



Mahindra Outperformer's League (OPL)

FUTURE TRENDS AND OPPORTUNITIES IN CEMENT TRANSPORT

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Presentation Sequence



- Stake Holders Challenges – Cement Logistics
- Future Trends
- Value Proposition – Logistics Eco System
- Transparency, collaboration- Logistics Surplus
- Hardware Tracking Technology
- IT Software
- Logistics – key to Customer Delight



Cement Logistics Stake Holder Challenges



1. Shipper
 - a. Marketing / Sales.
 - b. Plant Manufacturing.
 - c. SCM – Function.
 - d. Customers – Bagged / Bulk Cement (Retail and Institutional)
2. Service Providers Challenges
 - a. Transport Contractors.
 - b. Fleet Owners
 - c. C&F Service Providers.
 - d. Handling Contractors.
 - e. Support Services.



Future Trends



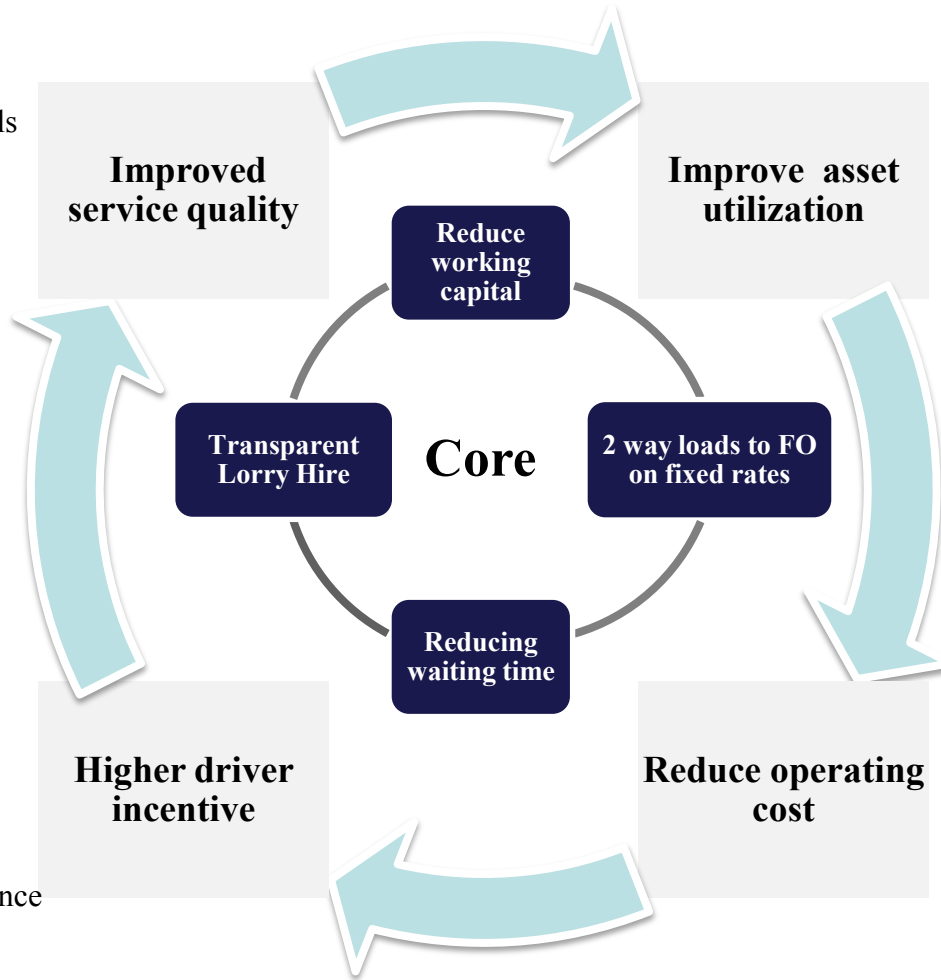
1. Collaborative
2. Transparent
3. Technology (Hardware and Soft ware)
4. Business Process Automation
5. Integration
6. Infrastructure



