## Logistics industry overview

The logistics industry helped ensure that the global flow of goods, particularly essential items, remained largely unhindered despite the lack of transport and disruptions in the supply chain.
COVID forced the entire world to make a quick shift from offline to online, with a reliance on the logistics sector for human-to-human connectivity.

The Indian logistics market is expected to grow at a CAGR of 10.7 percent between 2020-2024, and brands are only boosting this growth by leveraging cutting-edge technologies.

Moving forward in 2021, a number of trends will drive this growth and all will involve the adoption of technology.

Be it tactical and operational decision making, routing, fleet optimization, data analysis, or strategic planning, technology will be all-pervasive.

Here’s what we can expect for the Indian logistics industry in the new year:

**Greater accountability and new operating models**

Shippers will look for increased reliability from carriers. Companies will want easy communication and complete visibility across all legs of the supply chain.

“Incumbent carriers will face increasing competition from niche players in the last and middle-mile transportation movement, which, in turn, will drive incumbents to adopt new operating models,” says Krishna Khandelwal, Chief Business Officer, Locus.

 **Agile supply chains**

The pandemic has prompted the industry to build future-ready infrastructure that can respond to any disruption more swiftly. Going forward, a responsive supply chain will be a combination of speed, cost, and efficiency. Market and demand patterns are changing very rapidly, and the ultimate strategy would be opting for agile supply chain management.

**Increased focus on automation**

Shadowfax’s Gaurav envisages that the future of the logistics sector will be data and technology-driven. In handling future scale, there is a need for automation aimed at improving efficiency and offering speed that reduces handling time while enhancing employee productivity (throughout everyday tasks being handled seamlessly across the shop floor value chain of inwards, processing, bagging, and connections).

# Startups in Logistics

1. Twill : Twill is a logistics company aimed at small and medium sized Businesses willing to export/import goods to/from around the world. Founded in April 2017 The Hague , South Holland.

They are a startup company by Maersk Shipping company.

This company has from 201-500 employees. They transport goods from over 300 ports in 154 Countries.

Their company’s vision is to create a free flow of good round the world for the benefit of businesses and diversity.

They facilitate end to end logistics service all through their website. Requires user registration.

They provide Price comparison options based on shipping routes and types of goods for the user’s financial management.

They provide additional services like “efficient customs clearance and Cargo – risk insurance”.

The website also helps track and trace the movements of the cargo that’s been shipped.

They provide information on shipping routes after registering on their website.

Website contents include customer testimonials and stats of completed jobs.

They also provide round the clock customer support and in 30 languages.

Their services include Inland and ocean freight shipping. And also provides options for modes of transportation with a monthly Fixed Rate.

Twill has social media handles in Facebook and LinkedIn. Their contents include Tips for business management, shipping, and their achievements.

They have over 7092 and 14498 Followers respectively.

For more Info or reference, Visit: [www.twill.net](http://www.twill.net)

1. Delhivery: This is a Startup company that provides a full suite of logistics services such as express parcel transportation, PTL and FTL freight, reverse logistics, cross-border, B2B & B2C warehousing and technology services. Founded November 2011, Gurgaon, Hariyana.

The company was founded by Sahil Barua, Mohit Tandon, Bhavesh Manglani, Suraj Saharan, and Kapil Bharati.

They are backed by the Carlyle Group, Tiger Global, Fosun International, SoftBank Vision Fund, Nexus Venture Partners and CPP Investment Board as investors.

This company has approximately 75 packing warehouses, 24 automated sort centres, 70 hubs, 2,500 delivery centres[, 14,000 vehicles, and 50,000 employees. At present, Delhivery has the capacity to process more than 15 lakh (1.5 million) parcels per day.

The company was awarded with:

* ET Startup of the Year Award 2019
* Mahindra Transport Excellence Award 2018
* Young Turk Start-up of the Year 2016

The website holds details of the company history and of their expansion details.

Delhivery has few initiative partner programs, they include:

* Constellation partnership program which extend Delhivery's transportation network to geographies which are currently not serviced by Delhivery internal operations.
* Last-Mile Agent (LMA) program enables self-employed individuals to sign up and extend pick-up and delivery services across India.
* Drop at Store (DAS) program enables small businesses and local retailers to provide pick-up and delivery capacity to the Delhivery network in cities serviced by our express network.
* Franchisee program signs a part to manage a booking point and manage the courier needs of consumers in the region/zone.

Website also features the company’s values Testimonials and statistics of fulfillment, Address to news articles of the company and their blog.

Delhivery’s proprietary network design, infrastructure, partnerships, and engineering and technology capabilities make them india’s most disruptive innovative company in the logistics industry.

Their social media profiles include: Instagram, LinkedIn, Facebook and Twitter, Having 14,300/ 2,38,399/ 37,212/ 12,500 followers respectively.

Their Contents include videos and post of news, achievements, social welfare causes and tips to better logistic solutions.

