



Spoton Logistics is the fastest growing*, multi-modal express logistics company in India. “Engineered for accuracy”, as the company defines itself, the company is well regarded for its professionalism, governance, technology and analytics-led network engineering focus and service delivery. Providing an array of specialised road and air express logistics solutions to over 4,000 customers, across Hi-Tech, Automotive, Engineering, Pharmaceutical, Electronics, Electrical, Lifestyle, and Retail industry segments, the company processes over 17,500 consignments daily to over 22,000 pin codes across the Indian sub-continent.

Market

The Indian logistics sector, estimated to be worth around US\$ 160 billion, is poised to grow exponentially to reach US\$ 215 billion by 2020. With Government of India bestowing the logistics industry with Critical Infrastructure status, this sector is experiencing an influx of investments, availability of cheaper credit, government policy and regulatory support, international attention, industry consolidation and robust demand. The express logistics segment has further seen good tailwinds due to GST, e-way bill and other reforms. Indeed, it is expected to be the epicentre of growth in times to come. Within this growing market, share of market for the organised sector is expected to rise further as companies switch to it from the hitherto unorganised one, in order to embrace compelling benefits of network scale, technology, regulatory compliance and market access.

The express industry, serving customers with end-to-end supply chain solutions, is expected to be the epicentre of growth. An ever-expanding market, young and motivated workforce, innovative technological solutions and a competitive atmosphere are contributing to the rise of express players who leverage the best of technology and infrastructure to provide service

quality and experience comparable to international standards.

Technology adoption within the express logistics industry is growing especially in areas like customer relationships management, fleet management and process workflow management. Increasingly technology is being deployed to deliver greater visibility, improve process efficiencies, profitability, turnaround time (TAT), and most importantly, to elevate customer experience and brand affinity. Technologies such as Artificial intelligence (AI), Machine Learning (ML), Internet of Things (IoT), Robotics are being applied to not only improve productivity and efficiency but also to gain competitive advantage.

Achievements

Established in 2012, Spoton has over 15% share of the express logistics market in India. A management led company, Spoton gave an excellent return on investment to India Equity Partners, the initial investors who exited in mid-2018 when the company was wholly acquired by a consortium of investors led by Samara



Capital and Xponentia Fund Partners in an all cash deal worth ₹550 crore.

The entire management led by Abhik Mitra continues to drive and execute the next phase of Spoton’s growth strategy, working closely with the Samara and Xponentia teams.

An asset light company, it is generating industry standard EBIDTA margins and above-

industry average growth for the last sixteen quarters. In the last five years, Spoton has won numerous awards for its service excellence and customer connect including Customer Intimacy & Service Excellence Company of the Year, Excellent Position under Road Transportation, Best Logistics Services, Best Express Logistics Service Provider of the Year, Best in Class Employer of the Year, Voice of the Customer, Best in Class Courier Service and Emerging Logistics Service Provider of the Year, to name just a few. Spoton has also received Great Place to Work certification for the year 2020.

To enable faster, efficient and secure processing of growing cargo volumes, over the last year, Spoton equipped all its hubs with cross-docking

facilities, automated dock levellers, forklifts and other modern material handling equipment.

In FY 2018-19, once again achieving above industry average growth in excess of 30%, Spoton

closed the year with revenues in excess of ₹650 crore and introduced a new Air Express service to the market.



History

Spoton was set up in Jan 2012, when PE firm India Equity Partners acquired the road express business of multinational company TNT. Since then, under CEO Abhik Mitra’s leadership, it has established a nationwide network and grown to be recognised as a leading



technology-led express logistics provider to over 4,000 corporate and SME customers, across industries.

In mid-2018, Spoton was wholly acquired by a consortium of investors led by Samara Capital and Xponentia Fund Partners to invest into and build the next stage of growth.

Headquartered in Bangalore, the company employs over 1,400 people, across ten direct offices, 32 hubs and 292 service centres, and engages over 550 pickup, delivery and loading partners on its network. Spoton drives market leadership aided by dedicated infrastructure, cutting edge technology, and value-added services to deliver premium standard of service quality to its customers.

Spoton is more than a logistic service provider. With trailblazing ideas like e-pod proof of delivery, cutting-edge technology and spirited professionalism of a young team, the company ships its promises, the customers' parcels and much more. Retail, Industrial, Commercial, whatever your goods, Spoton moves goods and products across retail, industrial and commercial segments all across India. From heavy weight consignments to cargo to the most fragile little possessions, the company delivers high-quality service and efficient logistics to a wide clientele across the Healthcare, Automotive, Industrial and Life-Style sectors.

In its short tenure, the company has emerged as a pacesetter in the logistics space. It is also becoming a strong player in India's supply logistics chain.

