

TEAM **MARKSMEN**



**SUPPLY CHAIN
& LOGISTICS
CONCLAVE 2024**

3RD EDITION

Televised on



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Strengthening the bonds of **NATIONAL GROWTH**

The times, they used to be so much simpler. Companies used to offer a product and service by deploying a linear value chain and tapping into the customer base with varying degrees of effort. In recent years though, that playbook has been upended quite dramatically. Be it geopolitical events coming to a boil, tech advancements upsetting the apple cart, sociocultural norms taking on a different shape and form, much has changed **“BUSINESS AS USUAL”**. But perhaps most of all, the supply chains we knew so well have seen decades of disruption crammed into a matter of days, weeks, and months as entirely new digital ecosystems and market networks spawned across the landscape.

If performance and innovation are metrics by which supply chains are measured, many companies have strived to boost the number with advanced use cases of data analytics, predictive modelling, blockchain technologies, machine learning, and generative AI. Co-operation, competition, and co-ordination have all been collectively reimaged through these efforts, and policymakers too realize how they can offer an impetus to this bulwark industry.





KEY HIGHLIGHTS



30+
INDUSTRY
LEADERS



150+
DELEGATES
ACROSS INDUSTRIES



15+
KNOWLEDGE
SESSIONS



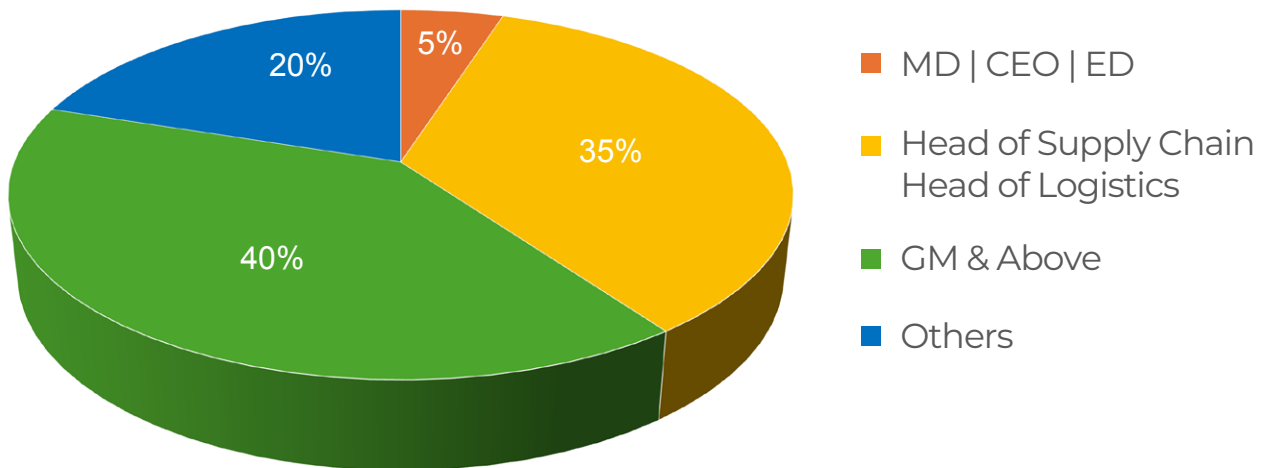
80+
COMPANIES
PARTICIPATED

Arriving at an understanding of the building blocks of growth can be a tricky process, but the **3RD EDITION OF TEAM MARKSMEN'S ANNUAL SUPPLY CHAIN AND LOGISTICS CONCLAVE 2024** sought to demystify this by presenting a cohesive framework that brought together all the disparate pieces. This unique industry platform provided logistics and supply chain leaders from across industries the opportunity to