



Logistics with **Digital Advantage**

Introduction to Retail / FMCG – Ecom segment

Agenda

20Cube at a glance

Retail/ FMCG-Ecom capability

Features of Facility

Next Steps

Team Introduction

Global Overview

Global Capabilities

India

Team



MAHESH NIRUTTAN
Group CEO

Ex. Board member and CEO South Asia CEO @ Agility. Grew revenue from 300mn to 1.6bn. Expanded South Asia office to 80 cities with 4000 employees.



S ANAND
CEO-ISC,EAF

Ex Executive Member @ Agility India. Founder of a services start-up where investor realized 37x in 5 years. Member of think-tank strategy teams in different business verticals of Godrej group.



K RAMAKRISHNAN
Director

20+ years of experience; With 20Cube since inception. Previous in in Agility, Panalpina in commercial role



RANJAN KEDIA
Director

Long experience of finance in Logistics industry. 15 years of experience; With 20Cube since inception. Member of The Institute of Chartered Accountants of India



KR RAO
Director – 3PL

30+ years of experience; With 20Cube since 2014. Previously with Agility in warehouse business as PnL head for west and also managed Transportation business.



SENTHIL KUMAR
Head – 3PL Commercial & Delivery

20+ years experience. Previously with was running IT Infra management role in 20Cube, Agility and other Logistics and Distribution companies



MOHIT WADHWA
Head –India Freight Business

20+ years of experience; With 20Cube since inception. Previous in in Agility in commercial role and before that Auto component industry.



TUSHAR NAIRI
GM - EAF

20+ years of experience in industry as Forwarder and also in Shipping line. Has been with 20Cube from 2012.. Was part of Agility and ran both procurement and PnL role



SARWAR AHMED
CEO Bangladesh

20+ years of experience; With 20Cube since inception. MBA Finance Masters of Commerce



KALUM AMARASEKARA
CEO - Lanka

25+ years of experience; With 20Cube since 2012. Previous Agility Sri Lanka.



VIKRAM KATRE
Business Head -ACE

MD of Omega Logistics. 16 years of experience; With 20Cube since inception. Indian customs G card with Power of attorney. Built specialized business of ACE



ARVIND RAMAN
Regional Financial Controller

Previously with Reliance and KPMG

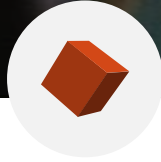


20Cube – Trade Made Easy



Technology driven

20Cube is a **new age logistics provider** that takes a technology driven approach to deliver a more modern and better logistics experience.



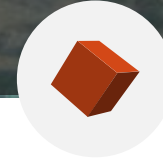
Integrated Services

They provide logistics services from **Purchase Order to Proof of Delivery**, supported by a proprietary, cloud-based collaborative platform that helps customer succeed



Extensive Know-how

Founded in 2012, the company has over 500 staff and is led by a team of **highly experienced international industry veterans** who have experience in growing and leading organizations in the logistics industry



Global reach

Incorporated in Singapore with global operations hub in Chennai, India. Global network, with own operational facilities across **10 countries and 55 locations**. Group revenues of US\$80M.

Blend of modern technology, centralized operating structure, and experienced team with extensive domain expertise



