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Delivering Service Excellence



QUARTERLY NEWSLETTER

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Voice of the Management



This is the 9th edition of our digital Jeena News and we would like to personally thank you for so many well-received comments on the first eight editions.

India's economic activity is improving and the country's GDP growth will turn positive in the fourth quarter of the current financial year, according to one of the latest research reports. India's gross domestic product (GDP) is likely to contract 1% in the third quarter ended December 31, 2020, before posting positive growth in the March quarter of the current fiscal.

The second wave of the COVID-19 pandemic, however, remains a valid risk but the good news here is the grant of emergency use



approval of two covid-19 vaccines for which the immunization drive will begin by 13th or 14th January 2021 in India.

For businesses and management, the pandemic still remains a bit of a challenge, unlike any they have ever faced, forcing an abrupt dislocation of how employees work, how customers behave, how supply chains function, and even what ultimately constitutes business performance. The Indian aviation industry is still struggling harder compared to other sectors with the air cargo declining by more than 12% in the third quarter of 2020 against Q3, 2019 whereas for Year to date (YTD) December'20 period, India's air cargo has fallen by 36% against last year's YTD December.

India's Sea Freight cargo seems to have got back on track with a marginal decline of 1% in the third quarter of 2020 against Q3, 2019 whereas on Year to date (YTD) December'20 period, India's Sea Freight containerized cargo is down by 15% against last year's YTD December.

For Jeena, Oct-Dec 2020 was the quarter wherein we have picked up the pace by consistently generating and capturing opportunities with frequent innovations. We have implemented few 'key' initiatives like launching of Jeena Customer Portal (JCP) application on Android, Upgrading functionality of Jeena Sales kit (JSK), Conducting 'moving up' workshop sessions for the sales team, and worked on social media initiatives, etc in our continuous effort of transforming us into a technology-driven organization.



On this New Year, we wish the best of health, positivity, luck, and success to all stakeholders who are working tirelessly to overcome the unique challenges brought on by this extraordinary COVID-19 situation however we are now sure that things will get back to normal very soon.

Stay safe, happy, and healthy!

Regards,
Cyrus Katgara



Cover Story

Revival of Air Cargo Business

The air cargo business which was impacted big time due to Covid-19 started showing signs of recovery from September 2020 onwards.

The last quarter has been extremely crucial in terms of the recovery of the air cargo business. The rise in exports and the addition of freighter services in major airports contributed a great deal to the recovery of the air freight Industry. Additionally, airlines also began carrying cargo in passenger cabins which contributed to volume growth as well.

While India was under complete lockdown, pharma, perishables, and e-commerce drove the air freight business.

After the withdrawal of lockdown, although a surge in the air cargo volumes was noticed for some time, import demand was still low due to the China-India political row, limited capacity,



and the 'Make in India' initiative gaining rapid strength. Airlines' hopes of a further significant peak-season boost in November partially failed to materialize, although their figures indicated a month-on-month rise in tonnages and higher China-Europe prices for the month as a whole.

Figures for the month gave an unclear picture, indicative of "a fluctuating market", with China-Europe prices slipping back towards the end of November.

Given India's status as a major pharmaceutical manufacturer, air freight will be required to transport the vaccine when it does become available. We have seen the year ending with a huge surge in the air freight market and hope to see the numbers steadily increase.

While passenger airlines are struggling to survive, the air cargo market is poised to recover to pre-crisis levels in 2021 with the strength of a strong rebound in international trade and huge growth in e-commerce, according to the International Air Transport Association.

Quarter 4 in Review –Industry Buzz

1. The warehousing segment has emerged as a promising investment opportunity for investors.
2. The fastest-growing E-commerce market has undoubtedly increased the demand for warehousing in tier II & III cities.
3. The market for last-mile uses continues to grow as customer expectations for faster ship times increase, and the nature of both build-to-suit and redevelopment/repurposing projects continues to evolve.



4. Ocean freight gets drastically affected by extreme container crisis.
5. Airfreight rallied through recovery process due to a significant surge in pharma-related delivery.