convene and put forth a blueprint for navigating the tectonic challenges of our age and building a sustainable competitive advantage. Our Honorable chief guest and keynote speaker Dr. Surendra Ahirwar, Joint Secretary at DPIIT, **Ministry of Commerce & Industry, Government of India** graced the forum. It was insightful to hear from Shri. SP Singh, Joint Secretary from **Ministry of Road, Transport and Highways, Government of India**, Shri. Vivek Kumar Singh, Deputy Secretary from **Ministry of Food Processing Industries (MoFPI), Government of India**, Shri. Unmesh Sharad Wagh, Chairman, **Jawaharlal Nehru Port Authority (JNPA)**, and Shri. Pradeep Singhal, Chairman, **All India Transporters Welfare Association (AITWA)** was really enlightening. A few industry speakers who also spoke at this forum were Anjani Jajodia, Vice President, **Open Network For Digital Commerce (ONDC)**, Nitin Manchanda, Head of Supply Chain, **Amazon Fresh**, Varun Gupta, Director Supply Chain, **Nestlé South Asia Region**.

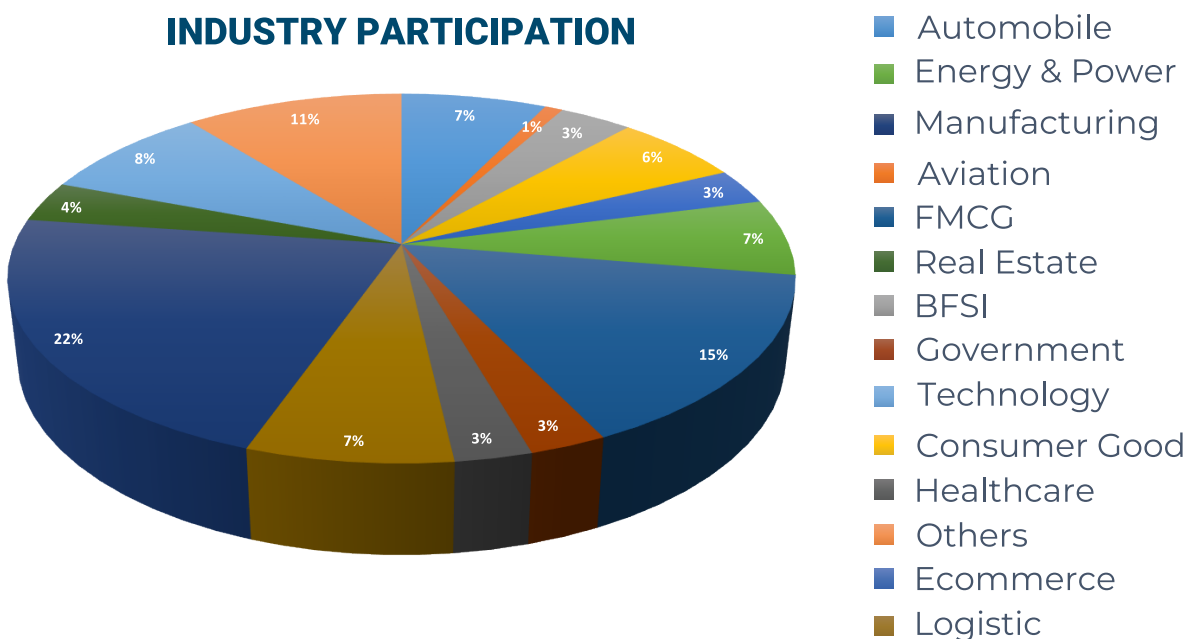
With businesses navigating their way through a series of global disruptions, all while ensuring they capitalize on emerging technologies, walking this tightrope will not be straightforward. But with the insights on offer from industry leaders and seasoned experts at the **Supply Chain and Logistics Conclave 2024**, one can hope that many can chart a path to a high growth trajectory.

DELEGATE ATTENDEE Breakdown

DESIGNATION



INDUSTRY PARTICIPATION



Eminent speakers for
3RD EDITION OF SUPPLY CHAIN & LOGISTIC CONCLAVE



AMIT JHA
Managing Director
PwC India



ANIL KUMAR MISHRA
National Logistics Head, India
(South Asia), Pladis Global



ANJANI JAJODIA
Vice President, Open Network
for Digital Commerce (ONDC)



ARKA GUPTA
Managing Director
PwC India



ATUL BARVE
VP, Head of Supply Chain
Operations, Reliance Digital
Retail Ltd.