Value Proposition - Logistics Eco System



- ↑ Authenticated trucks
- ↑ Secure Truck parking terminals



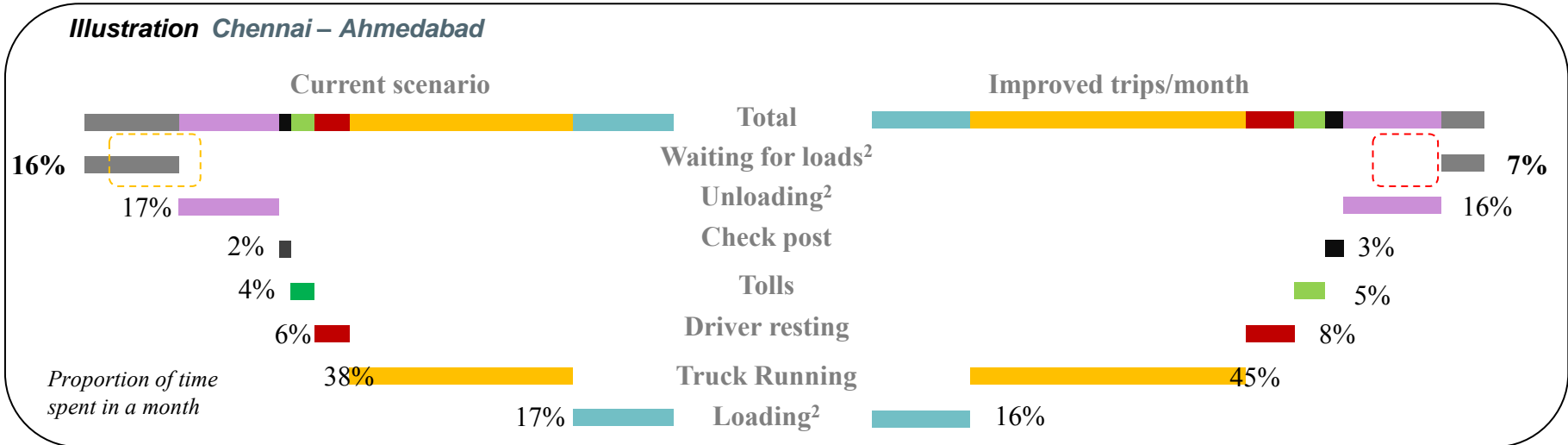
- ↑ IT and GPS Technology
 - Load planning
 - Route analytics

- ↑ Loyalty perks
- ↑ Clean amenities
- ↑ Savings schemes
- ↑ Medical and accident insurance

- ↑ Strategic partnerships with tire, fuel, lubricant companies, etc.
- ↑ Enhanced fleet management systems software



Transparent Lorry Hire & effective trip planning create logistics surplus



¹ For a 16 Ton HCV truck with 10 wheels

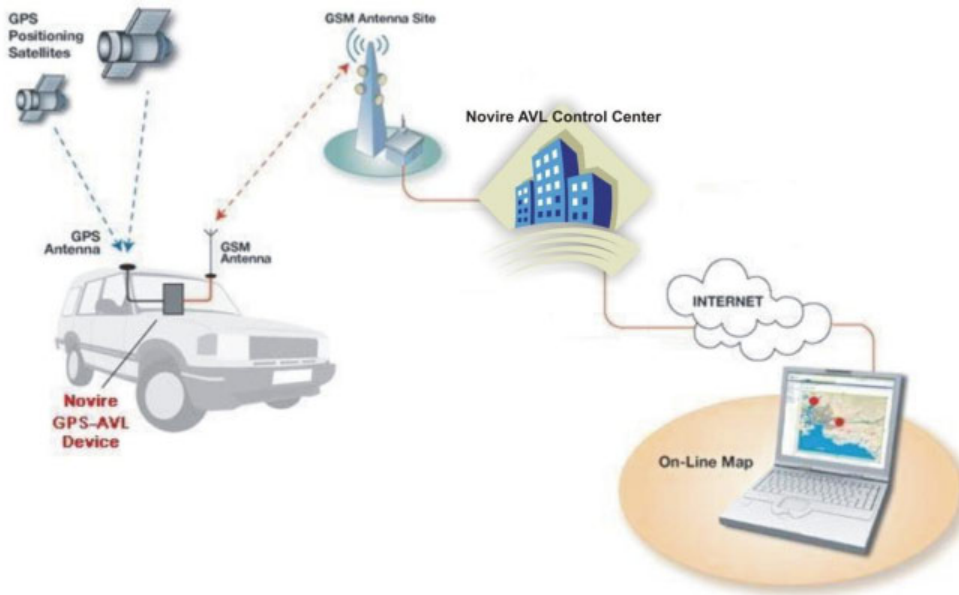
	Current freight rates	Improved freight rate @2.5%
Average round trip freight rate	112,000	114,800
Avg. # of round trips/month	2.5	3.0
Total Revenue ¹ /month	280,000	344,400
2 Drivers @ 6% of freight each	33,600	41,328
Total expense ¹ /month	227,121	273,954
FO monthly free cash flow	52,879	70,446