They also have few puzzle games like crosswords true or false, etc. and some special occasions/festive posts.

For more information or reference, visit: [www.delhivery.com](http://www.delhivery.com)

1. Blackbuck: This is a start-up logistics company which uses trucking. Founded in 2015, Bangalore, Karnataka.

The company aims to make it easier for millions of truckers to book a load and move at capacity and enable shippers of all sizes to have access to the right truck, at the right time for the right price – all at a click of a button.

Their website has very good design with multi- urban colours and mainly consists information of the company, its service, stats and their team.

They Provide their services for Shippers as well as fleet operators.

They control over 12,00,000 trucks, and have over 15,000 clients and operates in over 2,000 locations.

BlackBuck is powered by a 2000 strong incredible team.

They are supported by the best of investors’ fraternity that includes Accel Partners, Apoletto Asia, B Capital, Flipkart, Goldman Sachs, IFC, Light Street, Sands Capital, Sequoia Capital, Tiger Global and Wellington.

BlackBuck uses experiential data science’s to predict and meet demand with product supply. They Claim to use advanced machine learning and analytics to monitor consumer behavioural changes.

The services can be availed and tracked through their mobile app service. They ensure truck loaders get to utilize their space in full capacity paired with picking the most efficient routes.

Their social media handles include LinkedIn, Facebook and Twitter with 53,454/ 37,811/ 863 followers respectively.

The contents of media include pictures and videos of company, their achievements, employee/partner perks, events and social welfare causes.

For more info and reference, visit: [www.blackbuck.com](http://www.blackbuck.com)

1. Blowhorn: Blowhorn is an intra-city logistics provider. Founded July 2014 and headquartered in bangalore.

The Founders names are Mithun Srivatsa and Nikhil Shivaprasad.

The company uses mini-truck, pick-up truck, and light truck, autorickshaw, etc to deliver as per requirements through apps natively built for Android/ IOS.

Their website contains features services / android application and information about the company and also case studies and news.

Blowhorn has a customer service training program for its mini-truck drivers, aimed at unemployed youth in India.

They provide various logistic solutions like:

* Micro-warehousing and distribution

Be it forward, backward or inter hub logistics, their experts have generated solutions to many minute problems during the operation. They provide default, expedited delivery or even secure storage service. Additionally their website/ app service helps users manage and optimize routes, track shipment, cash management and asset tracking.

* On demand transportation

They provide with multiple vehicle options which are easily schedulable with transparent pricing. Routes can be planned with waypoints, and assigning dedicated contacts at each point.

* Timely scheduled transportation

Users can use their services as per their uses with flexible payment options enabling a clearly planned schedule. Options include subscription, fixed calendar, shipment based, line, middle and last mile. Users can pick and configure a dedicated fleet and track them through the app.

* Hyper local solution

They also include 6 hour, Sub-hour, and same day delivery for Medicines, Groceries, Food etc. also trackable through the app or website.

Additionally they also feature enterprise solutions for reporting and analytics, customer support, manage roles for members, contingency planning, GPS based tracking, and GST complaint invoices.

They have social media profiles on Facebook, Twitter and Instagram with 26,754/ 358/ 1,085 followers respectively.

Their contents include: Festive posts, company promises, testimonials, achievements, social welfare news and tips.

For more info and reference, visit: [www.blowhorn.com](http://www.blowhorn.com)

1. Easy Mile: The **EasyMile EZ10** is a battery-powered [autonomous](https://en.wikipedia.org/wiki/Vehicular_automation) [electric bus](https://en.wikipedia.org/wiki/Battery_electric_bus) designed and marketed by Easy Mile.

It seats up to six people and four more passengers may ride standing, or it can accommodate a wheelchair, with the aim of helping to bridge the first mile/last mile of a trip.

 EZ10 has been deployed in more than 30 cities and 16 countries. They have 237+ employees working.

Founded in June 2014, Toulouse, France, EasyMile SAS develops and markets autonomous vehicles. It was formally a joint venture formed by [Ligier](https://en.wikipedia.org/wiki/Ligier%22%20%5Co%20%22Ligier), and Robosoft Technology PTE Ltd (France).

They also offer services like:

* Analysis

Their analysis follows a stringent process, providing quality support to partners and starting with the **definition of customer’s project**.

EasyMile’s project analysis and evaluation service is part of their ISO 9001 certification.

* Deployment

EasyMile’s entire deployment process keeps safety at its core. Experts assess any potential risks and evaluate mitigation strategies with careful**planning**and **certified training** throughout.

* Training

**Dedicated team** will train customer’s to use our innovative technology successfully and confidently. they offer a clear-cut understanding to operate the autonomous solution.

* Support

EasyMile’s centralized help desk is able to handle any request from any customer at **any time**.their autonomous vehicle solutions also come with a comprehensive and specific maintenance plan.

They have produced EZ10 and Tract-easy as a part of their vehicle solution.