20Cube core belief

1. If You Can't Measure It, You Can't Improve It

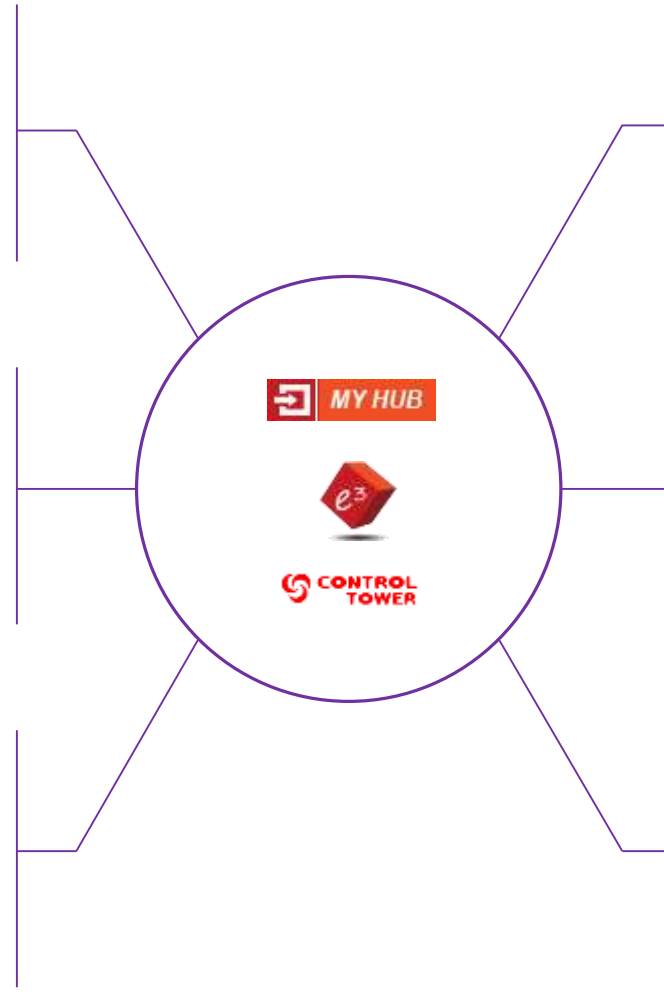
Digitization of end to end supply chain process is the only way to achieve absolute efficiency, productivity and waste elimination.

2. Upstream optimization solves downstream problems.

Real optimization of supply chain process and cost happens only when you gain control over upstream activities

3. Upto 30% Cost Saving is possible with End-to-End optimization

Meticulously End-to-End process optimization eliminates duplication, improves speed and saves upto 30% of indirect supply Chain.



4. Continuous Improvement

Continuous Improvement is required for sustainable improvement in products, services, or processes.

5. Proactive DSS vs Post-mortem Reports

Shift to proactive alerts, 24/7 visibility etc., to prevent disruption, manage by exception, save cost , reduce inventory, enhances sales dispatch etc.

6. Technology investment critical for Digitalization

Appropriate IT and ITES capability is critical for digitization that improves internal productivity and provides significant advantage to customer

20Cube Business model



**Customer Centric
Organization**

- Branch focus only on customer, Cargo and compliance
- More face time + Solution capability + Digitizing every stage of logistics transaction has huge scope of value creation
- Continuous learning of every changing customer needs and service expectation



**Central Processing
Hub**

- Centralized service unit for end-to-end accountability
- Consistent service across all geographies
- High productivity & Lower execution costs
- Superior and consistent customer experience

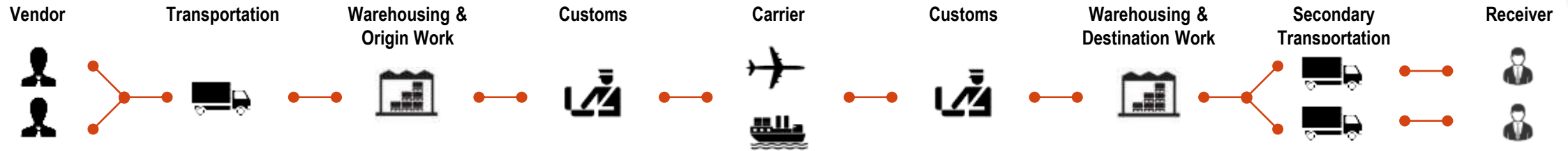


**Digitize transaction
End-to-end**

- Digitize every event from purchase order to delivery/return for every transaction at SKU level
- Drive efficiency, productivity using the data
- Make better decisions with instant access to information and at latter stage out put of analytics & AI
- **Data is more valuable than GOLD!**

