



LOGISURE.in
connecting locally

Knowledge

Technology

Collaboration

An Award Winning **Shared** Mobility Solution for Urban Supply Chains



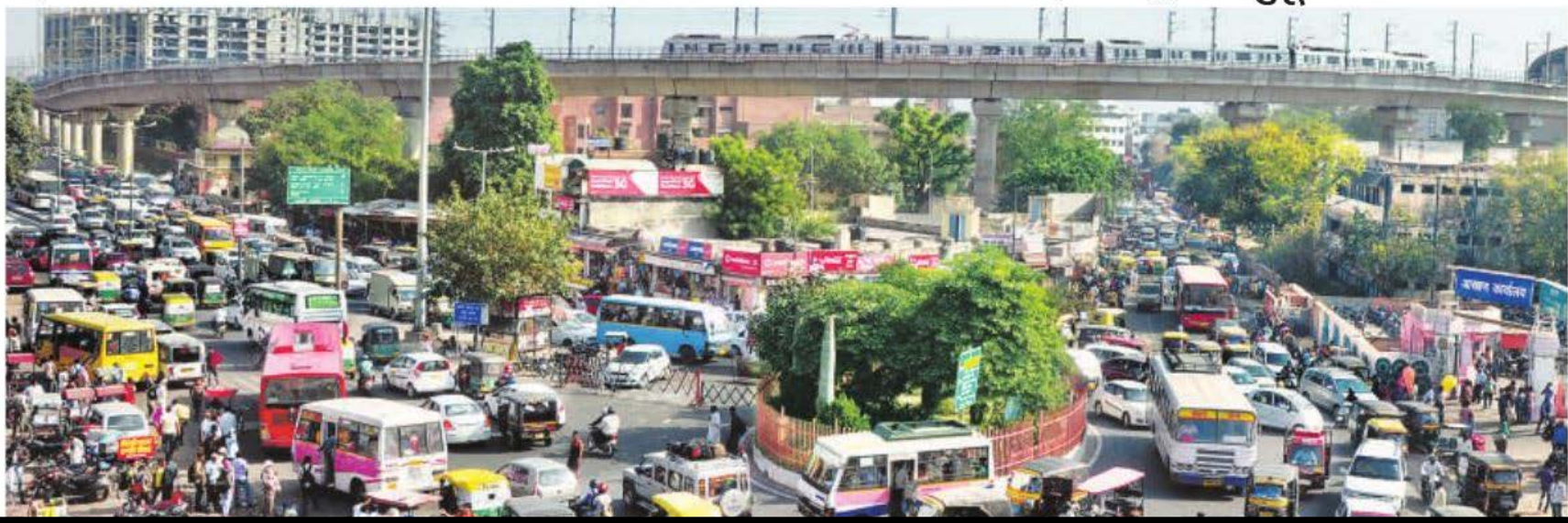


While urban passengers are getting convenient and cost effective mobility solutions..

नीचे सड़क पर वाहनों की रेलमपेल में फंसे लोग और ऊपर सरपट दौड़ती मेट्रो में सुकून का सफर

रेलवे स्टेशन के बाहर खासकोठी ब्रिज और हसनपुरा पुलिस वाले मार्ग पर जाम आम बात हो गई है। जंक्शन पर किसी दिन के अले-जाने के समय हल्कात और भी चिक्कत हो जाती है। दिनभर यहाँ जाम लगा रहता है। इसके चलते पुलिस ने फावर हउस रोड से अले वाले ट्रैफिक को सर्किट से घुसकर रेलवे स्टेशन या हसनपुरा पुलिस की तरफ जाने के बेंचकेइस लगाकर बंद कर रखा है। सड़क पर जाम में फंसे वाहनों को देख ऊपर मेट्रो ट्रेन में सवार यात्रियों के मुँह से यही निकल रहा होगा कि सड़क से अते तो हम भी लेट हो जाते।

