

Putting the best foot forward in every situation

» Basundhara Choudhury

As a leading freight forwarding and logistics company, Shiftco Shipping has been a trusted name in providing services such as customs clearance, forwarding and receipt/delivery while serving customers with frequent departures on all major merchandise channels and upcountry services for a true start-to-finish experience. In this exclusive interaction with Gopi R, CEO, Shiftco Shipping and Logistics, we discover the impeccable commitment and relentless endeavours of the company that enables it to continue pioneering logistics solutions across the globe with unrivalled finesse. Excerpts follow:

Q| As a company that has a marked presence across the country, what are some of the innovative solutions that Shiftco utilizes in its warehousing and distribution services?

We at Shiftco went above and beyond to extend warehousing and distribution services for a few of our customer from the automotive and telecom segments. Our key SCM team focuses on increasing agri and pharma logistics distribution as well on augmenting last mile deliveries.

Q| As the CEO of a leading logistics company, how do you ensure keeping up with the ever-changing industry?

This is one of key challenging areas. Choosing the right business partners along with right information and committed deliveries will always be one of the key roles in accommodating with the ever- changing scenario.

Q| Is Shiftco looking to expand its footprint in any new region through infrastructure developments?

Yes, certainly. We are planning on extending our services towards the eastern part of India. We are also planning to start overseas operations in Bangladesh in the immediate future.

Q| The industry has been through a rollercoaster ride this year. What is your future outlook of the industry in terms of jumping back to pre-COVID levels in 2021?

Shiftco has taken up challenges and worked even during the harrowing time of the COVID-19 pandemic for our essential clients in order to support production. I am sure 2021 will have huge opportunities along with challenges like cost elements and operator facilities etc., as well.

Q| As the CEO of a highly acclaimed logistics provider, how have you been able to steer your company through the challenges brought about by the pandemic?

We have taken it in a positive manner by tailoring our operations through cost-effective modes for our key customers in order to meet the deliveries.

Q| Digitalisation and utilisation of technology have been rapidly increasing and will certainly gain more prominence in the post-COVID era. What new digital initiatives are anticipated in the industry to strengthen its supply chain?

In my opinion, Digitalisation will be one of the never-ending parts of any industry. Digitalisation has been driven by human sources; technology should deliver and stand up to customer needs.

Q| What are your words of advice to young entrants who wish to carve a niche for themselves in this industry?

My advice to them is to be attentive and dedicated. This should create lot of opportunities to learn and meet global prospects.

