

Industry **Outlook**

MERCHANT EXPORT COMPANIES

THEINDUSTRYOUTLOOK.COM

AUGUST, 2021

Jay Vora,
Chairman & Managing Director

Manjunath Krish,
Director

Jay Keshav

**INTRODUCING INDIA'S PRODUCE
TO THE WORLD VIA CUSTOMER
FIRST APPROACH**





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- Behaviour Base Safety Training

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- HAZOP HAZIN
- SIL Analysis/ LOPA
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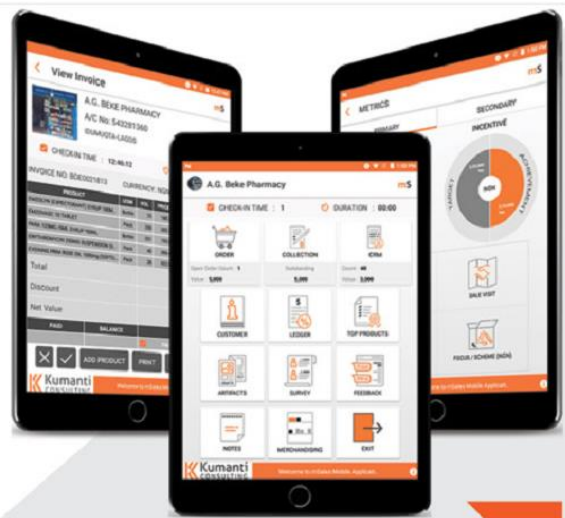
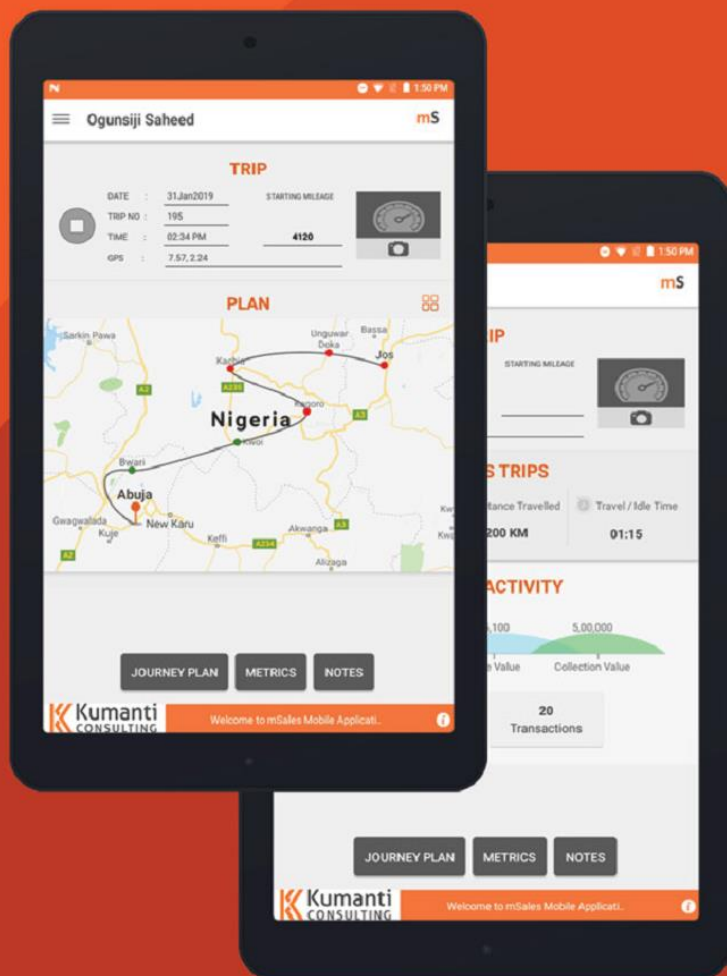
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EDITOR'S NOTE



Buttressing the Growth of Manufacturing

Manufacturing capability of India is increasing by the day and global demand is being responded to by manufacturers. However, when it comes to taking their products to global market, manufacturers have to face a multitude of challenges. This void is being filled by merchant export companies who are making it possible for manufacturers to focus on their core competency hand over the rein of logistics to them. Given the rising importance of this segment for the manufacturing ecosystem, we have covered it extensively in the special issue. The cover story of this issue features Jay Keshav Exports which has consolidated its position in the present market by catering to the A list customers and has established a healthy and long standing relationship with its existing customers. The company has about 1000 items under one umbrella. The issue also features SDG Logistics Park Ltd. which has today become one of the leading merchant exporters in India. It is catering to its clients across the globe by exporting unparalleled quality of Rice, Fresh Vegetables, Indian Spices, Sugar, Oil Seeds, Preserved Canned Products, Frozen Foods, Dehydrated Products, to name a few. Reading on you will find a story on Thakkar Exim which is one of the most trusted names in the business of merchant export today. The company has been leveraging its decades of experience when it comes to time delivery of industry standard products at the most competitive price. In addition to these, the issue presents to you the other top players in this segment.

After studying this market landscape in-depth, we have zeroed in on Top 10 Merchant Export Companies that have excelled in this domain with their innovative approach. Having proven their dedication to efficiency in order to meet the customer expectations in an end-to-end manner, these companies have stood out from the crowd.

We look forward to receiving your feedback and suggestions

Sudhakar Singh

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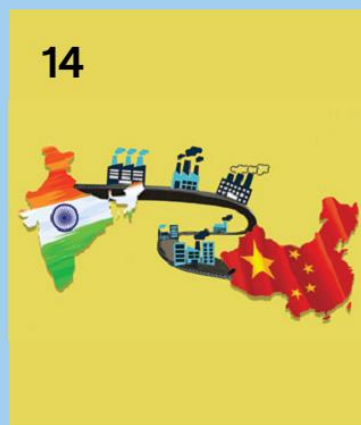
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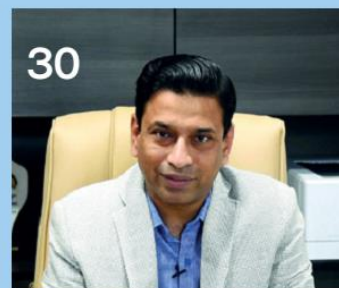
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**INTRODUCING INDIA'S PRODUCE
TO THE WORLD VIA CUSTOMER
FIRST APPROACH**

THE EVOLUTION OF TEXTILE MANUFACTURING

By **Rajendra Agarwal**, Managing Director, Donear Industries Ltd.



The Covid-19 pandemic had a lasting impact on the textile industry, while from a global perspective, it accounted for \$594.61 billion in 2020, in 2021 it is expected to increase at a CAGR of 10.1%, i.e., accounting for \$654.57 billion.

The growth is mainly because of textile companies rearranging operations and recovering from the Covid-19 impact, which earlier led to restrictive containment measures which included social distancing, remote working, and closure of commercial activities which resulted in operational challenges. The global textile market is expected to reach \$821.87 billion in 2025 at a CAGR of 6%.

In 2020, Asia Pacific accounted for 51% of the global textile market, while Western Europe turned out to be the second largest, accounting for 17%.

Being a major contributor to the Asia Pacific region, the Indian Textile Industry is one of the country's largest and richest industries, forming an integral part of the modern society. It has evolved to become self-reliant and independent. Contributing nearly 2.3% to the GDP of India, and 13% to the export earnings, the Textile Industry is the second largest industry generating employment in the country.

The industry is known for being diverse, with hand-spun and hand-woven sectors at one hand and capital-intensive mills sector on the other. Decentralised power looms/hosiery and the knitting sector form the largest component in the textiles sector. The industry houses an equitable mix of organised and unorganised markets.

India's textiles industry has the capacity to manufacture a wide range of products suitable to the both domestic and international markets.

