



Akash Bansal, Head —
Logistics, Om Logistics Ltd.

“We offer single-window logistics experience to our customers”

Constant innovation in terms of products and services, fully integrated single-window solutions for all worries related with logistics; and customer-oriented work ethics are the key drivers of Om Logistics' successful run in the market. Akash Bansal, Head Logistics, Om Logistics Ltd., in a one-on-one with Jasleen Kaur shares more about the brand.

How do you position Om Logistics in terms of creating value to the customers?

Well, I just want to say that considering the topline figures we are among the top three Indian logistics companies, and, of course, when it comes to providing services to our customers, we are number one. Our capability lies in our unparalleled knowledge and efficiency in handling logistics by all modes of transportation - surface, sea, express, train and air cargo services. Innovation is our USP and we believe in upgrading and enhancing our service delivery constantly to meet the customers' demands.

How far you have been successful in maintaining the objective of quality and timely delivery by offering cost effective services?

We are not manufacturers, we are service providers. Our prime concern is customer expectations and we try to fulfill them with utmost care and precision. Om Logistics is committed to offer logistics solutions and services to the Indian industry designed to suit their requirements. We help and support their growth.

Which segment of Om Logistics is on fastest mode in terms of growth and why?

It's automotive logistics, which is posting the highest growth. It has been growing at a pace of more than 12% per annum. Customers are prime concern and we try to provide them with high quality and low cost solution to make them competitive in this highly competitive world. Faster rail movements and modern communication systems have contributed to this growth to a large extent.

Could you please throw light on the services which Om Logistics offers?

At Om Logistics, we offer our clients a single-window logistics experience by integrating services across the supply chain, from transportation to warehousing. Just-in-time supplies, direct online deliveries, carting of loads, first-in-first-out (FIFO), last-in-first-out (LIFO), warehouse management, pre-delivery inspection, to name a few. To put it short, we provide end-to-end services to our customers.

How do you track your vehicles and drivers?

At Om Logistics, we are into online tracking. It is convenience with IT-based user interface and

online and real time applications that enable consignment tracking of vehicles and drivers both through GPS and OLTP enabled vehicles.

What is the secret of Om Logistics success as a logistics company?

Simply put, customer-oriented approach is the key. The secret behind our success and growth is we never say 'no' to our customers. We always say 'yes' to their needs and expectations. In addition, product and services 'innovation' is another success mantra. We always do experiments and try to get something new, and in this way, we satisfy our customers.

What do you have to say on Om Logistics' international business as recently you have opened an office in Shanghai?

Under the Om Group, Om Trans Logistics was incorporated in 2000 and with this, Om Group made its foray into international business. We believe in global partnerships and we are very choosy as far as partners are concerned. We are continuously focussing on new set-ups and expansions worldwide. Three-four months back, we have opened an office in Shanghai, China. We basically want that our Indian customers get maximum benefits from our international service providers.

You have been dealing with automobile industry for a long time. What are the other sectors that you are looking at?

Pharmaceuticals, electronics and textiles are the areas that we are looking at in future. We have seen good amount of business in pharmaceuticals and textiles of late. We expect these sectors too expand horizontally and vertically.

According to you, what is the changing face of logistics sector in our country? And what are the challenges ahead?

There are thousands of companies existing under the umbrella of logistics sector in the country. And I foresee consolidation in the coming 6-7 years. Small companies will be merged into biggies in the industry and the numbers will be lessened. Manpower will remain a challenge.

What are your investment plans?

We are planning dynamic investment in warehousing, due to the increased requirements of our customers. It is fully Greenfield expansion. We largely opt for Greenfield projects.