End-to-end Integrated Logistics Solution Provider

20Cube is the orchestrator of a logistics movement from factory to end-consumer



Order Management

- PO receipt
- Shipment Booking
- Price Quotation
- Order Confirmation
- Carrier Booking

- Quick response
- Exception management

Inventory Management

- LCL Consolidation
- Packaging & Re-packaging
- Palletization
- Labelling / Bar-coding
- Country sourcing
- Warehousing

- Just-in-time
- Pick & Pick at strategic location

Port Handling & Clearance

- Pick-up execution
- Custom Clearance
- Console formation
- Stuffing execution
- House BL
- Statutory fillings
- Dispatch

- Pro-active tracking
- Indirect cost serving

Freight Management

- Air and Sea
- Time Definite
- Season charters
- Cargo supervision

- Risk mitigation against volatility

Secondary Transportation

- Part truck load
- Merge in-transit
- Fulfillment services
- Last mile delivery
- POD management

- Aiding decision making process for customers

Third Party Logistics

- Warehousing
- VAS
- Inventory
- Reverse logistics

- Central Service
- Collaboration

Value Proposition



Saves money



**Hassle Free
Experience**



**Progressive,
reliable partner**



Emerging market network



Services offered

Fully owned company in 10 Countries offering :

- International Freight (Air/Ocean)
- Customer Clearance
- Warehousing
- Domestic trucking/ Last Mile delivery
- Customized solutions
- Digital Solutions



Profile of clients

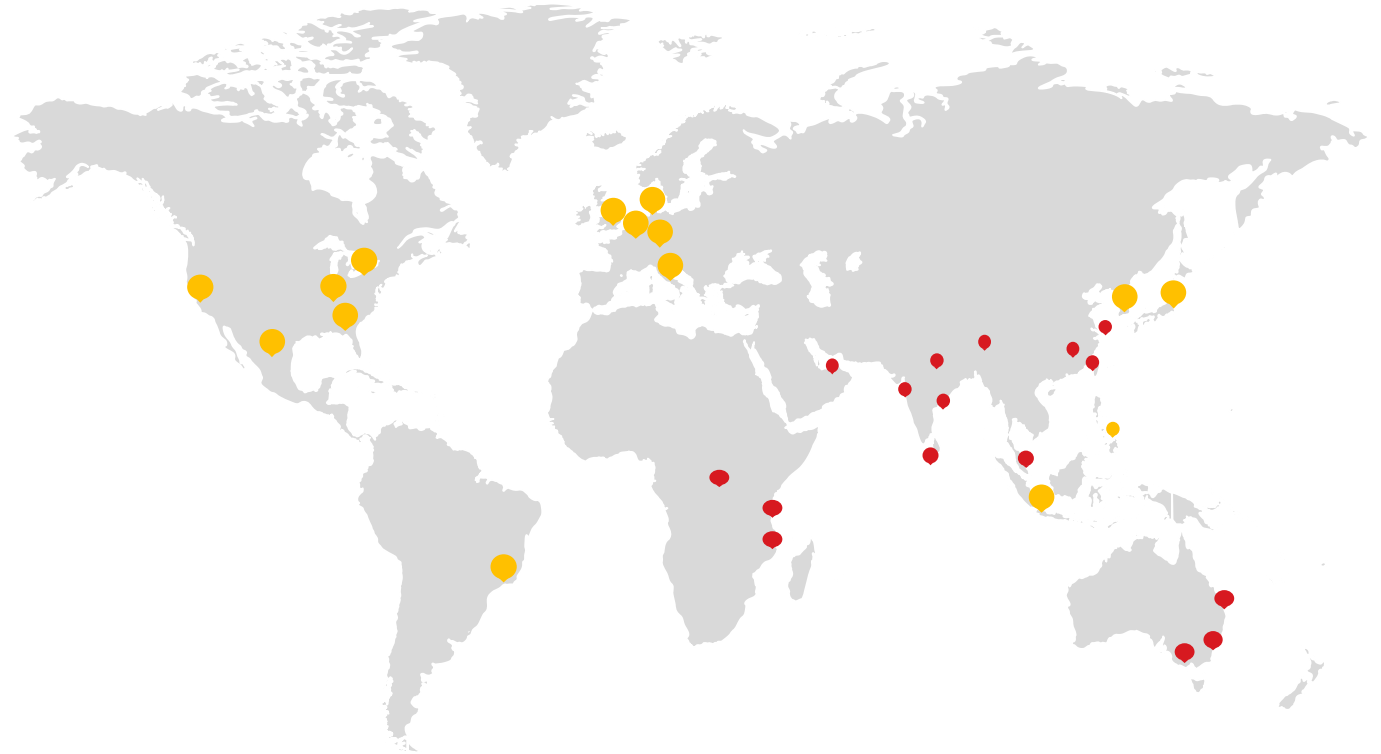
- Large MNC with HQ in Germany, Japan, Australia, India, etc
- Spare parts, White goods, Chemicals, Retail, Auto sectors
- Integrated solutions