Product

Spoton offers a suite of express logistics services, each aimed at fulfilling urgent customer needs, including Multi-Modal Express, Road Express, Air Express, Reverse Logistics and Retail Logistics, in day and time definite delivery schedules, to B2B customers. Spoton caters to verticals like Industrial, Manufacturing, Auto, Apparel, Lifestyle, Pharma and Hi-tech.

Spoton's Road Express service is backed by a robust network of over 32 hubs and 292 service centres that serve more than 22,000 pin codes throughout the country.

The Air Express service presently provides time sensitive express deliveries to eight major cities in the country including Bangalore, Chennai, Hyderabad, Mumbai, Pune, Ahmedabad and Delhi NCR.

Through SPOT Retail, Spoton enables seamless and cost effective movement of small consignments from one location to another, anywhere in the country. A special feature of this service includes door to door pickup/delivery of consignments.

EDUxpress is a component of SPOT Retail that is specially designed to serve the student community when they relocate or move to or from their homes /hostels/universities during semester breaks, at an economical rate. Offering to ship items in 20 kg boxes, available free of cost to students, the Eduxpress service is available

across the entire Spoton network and serves over 22,000 pin codes across India.

Recent Developments

The company entered the multi-modal express logistics market with the introduction of its Air Express service in April 2019. The company also recently entered into the Third Party Logistics



(3PL) business with a strategic alliance with Raag Technologies Private Limited, a Chennai based 3PL company, specialising in the Automobile sector. The company will slowly add new verticals in the 3PL area, such as Industrials and Retail, Apparels & Electronics.

With its extension into integrated supply chain, Spoton significantly ramped up its infrastructure with the opening of sprawling, fully automated logistics hubs in Bhiwandi, Kolkata, Pune, Ahmedabad, Chandigarh and few other key locations which are designed to best in class engineering standards.

The company also introduced its interactive Learning Management System (LMS), called E-Academy, a state-of-the-art Learning Management System (LMS) for its employees and Pick-Up and Delivery (PUD) partners. The LMS hosted on Spoton's web portal E-Spoton, contains content on operations, work safety, communications, consignment management and soft skills. The content is being offered through a mixture of videos, lectures and text. Spoton will leverage the LMS to assess employee/PUD partner knowledge through graded tests and the

results of the tests will be factored into performance appraisals. Through the LMS, Spoton aims to create a referable database of relevant content that Spoton employees can access and utilise anytime anywhere through their devices. Additionally, the LMS will be supported by on-the-job training sessions held by the HR Department and Senior Management

Promotion

Spoton believes in maintaining close relationships with its customers and in expanding business opportunity primarily through word-of-mouth referrals from its growing base of satisfied customers, spread across industry segments and geographies.

Looking beyond the horizon, the company has started to embrace structured marketing programmes to help make inroads into yet untapped markets and customer segments. Spoton maintains an active digital presence and

participates in select trade shows that help it to stay connected with existing and potential customers. The company maintains strong media connect and has been extensively covered in business, mainstream, trade and regional media.

Brand Values

International Standards, Reliability, Consistency, Trust, Transparency, Integrity and Customer Centricity define the company's core brand values.

By fulfilling distribution of goods, business to business, whenever and wherever, on time, every time and transparently, Spoton continually seeks to expand limitless boundaries of business opportunity, reach and flexibility for its clients, enabling them to keep promises made to their customers.

The brand believes in delivering consignments accurately and on time. From pickup request till delivery, the brand sticks to its promise of giving customers a consistent experience. Accurate delivery is its identity and hence, its tag line – Engineered for Accuracy – suggests accuracy by design, not by chance. Customer gratification is the sole purpose of every initiative at Spoton. The brand believes in striking the idyllic balance between youth exuberance and the objectivity of experienced professionals.

Spoton also looks at value creation through focus on operation training and development. It has proven its brand values by managing cohesive synergy among various transport networks, Information technology, distribution and warehousing facilities. Customers, Co-workers, Investors and Suppliers are the four pillars of its new-age logistics eco-system.

The company's research and development is potent mainly because it encourages the use of indigenous technology that makes the industry cost competitive. Its focus on in-process research has led it to eliminate inefficiencies and bring Indian logistics at par with global standards. The diversity of the country prompted the company to create home-grown, bespoke solutions for its wide-ranging clients across industries. The company puts great emphasis on process-excellence across all stages of the consignment delivery.



Things you didn't know about SPOTON LOGISTICS

- * The Spoton management team, all of them industry veterans, still consists of people who joined the company early on
- * Spoton transports over five million pieces per month across India
- * Spoton is the fastest growing* Express Logistics company in India
- * Spoton's network consists of more than 32 hubs and 292 service centres and serves more than 22,000 pin codes across the country
- * Spoton specialises in Reverse Logistics and multi-location pickups
- * Spoton caters to verticals like the Industrial, Manufacturing, Auto, Apparel and Lifestyle, Pharma, Hi-Tech, 3PL and E-commerce
- * It has received Great Place to Work certification for the year 2020

*Based on internal competition analysis/market information and regular industry updates.