

BLR: Customised transport logistic solutions

ISO 9001:2000 certified BLR India, the customised transport solutions provider, is expanding its business through innovations from global perspective.

V Ramanujam

MD Ashok Goel in one of his remarks said: "Our determination to have a global presence is supported by our business philosophy: to explore and discover new business horizons, which is the driving force that propels it for a new tomorrow."

In a latest landmark development that pulled the whole attention of the country's cargo and logistics industry, BLR sold 31 per cent of its equity to Reliance Capital Venture headed by Anil Ambani. While the deal will further strengthen the financial stability of BLR, what does the MD think will be the additional benefits that the Ambani's association will yield to accelerate the growth of BLR beating the skeptics?

In an interview with **CRICIL** Ashok Goel replied, "The selling of BLR's 31 per cent equity to Reliance Capital Venture comes at a time when BLR is passing through a fast growth phase, deep into the logistics industry, cashing in on the market reputation and customer trust that BLR has



Ashok Goel

built through years."

"North India is a very important market for BLR, given that the major auto, engineering, textile and other critical industries are available there for exports as well as domestic market. At BLR, we have been making specific investments in infrastructure, which holds the key for future growth, and ramping up our network and services to provide world-class services to our customers in this sector, with

innovative and customised solutions to meet their specialised and everyday needs."

BLR provides a single-window logistics service - inbound and outbound for domestic and international cargo, applying multimodal transportation. The company is fully equipped for handling ODC and project cargo. Guiding on exim policies, negotiating and subsequently selecting the ocean carrier and airline, route designing, local haulage and transit warehousing include our service profile. "We are equally strong in international air and sea freight forwarding, Customs clearance, documentation, bonded trucking and warehousing. In association with international partners, BLR handles shipments on direct, breakbulk, and consolidation basis."

Speaking about the company's plan, Goel said, Reliance Capital's investment is in line with its plan to add new facilities to the already existing infrastructure, across the country. "We are planning to add state-of-the-art warehouses, transport management centres, CFS, etc."

One of the premier transportation and logistics providers of the country, BLR offers secure and reliable delivery of cargo all over the country and to major countries worldwide.

BLR was selected for SME excellence and placed among top 25 out of a total entries of 35,000 at the Emerging India Awards event, jointly conducted by ICICI, CNBC TV and ranked by CRICIL.

Today, BLR is one of the few transport and logistics companies, offering world-class services in Indian domestic sector. "We have an extensive geographical network coupled with unmatched delivery capability that encompasses many years of expertise, experience and surface infrastructure that is unique and unreplicated in the country," said Goel.

To a question on customer behaviour, Goel replied, "The unabated, rapid



escalation of cost of inputs has left us with no option but to undertake several cost saving initiatives, but not compromising in service features such as satisfactory delivery results in an extremely challenging environment. We are committed to customer relation, brand building and innovation. Our valued customers remain loyal and continue to patronise us because of our leadership strength, continuous innovation, strong commitment to quality and cost effectiveness."

About his new customers Goel said that BLR, with 31 per cent equity participation of Reliance (ADAG), expects to build on its momentum in the months ahead and add new customers from leading PSUs to the current base that includes CONCOR, BHEL and BEML among others. BLR is strengthening its domestic operations to position itself strongly and is preparing itself for the future growth both in India and in

global market. "Our revenue is expected to increase and will cross Rs 800 crore by FY2010 -11."

What is the current market share of BLR? Sudeep Mukherjee, general manager - marketing and credit control, BLR, said, "The group, which comprises BLR India and its subsidiaries, has an impressive presence in the Indian logistics sector, commanding a decent market share."

Mukherjee added, "Last year and the current year are a period of special significance." The current year underlines with crossing of Rs 100 crore turnover and concurrently diversifying and selling 31 per cent equity to Reliance Capital Venture. The company has active role in providing simplified supply chain solutions to customers."


BLR has its corporate office at Goregaon, Mumbai. At the helm of affairs is the chairman L C Goyal, managing

director Ashok Goel and other directors.

The core operational, commercial and marketing team consists of professionals from the trade and cargo related industry.

BLR's domestic operational area is divided into five major zones besides Mumbai, the corporate office of BLR. It has a nationwide network having 66 branches, out of which 15 are specialised locations.

During FY2001-02, BLR augmented its fleet, in line with the changing trend in trade. Mukherjee recalls, "It was during 2002-03, BLR, in an answer to the challenge of competition, felt the necessity of having a comprehensive, state-of-the-art logistics centre and modern corporate office with latest IT and communication installations."

BLR has created a distinct strategic division with the objective of exclusively focusing on business emanating from new projects and ODC segment. 

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