संतोष शर्मा



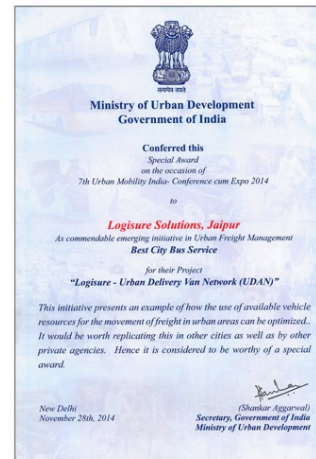


Urban goods are still searching for right mode of transport



Disrupting urban logistics & connecting last mile of supply chains

Winner of Special Award, Ministry of Urban Development (GoI), 2014



UDAN “would be worth replicating in other cities as well as by other private agencies” -MoUD, GoI



2014

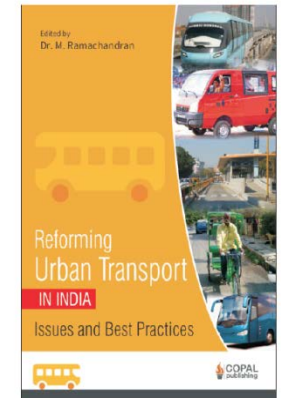
Selected as smart mobility solution for Smart Cities. (2015)

Published as an initiative reforming urban transportation alongwith “Mumbai Dabbawala” in a book written by experts

Reforming Urban Transport in India

Issues and Best Practices

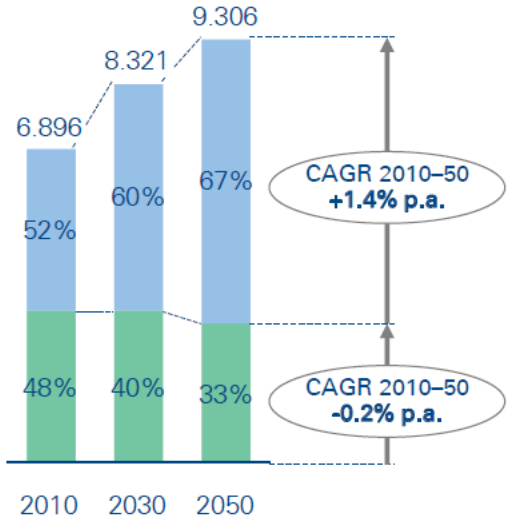
Dr M. Ramachandran
Former Urban Development Secretary
Government of India



Demand for urban mobility solutions expected to explode due to rapid urbanisation....

The world is becoming increasingly urban

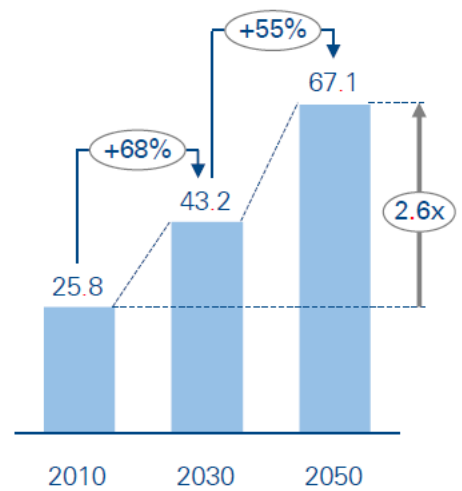
67% of world population to reside in urban areas by 2050



Urban and rural population, 2010–2050 [m people; %]

