

Spear Logistics Private Limited :

“We want to excite our customers with our services”

Capt. Uday Palsule, Director, Spear Logistics Private Limited believes that besides strong processes, intellectual bandwidth is essential to overcome crisis. In an exclusive interview with **CARGOCONNECT**, he expressed the confidence that company will double the growth in 2010-11. Excerpts:

CC BUREAU

How was the year 2009-10 for Spear Logistics? What was the growth/drop recorded by you as a contract logistics player?

We added Ashok Leyland, Hyundai Mobis, Indian Pistons Limited, Bharat Shell, Asian Paints to our already strong client list. Some of our clients had a tough year. Number of our clients took emergency steps to weather the storm. Prospective clients postponed decisions to start business.

We are firm believers in ‘no measurement, no management’, we analyze our performance and build causal analysis across inventory and delivery processes every month. Our processes consistently deliver high inventory accuracy and within SLA transaction levels.

However, we managed to finish the year on a good note. During this slowdown we moved to new office and strengthened our team on all fronts. We are aiming to double our business in the year 2010-11.

Your strength as a contract logistics operator is confined to certain pockets in the country, especially, the West and the South. What are your plans to expand your network of warehouses to the other regions of the country?

Well, I would not call West and the South as pockets; but, yes, that is where our strength lies. We established our flagpost accounts in Kolkata and NCR in the last



Capt. Uday Palsule, Director,
Spear Logistics Private Limited

quarter. We have opened branch offices in Gurgaon, Chennai, and Mumbai. We will shortly have office in Bangalore too.

Are you planning to add new industry verticals other than the industries you were serving so far?

Our focus is to provide contract logistics services to serve complex warehousing needs. This would involve requirements which have large number of SKUs and value added services. Typically, parts warehousing for engineering and automotive industry, apparel, medical equipment, chemicals fall within our scope. We are looking at inbound logistics also very actively. We provide Installation Support Logistics and Carrier Management Services which will advance into more verticals by nature of business.

Spear Logistics boasts of handling about 1.8 million transactions through 1.5 million square feet of warehousing area. How do you make sure that these transactions are handled with cent per cent accuracy?

We are firm believers in ‘no measurement, no management’, we analyze our performance and build causal analysis across inventory and delivery processes every month. Our processes consistently deliver high inventory accuracy and within SLA transaction levels. We employ manageable technology to improve productivity and process reliability. Our Business Inventory Team drives Cycle Counts, our Business MIS Team designs inventory and transaction reports aligned to customer business processes through our Warehouse Management System (WMS). These are very important cogs in the wheel.

Our people are most important assets in the game. We believe we need intellectual bandwidth over and above strong processes, to ride smoothly over crisis. This can come only with sufficiently intelligent program management. We believe we have that in place.

Logistics industry is getting more and more competitive these days due to sheer number of players in the market. In this competitive world, how do you make sure that your products and services maintain the edge over others?

It is good to have more and more competition. It keeps us on our toes and makes us look good!

No but seriously, we have the execution ability and here-and-now show case operations. We are pleased to note the new breed of SCM heads who understand that the real cost of logistics is in delayed transactions, invisible inventory and wastage in the warehouse. Savings are not going to come from a cheaper manager. We are ready for the competition. We are investing in manpower training, technology, infrastructure to keep inventory and productivity metrics high. Our strength lies in the experience we have in the domestic market, the value added services we offer, and our customer centric approach. Our services to our customers are extremely customized. We want to excite our customer through our services. We believe our approach will always keep us ahead of the game. ❖