Revenue increase by ~19%

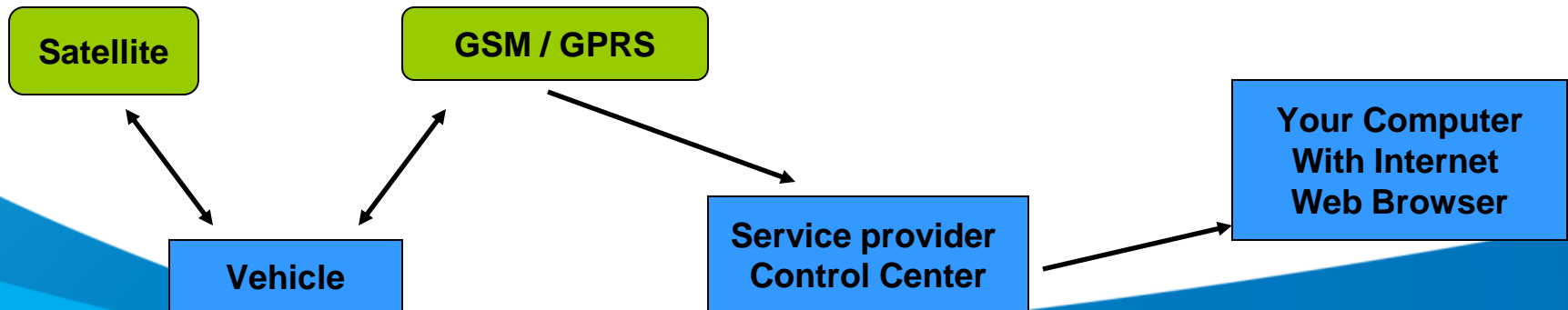
Revenue increase by ~25%

² Reducing loading and unloading time by ~20% and reducing waiting time through by ~52%

GPS Technology – Tracking of Fleet



A GPS tracking device is installed in your vehicle and records the coordinates. The tracking device has a built in capability to send messages over the GSM network to the servers which in turn use the same data to show on a map. Login to Service Provider website to locate your vehicle.





GPS Technology Value Proposition



- Measure and improve Delivery Compliance (Plan VS Actual) giving good insights on Customer Service Levels.
- Improve safety standards within source and on road (reducing pilferages)
- Reduce trip turnaround time improve Asset utilization for fleet(no of trips/month)
- Integrating with ERP and providing seamless order visibility and setting service standards (also provide estimated time of arrival for consignments)
- Truck wise profit and loss incurred and root cause for the same.



