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Jeena
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Delivering Service Excellence

VOLUME 1

APRIL 2021



QUARTERLY NEWSLETTER

Q1 2021 | VOLUME 1

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Voice of the management



This is the 10th edition of our digital Jeena News and we would like to personally thank you for so many well received comments on the first nine editions.



We are already in the first quarter of 2021 and we can observe some similarities and differences from the Q1 of 2020. In both years, covid cases were on the rise and lockdowns were implemented in different part of the world. The difference is that we now have the vaccines which will help to prevent the spread of Covid-19. The world has just endured almost 12 months of interruptions due to the COVID-19 pandemic, with lockdowns, partial lockdowns, and disruption to long and short journeys. These COVID-19 times have permanently changed some things and they have taught us all the importance of Risk management, Communication, Identification of right platform, data and technology.

India's economic activity is improving and the country's GDP is expected to grow by 1 - 1.5% in the March quarter of 2020-21. This will be the second consecutive quarter with positive GDP growth. India's GDP had grown by 0.4% in the third quarter ended December 31, 2020.

The Air cargo despite the challenge that the pandemic holds, accounted for 40 - 45% of total revenues for the airlines. Before the pandemic, cargo typically made up around 12% of the sector's total revenues. In terms of volumes, the Indian air cargo tonnages have declined by over 25% in 2020-21 as compared to 2019-20 whereas India's Sea Freight cargo seems to have got back on track with marginal decline of 3% in 2020-21 against 2019-20.

For Jeena, Jan - Mar 2021 was a strong quarter. We are consistently generating and capturing opportunities with frequent innovations and have successfully acquired lots of new businesses for Time & Temperature sensitive movements, Coastal, Projects etc.



On social media side, Jeena now has a family count of more than 16,200 active members. Presently, we are also in the process of completing our budgeting activity for 2021-22 which will be aligned to the strategic plan to move towards our vision.

Jeena is highly committed to the health and safety of our employees and with the help of our 'Wellness Partner', we have arranged for the Covid vaccination program for all our employees. We have an arrangement of 40 vaccination slots on a daily basis for the eligible employees. We are also helping our employees to remember that COVID-19 virus is not yet eradicated. So, whilst we need to go ahead with confidence and hope for 2021, we also need to be cautious and careful in terms of masks and social distancing.

In this New Financial Year, we wish best of health, positivity, luck and success to all stakeholders.

Regards,
Cyrus Katgara

Cover Story

Ripple effects of the Suez Canal incident

The Suez Canal incident added to the already existing global container shortage woes. While the world was already facing container imbalance and increased freight rates, the Suez Canal blockage made the situation even worse.

Just to recapitulate, the ship 'Ever Given' ran aground on March 23 putting the maritime traffic to a halt at one of the world's busiest waterways.



The ship remained stuck for 6 days causing more than 400 ships to be stranded at the man-made canal. After a flotilla of tugboats finally freed the vessel on March 29th, traffic resumed. The Suez Canal is an important maritime link providing the shortest sea link between Asia and Europe. Nearly 12 per cent of global trade passes through the Suez Canal. Every day, 50 cargo ships pass between the Mediterranean and the Red Sea, providing a crucial trade corridor between Europe and Asia. The blockage has caused a delay of 1,10,000 TEUs of cargo. From the shortage of shipping containers to chips supply, the incident is the latest in a string of events that have caused disruptions to the global supply chain since the outbreak of the Covid-19 pandemic early last year. Although the logjam is cleared now, the congestion will have rolling effects further down the supply chain for months to come, exacerbating an already problematic situation at major European ports. With inventories dropping as a result, unfortunately that means the costs will be passed on to consumers.

Europe's manufacturers and auto suppliers were the most affected by the closure of the busy waterway as they operate "just-in-time" supply chains. Over four million containers did not move for nearly a week, so the disruptions will have a large impact on the Asian and European market and the United States will eventually feel an impact from this as well. Europe is very dependent on natural gas. The energy industry was probably the most reactive to this, so they sent several tankers around Africa as opposed to having them wait to resolve the blockage.

Energy prices were rising in Europe at the time, so it made financial sense to send a couple vessels around Africa, that way not all ships were waiting for the blockage to clear. If the energy prices were to rise further in Europe that will eventually translate into energy prices changing in the United States as well.

