater to the needs of CHAs and Freight forwarders (FF) but do not support airlines or custodians. Then there are still others who facilitate IGM filing for FF and airlines, but miss out on custodians.

Kale Logistics is the leading technology solution provider to the airports and logistics industry. IT solutions from Kale's stable meet the requirements of the entire supply chain stakeholders and these systems also stay current with all industry changes, local as well as international. How are Kale's Logistics Solutions compliant with Indian Customs?

Kale has been one of the first IT providers to get its systems compliant with Indian Customs EDI System (ICES) Version 1.5. Kale's logistics solutions GALAXY (Airport Custodian Solution) and CAPELLA (CFS/ICD Solution) have been upgraded to comply with the new requirements of ICES Version 1.5. These systems generate all relevant messages that are accepted by ICEGATE and queries/responses received from ICEGATE in turn are accepted and processed by Kale's IT solutions. Thus, supply chain stakeholders can look forward to message sending, receiving & recording, all in a single application.

## Kale's Suite of Thoroughbred Solutions



Freight Management System



CFS/ICD Management System



Airport Cargo Management Solution



Connecting the Cargo Community



Web-based Custom Broking Solution



Worldwide Information Network



Kale's **GALAXY-CUSTODIAN** is a complete solution consisting of airport custodian operational functions. It is a cargo community portal where various authorized stakeholders can login and track the exact status of their consignments on a minute-to-minute basis. It provides a common platform for the value chain participants like forwarders, customs, CHA, airlines, and ground handlers to interact with each other and correct business inefficiencies by eliminating redundant processes. The system supports the entire exports & imports related messaging in compliance with ICES 1.5. Forwarders can enter AWB information and submit the shipping bill request to customs, which gets updated in custodian application. The LEO message sent by Customs is accepted into GALAXY-CUSTODIAN and data is moved to GALAXY- GHA (Ground Handling Solution) which will process the cargo to generate and submit the EGM to customs.

## Kale's CFS Management System

CAPELLA™ caters to the specific needs of CFS and ICD operators. It is an enterprise-wide, robust, web-based system that addresses all major issues faced by the CFS operator in terminal operation, container inventory and yard management, bonded and non bonded warehousing, back to town processes, maintenance and repair, damage and loss of shipments, and other features with a comprehensive reporting tool.

### Import Messages:

CAPELLA captures & uploads Container Arrival list-in edi format to be sent from CFS to Customs. It also generates import gate pass message electronically at the time of delivering cargo to consignees/importers, which is then transmitted to Indian customs.

The entire import operations of the CFS depend on IGM data and in absence of IGM edi message, users need to manually input the IGM data. Since CAPELLA automatically uploads IGM data, it saves a lot of user's time & money by preventing data entry errors. CAPELLA accepts IGM message received from customs & other shipping lines in ICES 1.5 format and also uploads IGM data in compliance with ICES 1.5 format.

### Export Messages:

CAPELLA also supports other key export messages like shipping bill, cargo arrival information, container stuffing message, export container exit list. Typically in case of warehouse stuffing, a confirmation of goods received needs to be sent to customs, which is auto-generated by CAPELLA in required format as cargo arrival information, which otherwise has to be done manually. Similarly in case of factory stuffing, container with goods is sent to CFS for custom examination from factory. CFS informs Customs about Container receipt against the shipping bill by sending Container Arrival information. Only after custom examination can the container move further. A Container Stuffing message is sent to customs automatically as soon as container stuffing is completed. Once a stuffed container goes out from their premises, CFS/ ICD has to inform customs the entire container specifications. CAPELLA converts this information on every gate out of the CFS to EDI format & sends it to customs thereby enhancing speed and preventing errors.



**GALAXY**  
Airport Cargo Management Solution



**Clear View. Guaranteed**  
Comprehensive cargo management, reduced cost and extensive stakeholder connectivity



Connecting the Cargo Community

UPLIFT is India's first of its kind community platform which facilitates electronic data interchange between various stakeholders (Forwarder, Airline, Custom House, Customs, Custodian) to the Air and Sea freight operators for filing manifests electronically to Indian Customs.

UPLIFT is an integrated platform that facilitates electronic communication between its stakeholders and Indian customs. It's a one stop solution that is accessible 24X7 from anywhere. This is a carrier-neutral community platform designed to transmit messages electronically between stakeholders like FFR, FWB, FHL, SB, BE, CGM etc. It not only connects the freight forwarders to the systems of airlines but also to other entities such as the Indian customs and the Custodian. It effectively addresses CHA & airline Concerns-



Web-based Custom Broking Solution

### UPLIFT redresses CHAs Concerns:

Certain grievances of CHAs, such as with regard to the electronic formats of Bill of Entry (B/E) and Shipping Bill (S/B) are addressed effectively by UPLIFT portal. The Portal generates necessary EDI files with mandatory validation as per ICEGATE guideline to reduce negative acknowledgements from customs.