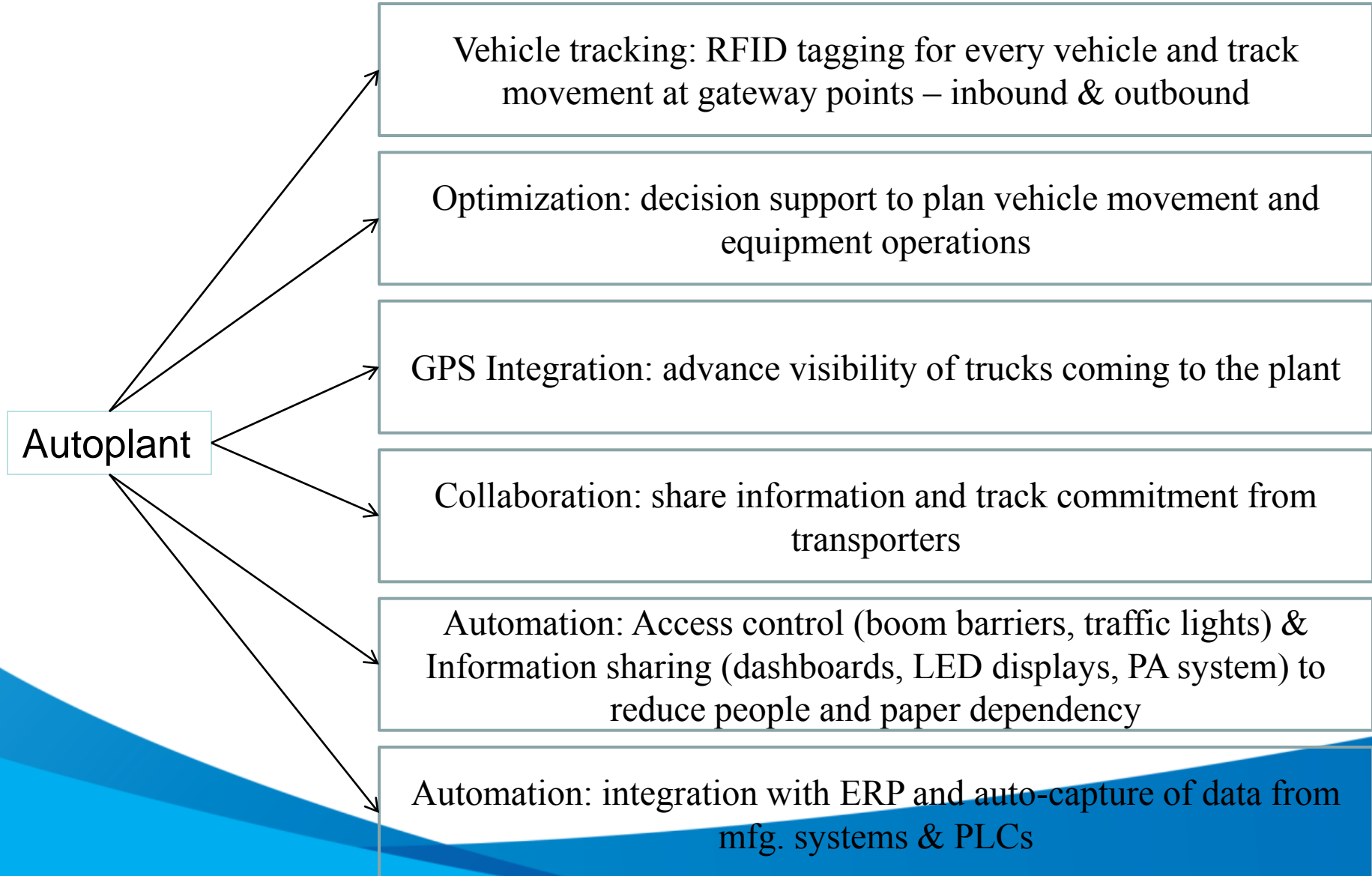
GPS Technology Value Proposition



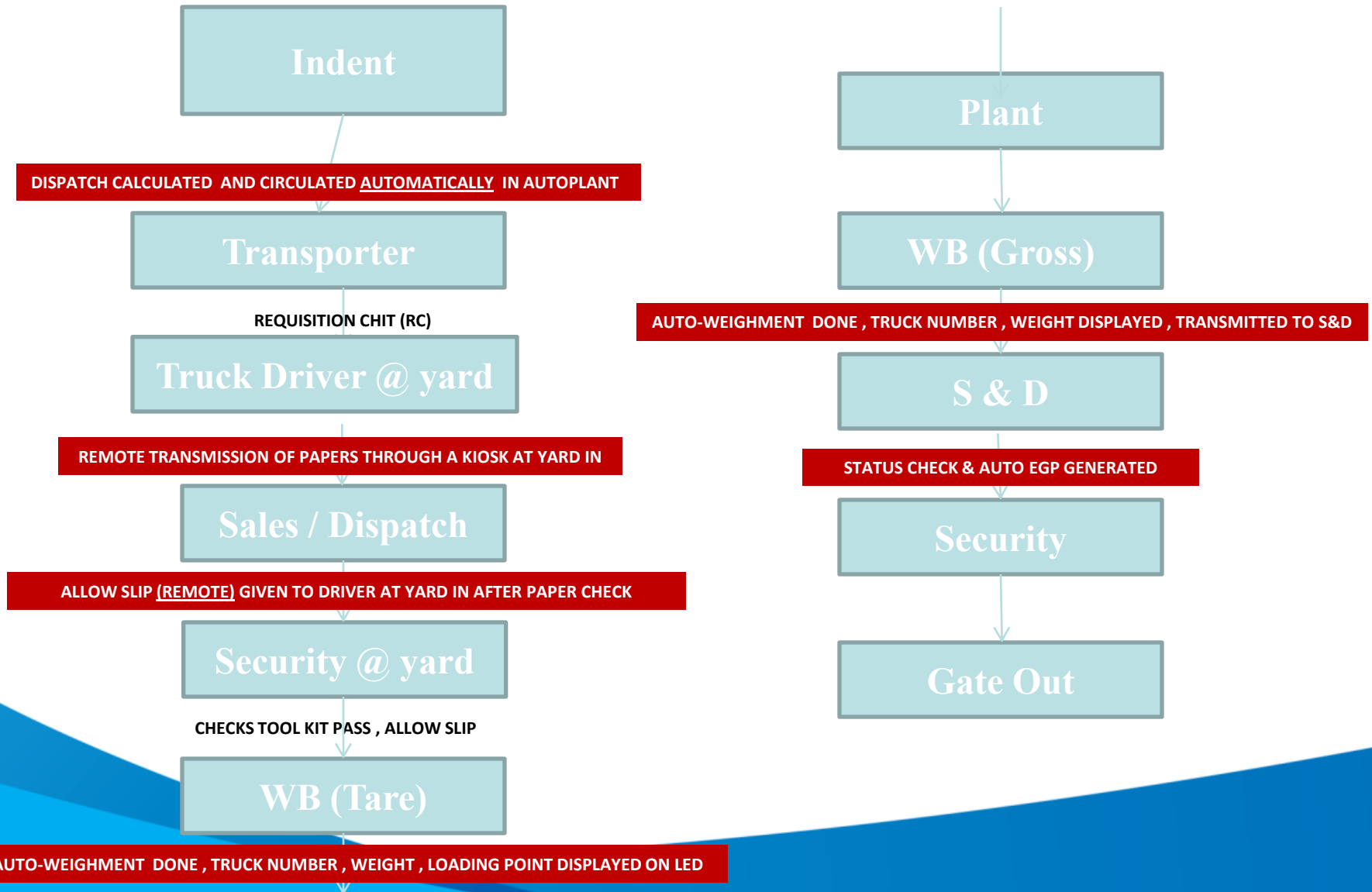
- Improve dispatch efficiencies by providing visibility (including ETAs) of incoming vehicles and planning outbound movement towards customer.
- Route optimization and planning.
- Monitoring on time deliveries and providing root cause analysis for improvement of OTIF(on time in full) as their differentiators with competitors.
- Vehicle scorecards improving performance and incentives for drivers.
- Transparency of their performance to customer achieving better CSL and Asset Utilization.



RFID Technology – Plant Automation



Process Automation in Plant





Integrated – IT platform



1. Web enabled Fleet management ERP System
2. Web Enabled Transport management System for 3PL service providers and Shippers.
3. GPS / RFID Tracking software for truck operations planning and controls .
4. Business Intelligence Systems Integrating all software modules providing End – to – End visibility.



Logistics – Key to Customer Delight



- Assured Delivery at preferred locations.
- Competitiveness through asset utilization.
- Product safety
- Product / Asset visibility for proactive action.
- Faster POD, Reduce Working Capital
- Faster Resolutions on deviations from the plan.
- Route and Freight Optimization.



THANK Q