Own Office (55 Locations)



Outsourced Agent (100 locations)



2011

Year of incorporation

10

Countries

55

Locations

412

Employees

2.1 Mn sqft

Warehouse facilities



Clients

20Cube – key clients

							B/S/H/		
					pepperfry	emjay		GLENCORE	
									
		CYIENT							

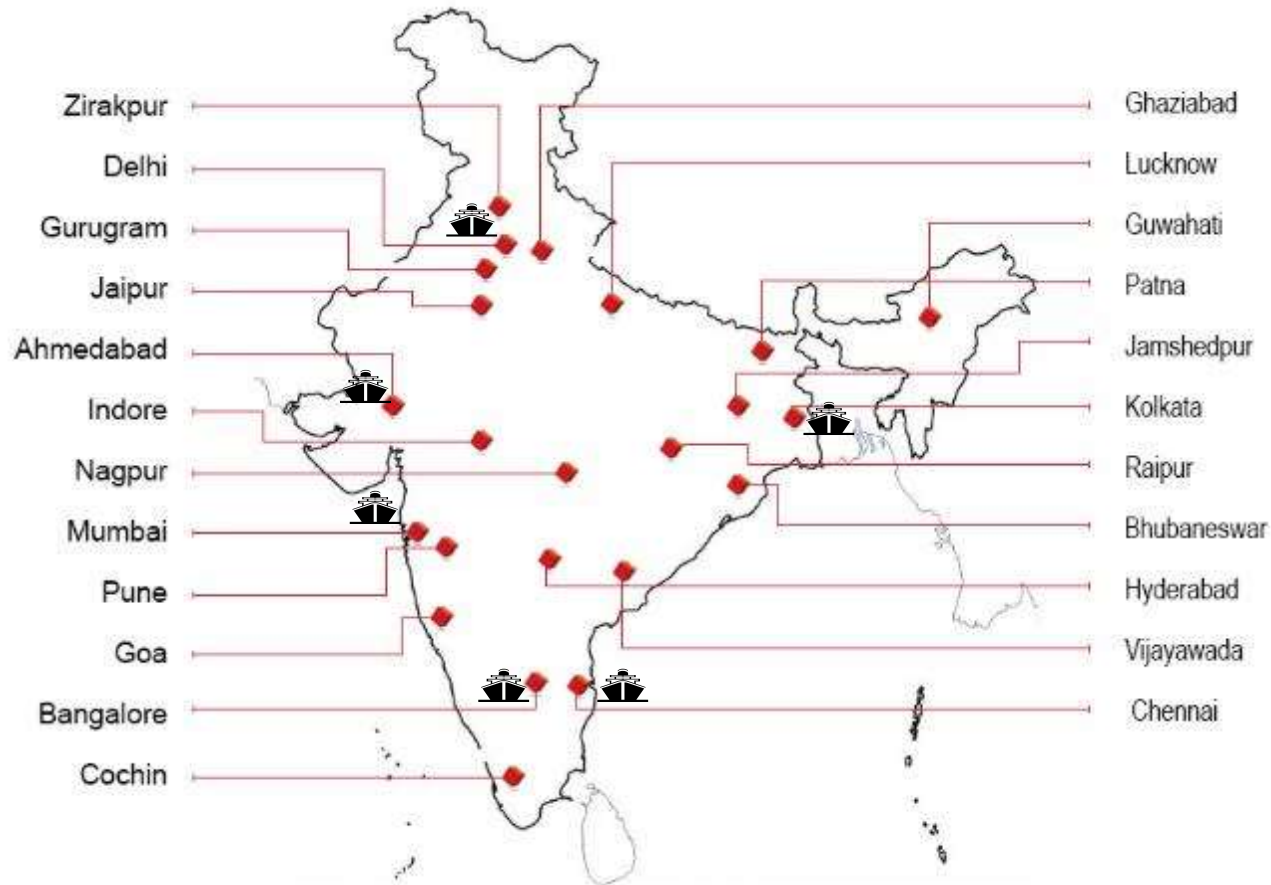
Source: Company information






20Cube India



20Cube India Footprint



-  Warehouse Locations
-  Proposed Warehouse Locations
-  International freight forwarding offices

International Freight

- ◆ Pan India offices for International freight forwarding
- ◆ Own Licences - Customs, IATA, Multimodal Transport
- ◆ Full-service management - Road, Air, Sea And Sea/Air Freight Forwarding Products