The advent of textile industry first saw human hands as the main tool, supplemented by ancillary tools which have been discovered over years through excavations, yielding artefacts made of stone, bone etc. It was during the colonial rule that the hand technology took second place, and the textile industry was introduced to a mechanised way of working. This was the period of Industrial Revolution. With mechanisation taking centre stage, it had a lasting impact. It adversely affected hand technology as it could no longer compete with speed, uniformity of quality and lower prices. The Industrial revolution commercially marginalised weaving and dyeing technologies using natural fibre such as cotton, through which India established a prominent place in the world trade.

With marketing/distribution/retail strategies in place, there is an equal 'push' and 'pull' strategy from consumers – from a B2B & B2C perspective across various industries including (but not limited to) automobile, defence, hospitality, aviation, railways, hospitals, institutions for education, government bodies and so on.

Over the years, the textile industry has grown exponentially and the manufacturing companies have progressed in terms of employing skilled manpower, upgrading the machinery and equipment, use of latest technology and streamlining processes.

Processes and machinery have grown in leaps and bounds, with the textile industry today encompassing numerous processes that add value to the fiber, for instance the yarn making process through garment stitching, fabric embossing, and composite production.

Since textile fiber is the basic building unit for any textile product, the textile manufacturing can be identified as conventional textile manufacturing or technical textiles.

With the production capacity getting a boost, employment opportunities too were on the rise. With the demand from the global economy, the Indian textile industry became a force to reckon with world-over.

The Textile industry grappled with the Covid-19 situation by delving into research and development and innovating with anti-viral fabrics, the need of the hour. Industry pioneers worked on last mile consumer education by sharing a lot of collateral to end retailers, uplifted sentiments of the textile industry by conducting workshops on how it was possible to recover losses and presented a checklist to them for their stores and educating the end customer. Innovation and adoption is the key to growth in the new normal.

Well, in order to identify such a category a lot of Research & Development (R&D) goes into play. Investment in R&D at this point in time is extremely essential. Textile technologists spend years on research understanding the structural nuances



and mechanics of fibres, yarns and fabrics to have their 'eureka' moment.

With the changing times, there is a significant need to evolve all processing stages in manufacturing right from fiber production to finished fabric. Everything across the assembly chain has been experiencing enhancement in process control and evaluation. This includes textile fiber production and processing from blow room, carding, drawing, and combing; and fabric production includes knitted, woven, non-woven, and subsequent coloration, finishing and even apparel manufacturing.

Now increased technology has enabled shop floor to function more efficiently as well as more streamlined communication between team and inter department collaboration. So, not solely a machine efficiency boost, but a human one as well. And thereby increasing productivity overall.

In order for the textile industry to continuously grow, there was a constant need to evolve and innovate

and introduce newer products. From a product perspective, performance fabrics have been the way to go. These fabrics are known for their utilitarian properties such as Sweat Resistance, Waterproof, Anti-bacterial, anti-viral, anti-fungal, Stretch, etc.

Apart from which, a constant lookout for the latest machinery is imperative to make processes better and faster across all departments such as spinning, dyeing, weaving, quality control, inspection, finishing, warehousing.

Unified communications and technology help manpower across the assembly line to stay prompt on schedule and communicate with each other real time to mitigate any confusions and strive to be error free.

Post the Covid-19 pandemic, 2021 shines a ray of hope for the textile industries to ramp up their production, innovate and incorporate newer manufacturing technologies, and make the most of the year with innovative products, processes and machinery. [In](#)

Jay Keshav

INTRODUCING INDIA'S PRODUCE TO THE WORLD VIA CUSTOMER FIRST APPROACH

Merchant exporters, despite being small in size and numbers, in entirety form major part of exports made by the country. While majority of the MSMEs in India are good in manufacturing, some are weak in marketing their products in international markets. A good chunk of the merchant exports is carried out in container loads and nobody will be interested to buy full container loads of a particular product manufactured by a specific MSME. Since MSMEs miss out on this opportunity of exporting their products, merchant exporters come into the picture to buy small quantities from each MSME and consolidate and export it as full container loads. This model gives MSMEs a major boost in terms of their sales. Another important factor is that not all MSMEs can participate or go on marketing tours abroad given the costs involved. Merchant exporters on the other hand, who consolidate many MSMEs' goods, have advantage of marketing these products and also placing them in the right market at international levels. Also, merchant exporters have excellent knowledge about end use, pricing and marketability of the products. With regards to food products, merchant exporters possess huge advantage in near future for two reasons – Indian food is gaining popularity worldwide and Indian diaspora around the world is increasing day by day. The ethnic Indian communities are used to their respective food habits giving way to a significant market world over. This plays a major driving force for the growth of the business. More so, private label packing too boosts merchant exporters' growth as they allow packing in any brands and don't stick to their own brands.

However, when it comes to choosing your merchant exporter, MSMEs have a hard time choosing due to their understandable budget constraints. On

the flipside, every buyer wants best quality goods at the lowest possible pricing, which is difficult to come by, as the pricing is directly related to quality. This is where Jay Keshav Exports fits right in to play an important role delivering a win-win situation for both parties. Jay Keshav Exports have made it a policy to ask all their customers to negotiate the freight rates with the shipping line at the destination end. This way when the customers are signing contracts with shipping lines or freight forwarders, they get better pricing. Jay Keshav Exports also helps its customers by supplying them the right information for negotiating freight rates. This way the company is able to get competitive and better freight rates



**QUALITY CONTROL
IS DOING THINGS
CORRECTLY THE FIRST
TIME AND EVERY TIME.
THE COMPANY'S ONLY
BELIEF IS IN PROVIDING
EXCELLENT CUSTOMER
SERVICE**

customer
service
is our primary duty

Jay Vora,
Chairman & Managing Director



which ultimately help in reducing the product costs for its customers.

Incepted in 2010, Jay Keshav exports started off with a very humble capital and less workforce. With the help of its customers, the merchant exporter began gradually at a steady pace and expanded the



JAY KESHAV FOLLOWS ALL USFDA, AQIS, CFIA, EU GUIDELINES AND MAKES SURE THAT ALL GOODS EXPORTED TO RESPECTIVE REGIONS COMPLY WITH COUNTRY SPECIFIC REGULATIONS IN TOTALITY

business with an average year-on-year growth of 20%. All those involved in the value chain work with only one motto “CUSTOMER FIRST – NO COMPROMISE”. Jay Keshav primarily caters to the ethnic Indian community situated in various countries.

The company has consolidated its position in the present market by catering to the A list customers and has established a very healthy & long standing relationship with its existing customers. The company has about 1000 items under one umbrella. The goods are procured from various corners of the country. The procured items are then processed, packed & shipped to the importers. Jay Keshav exports has various quality control measures to ensure that the goods are of highest quality standards. The company has recently added many more new products to its list due to which the turnover is increasing year after year.

Key Exports

There is a range of variety of products that will be exported. The company wishes to create a product list of around 1500 products. Apart from the regular prod-

ucts like spices & south Indian rice & rice products. The company also exports Coconut water, south Indian snacks, Millets, jaggery and jaggery products in huge quantities. The company has developed products for specific consumers like Punjabis, Gujaratis and south Indians. These specialty products are available in various countries and especially in the regions where the ethnic population is pre-dominant. For example, the company has a customer in western Canada which is predominantly Punjabi dominated. Hence, the export to this region is mainly Punjabi products or that used by the Punjabis. Similarly, South Indian products are exported to Melbourne, west coast of USA where there is a pre-dominant south Indian / Sri Lankan population.

Exceptional Procurement Process

Procurement has been one of Jay Keshav's biggest strength. With such vast number of products under its product list, the procurement has to be very strong. Jay Keshav has a dedicated procurement team that has been trained in the nuances of buying. The motto instilled in every individual of the procurement team is 'QCT' - quality, cost and timely supply. These three factors take care of everything in procurement. Every product is procured from the right place at the right time. Critical control points are identified with various suppliers which Jay Keshav terms it as 'BOTTLENECK ITEMS'. These are the ones which are critical for execution of orders but can delay the shipments if not attended to

on time. To make sure the process remains seamless, these items are taken care of at the procurement level ensuring that things are under the company's control.