BHARAT BHUSHAN RATHI
Head Distribution & logistics,
Mankind Pharma Ltd.



BRISH BHAN VAIDYA
Head of APAC Strategic Sourcing
& Global Buying Center, Uber



CHAND TIWARI
Head of E-commerce
Happilo



KAPIL PREMCHANDANI
Managing Director
KD Supply Chain Solutions Pvt. Ltd.



MANISH RAWAT
Head Business Development
India, GXO



MAYUR CHHABRA
Head Supply Chain (White and
Paint Business), JK Cement
Ltd.



MOHIT JAUHARI
Head (SCM)
Shriram Pistons & Rings
Limited



NIKHIL PURI
Vice President - Direct
Purchase, Yokohama Off
Highway Tyres



NITIN MANCHANDA
Head Supply Chain
Amazon Fresh



NITIN SOUNDALE
Partner
PwC India



NUPUR JHA
Associate Director Deliver
India, Kenvue



PIYUSH AGARWAL
Head Supply Chain, Jubilant
Agri and Consumer Products
Limited



PRADEEP SINGHAL
All India Transporters
Welfare Association (AITWA)



PRAKASH SINGH
Chief Operating Officer,
Jeena Criticare Logistics



RAJESH MEHTA
Executive Directors and
CCSO, Liladhar Pasoo Group



ROHIT ANANDH
Head Supply Chian Planning,
Valvoline Cummins Pvt. Ltd.



S P SINGH
Joint Secretary, Ministry of
Road Transport & Highways,
Government of India



SANJAY KACHARE
Supply Chain Director, India
& South Asia, Kimberly -
Clark



SAURABH TEWARI
Managing Director
PwC India



SHAIK ASAD PARWEZ
Head Logistics Warehousing,
V - Guard Industries Ltd.



SHAMPAYAN GHOSH

Head of Supply Chain Management, Mother Dairy Fruits and Vegetables Pvt. Ltd.



SUKANYA KRISHNAN

Managing Director PwC India



DR. SURENDRA AHIRWAR

Joint Secretary, DPIIT, Ministry of Commerce & Industry, Government of India



UNMESH SHARAD WAG

Chairman, Jawaharlal Nehru Port Authority (JNPA)



VARUN GUPTA

Director Supply Chain, Nestlé South Asia Region



VIJAY WADHWANI

AVP - SCM Logistics, Relaxo Footwear Limited



VIKAS KALRA

Head of SCM, Hindware Home Innovations Limited



VINEET JAIN

Head Supply Chain Havells India Ltd.



VIVEK KUMAR SINGH

Deputy Secretary, Ministry of Food Processing Industries (MoFPI)

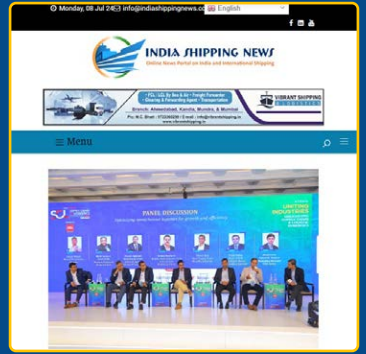
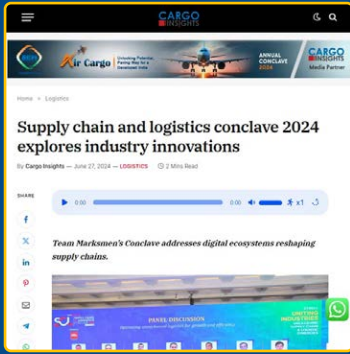
Key Discussion Points

- How is PM Gati Shakti improving ease of doing business making India globally competitive?
- Improving the accuracy of demand planning & forecasting to strengthen supply chain resilience.
- Maintaining cold chain Integrity to prevent damage of temperature sensitive products.
- Creating competitive advantage through warehouse automation.
- Optimising omnichannel logistics for growth and efficiency.