- ◆ Rail Services For Export, Import And Domestic Containerized Cargo, Integrated With Road Transportation, Customs Clearance, Transit And Bonded Warehousing, Refrigerated Container Facilities

Warehousing

- ◆ Access to 2.0 million Sq. Ft. Warehouse Space include temp cons
- ◆ Pallet Management and Space Optimisation
- ◆ Stuffing and De-stuffing, Pick & Pack Services
- ◆ Fulfillment Services
- ◆ Shrink Wrapping, Kitting, Labeling, Repacking
- ◆ Inventory Management
- ◆ Continuous Improvement Through Operational Excellence
- ◆ HSE and statutory Compliance

National Transport Alliances

- ◆ FCL Cartage, LCL & Airfreight Transport
- ◆ Solution & Consulting
- ◆ Truck Standardization And Maintenance

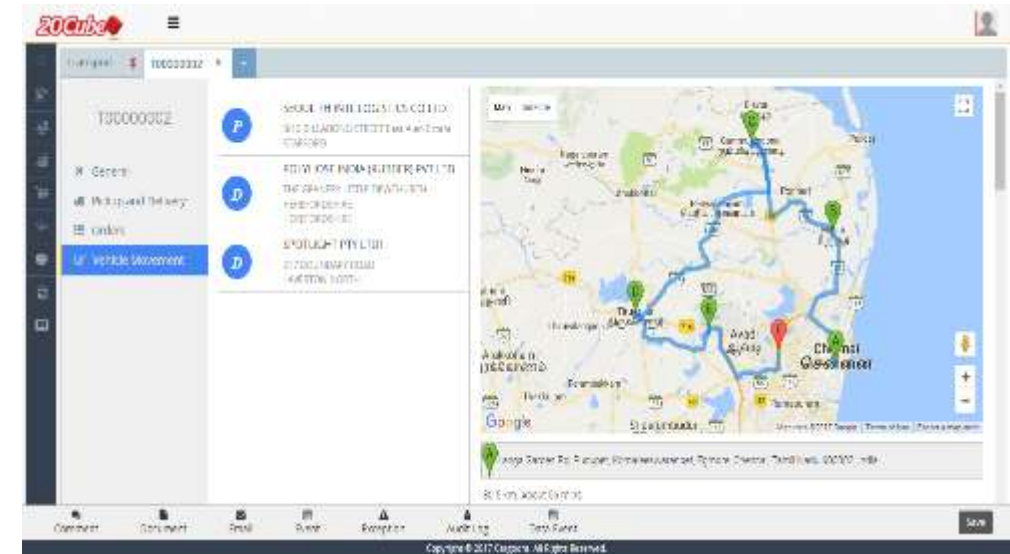
Overseas deliveries of centralized services