Urban passenger mobility demand explodes

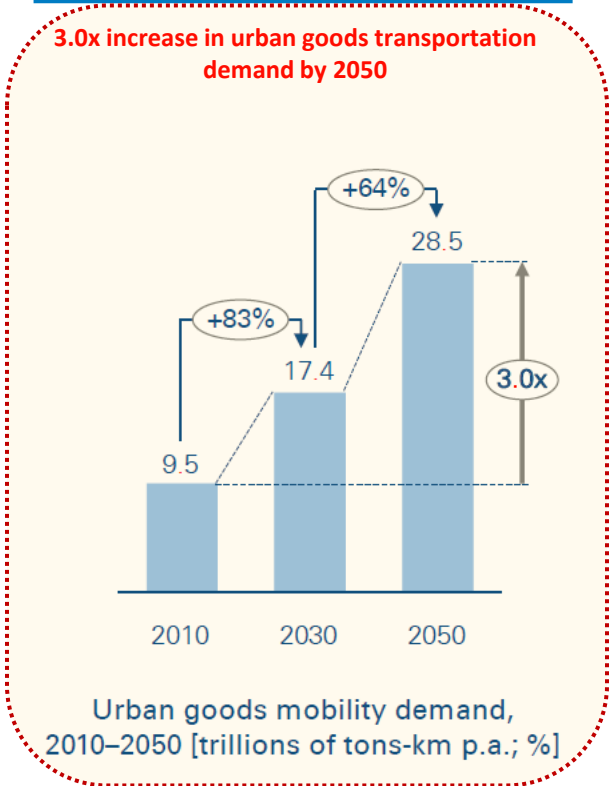
2.6x increase in urban people transportation demand by 2050



Urban passenger mobility demand, 2010–2050 [trillions people-km p.a.; %]

Urban goods mobility demand explodes

3.0x increase in urban goods transportation demand by 2050



Urban goods mobility demand, 2010–2050 [trillions of tons-km p.a.; %]

Source: UN, Worldbank, OECD, ITF, Schäfer/Victor 2000, Cosgrove/Cargett 2007, Schäfer 2007, Arthur D. Little

In India, there are 4.8 million LCVs (goods), double the number of taxis (2.2 million)

Urban goods move through multiple stakeholders before reaching to end consumers

Urban goods move through Urban Supply Chains (Marketing & Distribution Channels)