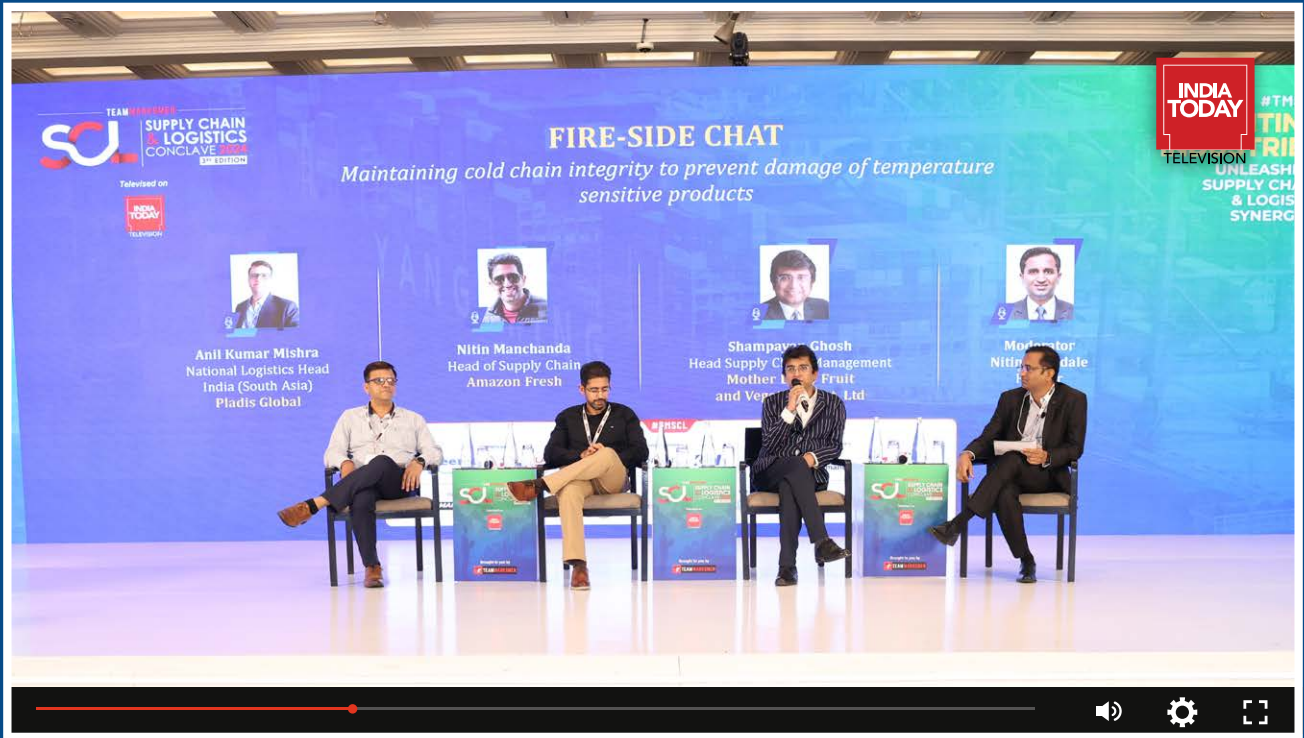
Conglomerate Attendees

- CEO, MD, Directors
- Head Procurement
- Director Technical
- Head of Logistics
- ED Director
- Director SCM
- Director Logistics
- Director Commercial
- Director Procurement
- VP SCM
- COO
- Commercial
- Head Operation
- Head of Supply Chain
- Regulatory Affairs
- Policy Maker

PRESS RELEASE - 3RD EDITION 2024



INDIA TODAY EPISODE 2024





FILL IT, SHUT IT, DISRUPT IT

Can Bajaj's CNG bike Freedom 125 revolutionise the two-wheeler market?

