



Kale Logistics

Technology that Transforms



CASE STUDY

Pioneering Air Cargo Trade through a Single Window Interface



200+ Airlines



2000+ Agents



13 Statutory Bodies



500+ truckers

Changing Air Cargo Times

Globalisation, digitization and a huge influx of e-commerce has resulted in a phenomenal increase of cargo traffic. Shorter duration of cargo cycle due to reduced delivery time is one of the key reasons why many cargo movers prefer Air Cargo in spite of its higher cost. The cargo industry is presently engulfed with multiple challenges owing to the inadequate operational infrastructure. Lack of Cargo visibility, issues in striking balance between cost and operational efficiency, incomplete standardisation of operations and lack of connectivity with validating authorities like Customs are some generic challenges faced by the Cargo domain.

MIAL revolutionizing Air Cargo Handling

Our client, Mumbai's Chhatrapati Shivaji International Airport, is India's busiest airport and an international Cargo hub dealing with over 1.43 million metric tons of Cargo per annum, 2000+ agents, 200+ airlines and a document volume in excess of 6,000 daily. Mumbai airport is one of the Top 30 airports in terms of Cargo handling. With a vision to transform the cargo facility at Mumbai into a benchmark for the world, Mumbai International Airport Ltd (MIAL) consistently endeavoured to modernise and redevelop the physical and digital infrastructure at Mumbai's Cargo complex.

GMAX™ - India's first Air Cargo Community Platform

Based on Kale Logistics Solutions' in-depth industry knowledge and technical expertise, they were chosen as the technology partner by MIAL. By virtue of thorough understanding of the Air Cargo industry and an in-depth knowledge of the specific challenges surrounding the Air Cargo domain, GVK MIAL AIR EXCHANGE (GMAX™), a web based Community System was launched as a joint initiative between Kale Logistics Solutions and MIAL. GMAX™ became India's first airport Cargo community platform. It brought about digital transformation in the way stakeholders interacted with each other while moving shipments out of Mumbai. Complete automation and digitization of MIAL's cargo operations by connecting multiple stakeholders along the Air Cargo value chain, seamless Cargo movement and facilitation of electronic communication between pertinent stakeholders including Customs; redefined and consolidated operations at MIAL. GMAX™ aided digital transactions in conformance to initiatives around e-freight, e-AWB and e-CSD.

Key Challenges Identified

MIAL was determined to streamline their procedures to achieve holistic and systematic control over their cargo operations. Owing to the insightful information provided by the authorities highlighting their pain points, and an in-depth study pertaining to MIAL's circadian operations, following key challenges were identified:

- **Cargo visibility:** Since the movement of cargo involves several stakeholders, one of the key challenges was enabling seamless Cargo visibility. A robust IT system capable of tracking and tracing real-time cargo movement and giving information about its current whereabouts was becoming imperative owing to the huge volumes of cargo exchange at their facility.

GMAX™: Empowering unregulated operators to transact digitally



- **Lack of an interactive platform:** MIAL needed an interactive platform that would disseminate Cargo related information among various stakeholders, including Customs, to enhance transparency and visibility in supply chain, whilst reducing overall transaction costs.
- **Duplicity and redundancy of work:** Multiple data entry efforts by disparate stakeholders at different stages of the Cargo movement resulted in wastage of time and efforts, along with increase in data entry errors. Data was dispersed in various stakeholder systems and in various formats due to lack of standardization.
- **Inadequate information for planning and security:** Inadequate information about incoming Cargo led to a busy terminal and increased possibility of security breach. Accommodating excess shipment was particularly challenging due to lack of infrastructure.
- **Optimizing the existing infrastructure:** MIAL felt that by using the right technology, existing infrastructure and processes could be optimized.

GMAX™ is an airport cargo e-platform, which facilitates digital interactions among airport stakeholders viz. Importer / Exporters, Forwarders, Customs Brokers, Carriers, Customs, GHAs, Transporters and Municipal Corporation. It is a modern, scalable and competitive application that caters to the growing demands of the cargo operations at MIAL. It simplifies the processes at the airport through a single window of digital documentation which is a key requirement in WTO trade facilitation implementation.

GMAX™ brings about Transformational Benefits to MIAL

GMAX™ proved to be a holistic solution for MIAL's business and operational concerns bringing in the much necessary visibility, procedural integration and unison of stakeholders on a single platform to promote and support effective business.