While normal traffic has now resumed of the narrow Suez Canal passage, the ship blockage since March 23rd resulted in massive economic loss — hundreds of ships ferrying cargo worth billions were either stuck in traffic or forced to reroute, causing significant delays in essential shipments. Several nations located in the eastern and western parts of the world have suffered a devastating economic blow due to the canal blockage. Even India may have faced losses to the tune of hundreds of crores due to the blockage. The Suez Canal blockage roughly cost 12 per cent of global trade and was holding up trade valued at over \$9 billion per day, according to data from Lloyd's list. This is equivalent to \$400 million worth of trade per hour or \$6.7 million per minute!

Since the ship had blocked the narrow canal for six days, the total trade loss has been estimated at roughly \$54 billion. However, this figure is based on just the cargo shipments that were halted or delayed due to the blockage. According to Suez Canal Authority Chairman Osama Rabie, the Canal's revenue alone was taking a hit of \$14 million to \$15 million per day. It may be noted that shipping operation charges increased sharply as most cargo ships were forced to take a longer route via the Cape of Good Hope. The route generally takes 7-15 additional days.



Besides the global trade loss due to delay in cargo shipments, the Suez Canal blockage had also impacted several businesses around the globe, ranging from shipping operators to e-commerce retailers.

Countless retailers around the world — both offline and online — suffered losses due to the blockage as key shipments were delayed. According to experts, evaluating the actual cost of the Suez Canal blockage is difficult as it is hard to determine how much it cost individual businesses around the world.

While the disruption may not have a lasting effect, experts feel that the incident could inflate prices of some commodities and goods for a short period.

Quarter 1 in Review – Industry Buzz

1. Budget 2021: Indian logistics industry is happy because it increased the infrastructure spending significantly with focus on new economic corridors, improved road, railway infrastructure and push towards digitalization.
2. With massive spot rate hikes now complemented by much higher contract rates, carriers look set fair for even greater profits for the first two quarters of the year, at least, if not for the whole of 2021.
3. With air freight capacity still well below 2019 levels and airlines predicting lower passenger traffic until 2023 or 2024, the freighter conversion market is heating up.



Major Highlights of Jeena World

Jeena & Company has been recognized as one of the National Best Employer Brands 2020



The Economic Times Presents – The World HRD Congress & Awards - The NATIONAL BEST EMPLOYER BRANDS 2020 (29th Edition) held on 16th February 2021 at Taj Lands End, Mumbai featured the Top organizations from Pan India, which are exemplary in HR and used communications effectively for Human Resources Development.

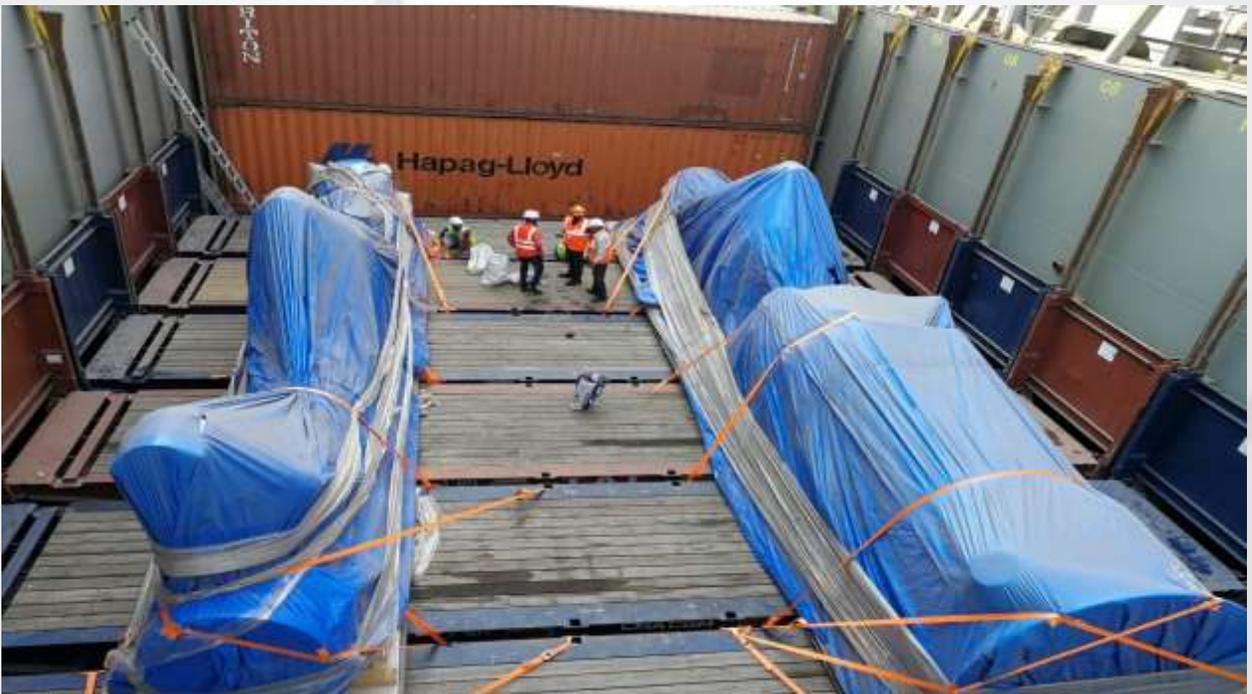
A team of researchers identified the Best Employer Brands at the National Level and we are pleased to share that “ **Jeena & Company**” has been conferred upon with “**The NATIONAL BEST EMPLOYER BRANDS 2020**” award. Ms. Lucky Kulkarni, our Country Head HR received the award at the prestigious event.