Manufacturing Hub



Bhiwadi



Distribution Hub
Jaipur

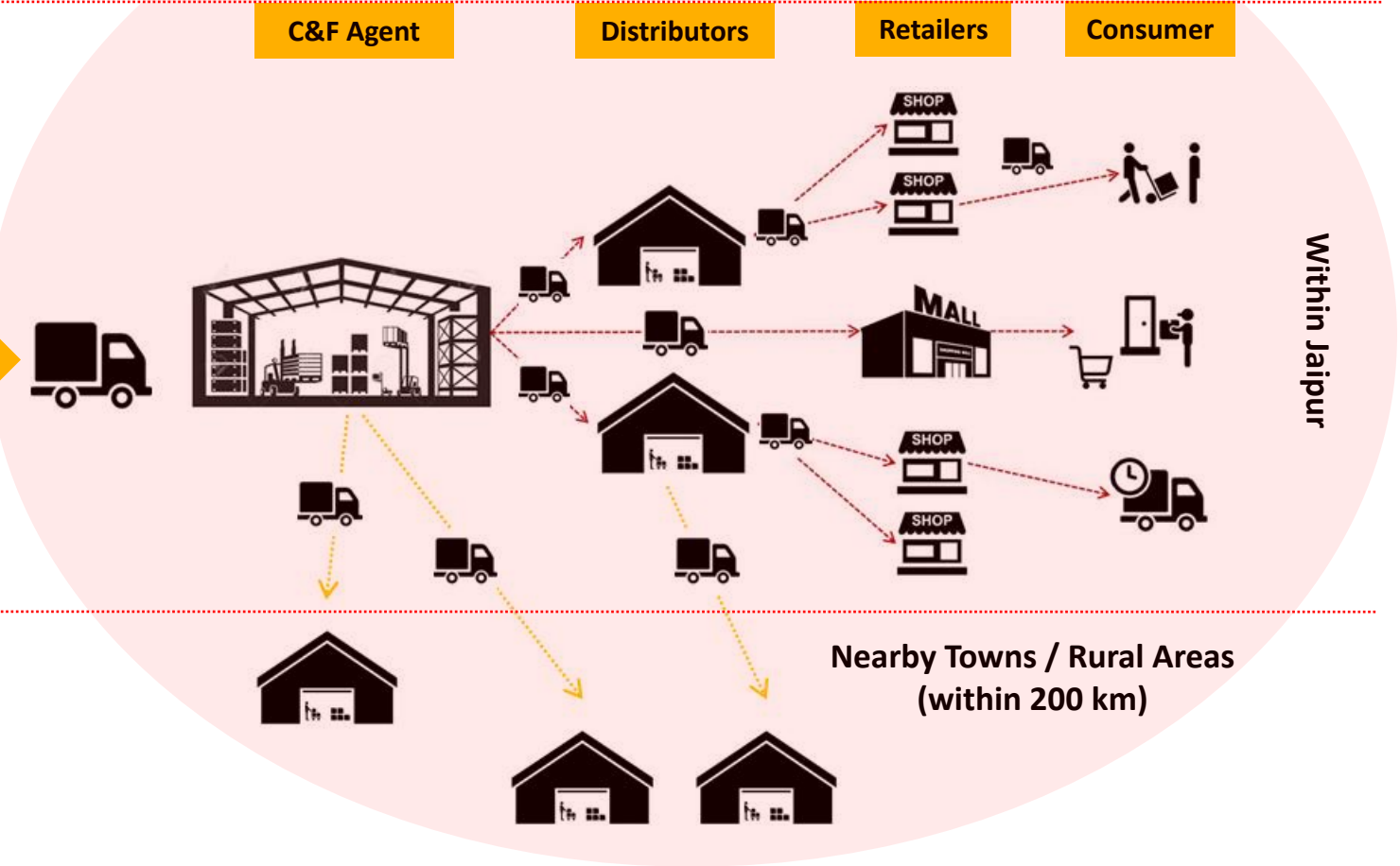


Transport Terminal



Long Haul Transportation
> 200 Kms

C&F Agent Distributors Retailers Consumer

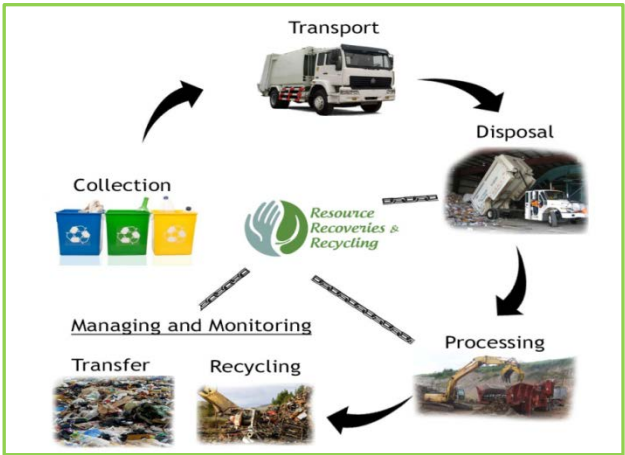


Within Jaipur

Nearby Towns / Rural Areas
(within 200 km)

Depending upon nature of goods & services, urban supply chain models differ in design