SURAJEET DAS GUPTA
New Delhi, 10 July

Last week, the country's second-largest two-wheeler maker, Bajaj Auto, launched a motorcycle powered by compressed natural gas, or CNG. The fuel first rose to prominence more than two decades ago when the national capital region of Delhi cut down on emissions by deploying buses, taxis, and three-wheelers running on CNG, but it was not really envisioned as a two-wheeler fuel.

But Bajaj, which is the world's largest maker of three-wheelers, had its own ideas. Its Freedom 125 is said to be the world's first CNG-powered motorcycle launched commercially. It comes in three variants, with prices ranging from ₹ 95,000 to ₹ 1,10,000. It has a 2-kg CNG cylinder and a 2-litre petrol tank, and can switch from one to the other.

The initial deliveries will begin in Maharashtra and Gujarat — two states that have a large CNG refilling infrastruc-

ture — and then expand to other states in phases. Though there is no immediate plan now, the company could also look at powering CNG scooters in the future.

Can Bajaj's CNG bike disrupt the 12 million units a year motorcycle market?

It comes at a time when the electric two-wheeler industry is taking shape, though it is grappling with its own issues in effecting a large-scale shift, and petrol continues to dominate the market. In motorcycles, in particular, electric has not made much headway

Three wheels to two

It has not happened anywhere in the world so far. In 2009, Zanelia in Argentina tried out a factory-fitted CNG two-wheeler model, but it did not take off commercially. Some of the Chinese companies tried their hand at CNG, too, but did not get traction. Bajaj, for its part, is buoyed by CNG's success in India, especially in three-wheelers. In 2023, CNG accounted for 65 per cent of all three-

wheelers sold in India.

The caveat is that three-wheelers are for commercial use, and two-wheelers are personal vehicles.

Rakesh Sharma, executive director, Bajaj Auto says CNG has a large market because of its low operating expense (opex) and high fuel economy.

"The primary target for us is mileage- and opex-sensitive customers. They are most likely to be in the 100cc to 125cc segment, which accounts for 75 per cent of motorcycle sales (750,000 a month)," Bajaj already operates in this segment. So, is there a chance its CNG bike will cannibalise its petrol bikes?

"Our market share in this segment is only 15 per cent, though in the next segment (150cc to 250cc), it is 40 per cent. Our proposition is primarily halving of the fuel expense compared to a similar petrol-based motorcycle. In addition to that, we have made a bike with stand-out styling and greater comfort," says Sharma.

But what about the higher price of the CNG motorcycle? Will customers

be attracted to the lower opex enough to pay the higher price?

Bajaj's CNG bike costs about ₹15,000 more than a comparable petrol motorcycle. Assuming it runs 50 km a day for 25 days every month, Sharma says, the additional cost of buying it can be recouped in nine months because the savings on fuel are about 21 per cent.

The more the bike runs, the bigger the savings in relation to a petrol bike. That is the big difference from scooters, whose usual running is seen to be half of motorcycles.

Disruption on the cards?

The company is not hazarding a guess on how much its CNG bike will sell. Sharma says he will be in a better position to speak about this once all three variants are in the market, likely by the end of September.

As an indication, though, Bajaj is looking at a production capacity of 10,000 per month in the next two to three months, which could rise to 40,000 by the end of 2025. That will still be less than 5 per cent of the addressable market.

Bajaj's rivals say the CNG bike is just an experiment. "I think they are testing the waters to see if there is a market. That is why they are not giving sales targets. Considering that 90 per cent of the parts in an ICE and CNG bike are the same, they don't need any major incremental investments," says the top executive of a two-wheeler company.

The biggest challenge is the limited network of CNG filling stations in the country. That is one of the points people have picked up. As reported by this newspaper earlier this week, stock market analysts acknowledge Bajaj's move to be "bold" and a "significant milestone", but they also say that it might take time for Bajaj to reap the benefits. CNG use in personal vehicles has been limited and the CNG network needs to be ramped up to drive adoption.