Jeena owns a setup at ICD Tumb

We take immense pleasure to announce the opening of our own setup at ICD Tumb. We can now offer expedited services to shippers from here.

Jeena Projects executes a mid-size project for one of the esteemed clients from India to USEC





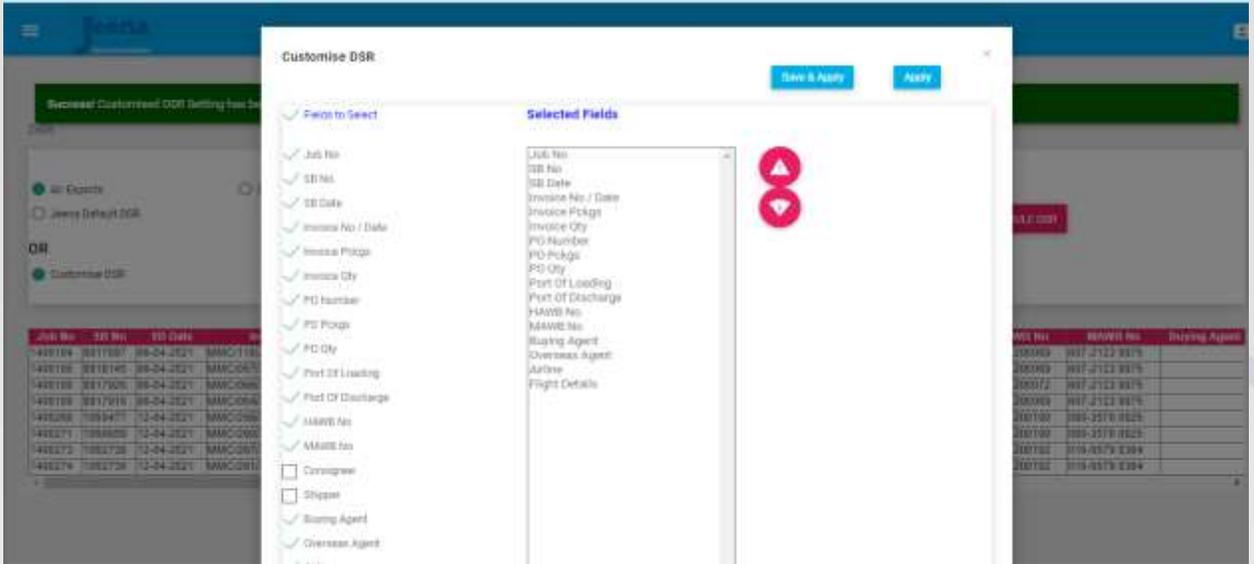
The client is a leading manufacturer and supplier of biofuels in Europe. Headquartered in Europe, the client has installed some plants in North India to convert agricultural waste into biofuel. This would help North India to reduce pollution during winters due to the burning of agricultural wastes.

EXW scope of work included packaging, transportation, customs clearance, and freight forwarding for containers and breakbulk cargoes. Despite the short notice, Jeena projects ensured the safe and timely delivery of cargoes. A huge shout out to the CMA team Soumen Kar, Ashish Mandhane, and Derrick for partnering with us on this project and giving special attention to its operational execution.



