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**Jeena**  
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Delivering Service Excellence

VOLUME 10

OCTOBER 2020



# QUARTERLY NEWSLETTER

VOLUME 10 | OCTOBER 2020

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# Voice of the Management



This is the 8th edition of our digital Jeena News and we would like to personally thank you for so many well-received comments on the first seven editions.

COVID-19 has created a massive humanitarian challenge: millions of ill and hundreds of thousands of lives lost, soaring unemployment rates in the world's most robust economies, governments straining to deliver critical services. The pandemic is also a challenge for businesses and the management, 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. All this has impacted the Indian economy whose GDP fell 23.9% during the first quarter of 2020-21 as per data released by the National Statistical office. FY 2020-21, the Indian economy is forecast to contract by 11.5% as per a report by Moody's Investor Service report.

The aviation industry is still struggling harder compared to other sectors. Global air cargo capacity declined by 23% in Aug'20 as compared to what it was in Aug'19. In Aug'20, Indian air freight volume amounted to only 200 thousand tons against the monthly volume of 300 thousand tons in Aug'19, which reflects over 30% decline in monthly volume.

For Jeena, July - Sep 2020 was a 'recovery' quarter wherein we did things differently, used the situation as an opportunity with frequent innovations. We have implemented few 'key' initiatives like mandatory e-invoicing, data-driven Quarterly Business Reviews (QBRs), worked on branding and social media marketing initiatives, etc in a direction towards transforming into an Outward looking Organization.

The mantra is not merely to create new growth drivers but to do old things in innovative and efficient ways thereby add value. We are also proud to share that Jeena has not laid off any employee during this pandemic phase.

We wish the best of health and luck to all stakeholders who are working persistently to overcome the unique challenges brought on by this extraordinary COVID-19 situation. We are positive that things will get back to normal again in the near future.

Stay safe, happy, and healthy..!!

Regards,  
Cyrus Katgara



## Cover Story

### **How the Indian Logistics Sector is Bouncing Back After the COVID-19 Pandemic Standstill**

We cannot yet say that we are completely out of the COVID-19 pandemic phase. It's just that we have probably seen the worst already and are getting back to normalcy adopting all the necessary safety measures in order to revive the global economy. The struggle for most of the industry sectors has been intense in the past few months.

The logistics industry also had its own share of challenges and it can be predicted at this point that the industry in the post COVID-19 world would be quite different from what it used to be.

Before we move on to the post COVID-19 world canvas, let's take a quick look into the COVID-19 impact on India's logistics sector. Logistics is one of the key indicators of a nation's business sentiment. On the 2<sup>nd</sup> or 3<sup>rd</sup> day of the lockdown, the movement of trucks slashed by 90-95%, only essential goods were moved. From the month of May, we saw a gradual recovery in the movement of goods due to lockdown relaxations in some parts of the country.

With the complete withdrawal of lockdown, the logistics sector in India is bouncing back slowly and steadily. In August 2020, after a 30% decline in the monthly volume of airfreight, the air cargo business started showing signs of recovery in September 2020.



There has been a decent increase in exports and addition of freighter services at major airports in India. September was the most positive month for the air freight sector so far.

Here's a glimpse at the performance of the major airports in India:

- Bengaluru airport registered positive cargo volume growth in September – a first since March 2020.
- Delhi witnessed a record number of freighter movements (2,366) last month.
- Cargo volume in Mumbai has been growing month on month, but is still 27% lower than last September because of the cap on the number of flights.
- Smaller airports like Patna, Varanasi, and Srinagar have also seen an increase in cargo volume.

According to one of the world's leading market research companies, the global logistics market is projected to have a YOY growth of 17.6%. This projection for 2021 has been estimated to be down by over 10-15% as compared to the pre-COVID-19 estimation. Four other speculations doing rounds are

- 
- FMCG to have the largest market sizing in the global logistics market.
- Roadways to be the largest segment for the logistics market.
- Asia Pacific to have the largest market size

Logistics hubs will re-emerge at the regional level. A transition from globalization to regionalization is highly likely.



While the future remains largely uncertain, there most definitely is a light at the end of the tunnel provided we equip ourselves in every possible way. If there is anything this pandemic has taught us, it is how to deal with all-time lows, health risks, and yet be on our toes to ensure a smooth flowing supply chain.