### The Next Steps:

Indian Customs has asked the trade participants to get familiar with ICES 1.5. An ICES 1.5 is a significant enhancement that Indian Customs have initiated. The centralized system will aid better control and security and at the same time enhance overall processes. Kale has always been at the forefront of industry needs and changes. With ICES 1.5 compliance Kale's customers, which includes leading Freight forwarders, CFS/ICD operators, Shippers, Consignees, CHAs, Custodians and others, will be able to easily interface with new requirements and norms laid out by Indian customs.

## BUSINESS NEED

Container Freight Stations (CFS) and Inland Container Depots (ICD) are complex operations, involving intricate flow of information and goods between multiple stakeholders. These are further complicated due to manual processes which lead to typical procedural hassles, painfully slow movement of cargo and containers, and quite often inaccuracies in planning and actual actions.

A comprehensive web-based software solution built on ground reality can make these processes hassle free. Such a system should be efficient, facilitate communication between all stakeholders and provide decision support at all levels.

## CAPELLA™ - THE BEST FIT FOR CFS & ICD OPERATORS

Kale's CFS Management System- CAPELLA™ caters to specific needs of CFS and ICD operators. It has been developed on the foundation of our extensive domain knowledge and technological expertise in the Logistics space. It is an enterprise-wide, robust, web-based system that automates the disorganised CFS/ICD processes to give the operator instant access to information and provides the management with complete visibility of their business at all times.

The solution addresses all the major issues faced by the CFS operator in terminal operation, container inventory and yard management, bonded and non bonded warehousing, back to town processes, maintenance and repair, damage and loss of shipments, and other features with a comprehensive reporting tool.

## KEY FUNCTIONALITY

Kale's CFS management system fulfills the end-to-end needs of the operators and takes care of:

- Import Cycle Management
- Export Cycle Management
- Bond Cycle Management
- Auction Management
- Empty Containers Management
- Customer Management
- Irregularities Management
- Accounting
- Container / Shipment Tracking
- Reference Data Management
- Maintenance and Repairs Management
- Management Information



Enterprise-wide Web-based CFS/ICD Management System

### Complexity. No More.

Experience complete automation, end to end process coverage and EDI communication

## BUSINESS BENEFITS

### Enhanced Operations

- Eliminates bottlenecks (resulting from manual processes) and redundant activities through
- Provides real-time information with greater visibility
- Improves forecasting and planning
- Enhances customer service
- High level of data security
- Enables easy integration with other systems

### Improved Profitability

- Lowers total cost of ownership
- Enables quick return on investment
- Maximises container and cargo throughput and space utilisation
- Improves revenues through accurate revenue reporting
- Maximises labor efficiency

## Client Speak

“

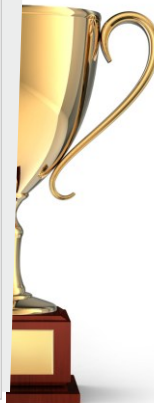
We were looking for a service provider who could understand our business process and help us develop an enterprise wide CFS /general warehousing and distribution management application. Kale fitted the bill perfectly. Kale's business understanding and their ability to customise the software which is specific to our needs have been a highlight in this relationship. The solution will help us increase efficiency and at the same time offer value added services to our clients. ”

Director

A Leading Container Freight Station, Western India



Summeet Nadkar receiving the ('Best SCM IT Solution Provider of the Year 2011) award



## Kale Logistics awarded

### BEST SCM IT SOLUTIONS PROVIDER

at the Gateway awards of Excellence- SCM & Logistics 2011

Kale awarded "BEST SCM IT SOLUTIONS PROVIDER" at the India SCM & Logistics Summit & Awards 2011 held on April 28-29, 2011. The award was presented by Shri K. Mohandas, Secretary, Ministry of Shipping, Government of India. The award was conferred as a part of Gateway Media Awards of Excellence: SCM & Logistics 2011. The award is aimed at recognizing and felicitating industry leaders and outstanding performers in the supply chain and logistics segment. Kale received the award for its significant success in increasing service levels and supply chain visibility, reducing costs, and minimizing lead times for its customers.

Nominations were invited for seven categories while the final winners were selected in three categories owing to stringent selection process put in place by Frost & Sullivan and a panel of esteemed jury members. K Mohandas, Secretary, Ministry of Shipping felicitated the winners at the India SCM & Logistics Summit awards night at the Taj Palace, New Delhi on April 28, 2011.