200+ Team Members

- ◆ Operations
- ◆ Customer Service & Sales
- ◆ Consultancy
- ◆ Support Centre



Distribution / Last mile Delivery



Executing over 100 tons of secondary distribution

Fleet of dedicated and variable vehicles

Last mile milk run delivery within radius of 100 kms

Upcountry distribution FTL & PTL via associate vendor

Reverse logistics for client service center

GPRS tracking

Mission is to provide an amazon buying experience to brick & mortar customers



Agenda

20Cube at a glance

Retail /FMCG – Ecom capability

Features of this Facility

Next Steps

Association

Operation

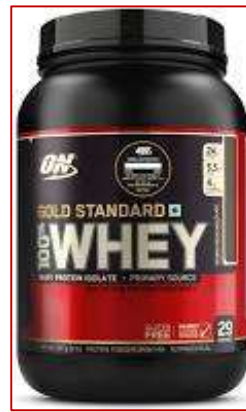
Value Addition

HSE & Continuous improvements

Current Association



Products handled



20Cube

Client

Operation

Uniqueness



- ◆ Hub location for West Maharashtra
- ◆ VAS & Store Delivery PAN INDIA
- ◆ Omni Channel deliveries within Strict time line
- ◆ Handling critical delivery with **24Hrs**
- ◆ **Import Consignment**



- ◆ Operating regional warehousing at Gurgaon, Bangalore & Bhiwandi.
- ◆ Kitting packing activities



- ◆ Managing 3PL services for DEOs, Hand Sanitizers, Beauty products Out of Bhiwandi & Bangalore WH.
- ◆ Omni Channel deliveries within Strict time line



- ◆ Operates overflow warehouse to cater western region distributors
- ◆ Pick/ pack operations, Combo Kitting Activities



- ◆ PAN INDIA 3PL services for Paper tissues, Adult sanitary pads (Omni channel management)

- ◆ **Flexible and agile by supporting business at any hour to make sure inward and outward happens as per business need (peak load & Off peak load management)**
- ◆ **PO to POD management** (International freight to LMD at consumer in one go!)
- ◆ **Integrated solutions from international freight, warehousing and last mile distribution including track and trace**
- ◆ In house **Quality Check Team** to provide **100% quality control** before any dispatch.
- ◆ In house **WMS** which can **Integrate to any ERP** for two way data interface
- ◆ **Simple cost structure** for easy calculation (Per Unit cost Pricing Model)
- ◆ **Value added services under same roof.**
 - ◆ Packing change
 - ◆ Relabelling
 - ◆ Ecom Packaging
 - ◆ Reverse Logistics
- ◆ **Inventory ageing report** to sales organisation for liquidation



Product Code	Product Description	Warehouse	Location	Inventory Stat.	Total Qty	Available to P...	Receipt Refer...	UoF 1	UoF 2	Partials C
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	CWB1000371...	R064333		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	CWB1000371...	R064316		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	CWB1000371...	R064319		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	CWB1000371...	R064321		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	CWB1000371...	R064334		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	CWB1000371...	R064378		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064376		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064382		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064325		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064337		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064338		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064386		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064390		
Q212K - K31.PEARL	Q212K - K31.PEARL W...	H01 - MOOKHNDARALLU VILLA	FUR	Available	5	5	FW000007448	R064371		

Figure 1: Cutoff Dashboard

The figure displays four dashboards arranged in a 2x2 grid, each showing the status of an order before and after a cutoff. Each dashboard includes a semi-circular gauge with a color gradient from red (low) to green (high) and a list of 5 items with their status and completion time.

- Top Left (Before Cutoff):** Gauge shows 100% completion. All 5 items are completed.
- Top Right (After Cutoff):** Gauge shows 8% completion. Only 1 item is completed.
- Bottom Left (Before Cutoff):** Gauge shows 33% completion. 2 items are completed.
- Bottom Right (After Cutoff):** Gauge shows 65% completion. 3 items are completed.