As for the quality; there is no compromise whatsoever. The incoming goods are rejected if it does not adhere to the quality standards set by the company. The supplier is made aware of the quality issues before he starts supplying to us. Besides, Jay Keshav exports keeps backup solution if anything fails, which will help to execute the orders on time. Thus, the entire process is streamlined, with proper contingency to leave no gap.

More so, Jay Keshav has implemented GMP to the core. The organization was an ISO22000:2005 certified company for almost 8 years. Now, Jay Keshav is registered under FSSC 22000 food safety system certification. This is the highest level of certification for any food business entity.

Jay Keshav follows all USFDA, AQIS, CFIA, EU guidelines and makes sure that all goods exported to respective regions comply with country specific regulations in totality. These have been achieved due to the compliance as regards to quality and hygiene of the entire process including both men and materials.

Meeting Global Standards with Ease

Jay Keshav's major exports are to the North American continent and especially to the United States that follows a very strict policy with regards to quality. Once you register yourself with US FDA for export of food, you have to comply with their regulations. The US FDA deutes

their own personnel for quality audits and inspection of the registered units. Jay Keshav Exports had two such inspections in a span of 5 years; once in 2013 and again in 2017. On both the occasions the audit which normally spreads over two days, was completed within half a day. The US FDA inspectors found no fault in Jay Keshav's system. Rather, complimented this merchant exporter for maintaining such high standards of quality and hygiene. "The praise they had for our company is one of the driving forces to achieve greater heights in future", says Jay Vora, Chairman & Managing Director, Jay Keshav Exports.

Rewarding Past and Bright Future

Jay Keshav has won export awards under various categories from time to time for the past 10 years and more. Speaking on the future of the industry and Jay Keshav's role in it, Jay Vora says, "The market is always available for food businesses like ours. With the world opening up and everything now available at the click of a button, the business is bound to grow at a steady pace in future. However, this depends mainly on business entities that maintain high integrity and credibility and not aim for short term gains. We, Jay Keshav, will strive harder to earn a good reputation and respect in the field which will automatically turn into more business opportunities". The organization plans to enter into other markets like Africa, Europe and South America in the next 2-3 years. At the same time, Jay Keshav intends to catapult its financial turnovers to at least Rs. 300 Crores in the next 5 years. [ln](#)

CAN INDIA BE THE ALTERNATIVE FOR COMPANIES MOVING OUT OF CHINA?



South Korean Multinational Electronics company Samsung has completed the construction of the display manufacturing unit, which is shifted to Noida, UP from China. Due to Noida's better industrial environment & investor-friendly policies, the Electronics major decided to set up its Display Manufacturing Unit in Noida, Uttar Pradesh that was earlier located in China, an official release stated.

Furthermore, the construction work indicates the commitment towards India, making UP a manufacturing hub, the delegation said. UP's CM Mr. Adityanath said that Samsung's Noida factory is a classic example of the success of the 'Make in India' program that will help in creating employment opportunities for the youths of UP. He also assured that the UP government will extend help to Samsung in the future as well, during the meeting with the delegation.

OPPORTUNITIES FOR INDIA TO BECOME A GLOBAL MANUFACTURING HUB
India is not only making it easier for entrepreneurs to carry

out their businesses but it has also been laying down special measures to improve the business climate. And this is expected to help in making India a 5 trillion-dollar economy, although it would be a little delayed.

Thus far, the country has significantly fallen behind in expanding its production capability the contrary to its capability in capturing service outsourcing. Manufacturing/Production capability and scale can be enhanced only when there is substantial ease of carrying out business in the country. This in turn would not only induce confidence but also attract foreign investments and domestic investments to establish and expand businesses in the country.

At present, India's merchandise imports account for nineteen percent of GDP, while the country's Gross Domestic Product share of manufacturing has remained consistent around seventeen percent during the last ten-twelve years. However, when we look at the GDP share of manufacturing of countries such as Bangladesh and Vietnam, they have increased it by five-six percent in the past ten-twelve years.

India's present manufacturing push under the 'Atmanirbhar Bharat' program is coming in at a time when most of the global manufacturing enterprises are exploring a China plus one strategy, intending to diversify supply chains, in a post-Covid world. What is anticipated to expedite the migration of manufacturing out of China are factors that include rising labor costs in China, and supply disruptions and Geopolitical tensions, owing to concerns regarding the production risks concentrated in a single country increase.

What one may think is that India's huge domestic market and low corporate taxation would make the country's economy not only highly competitive but also attract huge/higher investments. India hadn't been a beneficiary, although migration of companies out of China has been occurring from past 2 years.

According to a study conducted by Nomura Group between the month of Apr in the year 2018 & Aug 2019, on 56 enterprises shifting their production out of China, only 3 of the companies relocated to India. The study also stated that twenty-six shifted to Vietnam, eleven shifted to Taiwan, 8 shifted to Thailand and 6 to Mexico.

INDIA YET TO BE A PREFERRED DESTINATION

India has been lagging behind by countries that include Vietnam, Taiwan, and Thailand, as these countries have come out as the preferred locations for companies that wanted to relocate from China in spite of the numerous initiatives that the central government and various state governments proclaimed to attract MNCs looking to shift base outside China after the Covid Pandemic.

Taking this into consideration, a parliamentary standing committee has identified administrative and regulatory obstacles in India as some of the reasons among the other main reasons. "The committee feels that the main challenges faced by the country presently are administrative and regulatory hurdles, inadequate and costly credit facility, tedious land acquisition procedure, inadequate infrastructure facilities, high logistics cost, and large unorganized manufacturing sector, among others," stated the standing committee in its report titled 'Attracting investment in post-Covid Economy: Challenges and Opportunities for India'. This report was submitted in the just-concluded session, in Parliament.

The report also stated that many enterprises have shifted their manufacturing bases out of China, "motivated not only by political but also economic reasons", during the past year. "To capitalize on the evolving situation and to attract such companies, a few countries including India announced special policies. However, it is learned through media re-

ports that most of these 58 companies shifted their base to Vietnam, Taiwan, Thailand, etc. and only a few came to India," it added.

Four organizations have shifted base from India to China, which are in the Electronic System Design Manufacturing segment and several other companies have shown interest, as per a parliament reply. Furthermore, the committee recognized and appreciated the efforts of the Centre taken in this direction stating that the incentives schemes and policy changes announced are "welcome measures." Furthermore, it also suggested to the Indian government to enter into many more international trade pacts that would be beneficial to India.

STRENGTHENING INDIA'S MANUFACTURING ECOSYSTEM

In order to capitalize on the opportunities that could come India's way, the country should strengthen its manufacturing ecosystem. Hence, under the Aatmanirbhar Bharat package, the government of India has introduced multiple measures that not only address the immediate pain points of the economy but also step to improve India's manufacturing competitiveness.

To boost domestic manufacturing, increase exports and create new jobs, and cut down on import bills, the Government of India has introduced PLI in specific sectors. The PLI scheme renders incentives to enterprises against their incremental sales from products, which are produced in domestic units, capital expenditure/investments after the program is notified. The PLI scheme will not only make Indian manufacturers globally competitive, attract investment in the areas of core competency and cutting-edge technology, but it will also ensure efficiencies and create economies of scale.

Besides inviting foreign enterprises to set up their shops in the country, the PLI scheme also aims at encouraging local or domestic enterprises to either set up or expand their existing manufacturing units. Earlier, in 2020, the government of India launched the PLI scheme with a total incentive of over Rs 500 billion for bulk drugs and medical devices and mobile phones, and electronics.

And in November 2020, the government of India with a total 5-year outlay of Rs 1460 billion, approved the PLI scheme for additional 10 sectors. Some of these sectors include textile, electronic products, automotive, pharmaceuticals, solar panels, etc.