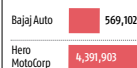
Sharma says CNG is available in 335 cities, accounting for 70 per cent of the addressable market, but concedes that what matters is the depth of its reach and penetration in those cities.

Top executives of more than a dozen CNG companies attended the

THE ROAD AHEAD

Motorcycle segment Bajaj is eying with its CNG model

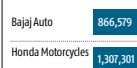
75-110 cc Domestic sales (FY24)



Market share in segment (%)



110-125 cc Domestic sales (FY24)



Market share in segment (%)



Note: Bajaj has been compared with the biggest player in each segment. There are many other players in each. Market share is calculated based on total domestic sales in the segment. Source: SAMA

DECISION MAKERS

CNG advantages

- ▶ Operating cost half of a petrol motorcycle: Petrol bike costs ₹1.81/km and CNG ₹0.75/km
- ▶ Carbon emission 26% lower than petrol bike
- ▶ The higher price of a CNG bike, compared to a petrol one, can be recouped in 9 months

CNG challenges

- ▶ Higher market price than a comparable petrol bike
- ▶ Limited refilling infrastructure, concentrated in a few states
- ▶ Electric bikes with zero emission a better option for reducing emissions
- ▶ Safety concerns
- ▶ Bulky CNG cylinders reduce efficiency
- ▶ Half of the country's CNG is imported, so no forex saving

launch of Bajaj's CNG bike. The feedback is that in the next six months they will work to expand the network.

In the 16 months to April 2024, the number of CNG outlets grew by more than 36 per cent. Yet, the challenge remains of uneven distribution.

More than half the CNG stations are concentrated in five states: Delhi, Maharashtra, Gujarat, Uttar Pradesh, and Haryana. And personal vehicle owners, unlike three-wheeler operators, will prefer a filling station close by.

Electric two-wheeler makers, some of whom are looking to launch electric motorcycles, do not think much of a CNG bike.

"Electric is the only way to meet the government's objectives of reducing

carbon emission and saving on foreign exchange. CNG can at best be an interim measure," says the top executive of an electric two-wheeler maker. "By their own admission, CNG reduces carbon emission by 26 per cent compared to a petrol vehicle, but electric offers zero emissions. Half of CNG requirements are imported, so it will only increase the foreign exchange outgo." Bajaj executives counter this by saying that if petrol is substituted with CNG, it will save foreign exchange because both are imported but CNG is the more efficient fuel. EVs, on the other hand, use imported batteries, which cost foreign exchange. In addition, they say, much of the EV charging infrastructure uses electricity produced by coal.

Episode 13

UNION BUDGET 2024 WILL EVS GET CHEAPER?

▶ Watch the pre-discussion on Budget 2024 in The Budget Show with BS.

Visit: bit.ly/TheBudgetShowWithBS or scan this code to watch.

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LIGHTS...CAMERA...ACTION & RECOVERY

India's box office roars to life, grossing ₹5,053 crore in the first half of 2024

WANITA KOHLI-KHANDEKAR
Pune, 10 July

Nag Ashwin's *Kalki 2898 AD* marries characters from the Mahabharata to a post-apocalyptic world. By the end of its theatrical run, *Kalki*, released on June 27 this year, is expected to gross ₹786 crore at the Indian box office (BO) alone. Including overseas figures, the total should cross ₹1,000 crore. This total includes taxes and trade shares and excludes revenues from streaming and television (TV).

"For four days after *Kalki's* release, all 18 of our screens in Hyderabad saw 100 per cent occupancy," says Amit Sharma, managing director of entertainment at Miraj Group, which operates 215 screens across India.

Then there is Aditya Sarpokdar's *Munniya*, a horror-comedy heading towards ₹124 crore in domestic theatrical collections alone after a dismal April and May. After a miserable April and May the movie business is finally picking up towards the end of June.

