

Industry **Outlook**

NVOCC SERVICES

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SARJAK CONTAINER LINES

Ensuring Seamless Movement of Cargoes
on Specialized Containers

₹150



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Ensuring Seamless Movement of Cargoes on Specialized Containers

BY MARY JANIFHA EVANGELINE

The role of logistics in the Indian economy is rapidly gaining more and more significance. With its current contribution to the e-Commerce industry, logistics is ensuring timely delivery of products, right at the customer's doorstep. However, even with the landmarks achieved, there are still some operational hindrances that logistics companies in India have to deal with. To address them, the Indian government has come up with a key initiative policy - Multi-Modal Logistics Parks' Policy (MMLPs). The Prime Minister of India has launched PM Gati Shakti - National Master Plan for multi-modal connectivity, which is a digital platform to bring 16 ministries including railways and roadways together for coordinated implementation of infrastructure connectivity projects. This initiative will lower freight costs, connect and integrate different modes of transport, which will help in promoting domestic trade by saving time and money with easy movement of cargo and goods anywhere in the country. The government is also focusing on strengthening the market in terms of competition, reduced freight rates and barriers in technological developments.

While some players in the logistics industry have technology at the heart of their strategy, the industry has largely been operating through manual processes until a few years ago. However, recent years have seen increased technological adoption, and the onset of the pandemic has further accelerated this. As the logistics industry realigned its strategies and altered its operations, seamless and efficient last-mile delivery has proven to be the crux of customer satisfaction. With customer-centricity at the core of their operational strategy, logistics platforms are bolstering their efforts to provide customers with hassle-free last-mile deliveries by providing them with real-time updates and better synchronization with their delivery partners as it is gaining increasing importance.

"We can find a world of difference; such is the transformation that the sector has undergone. We are on the verge of a very exciting, rapidly moving and transformational future. As the technological advancement continues, the logistics industry will progress further", says Ashish Sheth, Managing Director, Sarjak Container Lines.

**ASHISH SHETH,
MANAGING DIRECTOR**





“
OUR APPROACH, THE ABILITY TO SATISFY THE NEEDS OF THE CUSTOMER, OUR SERVICE STANDARDS, COMMITMENT TO DELIVER, AND ABOVE ALL, THE QUALITY OF ASSURANCE AND COMFORT WORKING WITH SARJAK KEEPS US AHEAD OF THE COMPETITION

SMOOTH OOG CARGO MOVEMENT EXPERIENCE ACROSS GEOGRAPHIES
 Mumbai-based Sarjak Container Lines is a company that has the resources, the reach and the expertise to deliver OOG cargo of any size to any destination. It has carved a niche for itself in the NVOCC service market segment for the seamless movement of Over Dimension Cargo both in India and overseas. The company’s fleet of over 6700 various types and sizes of specialized containers help in carrying the cargo seamlessly across countries. The company can handle, secure, move and deliver OOG cargoes on a single container or co-ordinate and deliver

an entire mega project with a combination of multiple containers.

Sarjakites are highly trained to evaluate an inquiry related to the cargo such as the weight, dimensions, center of gravity, the fragility of cargo, handling instructions, including the value of the cargo and whether the same will be a direct port of discharge or a transshipment. Evaluating all the parameters for every cargo on a regular basis adds to the experience of every Sarjakite and their communication with stakeholders. This vital information clubbed with their ever-growing experience helps in easing the stress related to the movement of the cargo throughout its journey.

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OUR COMMITMENT IS NOT JUST TO DELIVER CARGO, BUT TO DELIVER AN ENTIRE GAMUT OF SERVICES RELATED TO CARGO

DELIVERING QUALITY SERVICES

Sarjak Container Lines was the first NVOCC to own Super Racks in its fleet in 2008. The company has a wide range of equipment in both types as well as sizes, which allows it

VALUE-DRIVEN SUCCESS

“Our success is driven by three major factors that include our company values, our team and our passion for work. The secret of providing successful and quality service to our customers lies in the values that drive our organization. These include change, passion, teamwork, commitment and connection. Our values help us in performing all tasks 'Beyond Dimensions' and motivate us to walk the extra mile and accomplish our goals. We are always ready to provide innovative solutions, stay ahead of time and adapt ourselves under any eventuality, thus giving the best to the customer”, says Ashish.

“Secondly, it is about the team. ‘Together, Everyone Achieves More’ (TEAM) - this concept has paid rich dividends so far and all the stakeholders namely shippers, local transporters, customs, ports, carriers, surveyors and finally, the consignee have benefited immensely”, he adds. This close coordination with all the stakeholders has also helped the company in creating innovative cost-effective solutions for mutual benefit.

“Lastly, it is the passion for our work which drives us to meet our goals easily. When one works with passion, work becomes fun and adds positivity. One and one make eleven and that’s what teamwork is all about. Our commitment is not just to deliver cargo, but to deliver an entire gamut of services related to cargo. While the world will always build new infrastructure, we shall always be there to support nation building in any part of the world. The future looks promising and secure”, concludes Ashish.

to be the most flexible provider in giving multiple options to its customers, which includes Super Racks, Flat Racks, and Hard Top Open Tops, to name a few.

“Our approach, the ability to satisfy the needs of the customer, our service standards, commitment to deliver, and above all, the quality of assurance are what keep us ahead of the competition”, says Ashish.

ON-TIME, SAFE & SECURE DELIVERY OF CARGO

The understanding of the business clubbed with a thorough operational knowledge that the company has gained through years of experience acts as insurance to its customers. Sarjak’s Bill of lading is an assurance that the cargo will be delivered on time, safely and securely.



In a recent turnkey project of a urea manufacturing plant, a cargo worth 50000 CBM was to be shipped from three ports of India and delivered to Port Kelang in Malaysia. The shipper and consignee had finalized the majority of the cargo on breakbulk at a cost of \$10 million. With Sarjak Container Lines on board, 90 percent of the cargo was converted and fit into 800 containers. This not only helped in saving more than \$2 million, but the cargo was also delivered before the appointed time.

THE JOURNEY

Sarjak Container Lines has evolved and is present today at major ports that include the Near East, Far East, and South East Asian Ports, major Middle East Ports, major Indian Sub-Continent Ports, major East, West, and South African Ports, major European and Russian/Baltic Ports and the Mediterranean and the Red Sea ports. Owing to its presence in major parts of the world, it serves as a one-stop solution provider for customers to meet their global needs. All processes such as sourcing the raw materials from one country, getting the manufacturing done in another, and finally delivering the cargo in the third country can be done only with Sarjak Container Lines.

From an agency network of only three agents in the year 2005, Sarjak Container Lines has come a long way, and today, it has forged a partnership with around 85 agents across the globe and is ever expanding. Owing to the strength of the depth and breadth of this network, Sarjak Container Lines is able to cater to challenging movement demands of diverse industries even at remote locations. [In](#)