Intending to position itself as an attractive investment destination, India is in the process of taking constructive measures. [In](#)



Industry Outlook TOP 10 MERCHANT EXPORT COMPANIES- 2021

Merchandise exports stood at US\$ 62.89 billion between April 2021 and May 2021, while imports touched US\$ 84.27 billion. The estimated value of service exports and imports between April 2021 and May 2021 stood at US\$ 35.39 billion and US\$ 19.86 billion, respectively. In last five years India's export market has been less than the global import in some sectors, according to an analysis carried out by the Federation of Indian Export Organisations. In many key labour intensive sectors, like gem and jewellery, knitted garments, woven garments, leather footwear and other leather garments, India's export have contracted while the global imports have remained the same. Whereas in some other sectors like toys and sports goods, furniture and beddings, the export clocked at a CAGR of 9 percent. Some other sectors like mechanical machinery, electrical and electronics, medical and sur-

gical equipment, several agricultural products, etc. have also done extremely well in terms of exports growth during the last five years. Improved demand conditions in key markets such as Europe and US, weaker rupee to aid, various government measures and "Free Trade Agreement" with partner countries has helped in the growth of exports in India.

Industry Outlook in this issue presents a list of "Top 10 Merchant Export Companies-2021" who have leveraged their extensive industry expertise and experience in merchandise and solutions. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts and Industry Outlook editorial board. We recognize their valuable contribution to the ever expanding and competitive market and their ability to sustain themselves and emerge as top contestants through their reliable products.

TOP 10 MERCHANT EXPORT COMPANIES

COMPANY	MANAGEMENT	DESCRIPTION
Adijina Mumbai, Maharashtra adijina.com	Nareshkumar Jain Chief Executive Officer	Exports Aluminium Composite Panels & Veneers, Automobile, Tyres & Spare Parts, Ayurvedic Products, Construction Equipments and Machines, Cosmetics and more
Dev Exports Thanjavur, Tamil Nadu devexportsindia.com	Gopal Agarwal Owner and Director	Exports grains and pulses, fresh fruits, vegetables,spices and jaggery
Emporos Hind Thiruvananthapuram, Kerala emporoshind.com	Nikhil Joseph Eliston Co-Founder and Director	Exports food stuffs like Vegetables, Fruits, Nuts, Grains, Pulses, Spices, Meat, Fish, Diary Products and Edible Oil
GRV Pharma Jalandhar, Punjab grvpharma.com	Rohit Madaan CEO	Exporter of Nutraceutical products and pharmaceutical products
Jay Keshav Exports Bangalore, Karnataka jaykeshavgroup.com	Manjunath Krish Director	Exporter of Spices, cereals, grains, millets, snacks and various commodities
MHK Kurukshethra, Haryana mhkglobaltrade.com	Malkit Singh CEO	Exports different types of rice like Basmati rice, non Basmati rice, Pusa basmati rice and more
SDG Logistics Park Lucknow, Uttar Pradesh sdgpark.com	Gaurav Kulbhaskar Managing Director	Exporter of rice, refined sugar, entils, edible refined oil,spices, oil seeds, edible salt, molasses, wheat and more
s square exim Chennai, Tamil Nadu, ssquareexim.com	kevin sarvaiya Owner & Director	Exports spices, coconut products, maze, peanuts, vaious chillies and more
Thakkar Exim Rajkot, Gujarat thakkarexim.com	Nitesh Thakkar, Founder and Director	Exports agricultural products like rice, condensed evaporated milk etc, textiles, hardware material, building material detergent products and more
VKS Global Chennai, Tamil Nadu vksglobal.in	Onur Kumral, MD and CEO	Exports fresh fruits, fresh vegetables, root vegetables, and leafy vegetables

Indian export market is being steadily driven by merchant exporters unlike a manufacturer who exports only specific products. Also, the foreign buyers are demanding multiple products at the same time with customized packing, unique specifications and quality assurance as their major expectations. Hence, as products are procured from various manufacturing units by exploring the domestic market, merchant exporters tend to find the most cost-efficient products amongst them to attract the foreign buyers. However, it depends on the competency of a market exporter to ensure not only quality, but also the capability to offer the widest range of product that meets the diverse expectations of buyers across the globe.



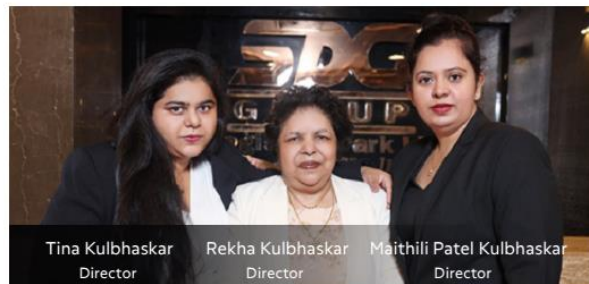
Gaurav Kulbhaskar, Managing Director

Leveraging decades of experience in the Import & Export domain, SDG Logistics Park Ltd. has today become one of the leading merchant exporters in India. It is catering to its clients across the globe by exporting unparalleled quality of Rice, Fresh Vegetables, Indian Spices, Sugar, Oil Seeds, Preserved Canned Products, Frozen Foods, Dehydrated Products, to name a few. The factors that enable them in exporting one of the widest range of products to its global clients have been its prompt service deliverability, trust-worthiness, loyalty, cost-effectiveness, transparency, quick response, and understanding minute needs of the buyers. This is further backed by its in-house inspection facility which is constantly working to ensure quality parameters are aligned with international standard.

"We formed our company 11 years back, but we bring in 35 years of industry rich experience due to our father's indulgence in import/export business. Initially, we were into export of rare chemicals, and slowly entered into the export of agro commodities. We have been exporting agro commodities for the last 7~8 years and we are Alibaba's gold supplier for the last 8 years; thus, giving us a robust global presence," now this year our SDG Group turnover will be around 250~300 Cr says Gaurav Kulbhaskar, Managing Director at SDG Logistics Park Ltd.

"We are specialized in the export of sugar and it has been

a really good growth driver for our company. We are one of the major players when it comes to exporting sugar with a renowned group of companies as our trusted partners. Apart from sugar, we also provide high-quality Indian Rice, Spices, and oilseeds," he adds.



Tina Kulbhaskar Director
Rekha Kulbhaskar Director
Maithili Patel Kulbhaskar Director

Standardizing Indian Products in Global Market

SDG Logistics Park Ltd. has highly trained professionals who are constantly striving to meet the customer's demand. To ensure quality, the company has also partnered with the world's best third-party inspection agencies like SGS, Bureau Veritas, Geo Chem, among others. Since inception the company has been completely focused on fulfilling demands regarding quality and on-time delivery of the products. 'Never compromise with the quality standards has been the USP for the company's success all along. Furthermore, SDG Logistics Park Ltd. has also integrated latest technologies and high-end machineries to stay abreast of the changing market dynamics. For instance, agro-commodities are scanned with the modern sortex scanning machines with complete analysis to standardize the products.

"Going forward, we will be expanding our horizons by



SDG Logistics Park Ltd. has highly trained professionals who are constantly striving to meet the customer's demand. To ensure quality, the company has also partnered with the world's best third-party inspection agencies like SGS, Bureau Veritas, Geo Chem, among others

opening our overseas branches and growing our export business. We are also planning to develop a bulk liquid terminal at seaports for the export of molasses and also building a number of storage warehouses across India. Moreover, with growing packaging needs, we will also be offering customized brand packaging for our clients," concludes Gaurav Kulbhaskar. ||

IS EARLY SUMMER CREATING A SNAG FOR ENVIRONMENT?

By Dr. Mukeshkwatra, Founder, Smiling Tree

Delhi occasionally wakes up with a dense cover of smog, reducing visibility to zero in some parts of the city, but we have experienced both hot days and warm nights during the March to May season. These are perhaps signs of early summers. This winter season there was a mark decline in the number of freezing days. These changes affect the timing of many life cycle events. If emissions of greenhouse gas and pollution will continue at this rate, heat and humidity levels might be unbearable in upcoming years.

The rise of air pollutants has made the air more hazardous and left everyone worried about their health. Delhi is fast becoming a gas chamber. The air pollutants cannot be seen with our naked eyes and cause smog with increase in heat and subsequently melting of glaciers, thus shaking the ecological balance.