According to data exclusively shared with *Business Standard* by Ormax Media, the Indian BO stood at ₹5,053 crore by the end of the first six months of 2024.

It should close the year with numbers similar to 2023, says Shalish Kapoor, chief executive officer of Ormax Media. That means a domestic BO of about ₹12,000 crore and nearly 940 million tickets sold by year-end.

Yet, why is there such a sense of doom in the movie business? The media is awash with reports of a tough 2024. Is there an unseen problem?

"There is no problem. Monthly variations in BO collections are more pronounced now compared to before," says Kapoor.

The first quarter of this year saw strong performances from Shaitaan, *Godzilla x Kong: The New Empire*, *Hanu-Man*, and *Tori Baaton Mein Aisa Ulha Jiya*, among others.

"The first three months averaged a 27 per cent occupancy. The second quarter was

TOP 10 FILMS OF 2024 (JAN-JUN)

Film	Key languages	Gross BO (₹ crore)
<i>Kalki 2898 AD</i>	Telugu, Hindi	786
<i>Fighter</i>	Hindi	263
<i>Hanu-Man</i>	Telugu, Hindi	238
<i>Shaitaan</i>	Hindi	178
<i>Manjummel Boys</i>	Malayalam	170
<i>Gurur Kaaram</i>	Telugu	142
<i>Godzilla x Kong: The New Empire</i>	Hollywood*	136
<i>Munniya</i>	Hindi	124
<i>Aaduveltham - The Goat Life</i>	Malayalam	104
<i>Aayesham</i>	Malayalam	101

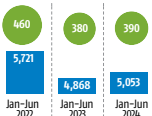
Gross box office (BO) includes taxes and trade share and excludes overseas BO, TV, and streaming revenues; BO of films still running in theatres (*Kalki 2898 AD* and *Munniya*) has been estimated for its lifetime. Hollywood includes English and dubbed Indian languages for Hollywood films
Source: Ormax Media

FIRST HALF

Jan-Jun comparison

Gross BO (₹ crore)

Footfall (million)



Gross BO includes taxes and trade share and excludes overseas BO, TV, and streaming revenues.
Source: Ormax Media

tough due to the highly successful Indian Premier League (IPL), prompting many films to postpone their releases," says Siddharth Bhardwaj, chief marketing officer and national sales head of UFO Moviez.

For example, *Kalki* postponed its May release to late June, primarily due to the IPL and general elections, analysts note. Films that

were released, such as *Bade Miyan Chote Miyan*, *Maidaan*, and others, failed to make an impact.

"There are 52 weeks in a year, but with so many other events, only about 30 are good for a release," says Jyoti Deshpande, president of media business at Reliance Industries.

Its Jio Studios had a strong first quarter

with releases like *Shaitaan* and *Laapataa Ladies*.

The narrowing window for successful releases means many interesting (and several big) films are now concentrated in the third and fourth quarters of 2024. These include Rohit Shetty's *Singham Again*, Venkat Prabhu's *The Greatest of All Time*, Vasan Bala's *Jigra*, Sukumar's *Pushpa 2: The Rule*, and Amar Kaushik's *Stree 2*, among other Indian releases.

The Hollywood pipeline has also reopened after the writers' strike, with films like *Deadpool & Wolverine*, *Gladiator II*, and *Twisters* expected this year.

"After Covid-19, audience preferences have shifted, and filmmakers have taken note. However, it takes time — anywhere from six to 24 months — to produce a film, depending on financial and creative investments. This (slew of releases in fits and starts) is the lag during changeover," says Bhardwaj.

Sharma agrees, "Audiences returning to theatres is not the issue; that debate is over. They are coming back. The release calendar needs to be streamlined, which could take another 12-18 months."

Analysts argue that the real challenge isn't this quarterly bump, but market expansion. Ticket sales (900 million to a billion), domestic BO revenues (around ₹12,000 crore), and total revenues (₹19,000 crore to ₹20,000 crore) have remained roughly the same in good years.