- **Unhindered cargo visibility to stakeholders:** Being a cloud based community platform, Freight Forwarders experienced ease of tracing and tracking their cargo anywhere, anytime. The VCT scan feature enabled them to trace their shipment right from the main Gate-in stage through dock in, dock off, dock out and till the Gate-out stage. Moreover, GMAX™ also enabled exchange of shipment information and document exchange between all allied systems. It seamlessly interfaces with the systems of airlines, forwarders, Customs, Chambers of Commerce, Customs Brokers and other stakeholders. It is probably the ONLY system in the world to have seamless integration with so many stakeholders.
- **Advanced shipment information:** Information pertaining to shipment demographics such as dimensions, weight and nature of cargo goods was keyed in by Freight Forwarders, ahead of actual arrival of cargo at the terminal. This helped terminal operators to ascertain the expected volume of cargo, facilitate efficient allotment of space for cargo movement, holding and storage and also to prepare in advance for arrival of specialised cargo. Moreover, this ahead of time information helped terminals to combat and control possible security breach, prevent overcrowding at terminals and minimise dwell time. GMAX™ kept terminal operators abreast of expected shipment by providing information through IATA CARIMP messaging and emails/SMS notifications. As a result, MIAL was able to optimally manage its terminal capacity.
- **Efficiency in management of incoming cargo:** Advance shipment information visibility enabled by GMAX™ helped terminal operators to manage cargo efficiently by allocating adequate spaces for cargo movement, holding and storage. This prevented overcrowding at the terminal and improved dwell time. As a result, MIAL was able to optimally manage its terminal capacity.
- **Elimination of data redundancy and ensuring data integrity:** The ease of sharing cargo related data on a common community portal meant that Freight Forwarders needed to input data only once, which could then be fetched and percolated in disparate

stakeholder systems including Customs. This reduced multiple data entry efforts and optimised data accuracy across all stakeholder systems. Data integration between various systems such as integration with Airlines systems, Customs systems etc., ensured data integrity throughout the cargo cycle.

- **Back dated data:** Being a cloud based electronic platform, GMAX™ could store huge quantity of back dated cargo data helping stakeholders to revisit past transactions and seek conflict resolution for historical transactions.
- **Mobile integration:** GMAX™ mobile app facilitated shipment data access to pertinent stakeholders anywhere, at any given time. It encompassed data from the EGM to IGM stage and vice-versa.

The adoption of GMAX™ brought about several transformational benefits to MIAL's stakeholder value chain. With initial hiccups surrounding the adoption and understanding of how GMAX™ system works, the community platform went about to be finally adopted for complete cargo management at MIAL's cargo terminal. The tangible benefits, both on the functional, operational and financial parameters brought about by GMAX™ made it a standard system for MIAL's cargo operations. GMAX™ laid a digital foundation for:

- Eliminating paperwork at the airport
- Decreasing cargo processing time
- Supporting cargo information visibility to pertinent airport authorities, prior to the cargo reaching the airport, thereby enhancing security, reducing dwell time and supporting better cargo traffic management
- Bringing in more transparency and visibility in supply chain to reduce overall transaction costs
- Aiding India to improve its global ranking in 'Doing Business' initiative of World Bank
- Helping to comply with global regulatory and industry requirements such as:
 - e-trade (Govt. of India)
 - Advanced Air Cargo Screening (ACAS) initiative of US CBP/TSA, PRECISE initiative of EU, PACT initiative of Canada
 - Advanced security declaration requirements of countries that have signed up for WCO SAFE framework
 - e-CSD, e-freight initiatives
 - Digital infrastructure created for 100% e-AWB



Business Benefits

MIAL experienced seamless cargo movement through GMAX™. Some of the key business benefits triggered by the adoption of GMAX™ include:

Single window of digital documentation to simplify processes - a key requirement in WTO trade facilitation			Digital records of events for audits and faster document processing
Better supply chain planning by complete visibility of EXIM operations			Reduction in malpractices/errors which results in loss to exchequer
Better productivity of trade/airport staff			Better security for the airport
Possibility of reduced dwell times			Reduced impact on trade of impending global security regulations



GMAX™ also helped MIAL to become the first airport in the world to have 100% FWB (EDI for e-AWB)

Any industry change is initially resisted. However, we believe for technology to transform the way we work, certain new systems, processes and regulations have to be practiced. The community now understands the real-benefits that GMAX™ presents. The platform is bringing all the participants in the air cargo supply chain (Shipper to Consignee) under one roof enabling them to exchange information and documents electronically. The GMAX™ platform has put an end to the current manual processes, multiple data entries and improved transparency in the supply chain. The resultant efficiency is in turn providing tangible savings in both time and money.

- Manoj Singh, Senior Vice President & Head - Cargo at Mumbai International Airport Pvt Ltd - GVK

6.5 Mn+ EDI Transactions

10,000 + Active Users

5000 + AWB's Processed Per Day

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