The Uttarakhand disaster is the result of climate change and its impact on ecology. The early summer leads to more use of electricity, fans, and A.Cs in urban cities. Expert says with this rate we will lose one-third of Himalaya's glaciers by the end of this century.

The pollutants in the air cannot be seen with naked eyes. In order to understand the sources of these air pollutants, we need to understand the basic causes of air pollution. There are many factors that affect climate change and other variations which can impact weather conditions globally.

1. Burning of Crops: We are facing the smog problem in Delhi almost every year which is causing many health-related problems. The main reason for this is the burning of crops mainly by farmers in adjoining states Punjab and



Haryana. It emits toxic pollutants into the air choking Delhi with deadly smog.

2. Indoor Air Pollution: Use of toxic products at homes, inadequate ventilation, use of Air Conditioners above or below 21-degree Celcius, smoking tobacco, use of wooden stove or heaters which can directly or indirectly affect our health and environment.

3. Forest Burning: In a couple of years we are facing more and more wildlife fires around the world. It is not just affecting the environment but also disturbing wildlife



LET GO THAT DAMAGES ENVIRONMENT HEALTH AND EMBRACE THE RIGHTEOUS GREEN PRACTICES

and their habitats. Forest fires release harmful substances which create smog, pollute air to an extent that it is difficult to breathe.

4. Transportation and Construction: We are seeing more vehicles than the people on the road in urban cities. Everyone is using their personal vehicle for transportation which is the major contributor to air pollution. Construction

sites and materials contribute to hazy and foul air which is hazardous for people.

These pollutants, rising temperatures and more frequent, more intense heat waves are already damaging and endangering human health around the world. Extreme heat makes it very hard to work, especially outdoors, in humid countries like India. The Coronavirus Pandemic has served us a reminder of the urgent need to not only streamline the public health system but rapidly shift to a green economy. We need to drastically cut down the production of fossil fuels n reduce gas emissions, invest in public transport options, reduce the use of nitrogen fertilizers and chemicals in farming, which are a source of both air pollution and planet-warming greenhouse gas emissions. [li](#)



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Thakkar Exim

SATISFYING CUSTOMERS WITH PREMIUM QUALITY PRODUCTS



Today, merchant export companies have been significantly enabling the needed penetration of product and brand image in the overseas markets. Indian companies are steadily increasing their export capabilities due to the various initiatives taken by the Government and other private bodies. Since exporters procure goods and materials mostly from MSMEs, it also supports and increases production of MSMEs. However, merchant exporters must have the technical and commercial expertise to hand-hold customers through product development, packing, inspection, regulatory and other related aspects of exports. Furthermore, the growth of the market is further surging with the standardization of products and services to meet the clients' expectations which hovers around the quality of the products, timely delivery, and related services to fulfill their end objectives.

This is where Thakkar Exim, established in the year 1987, has been one of the most trusted names in the business of merchant export today. The company has been leveraging its decades of experience when it comes to time delivery of industry standard products at the most competitive price. The company has a full-fledged multi storey building situated in Rajkot, which is the commercial and industrial hub of Gujarat. They are a preferred partner and a star export house with one of the widest range of product offerings that includes agricultural commodities such as different varieties of rice, wheat flour, bakery flour, biscuits, plastic household products, kitchen appliances and other home appliances. The company has been optimally utilizing the resources at hand to deliver premium quality products even during these times of pandemic.

"There are numerous merchant exporters; however, the clients expect these exporters to produce cost-effective priced products which are quality-driven. We have also tied up with factories across many countries such as Brazil, Egypt, Turkey, Singapore, and Malaysia. The kind of service we provide is unparalleled as we are always focused on meeting clients' expectations to the fullest. We have successfully maintained the most important factor of trust. And due to this competency, we have satisfied clients across the globe and have successfully maintained long term business relations," says Nitesh Thakkar, Founder at Thakkar Exim.

Ensuring Trust and Reliability

Thakkar Exim's team of young and enthusiastic professionals

has been always vigilant about marketing activities and ready for the implementation of standard, expeditious and flawless export operations. Their combined experience has helped the company grow to the level it stands today. Currently, they are exporting across four continents that include 23 nations. This is further backed by its well-developed network across countries; especially, establishing a presence in Dubai has given them a global footprint today. "The main problem with other players in this segment is the failure to deliver as per the promise, whether it is pricing, timely-delivery, products or the services. We have always stood up strong to our commitment by timely delivering premium quality products at the most reasonable price," states Nitesh.



Thakkar Exim's team of young and enthusiastic professionals has been always vigilant about marketing activities and ready for the implementation of standard, expeditious and flawless export operations

Going forward, the company has been constantly reimagining its approach to be at par with the changing market dynamics to provide a unique buying experience to its customers. Also, the company has been looking to expand its exports to other countries as the demand for their products and services has been witnessing a significant surge. ||

E-COMMERCE: A GROWTH DRIVER OF INDIA'S FURNITURE INDUSTRY

This article is attributed to Mr. Subodh Mehta, Senior Vice President, Godrej Interio

The COVID-19 pandemic drastically reshaped our lives. It has changed the lifestyle of consumers from the way they shop to the way they work, travel and even socialize. As the Pandemic ebbs, some aspects of our lives will go back to the normal we knew, but for the parts, it has become apparent, that they have become irrevocably locked into the new normal.

Pre-pandemic, the share of consumers shopping online via various e-commerce channels versus offline, was already growing. The pandemic has driven a wholesale shift to online shopping, with people purchasing everything from food and medicines to furniture and even cars online.

About 60 percent of global GDP will become digitized by 2022, estimates market intelligence firm International Data Corp (IDC). Locked down amid the pandemic, consumers had no choice but to shop for products online, even ones they would have previously purchased offline. Companies that used to operate traditionally in the brick-and-mortar space, too, scrambled to meet this shift in demand. Having experienced the ease of shopping online, customers are exploring newer ways to buy products of their choice. As a result brands, particularly those operating in traditionally offline categories, are raising their game to deliver a shopping experience at par with that offered by brick-and-mortar stores.

Some products are just easier to purchase online than others - books for example. However, when it comes to categories like furniture, customers have traditionally preferred to experience a product by touch-and-feel before making their purchase decision. Thanks to advanced technology, companies making these products are now able to offer an immersive online experience to their customers.

Take furniture for example - most people have now been working from home for over a year. In addition to spending most of their time locked down at home, they have been looking to brighten up their space. The demand for purchases of home-office furniture and home decor products has consequentially accelerated. But since consumers haven't



been able to visit stores to make these purchases, companies have therefore turned to technology. Adapting to the situation, they have harnessed its power to provide an even more immersive experience to customers than they would get visiting the actual store.

Artificial intelligence, virtual reality, augmented reality and other such technologies have changed the game. For instance, customers who used to choose a piece of furniture in-store, like a sofa and mentally visualize how it will look, can now see how it would look in their living room thanks to augmented reality and AI technology. Artificial Intelligence algorithms can then suggest complementary preferences for other accessories and furnishings (such as cushion covers or coffee tables) that would fit with the ambience that customers may be trying to create in their homes. Godrej Interio introduced a unique 'Visual Search' feature on the e-commerce portal which allows us to suggest thematically &



stylistically similar products to the customers based on the reference image uploaded by them. This pioneering feature assists customers to narrow down the recommendations to most apt, relevant & interesting selection of products, thereby saving them time & hassles. This technology uses AI to comprehend the content & the context of the reference image uploaded by the customer and return the right shortlist of products based on the customer's preferences.



GODREJ INTERIO INTRODUCED A UNIQUE 'VISUAL SEARCH' FEATURE ON THE ECOMMERCE PORTAL WHICH ALLOWS US TO SUGGEST THEMATICALLY & STYLISTICALLY SIMILAR PRODUCTS TO THE CUSTOMERS BASED ON THE REFERENCE IMAGE UPLOADED BY THEM

Companies have invested heavily in sprucing up their online channels to offer a much better service proposition than ever before. As I often like to say, a brand today is no longer selling products, it's selling an experience. Companies' online channels have already begun to reflect this philosophy.