"Digital has squeezed wallets from theatrical and TV. But essentially revenues are just shifting from one wallet to the other. The goal is for films to make money on every platform; only then will the business grow," says Deshpande.

TECH DIGEST

SAMSUNG GALAXY UNVEILED WITH MORE AI FEATURES

Samsung on July 10 unveiled the Galaxy Z Fold 6 and Galaxy Z Flip 6 at the Unpacked Event it held in Paris, France. The 2024 foldable devices from the South Korean electronics maker bring more Galaxy AI features that span across communication, productivity, and imaging aspects of the devices.

Galaxy Z Fold 6 and Flip 6

Both the Galaxy Z Fold 6 and Galaxy Z Flip 6 are now available for pre-order in India, with general availability slated to commence from July 26. The 2024 foldable devices from Samsung bring more Galaxy AI features, improved design, and performance boost. The Z Fold 6 and Z Flip 6 start at ₹164,999 and ₹109,999, respectively.

Galaxy Ring

Featuring a small unobtrusive form, the health-and-fitness wearable is designed for round-the-clock health monitoring, said Samsung. The ring has a lightweight form factor, varying from 2.3g to 3g. The ring is offered in nine sizes — all made from Grade 5 titanium and boasts 10ATM water resistance.

Bank of Baroda

INFORMATION TECHNOLOGY DEPARTMENT BARODA SUN TOWER, MUMBAI

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2	Supply, Installation and Maintenance of Web based Audit & Compliance Software	01.08.2024
3	Installation & Maintenance of HPE Unix Servers and its components	01.08.2024

Details are available on Bank's website: www.bankofbaroda.in under Tenders section, CIPP and eProcurement portal/GEM portal "Addendum" if any shall be published on Bank's website www.bankofbaroda.in under Tenders section and eProcurement portal/GEM portal. Bidders must refer the same before final submission of the proposal.
Place: Mumbai
Date: 11.07.2024
Chief General Manager (IT)

E2W industry on 'amazing transformation' path: Ather CEO

PRESS TRUST OF INDIA
New Delhi, 10 July

Indian electric two-wheeler industry is on an 'amazing transformation' and policy support is a crucial signal to all stakeholders that the government stands committed to a 100 per cent electric vision, Ather Energy Co-founder & CEO Tarun Mehta said

on Wednesday. In a post on social media platform X, he said from a growth perspective the country's E2W industry holds immense potential and argued that while "naysayers in the industry will keep nitpicking on new tech, but there's perhaps no single lever more powerful than 100 per cent electrification to reduce fossil fuel depend-

ence and emissions reduction." "I firmly believe that we are on to an amazing transformation in our industry and will build an enormous global behemoth out of India in E2Ws (electric two-wheelers). However, there's still a lot to solve for," Mehta wrote in response to an article by India's G20 Sherpa Amitabh Kant who highlighted the

need for electrification of transportation in India. Mehta further said, "While tech and products are evolving, customer adoption is still at 5-6 per cent, and all stakeholders that the government stays committed to a 100 per cent electric vision." Demand incentives remain central to this as they have

the highest output per rupee spent. Demand acceleration paves the way for more capacities, more infrastructure, more research and development, more products, more suppliers, and a larger ecosystem, he added. "Subsidies are not about helping companies grow; they're about accelerating adoption for the entire industry," Mehta asserted.

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INDUSTRY INSIGHTS



DR. SURENDRA AHIRWAR
Joint Secretary, DPIIT, Ministry of
Commerce & Industry
Government of India



KAPIL PREMCHANDANI
Managing Director
KD Supply Chain Solutions Pvt. Ltd.



NIKITA KATALKAR
Assistant General Manager - Leasing &
Marketing
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SACHIN SINGH
Vice President Corporate Sales
Jeena & Co



VIVEK KUMAR SINGH
Deputy Secretary, Ministry of Food
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GLIMPSES OF 2024



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