## QUARTER 3 in Review – Industry Buzz



1. The logistics industry in the Gulf Cooperation Council (GCC) region is evolving rapidly driven by increasing non-oil sector contribution to GDP, infrastructure development, the emergence of free trade zones and industrial parks, and increased trade cooperation.
2. According to the Logistics Managers' Index, logistics services are in higher demand as consumers rely more heavily on e-commerce due to the COVID-19 pandemic. The growth has been significant, with e-commerce up 44% as a percentage of total retail in the U.S.
3. Indian players that have focused on the well-being of their employees in addition to digitalization , have been most adept at getting operations to pre-Covid-19 levels.



## Major Highlights of Jeena World

### A glimpse into Jeena's excellence in pharmaceuticals exhibited during COVID-19 pandemic



- Distributed Covid-19 testing kits under stringent cold chain conditions at more than 320 locations in India during the lockdown
- Supported the Indian Council of Medical Research for the import of Covid-19 testing kits, custom clearances, and domestic distribution
- Supported the World Health Organization in moving their time-critical Covid-19 related supplies like hospital beds, gloves, masks, PPE kits, laboratory consumables, etc
- Handled door to door delivery of domestic and international shipments of the cold chain, life-saving, cancer, and other critical therapeutics, and made them available directly to patients

## **e-bill of Lading Got Rolling**

As a part of the continuous sustainable developments that we as an organization have been undertaking, introducing e-bill of lading was one of the most prominent ones in the last quarter. We got it rolling from August 17<sup>th</sup> 2020.

Due to this metamorphosis, the process which used to take 2 days earlier has come down to 2 minutes.

## **Implementation of e-PSD for Air Exports and FedEx Exports**

As a part of our process to embrace and develop emerging technologies, Jeena's Digital Solutions Team has implemented e-PSD for Air Exports from 9<sup>th</sup> September 2020 and for FedEx Exports from 16<sup>th</sup> July 2020.

E-PSD comes with a plethora of benefits:

1. No use of paper, hence, eco-friendly
2. Quick and safe delivery
3. Physical storage of documents could be avoided
4. Improves efficiency
5. 2 days faster money back

**Jeena is ISO9001 and ISO27001 compliant**





# Certificate of Registration

This is to certify that the Management System of:

**Jeena & Company**

Corporate Office:  
Ephraim Building, 1st Floor, 10 Veer Nariman Road, Fort, Mumbai-400 001,  
Maharashtra, India

has been approved by Alcumus ISOQAR and is compliant with the requirements of:

**ISO 9001: 2015**



Certificate Number: 18724-Q15-001  
Initial Registration Date: 21 October 2013  
Re-issue Date: 25 September 2019  
Expiry Date: 21 October 2022

Scope of Registration:

International Air and Ocean Freight Forwarding and custom clearance services in the import and export segments through in-house ERP system and applications.

Signed:  
Steve Stubbley, Technical Director  
(on behalf of Alcumus ISOQAR)

This certificate will remain current subject to the company maintaining its system to the required standard. This will be monitored regularly by Alcumus ISOQAR. Further clarification regarding the scope of this certificate and the applicability of the relevant standards' requirements may be obtained by consulting Alcumus ISOQAR. This certificate is one of several issued to registration number 18724.



Alcumus ISOQAR Limited Cobra Court, 1 Blackmore Road, Stratford, Manchester  
M32 0QYt; +44 (0)161 865 3099 Fx: +44 (0)161 865 3685  
This certificate is the property of Alcumus ISOQAR and must be returned on request



# Certificate of Registration

This is to certify that the Management System of:

**Jeena and Company**

Jeena House, Plot No. 170, Om Nagar, Off Pipe Line Road, Andheri (E),  
Mumbai-400 099, Maharashtra, India

has been approved by Alcumus ISOQAR and is compliant with the requirements of:

**ISO 27001: 2013**



Certificate Number: 18724-ISA-001  
Initial Registration Date: 26 April 2019  
Expiry Date: 26 April 2022

Scope of Registration:

The information security management system at Jeena and Company covers the provisioning and management of IT applications, services and infrastructure provided by IT Department from its corporate head office. The physical and logical boundaries terminate at Jeena House, Plot No. 170, Om Nagar, Off Pipe Line Road, Andheri (E), Mumbai-400 099, Maharashtra, India. This is in accordance with the Statement of Applicability ver. 1.0 dated 27-Jan-2019.