When a customer visits a website, the purchase process is no longer just click-and-buy. Instead, it has evolved into an immersive brand experience which includes human interactions. Architects, consultants, interior designers and service executives are now easily accessible to customers via the company's website. Going online has allowed companies to form an engagement with customers that ironically wasn't possible purely through brick-and-mortar stores. But for the customer to be convinced to shop online for 'touch-and-feel'

products companies need to build a certain trust with them. Godrej Interio, in its endeavor to engage customers with the least physical contact and with as much convenience as possible, has been expanding its digital outreach through WhatsApp Business Stores. These WhatsApp Business Stores are Conversation Commerce tools to interact one-on-one with customers, understand their requirements, showcase to them pertinent product portfolios and accept orders, all from within the WhatsApp Business ecosystem. This eradicates the need for any physical contact, store visits, cash changing hands, and other operational hassles, while also ensuring Business Continuity even while the Physical Store may be shuttered. A significant number of our Stores now have WhatsApp Business stores and we aim to have all our stores on WhatsApp Business by 2022.

The brick-and-mortar presence of established brands like Godrej Interio enhances the quality of their e-commerce offering. Immersive technology is only one part of the e-commerce equation. At the end of the day, you have to get the product to the customer in a speedy, timely and reliable manner. Having a footprint in the form of a brick-and-mortar store network across thousands of pin-codes means companies like Godrej Interio have a well-established stocking and logistics network already in place that's capable of speedily delivering products to customers across every corner of our vast country.

Ultimately, e-commerce is here to stay. Sure, it is a disruptive force and disruption always throws up challenges; but in challenges lie opportunity. Companies that accept, adapt and seize this opportunity will win at creating a far superior and perhaps even unparalleled customer experience. [In](#)



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NEW INVESTMENTS AND GROWTH IN THE MANUFACTURING INDUSTRY

BY **Rajesh Khosla**, President & CEO of AGI



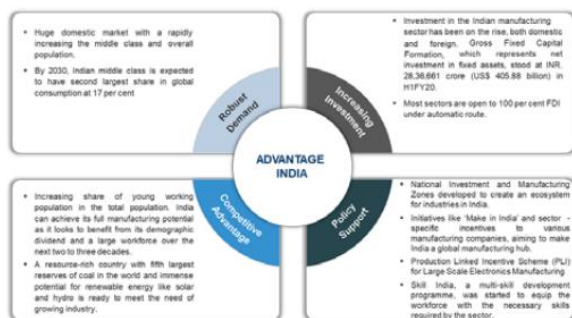
Rajesh Khosla,
President & CEO

C OVID-19 has revealed the fragility of the global medical and health, food, electricity, cars, telecommunications equipment, electronics, and numerous other products' supply chains. Some businesses have started to set up more locations to reconfigure their procurement and production facilities and achieve more reliability and durability in their supply chains.

Manufacturing is one of the high-consumption industries in India. India's initiative "Made in India" positions India

on the world map and pays global attention to the Indian economy. The government plans to create 100 million new jobs by 2022. The GDP manufacturing sector expanded by an average of 9.5 percent per year between the fiscal year 2006 and fiscal year 2012. Then growth decreased to 7.4 percent over the next six years. Manufacturing accounted for 17.4 per cent of India's GDP in the fiscal year 2020, compared to 15.3 per cent in 2000. In the past 13 years, India's manufacturing share of the jobs sector has increased by just one percentage point over the past 13 years compared with the five-point growth in the services industry.

Germany will either be establishing or developing production facilities in India attracted by the Indian market of more than a Milliarden of customers and growing buying power. India is now attractive to the world's giants such as GE, Siemens, HTC, Toshiba and Boeing. India was among the top 10 Foreign Direct Investment (FDI) rewarders in South Asia in 2019, receiving USD 49 billion, a 16 percent improvement on the prior year, according to United Nations Conference on Trade and Development (UNCTAD).



Services Offered



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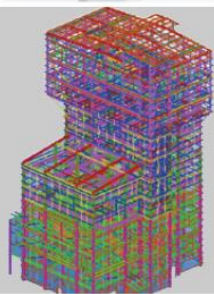
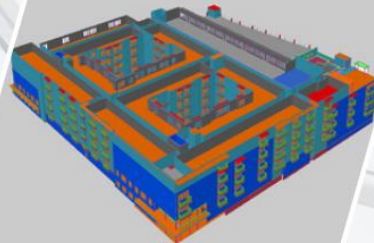
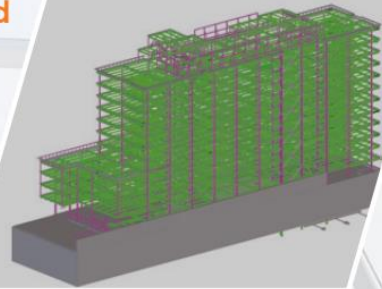
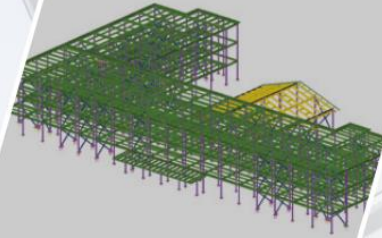
Architectural Steel Detailing



Stair and Rail Detailing



Duct and Plate Work Detailing



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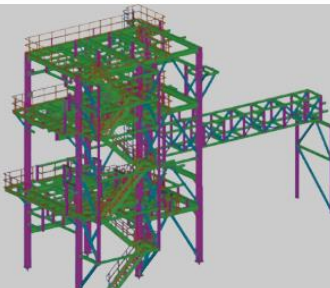
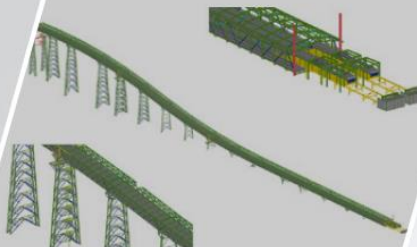
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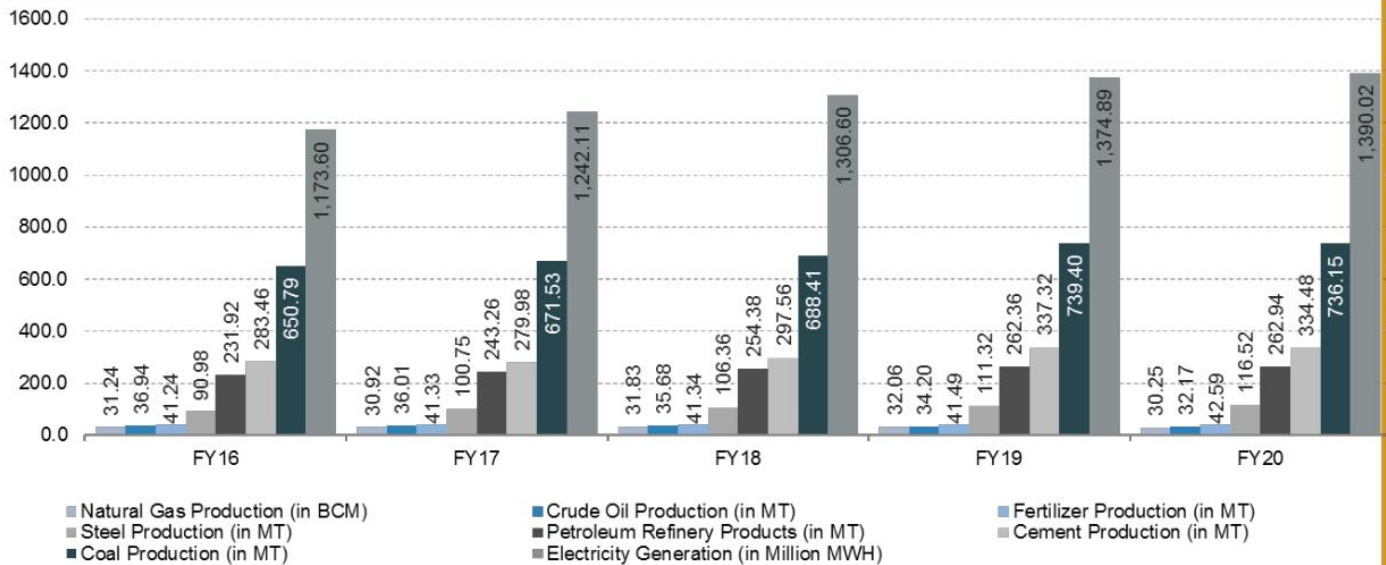
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Production Performance of Eight Core Industries



From April 2000 to March 2020, cumulative foreign direct investment (FDI) crossed US\$ 89.40 billion in the Indian manufacturing sector. In May 2020, the Indian government increased defence FDI from 49 percent to 74 percent under the automatic path.