## UPLIFT goes Multimodal for CHAs

UPLIFT CHA module helps you perform multimodal transactions electronically. UPLIFT is the single online application that facilitates both Air & Ocean transaction processing electronically for Indian Customs House Agent (CHA), making the windows based client server application redundant. For CHAs this also translates in to significant cost savings, as UPLIFT has multi-branch feature and can be accessed from anywhere, anytime.

### Leading logistics service providers like

Robinsons Cargo Logistics, Delta Air Freight, S.N. Das Freight Forwarders, Links Forwarders, Madhu Travels Forex & Cargo, Ashtbhuj Ocean Movers, B.V.C Logistics, Consolidated Freight Forwarders, Committed Cargo Care, Falcon Air Services, Continental Carriers, United Shipping, Aargus Global Logistics, Three Aces Global Logistics, Eastern Cargo Carriers, East West Freight Carriers, Orchid Shipping, Aroscan Cargo Trade, Sikkas Kwich Handling Services Pvt. Ltd, Omega Global Logistics Pvt. Ltd, Interfreight (Forwarders) Pvt. Ltd, Skyline Triumph Logistics Pvt Ltd, Star Freight Pvt. Ltd, New Era Travel & Cargo Agencies, Freightwings and Travels Pvt. Ltd, Daga Air Agent, Modern Cargo Services Pvt. Ltd, Mohanlal & Brothers, Rubee Air Freight, ATA Freight Line (I) Pvt. Ltd, S. Natesa Iyer & Co., Geeta Shipping and Clearing Services, Transline Air Cargo Services Pvt. Ltd, Sandeep Freight Forwarders, Pro Kargo Pvt. Ltd, King Cargo Forwarders Pvt. Ltd, Jeena & Co., CMG Worldwide and Sanco Trans Limited are already part of the UPLIFT revolution and are set to reap the benefits of improved operational efficiency.



Worldwide Information Network

## 3rd WCA Family Annual Conference, Ho Chi Minh City, Vietnam, February 24-27, 2011

WCA Family Annual Conference was held at the state-of-the-art Saigon Exhibition & Convention Centre from February 24-27, 2011.

The key highlight of the event was the launch of Worldwide Information Network (WIN) Platform, which received widespread approval from WCA members. Of 600 freight forwarding companies approached during the two-day launch, WCA said that a total of 337 committed to acquiring the system, with a further 129 expressing an interest.

Developed by WCA Family of Logistic Networks and Kale Logistics Solutions, Worldwide Information Network (WIN) provides freight forwarders with a way of communicating electronic data and documents to and from other agents using their own independent IT systems.

## Kale Logistics expands its presence with a regional office at Chennai & Delhi

Kale set up a regional office at Chennai & Delhi in a strategic move undertaken to cater to growing client base. These offices will enable the company to cater to the growing needs of its regional clients thereby resulting in improved customer service levels. The new Kale Logistics office at Chennai is centrally located in the business district at DBS corporate services, Nungabambakkam, Chennai. Its Delhi office is close to the Delhi Airport and the regional Logistics Hub from its location at Dwarka, New Delhi.

With the company on the growth trail and contributing significantly to the technology needs of the Logistics and Airports industry, this strategic move of setting up regional offices will immensely aid in providing clients with a quick service and after sale support. This has been an important move for Kale Logistics Solutions since its formation as a separate entity from its parent company in September 2010.



**Manoranjan Gupta**  
Group Manager

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**Manoranjan** is a techno-domain expert with over 15 years of experience in logistics industry. In his present role at Kale, he brings in functional expertise to one of the most prestigious project 'UPLIFT', which envisages unifying the entire Indian Cargo Community.

Prior to Kale, Manoranjan has gathered a rich and varied experience across verticals wherein he has handled many product designs and implementations globally. His expertise lies in logistics industry and liner domain. Manoranjan is a Mumbai University alumnus.

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#### Stay updated with UPLIFT.

To learn more about UPLIFT write to us at [info@kalelogistics.in](mailto:info@kalelogistics.in) or for a demo call:

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## Meet us at

**India Container Logistics & Infrastructure summit & Cocktails'11**  
Novotel, Juhu Beach, Mumbai  
15th July 2011, 0900 hrs – 1800 hrs



The 2nd edition of the India Container Logistics & infrastructure Summit 2011 will provide latest updates on trends, transformations and shifts in the Container industry. Kale Logistics is supporting this prominent industry event as an associate partner. Be there to listen to Sumeet Nadkar- CEO & MD, Kale Logistics Solutions, and the recipient of "Best SCM IT Solutions Provider - Logistics & SCM 2011". Sumeet will be a key speaker during the session "Achieving multi-modal integration profitably - Operation, technology & innovation".

Kale is also an exhibitor at the event and its experts will be available to discuss its latest technology innovations catering to the needs of container industry.

#### Corporate Office

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