Signed:  
Steve Stubbley, Technical Director  
(on behalf of Alcumus ISOQAR)

This certificate will remain current subject to the company maintaining its system to the required standard. This will be monitored regularly by Alcumus ISOQAR. Further clarification regarding the scope of this certificate and the applicability of the relevant standards' requirements may be obtained by consulting Alcumus ISOQAR. This certificate is one of several issued to registration number 18724.

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Jeena has been able to successfully complete the ISO9001 & ISO27001 for the consecutive year.

This time the complete audit was done remotely by the external auditors. We achieved digital submissions of all records required, thus achieving another milestone in paperless working.

## First Webinar Powered by Jeena

Jeena kicked off the first external webinar with the help of Logistics Insider. The topic of the webinar was “Customs of Tomorrow, Today.” It marked the stepping stone to a series of webinars.

## Jeena Gurgaon employees completed ACFI Basic Cargo Awareness Program

ACFI conducted a full day workshop on Basic Cargo Awareness Program (BCAP) for Air Cargo on 5th September 2020 via webinar. 4 Jeena personnel from different departments were nominated for the workshop to gain cross-functional knowledge. They received certificates upon completion of the workshop.







## Awards & Accolades

### Recognized as highly commended airfreight solution of the year at Heavy Lift Awards 2020

Jeena has been recognized as the “Highly Commended Airfreight Solution of the Year” for project cargo at the Heavy Lift Awards 2020 organized by the Heavy Lift and Project Forwarding International (HLPFI).





## Mr. Meheriar Patel, our group CIO gets recognized as one of the top 100 most innovative CIOs

5th Innovative CIO Awards 2020 was held on August 20th, 2020 where our Group CIO Mr. Meheriar Patel was awarded as one of the top 100 most innovative CIOs. He was also one of the eminent panelists at the CIO Roundtable Virtual Summit 2020 sharing his valuable insights into “accelerating digital transformation with a multi-cloud architecture” and “how technologies are reshaping retail customers experience pre- and post-COVID.”





## In the News

Mr. Cyrus Katgara, partner, Jeena & Company in an exclusive interview with Apace Digital Cargo; must-read:

<https://apacedigitalcargo.com/an-exclusive-interview.../>

"We have to be paperless first to go contactless," says Mr. Cyrus Katgara, Partner, Jeena & Company, and President, ACFI at the 4th Digital Conclave organized by Cargo Talk.

Read here: <http://cargobreakingnews.com/we-have-to-be-paperless.../>

The image shows the cover of the October Issue of 'Cargo Talk' magazine. At the top left, there is a yellow button that says 'Click to Read'. To the right of the button, it says 'October Issue'. On the left side, there is a vertical text 'Page 20' and 'Northeast could drive growth'. The main cover image features a man in a suit and tie, identified as Mr. Cyrus Katgara. The magazine title 'CARGO TALK' is prominently displayed in the center. Below the title, there are several headlines: 'Are FRENCH FORWARDERS easy to replace?', 'CARGO A LEADING LIGHT amid Crisis', and 'AIR CARGO MATTERS' at the bottom. At the bottom of the cover, there is a yellow bar with the text 'Contact us'. Below the cover, there is a logo for 'DDP PUBLICATIONS PRIVATE LIMITED' and the text 'DDP Publications Private Limited' and 'Tel: +91-11-23234177, +91-22-22070129'. At the very bottom, there is a small green icon and the text 'THINK again: Do you really need to print the entire email? Please consider the environment before printing this e-mail'.





**AIR CARGO PLAYS A PIVOTAL ROLE IN INDIA**

Cyrus Katgara has recently been appointed as the President of Air Cargo Forum India (ACFI). He speaks with **CARGOTALK** about his vision for the air cargo industry and what role air cargo is playing in the country's overall growth

Click on the link to read more



Read more: <https://www.jeena.com/>

### Long Stints Awarded – 10 Years with Jeena & Counting...



Harish Kumar, Executive –  
FedEx Export Clearance,  
Gurgaon



Dilber Singh Pundir,  
Sales Coordinator,  
Gurgaon





Ragavendran.P, Senior Executive-Sea Export Forwarding, Chennai



Shanmugavel S., Assistant Manager - Sea Export Forwarding, Chennai



S. Balaji, Senior Manager - Sea Exports, Chennai



S. Shivakumar, Executive – Air Import Clearance, Bengaluru





Dayananda Beeresh, Assistant  
Manager – Credit Management,  
Bengauru



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