During the FY20, the IIP output component was 129.8. The output of basic metals (10.8 per cent), intermediate (8.8 per cent), foodstuffs (2.7 per cent) and tobacco products reported strong development (2.9 percent). The Eight Core Industries Index of India was in FY20 at 131.9.



INDIA HAS THE CHANCE TO INCREASE ITS PROFITABLE COMPETITIVENESS AND BECOME A SUPPLIER OF CHOICE NOT ONLY FOR ITS WIDE CUSTOMER SEGMENT BUT ALSO FOR INTERNATIONAL MARKETS

India's government has encouraged the development of the industry. It has developed Electronic Hardware Technology Parks (EHTPs), Special Economic Zones and has created a climate of FDI (FDI). The government has also stepped-up liberalisation and reduced tariffs to encourage sector growth. Furthermore, the central government has

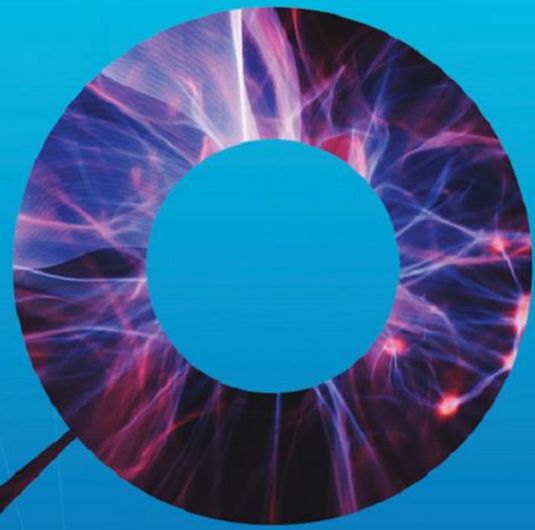
given the Updated Modified Special Incentive Packs Scheme (MSIPS) a boost to the electronics industry in the coming five years for up to INR 11.881 crores (USD 1.7 billion). According to the plan, the investment subsidy is given to the sum of 20 per cent of the SEZ investment and 25 per cent of the non-SEZ investment.

Capital supply is the largest barrier to India's GDP manufacturing. The India manufacturing sector will require investment totalling USD 1.0 to USD 1.5 trillion over the next seven years to double its gross national product, provided that India increases its Gross Value Added (GVA) stock of these value chains by 25 per cent. The investment ratio will increase from USD 1.1 trillion to USD 1.5 trillion over the next seven years.

Financial reforms can attract low-cost domestic capital from long-term savings pools, such as pension funds and insurance. However, these savings pools alone cannot provide as much capital as Indian manufacturing companies would need. Other outlets must also be tapped. Many of the larger domestic manufacturing companies produce sufficient profits and are therefore likely to draw investors. FDI could provide between 25 per cent and 30 per cent of the capital Indian fabricators need in the next seven years if India's recent FDI growth continues and manufacturing doubles its share of FDIs.

India has the chance to increase its profitable competitiveness and become a supplier of choice not only for its wide customer segment but also for international markets. The specialization approach that focuses on eliminating roadblocks in the chosen value chains holds great promise for bringing together manufacturers and, with government support, raising productivity, securing superior know-how, and generating higher returns on capital. [ii](#)

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TIME FOR A NEW APPROACH FOR SUSTAINABILITY OF THE INDIAN TEA INDUSTRY

By Dr. Shatadru Chattopadhyay, Managing Director, Asia, Solidaridad Network



Dr. Shatadru Chattopadhyay,
Managing Director, Asia

Tea is the most consumed beverage in the world and India. It is a healthy product having properties that can lower the risk of heart disease, cancer, and diabetes. It offers direct employment to over 1.2 million persons in India. Through its forward and backward linkages, another 10 million people derive their livelihood from tea. For these and other reasons, promoting long-term health, wellbeing and the environmental sustainability of our much-beloved tea sector should be a clear priority. Yet the tea sector

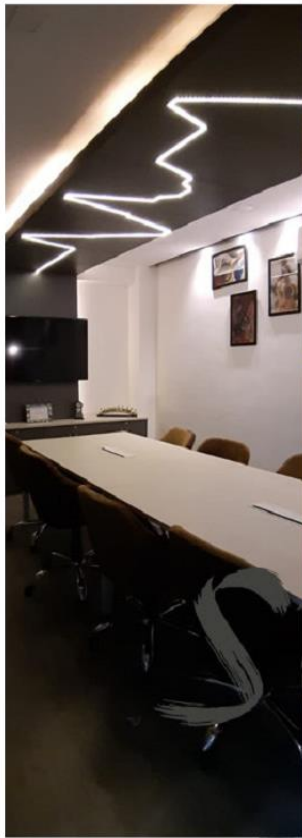
is experiencing a sustainability crisis, stemming from continuous low prices of tea squeezing the tea producers—large and small.

A MASSIVE TRANSFORMATION HAPPENING IN THE INDIAN TEA INDUSTRY

Tea industry of India is going through a kind of transformation that no one has witnessed since the commencement of commercial tea plantations in 1834. The consumption of tea in India has continuously gone up from 653 million kilos at the beginning of this century to 1090 million kilos in 2018. It means every year, Indian consumption has gone up by 24.2 million kilos of tea. A study conducted by Deloitte on behalf of the Indian Tea Board summarises that 75 percent of the consumers in rural India now buy packet tea instead of loose tea. Typically speaking such a situation should be considered as most sustainable for the Indian tea industry. Yet, we saw in August 2019, The Indian Tea Association (ITA) made an appeal to the Indian Government seeking its intervention for the revival of the tea industry facing sustained low prices that is lower than the cost of production.

HOW DOES IT IMPACT TEA BRANDS?

Brand market power and the relatively higher margins of leading tea packers and retailers have been the story of the tea sector so far. One can visualise not only in tea but in many other industries that a rising share of total income is earned downstream, with enormous mark-ups and returns for intangibles such as brand. But in the long-run, the starkly contrasting situations of profitable downstream actors and suffering upstream ones may lead a niche segment of consumers as well as shareholders to actively question whether the tea brands they trust



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support producers' economic sustainability? Such consumer behaviour are increasing abroad and also in a small way in India as well which is reflected by the spate of sustainability certifications undertaken by the domestic tea brands.

CLIMATE CHANGE AND SDGS BOTH GET AFFECTED BY THE LOW PRICES IN TEA

The economic challenges have a direct correlation to the series of environmental and social challenges faced by the tea industry. Preliminary assessments by the Tea Research Association (TRA) have shown that climate change is impacting the tea producers in a significant way as tea is mainly grown under rain-fed mono-cropping systems and weather conditions determine optimal growth. The research states that unless we take adequate adaptive measures, tea may not survive in Assam plains by 2050. Excessive rains are creating erosion of topsoil, leading to a negative impact on production. Producers have to buy more fertilisers to maintain soil fertility and spray more pesticides to tackle new pests that are emerging. It does not only increase the cost of the tea production but also affecting food safety issues which are one of the top buying concern of most of the packers.