The first driverless, electric tow tractor enabling autonomous **material handling** in indoor and outdoor logistics processes as well as airports. TractEasy means lean logistics: delivering increased safety and flexibility, while significantly reducing operating costs.

Their technology solutions integrate a high level of information to operate**safely**and so are equipped with a **full range of sensors**.

Their solutions are designed with safety in mind.

EZFleet is the program that operates the auto driving fleets and it allows user to configure its actions as per need.

EZFleet offers the ability to supervise all vehicles on site including their positions, assigned routes, expected time of arrival and destinations, as well as other vehicle parameters to monitor their status**in real-time.**

Vehicles running on EasyMile's proven technology are equipped with different sensors that can adapt to multiple environments. They source data from these, using algorithms to process and analyze it, allowing the vehicle to **predict behavior**and drive autonomously in a**range of situations**.

They have social media profiles on LinkedIn and Twitter with 15,911/ 3,398 followers respectively.

Their Contents include: Partnership, Milestones, Festive occasions, Events, Recruitment posts, Webinar posts, Links to news articles.

For more info and reference, visit: [www.easymile.com](http://www.easymile.com)

1. Blive: BLive is India's first Electric Bike tourism venture offering curated and guided tours across on specially designed Electric Cycles. Founded in 2017, Panaji, Goa.

The tours offer a journey of discovering the local culture, history, and heritage while riding eco-friendly E-Bikes.

All bikes are charged at upcycled e-hubs before the ride and have a range of 50KMS.

They specialize in Electric Vehicles, EV Tourism, Smart Cities, Tourism, and Experiences.

The experiential curated tourism rides have been established in the following states:

* Goa
* Karnataka
* Kerala
* Rajasthan
* Gujarat
* Puducherry
* Tamil Nadu

They have about 29 employees in all.

They Provide e-rentals as well as commercial Bikes sold on their dedicated website.

They have e-bikes and e-scooters from eleven manufacturing brands integrated with Blive assisting technology.

Their e-bike products range from Rs. 23,000 to Rs. 1,30,000.

Their e-scooter products range from Rs. 57,000 to Rs. 80,000.

Users can register for a demo-ride for both e-bikes and e-scooters on their commercial website.

They additionally sell accessories for the electric vehicles like carriers, batteries, chargers, electric conversion kits, and other essentials cured for bike rider’s needs.

Users can register their dedicated account on their commercial website and place an order online.

They provide quality customer service post purchase.

Their website conveys product information, ratings, guarantee, articles regarding e-biking, Aim/ direction of the company, management/ staff info, milestones of achievements and direct links to products.

Social media profiles include Instagram, LinkedIn and Facebook with 9,159 / 1,130 / 2,282 followers respectively.

Contents include scenic photography, bike routes, tourism posts, safety and cautionary tips, eco-friendly posts, festive posts, offers, tour pictures.

For more info and reference, visit: [www.store.blive.co.in](http://www.store.blive.co.in)

1. Euler motors: they are an automotive technology start-up devoted to spark the EV revolution in India. Founded in 2018, New Delhi, Delhi.

Through their smart mobility solutions, they enable India’s transition to sustainable mobility.

They have indulged their solutions to e-commerce and 3PL businesses.

They employ 64 employees.

They have installed EV charging stations at wide spread locations which include Okhla, Gurgaon, Punjabi Bagh, Dwarka, Ghazipur, Mandoli, Mohan Nagar(Ghaziabad), Noida sector-63.

They produced batteries and have deployed 200 logistic vehicles.

They deployed 100 charging stations all over India.

They are on the verge of releasing their new L5 model vehicle.

Euler motor company leases their vehicles for an easier commitment management. And Customers may buy the vehicle at an agreed price at the lease end-term.

They have social media profiles on LinkedIn and Facebook with 6,939 and 674 followers respectively.

Their content include Eco- friendly posts, EV product promises, Milestones achieved, Festive posts, news posts, featured posts.

For more info and refence, visit: [www.eulermotors.com](http://www.eulermotors.com)

1. Battery Smart: Battery Smart is building India’s largest network of battery swapping stations providing Li-ion batteries on a pay-per-use basis for the drivers of three-wheeled electric rickshaws through our asset-light network of partner swap stations.

Founded in 2019, New Delhi, Delhi. Employs 12 employees.

Hosts partnership Battery swapping stations around India.

Quickly Interchangeable batteries which takes only 2 minutes.

Battery is compatible with two and three wheeler electric vehicles.

They have a App which provides service to drivers and also partners.

The battery also supports new and retrofit vehicle models.

Their website contains information on key benefits, testimonials, swapping station locations, stats of EV coverage.

They have Profiles on LinkedIn and Twitter with 0 and 46 followers respectively.

Contents are reposts of start-up introduction and news of its funding.

For more info and reference, visit: [www.batterysmart.in](http://www.batterysmart.in)

References:

Logistics Overview : <https://yourstory.com/2021/01/outlook-2021-expected-trends-indian-logistics-startups>