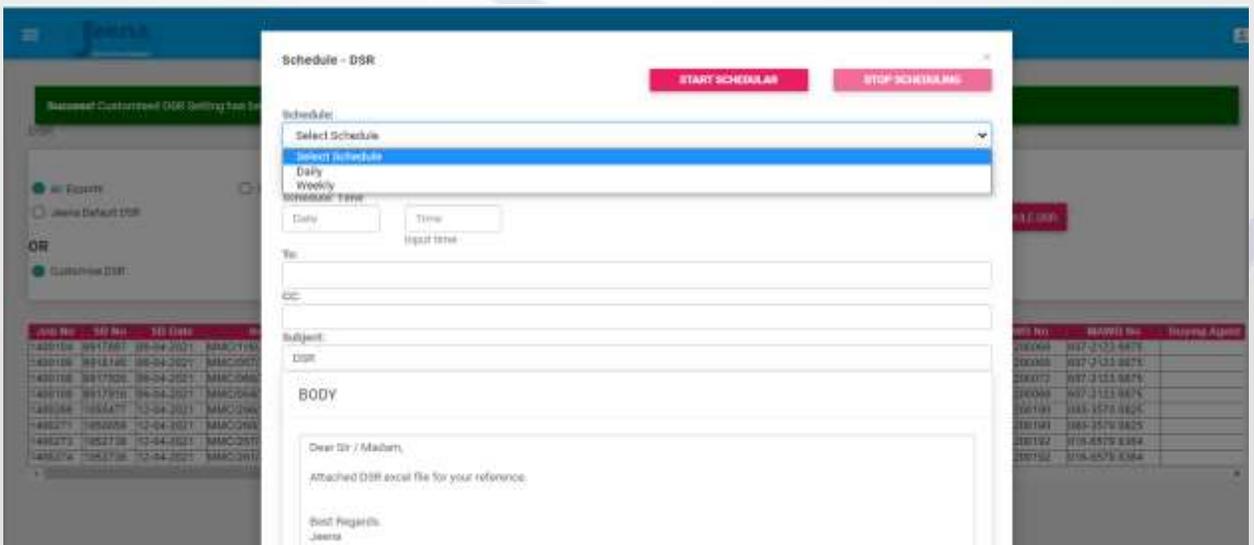
Jeena Customer Portal 2.0. – What’s new?

Customised DSR:



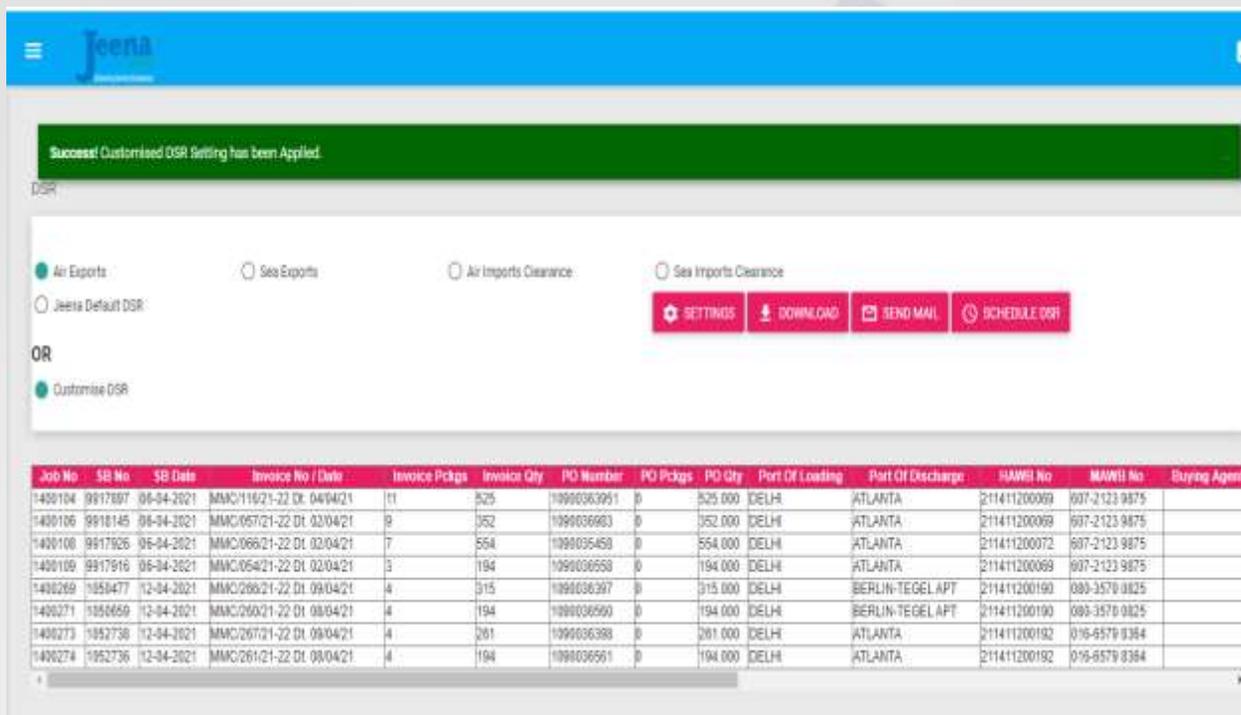
Customers can customise their own reports as per their requirement & can focus on limited fields that they require. They can customise their reports anytime and can also set it to default so that when they revisit a portal, they will view their customised reports only.