Major Highlights of Jeena World

Jeena's GST E-invoicing is Compliant with Indian Govt. Mandate

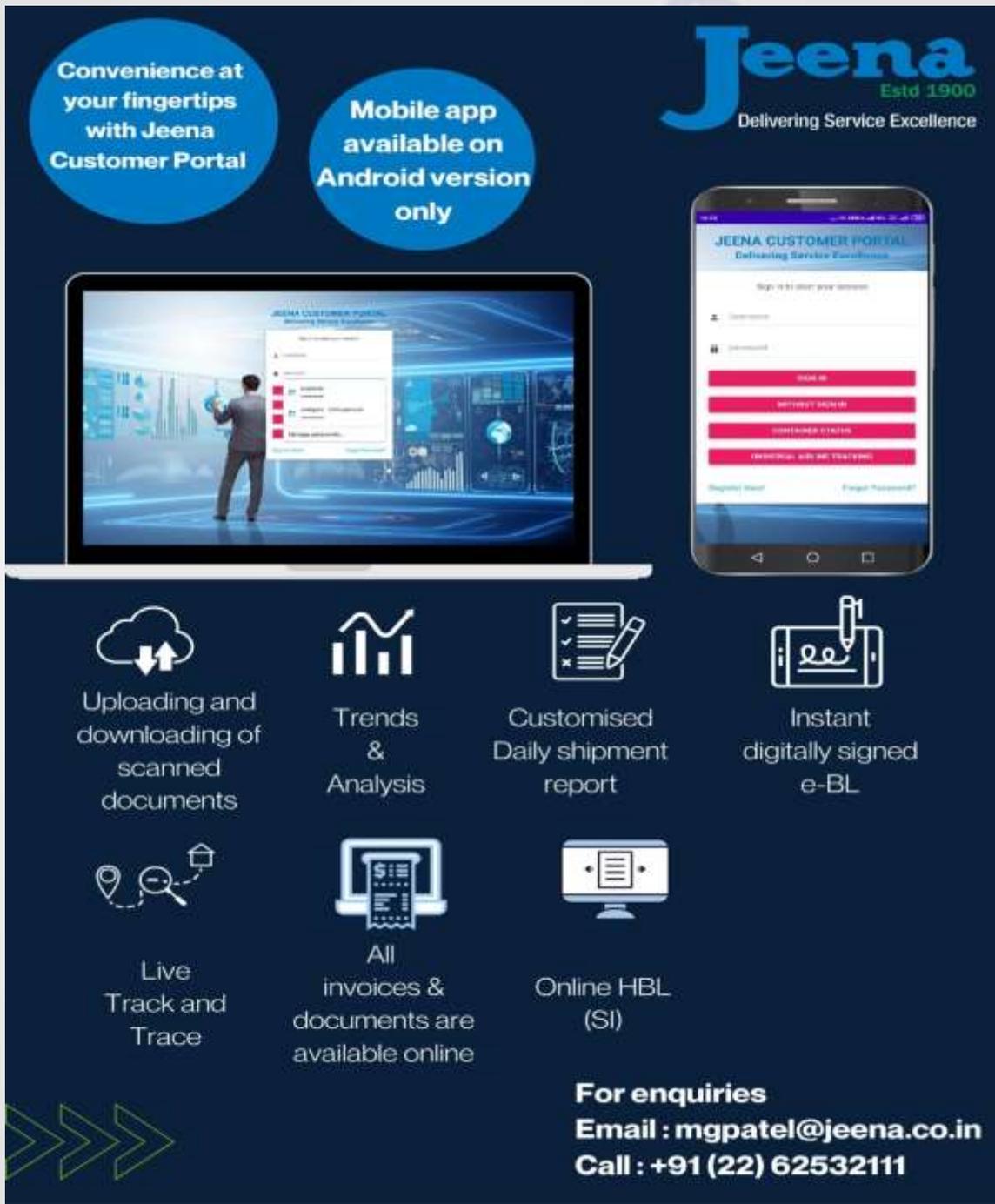


Since October 1st 2020, we have made the required modifications in our electronic invoicing as per the GST guidelines issued by the Indian Government.



Paperless Initiatives in Full Momentum

Jeena's Digital Solutions team has released the upgraded version of the web Customer Portal with enhanced features. Furthermore, the team has come up with a mobile app compatible with Android.



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Convenience at your fingertips with Jeena Customer Portal

Mobile app available on Android version only

JEENA CUSTOMER PORTAL
Defining Service Excellence

Sign in to start your session

Sign in with your account

Sign in with your account

NEW IN

GET NEW SIGN IN

FORGOT SIGN IN

REGISTER NEW IN

Forgot Password?

Forgot Password?

Uploading and downloading of scanned documents

Trends & Analysis

Customised Daily shipment report

Instant digitally signed e-BL

Live Track and Trace

All invoices & documents are available online

Online HBL (SI)

For enquiries
Email : mgpatel@jeena.co.in
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Second LinkedIn Talk Show Organized by Jeena & Logistics Insider

Jeena & Logistics Insider organized an insightful talk show on December 4th, 2020 on LinkedIn and the theme of the show was “Global Supply Chains on the Qui Vive.” Our panelists Mr. Charles Brewer, COO, Canada Post, Mr. Ruwan Waidyaratne, MD, Hayleys Advantis Limited Mr. Nikhil Jain, CTO, Seros Logistics, Capt Rahul Bhargava, Director-Commercials & Ops, Essar Shipping, and Mr. Malcolm D'Souza, GM-Commercial, Jeena & Company discussed plausible route to recovery amid distress in the global supply chain.

In the News

Jeena & Company featured in the 5th edition of the Indo-German Economy, the business magazine of the Indo-German Chamber of Commerce

[Read more](#) (Page 47)

Mr. Cyrus Katgara, Partner - Jeena & Company & President - ACFI has been featured on the cover page of Cargo Connect, October 2020 issue.

[Read more](#)



Long Stints Awarded

Jeena Employees Completing 10 Years Milestone



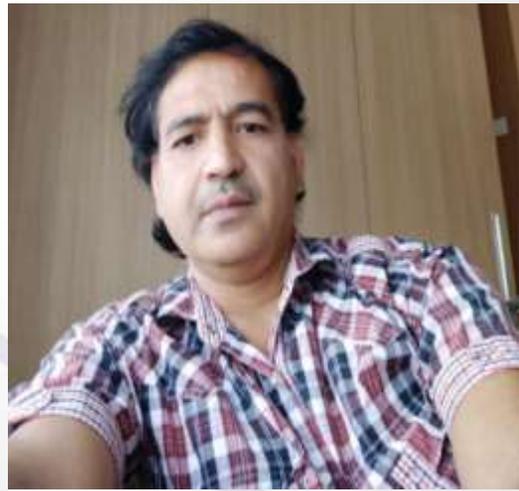
Rajeev Mathur, Sales, Gurugram



R. Vijayrangan, Air Import Clearance, Bengaluru



Vishal Patil, JCPL, Bhiwandi



Kailash Pant, FedEx Export Clearance, Gurugram





Kishan Lal, FedEx Export Clearance, Gurugram



Vineet Thakur, FedEx Export Clearance, Gurugram



Ramdas Ganpat Shirke, Nhava Sheva



Saraswati Braganza, Mumbai Corporate Office





S. Mariappan, Tuticorin



Beena Sunny, Kochi



Paramjeet Kaur Brar, Gurugram



Sunil Rajaram Sandge,
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