

TOTAL TRANSPORT SYSTEMS LTD

accomplishing the quality standards others wish to reach

Abhishek Chaudhary • The CEO Magazine



As an entrepreneur, you can conceive this- when associations experience extension, they suffer complications in fulfilling the demand of their supply chain. Furthermore, the enlarging on-demand delivery services forces organizations to modify their logistic overhaul. This hindrance does not come under the light for gigantic corporations, since their eyes are being laid on the key business objectives. A few ignorance to the overhead picture can bring adverse effects on the productivity, growth, revenue, and sales of the company. Outsourcing the logistics service is alike obtaining a navigator in the world of trade. To resolve the complexity of 'Less than container loads', full container loads, Air freight

and on-time deliveries, the idea of Total Transport Systems Ltd came into existence in the year 1994, with a goal to provide uninterrupted supply chain management while adding value to the growth of the company. The devoted, trustworthy and conscientious team, coupled with the experience and vision of the founding team is adding a cutting edge to the dexterity of the organization by assisting in its preeminent Year on Year (YoY) growth of 12%-15% per annum. Since its inception, the company has had been embarking new benchmarks, fuelled by its core values-faith, transparency and efficiency and strives to keep the motto intact. Total Transport works continuously on developing new trade lanes, which help the purchaser to reduce the transit times and freight.

TTSL's Area of Expertise

- Ocean carriers for Less than Container load (LCL) and full container loads (FCL's) for worldwide destinations
- Air freight services
- FCL shipments into inland Africa and CIS region
- Sea-air combination solution for time sensitive
- Third party warehousing and transport solutions across the globe
- Last mile delivery services to Amazon

What has been the secret ingredient behind this cargo consolidation business' successful endeavour? We reached out to the captain of the ship, Sanjiv Potnis, who currently chairs as a Promoter and MD in the organization. Sanjiv Potnis homes an experience of over 25 years in the field of Freight Forwarding & offshore operations and is well versed with the shipping industry. Currently, he spearheads the Sales & Marketing attribute of TTSL across India and the globe. To perceive more about the enterprise and its services, we interacted with Sanjiv. Here are the edited excerpts of the interview.

When and how did you determine the entrepreneurial path in the logistics industry?

It was a matter of chance that I landed in the logistics industry at the beginning of my career in 1991. Since then, this ever-evolving industry has been fascinating. During my tenure with Forbes Gokak Ltd., I had an opportunity to work under the able guidance of my father, Late Capt. Arvind Potnis, who trained me in various fields. The Multimodal Transport Act was passed in the year 1991 and since then our current co-directors / promoters and I were toying with the idea of getting into the cargo consolidation business. It finally took shape in 1994 and we started with Total Transport Systems as a partnership company which was converted into a private limited company in 1995. In August 2017, we went in for a public listing in the NSE emerge category.

To begin, how is your brand-defining "trust" in the market?

Total Transport Systems Limited is a very trusted name in the logistics industry. Our public issue was subscribed 132

times, making a record aggregation of funds crossing Rs. 2200 crores, in the NSE emerge category. We are known for our transparent dealings and efficient cargo turns around. Our international agency network and their commitment towards us is unmatched.

Give us an overview of TTSL's work.

Our company's core business has been into the line of 'Less than Container Load' (LCL) and International cargo consolidation. Using more than 60 direct services and over 17 cargo transshipment hubs, we carry shipments to over 1100 destinations globally. This business constitutes over 50 per cent of our revenues. We are equipped to offer a tailor-made door-to-door solution for our customers using various modes of transportation such as rail, road, sea, and air.

How do you support the corporate culture and make sure everybody stays motivated?

We ensure to keep a congenial work atmosphere. Most of our senior staff is with us for more than 15 years. Every employee of ours goes through a proper training process and each one's job responsibilities are well defined in the various SOP's.

Who are your clients? How did you build a client culture around your services?

Our reputed clientele includes Tata Motors, Reliance Industries, Raymond's, DHL, Hellman Logistics, Schenkers, etc. Additionally, many local and International Freight Forwarders, Custom Brokers and Custom House Agents have been using our services for more than 15 to 20 years. We know exactly what our individual customers require and we build a service and reporting system around their needs.

What are your forthcoming plans?

We have defined plans to ensure that our LCL business grows more than two times than the overall growth of the LCL market in the next three years. We have been achieving this for the last two years. We are looking ahead to double up on our full container and airfreight business by the year 2020. We have plans to scale up our last mile delivery business ten times in the coming two years.

Sanjiv's suggestion for Rising Entrepreneurs

Entrepreneurs should learn and work hard in their core competence and develop it to such an extent that they have no competition.

KEY OFFICIALS

Makarand P Pradhan-TTSL's promoter & CEO

Mr Makarand Pradhan is the promoter and CEO. He was working with Forbes Gokak Ltd before he joined hands with other promoters to start our Company. He is also associated with various overseas organizations. He has a vast experience of over three decades in the Freight Forwarding and Logistics Industry.

Shrikant D. Nibandhe -TTSL's promoter & CFO

Mr. Shrikant hails diverse experience of three decades in operations. He has been associated with TTSL since 1998 and is actively involved in all discussions with International Associates, and oversees Finance.

Kaushal Buch - General Manager

He heads Sales and Marketing, Pan India and looks after the Global Accounts for Cp world and I cargo Alliance.

TTSL'S CHRONOSCOPE

AWARDS RECEIVED BY THE COMPANY

Year	Award	Achievements
2018	Gujarat Star Awards	LCL Consolidator Exports
2018	India Mari - Time Awards	LCL Consolidator
2017	India Mari - Time Awards	LCL Consolidator
2016	Logistics Asia awards	LCL Consolidator
2016	South East Cargo and Logistics Award	LCL Consolidator Export Finalist
2016	South East Cargo and Logistics Award	LCL Consolidator Import Finalist
2015 - 16	Concor Awards	Best Consolidator LCL Import 2nd position
2015 - 16	Concor Awards	Best Consolidator LCL Exports 1st position
2015	South East Cargo and Logistics Award	Best LCL Consolidator 1st position
2015	Gujarat Star Awards (Daily Shipping Times)	Best LCL Consolidator of year (Gujarat)
2014 - 15	Concor Awards (Exim)	Best Consolidator LCL Exports 1st position
2014 - 15	Concor Awards (Exim)	Direct LCL Console 1st position
2014	Gujarat Star Awards (Daily Shipping Times)	Best LCL Consolidator of year (Gujarat)
2013 - 14	Concor Awards (Daily Shipping Times)	Direct LCL Console 3rd position
2013 - 14	Concor Awards (Daily Shipping Times)	Best Consolidator LCL Import 2nd position
2013 - 14	Concor Awards (Daily Shipping Times)	Best Consolidator LCL Exports 1st position