A screenshot of the CCTV software interface. On the left is a dark sidebar with a search bar and a list of menu items: Dashboard, Track Inward, Track Outward, Inward Live, Outward Live, Track Inventory, Warehouse Reports, Track Delivery, and CCTV. The main area has a top bar with 'CCTV' and a red alert icon. Below this, there are five camera view thumbnails: 'Dock Outside View' (showing a dock area), 'Location View-1' (showing a close-up of a location), 'Location View-2' (showing a wide view of a location), 'Location View-3' (showing another close-up), and 'Dock Inside View' (showing the interior of a dock). A large red banner at the bottom of the interface contains the text 'CCTV Footage' in white.



Open

MA9 - IN - CHENNAI REDHILLS WH (20CUBE)

Client Code : JOHCONMAA
 Client Name : JOHNSON CONTROLS - HITACHI AIR CONDITIONING INDIA LIMITED C/O 20CUBE LOGISTCS
 Transporter Code : SRIMURMAA
 Transporter Name : SRI MURUGAN AGENCIES

Purpose : ORD
 Vehicle Type : 20 Feet

TN-97-Z-5195
 MURUGAN
 b38U94U485



Assign Task

Create / Attach Pick

No Description

a day due - 07 Jun 2020 2:37 AM

WH_USER

ORD # OWD00422042

102213 - 05 Jun 2:37 AM



Open

MA9 - IN - CHENNAI REDHILLS WH (20CUBE)

VOLB

HICB

Entered

05-Jun-2020



Retail-FMCG: Supply Chain Challenges in India



High Volume line Items per day

The highest throughput and Huge SKU count is major challenge in order processing.



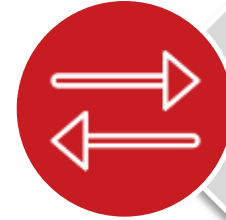
High volume during weekends/ month ends/ Pre Festive

There is surge in volume during weekends/ month ends, for which Trained manpower alignment is bit challenging.



Multiple SKUs Handling (Pick & Pack operation)

In retail, this is very important VAS. Since each and every SKU, need to be packed in desired packaging solution.



Reverse Logistics

RTV/ returned order management is also very crucial in Retail. This need solid Reverse logistics mechanism.



ONTIME Delivery/ Appointment based Delivery

Delivery in Retail plays crucial role and it always be time bound, so TAT are important.



Cost Suitability

Intense competition leads to bottom line pressure. Innovation and continuous improvement on costs leveraging knowledge and technology rationalizing Inventory levels and transportation.



FEFO/ FIFO

Manage the inventory with expiry details, Batch wise manner. So that right products get out at right time. And Sales organization will have clear views on Near expiry material./ SLOB material. (Dead Inventory)



Accurate Stock information

Maintaining Stock accuracy at 99% is the main challenges, which enables highest throughput and Highest Order fulfillment.

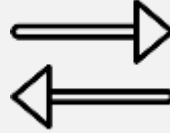
Retail Operations



Value Added Services



Store Deliveries



Reverse Logistics



Re-Packing



E-com Deliveries



Labeling



Dealer/Distributor Delivery



Bar-code Stickering



QC & Inspection



E-com-Appointment Delivery

Scanning Operation



Value Added Services



E-commerce- Packaging



E-commerce- Packaging with PO/ Invoice pasting



VERY PRECISION
LABEL PASTING/ PO
PASTING TO BE DONE
TO AVOID ANY
'UNWANTED RETURN'
BY CUSTOMER.