Scheduling customised DSR:



Customised DSR can be scheduled Weekly or Daily by customers as per their convenient time and have a reduced dependency on the Jeena Operations Team.

Export option to PDF and Excel:



DSR is available in the PDF format by default and after customisation, it can be downloaded in the Excel format.

Please get in touch with our CEMS for queries/feedback.

[CEM \(North India\)](#) [CEM \(Mumbai\)](#)

Jeena Coastal achieves the milestone of 2500+ units

We take immense pleasure to announce the milestone achieved by our newest vertical – Coastal Shipping. As on March 28th 2021, the department has completed 2500+ units.

Jeena successfully organizes two webinars in the quarter

Jeena in association with Logistics Insider successfully hosted two webinars; one on 29th January 2021 and another on 25th March 2021.

Logistics Insider presents
INDIAN AIR CARGO MARKET GATHERING STEAM

Powered by
Jeena
Est. 1990
Delivering Service Excellence

MODERATOR
Prediman Koul
Executive Director & Board Member
Jeena & Co

Abhay Pathak
Air Cargo Expert & Former Executive Director (Cargo)
Air India

Cyrus Katgara
President
ACFI

William Boulter
Chief Commercial Officer
IndiGo

Saurabh Kumar
CEO
CMR Hyderabad Air Cargo

LinkedIn Live

JOIN US LIVE AT 12:00 PM - 1:00 PM (IST) ON 29th JANUARY 2021

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The first webinar was on the topic “Air Cargo Market Gathering Steam.” The session was moderated by Mr. Prediman Koul, Executive Director, Jeena. The esteemed panelists were Mr. Abhay Pathak, Air Cargo Expert & Former Executive Director, Air India, Mr. Cyrus Katgara, President, Air Cargo Forum India, Mr. Willy Boulter, Chief Commercial Officer, Indigo, Mr. Saurabh Kumar, CEO Air Cargo, GMR Hyderabad.

The second webinar was on the topic “Digital Solutions: Riding the Big Change, The Future is Now!” The session was moderated by Mr. Meheriar Patel, Group CIO, Jeena & Company.

The banner features a red and black background with a perspective effect. On the left, the text reads: "Logistics Insider presents DIGITAL SOLUTIONS: RIDING THE BIG CHANGE, THE FUTURE IS NOW!". In the top right, it says "Powered by Jeena Est. 2000 Delivering Service Excellence". Below this, a moderator box shows a photo of Meheriar Patel, Group CIO of Jeena & Co. Below the moderator are four panelist boxes, each with a photo and name: Puneeet Agarwal (President IT/Strategy/Business Unit, CJ Darcl Logistics), Bimal Kanal (Director, Tradelens), Karan Shah (CEO, Shipmnts), and Chinar Deshpande (Group CTO, Stellar value chain solutions). At the bottom, it says "Linked in Live Also LIVE at [YouTube icon] [Facebook icon] Thursday MARCH 25TH 04:00 PM IST 05:00 PM IST" and "Logistics Insider A unit of Chromosomes Media".

The esteemed panelists were Mr. Puneet Agarwal, President - IT/Strategy/Business Unit, CJ Darcl Logistics, Mr. Bimal Kanal, Director – Tradelens, Mr. Karan Shah, CEO – Shipmnts, Mr. Chinar Deshpande, Group CTO – Stellar value chain solutions

Covid vaccination drive at Jeena premises

Jeena in collaboration with our wellness partner "Vidal Health" is organizing a Covid-19 vaccination drive. Vaccines would be administered to employees in the age bracket of 45 and above and also to their family members who are of the age of 45 and above in our office premises.

As of now, this drive would be organized in 4 locations:

- 1) Gurgaon office
- 2) Bangalore office
- 3) Mumbai (Andheri) office &
- 4) Chennai Office



Here is a glimpse of the ongoing Vaccination Drive



Our first vaccination program was held at the Gurgaon office on 16th April 2021. The vaccines were administered by "IAS Medicare."



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