On the social front, the North-Indian tea gardens are barely managing to meet the wages and statutory requirements. The amount of informal work is increasing in the tea sector. The social progress of the tea workers' community who have a higher aspiration due to access to global information today has been relatively plodding. It is clear that with the kind of non-remunerative pricing prevailing in the tea production segment would make meeting the SDG targets a challenge in the tea regions.

PIECEMEAL EFFORTS ON SUSTAINABILITY THROUGH CERTIFICATIONS

For many years, it was felt that certification of the tea producers by third party social auditors under a sustainability code supported and financed by tea packers together with International NGOs would create lasting sustainability in the tea production and trade. Fortunately, such a myth doesn't exist anymore even though Indian producers (small and big) have more certificates from these auditors than any other time in history. While certification does provide reputational benefits to the tea packers, there is no business case for the tea producers to get themselves certified through such an expensive third-party auditing process.

Harvard Business School study (2011) "Sustainable Tea at Unilever" suggested that Unilever's marketing of certified tea with the slogan "Make a Better Choice with Lipton, the world's first Rainforest Alliance Certified tea" led to an increase in sales by 11 percent in the UK market.

Ironically, in 2020, Reuters reported that Unilever is rethinking about struggling PG Tips and Lipton brands of tea including options of partial or full sale of the business. So, if there is no business case for classical certification driven sustainability for brands or producers, who is benefitting from such certification process? Clearly, the business case for producers and brands are no longer visible.

THE WAY FORWARD

Indian tea industry stakeholders have to acknowledge the grave sustainability concerns, particularly in light of the ongoing price crisis and impending climate crisis. We suggest the following pathways for a discussion amongst the stakeholders.



INDIA HAS THE CHANCE TO INCREASE ITS PROFITABLE COMPETITIVENESS AND BECOME A SUPPLIER OF CHOICE NOT ONLY FOR ITS WIDE CUSTOMER SEGMENT BUT ALSO FOR INTERNATIONAL MARKETS

JOINT PLATFORM OF STGS AND RTGS AND SETTING UP OF A FUND

Trinitea programme was started in 2019 by one of the tea industry's oldest association, Indian Tea Association (ITA) and Solidaridad-one of the world's oldest sustainability organisations. The programme seeks to provide technical support by experts for the STGs to cope with climate change and link them up with high-value supply chains. For the first time, the STG Associations have joined ITA as associate members under the aegis of the global NGO Solidaridad and ITA initiated Trinitea programme. The Trinitea platform should set-up a pre-competitive fund to focus on the collective goals of the tea producers. This fund could come from the donors, brands, industry and the Government. The fund should focus on developing comprehensive climate change adaptation strategies, strengthen the STG associations, facilitate setting up cooperative processing factories, facilitate market access to the STGs, set up a minimum quality framework and improve capacity to enforce social and environmental concerns better. Tea has got the least amount of global climate funding compared to comparable commodities like coffee and cocoa. It ought to change now. [In](#)



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ARTIFICIAL INTELLIGENCE: REDEFINING FUTURE

By **Maulik P. Purohit**, SVP & Chief Medical Information Officer,
University Health System

In a career spanning 16 years, he has worked across an array of companies that include Baylor College of Medicine, Massachusetts General Hospital, Harvard Medical School, and University Health System, to name a few.



CHALLENGES IN TACKLING THE ENTRY OF AI INTO HEALTHCARE

One major challenge in the healthcare space may be the variability and complexity of human beings (patients) and their medical conditions. In early stage analysis, having a population with a certain level of predictability or standardization is an easier place to start. For standard 'textbook' patients, this difficulty may be less of an issue.

To help support the expansion of AI in healthcare, it is important to identify the correct individuals who should be involved, but also involve individuals at all levels. The correct individuals include those who have the specialized training to understand healthcare (physicians nurses, et al). However, it is also necessary to include employees who are able to 'think outside the box' and can think of hospital operations from 'macro' and 'micro' levels. Furthermore, involving individuals at all levels (meaning as many stakeholders as possible, including physicians, nurses, hospital administrators, LVNs/MAs, techs, ancillary staff) will lead to a much better product with much better adoption as everyone will feel a part of it—and reduce 'defensive posturing'. To seamlessly implement this, IT and clinical staff should be encouraged to collaborate and work together.

AN INTERESTING USE CASE


Much of the support structure for hospitals can be handled effortlessly by AI. For example it can aid in analyzing big data to find solutions and strategies for both individual health (precision medicine) and population-level health.

Moreover, implementation of AI can potentially beneficially affect readmission rates, target genetic factors for potential patient outcomes, provide strategies for keeping people out of the ER with better outpatient follow up, and aid in the better use of PCP care. AI can also help identify locations of hospitals and care centers based on population needs. The possibilities of implementing AI are limitless—if our imaginations are limitless.

LOOKING INTO THE FUTURE

Future leaders should stress the importance of communication openly and freely with all the stakeholders. The leaders should have multiple outlets of information sharing; a single pipeline of information to a group or organization can cause unintended consequences. Any technology for the future should involve clinical staff early and often for clinical input during the IT build phase, not just at the time of the user-interface build or development.

The biggest mistake is to fear AI instead of using our imaginations on how best to incorporate it into healthcare. I think there are going to be fantastic disruptions and improvements for patient care in the future. How far down the line this occurs depends on how well we can imagine the solution to be and how well we can work together.

We have to be cautious of entrenched interests that can potentially create obstacles. It is also important to ensure that the business model is satisfactory to everyone. Ultimately though, like other industries, we have to embrace innovation and progress or be left behind. 

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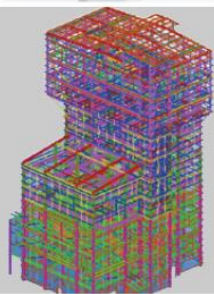
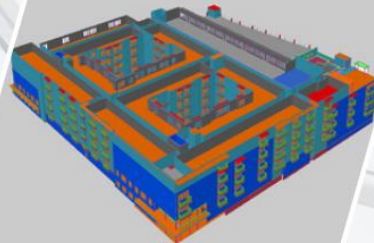
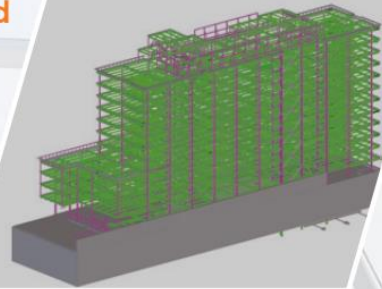
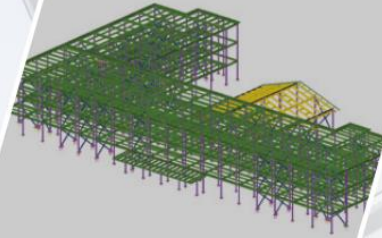
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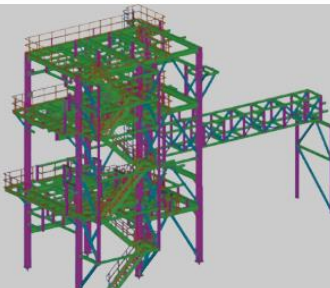
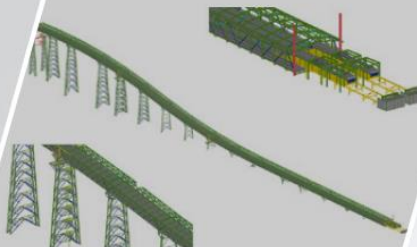
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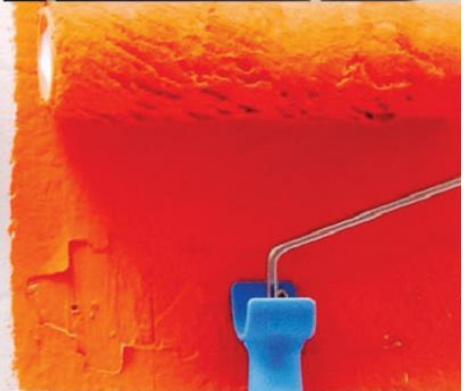
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