Dusting & QC check



Outward Area- Picking/location wise segregation on scanner



Agenda

20Cube at a glance

Retail/ FMCG- Ecom capability

Features of Facility

Location

Infrastructure

Next Steps

Facility

20Cube 



Inventory Storage- HD racks Area



Inventory Storage- Ground Area



HSE & Quality Continual Improvement

(Annexure-1)



HSE – In pursuit of Excellence with Safety



Injury
Incident



Security briefing, HSE practices, First aid training, Awareness - Mock drill



Security briefing, HSE practices, First aid training, Awareness - Mock drill



HSE & Legal Compliance

Gram Panchayat NOC

Weight & Measurement

PF & ESIC

Fire Noc

Electrical Safety






Electrical Safety

Earth Testing Report

EI Permission

Quality & Continuous Improvement



	"KAIZEN IDEA SHEET"		Kaizen No:- 20CUB/IND/KZN-03																																					
Kaizen Theme:- Fire Extinguisher Stand	Kaizen Idea:- To Provide stand of sufficient height to keep FE above Ground		Zone Coordinator:- Seetharamu HK Team Leader:- Elamurugan																																					
Problem Status:- Access for Handling FE is difficult.	Counter Measure:- 1) Measurement for FE stand is taken, 2) fabricated FE stand as per the quantity. 3) Keep FE at designated area marked with Red color circle near Aisles.		Team:- Suresh , Vishwanath																																					
Problem Analysis:- (why-why Analysis) <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">1. FE handling is very difficult & Blocked</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">2. it is mounted on 7 ft height, and some</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">3. Space requirement from client.</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">4. FE can be shifted to new place near aisle marking.</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">5. one can't keep FE on ground. it will get rusted.</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">6. Some support or provision to keep it above ground level</div> </div>	Before:- (pictorial representation)   After :- (pictorial representation)  		<table border="1"> <tr> <td colspan="2">Start Date:- 22.06.13</td> <td colspan="2">Completion Date:- 25.07.13</td> </tr> <tr> <td>Result Area</td> <td>↓↑</td> <td>Before</td> <td>Target</td> </tr> <tr> <td>Productivity (time)</td> <td>↑</td> <td>Time wastage</td> <td>no search time</td> </tr> <tr> <td>Quality</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cost</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Delivery</td> <td></td> <td></td> <td></td> </tr> <tr> <td>HSE</td> <td>↑</td> <td>Block due to material stacking</td> <td>FE should not block</td> </tr> <tr> <td>Env</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Morale</td> <td></td> <td></td> <td></td> </tr> </table>		Start Date:- 22.06.13		Completion Date:- 25.07.13		Result Area	↓↑	Before	Target	Productivity (time)	↑	Time wastage	no search time	Quality				Cost				Delivery				HSE	↑	Block due to material stacking	FE should not block	Env				Morale			
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Cost																																								
Delivery																																								
HSE	↑	Block due to material stacking	FE should not block																																					
Env																																								
Morale																																								
Root Cause:- Provision to keep FE above ground level	Results:- Fire extinguishers are easily accessible and free from any obstacle.		Scope & Plan for Horizontal Improvement:- This kaizen can be implemented for all WHs, so that FE s will be easily accessible.																																					

Quality in Daily life- Tool Box Meeting before starting Operation



- ◆ Previous day
 - ◆ issues
 - ◆ Pendency
- ◆ Today plan
 - ◆ Despatches
 - ◆ Safety topic
- ◆ Appreciation



20Cube

Thank You

20Cube warehousing & Distribution Highlights



Ability to scale up

- ◆ Added 1 mn sqft in 1 year
- ◆ Scaled from 5 up 25 location within 25 days



Spares part capability

- ◆ Serving spares in 25 cities for all India distribution
- ◆ 4 large clients for spares parts management and achieving delivery TAT



BMW puts its faith on 20Cube

- ◆ Big brands deepen relationship eg., BMW enhanced from Motorcycle & overflow warehouse to a 6 year contract for managing 2.5 Lac facility
- ◆ BSH renewed our 5 year contract for another 5 years and enhanced contracted space by 4 times



Growing at fast pace

- ◆ 160% growth in revenue, area managed and customer base
- ◆ Plan to add 2 mn sqft in next 12 month