Waste Collection & Disposal

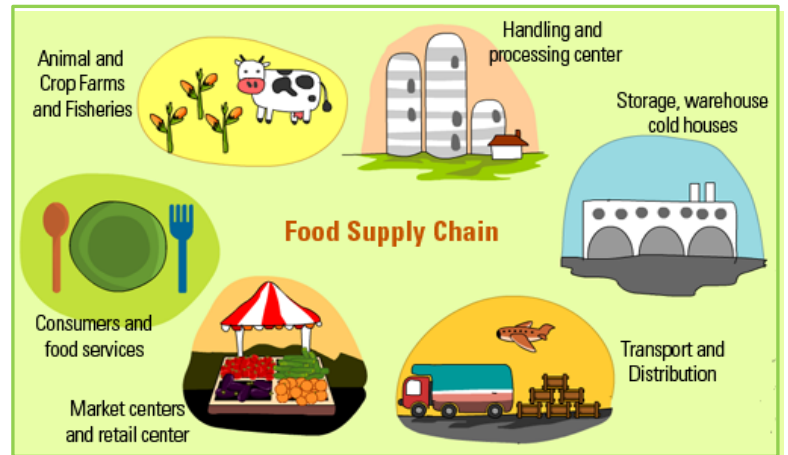


Construction Materials

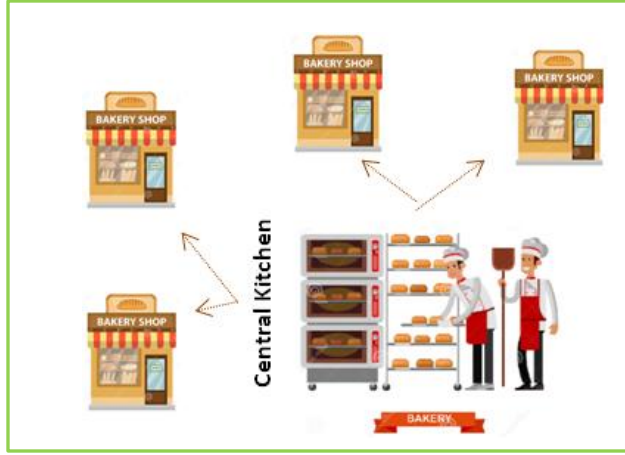
Temperature controlled

Utilities / Services

Fresh supplies distribution



Central Kitchen Operations

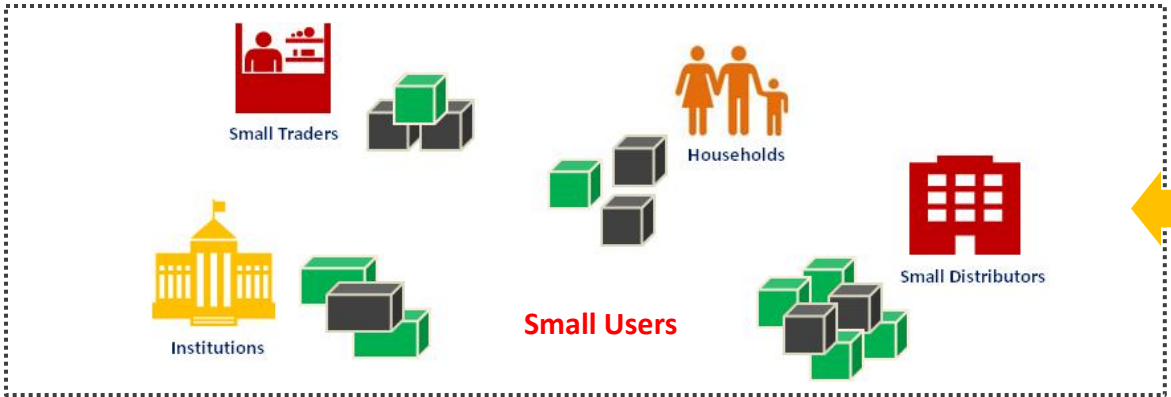
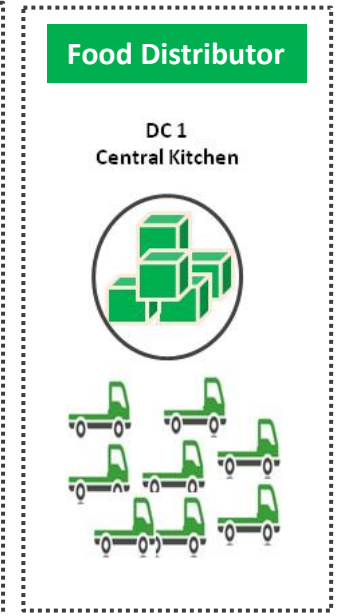
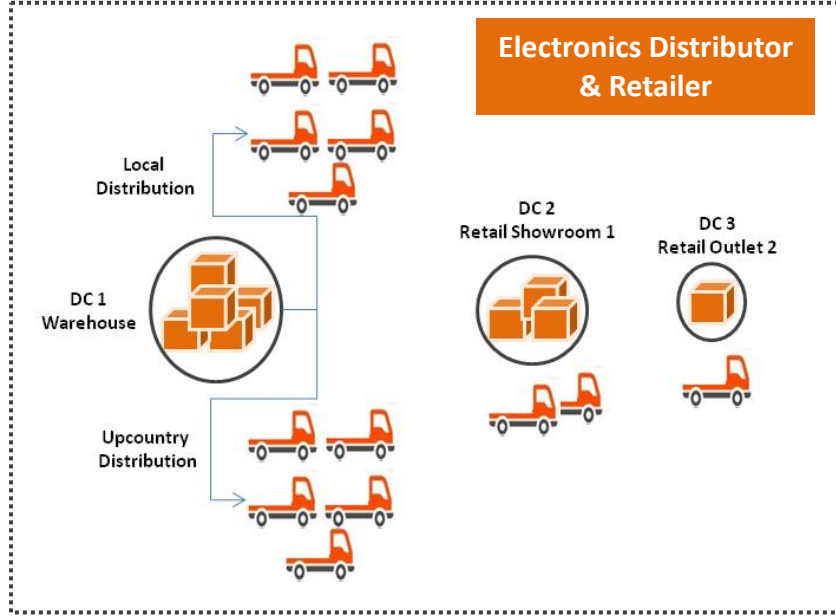
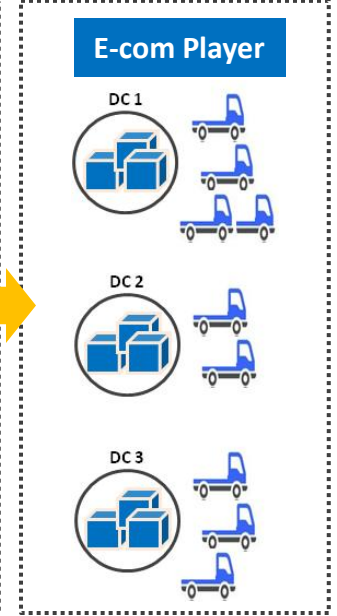


E-commerce distribution



Isolated distribution channels and scattered resources in last mile of urban supply chains

Large businesses invest & build their own distribution & transportation networks to reach to large consumer and retailers base



Small business have to depend upon highly unorganised channels / small transporters

- For business it means duplicity of distribution channels and high costs
- For Cities it means increasing congestion, pollution and in-efficient use of resources

There are many internal and external barriers of collaboration within urban logistics

1. No policy focus

- Government is focussed on providing mass transportation solution for passengers connecting them with suburbs
- Urban logistics planning is limited to allocating land for industrial or commercial use and setting up of transport terminals

2. Lack of coordination

- No coordinated efforts towards developing sustainable urban logistics model due to involvement of multiple agencies like traffic police, Regional transport offices (RTO), Urban development bodies, municipal corporation, Industrial boards etc.

3. Complex supply chains & heterogeneous requirements

- Every product or service related supplies have different requirements related to vehicle type, handling, safety metrics, delivery time windows, type of trips (B2B or B2C or upcountry) etc

4. Highly unorganised small service providers

- Urban supply chains are operated by small and medium enterprises (SMEs) like C&F agents, distributors, small transporters etc. operating at local or regional level

5. Non existence of comprehensive, easy to use & cost effective technology solution

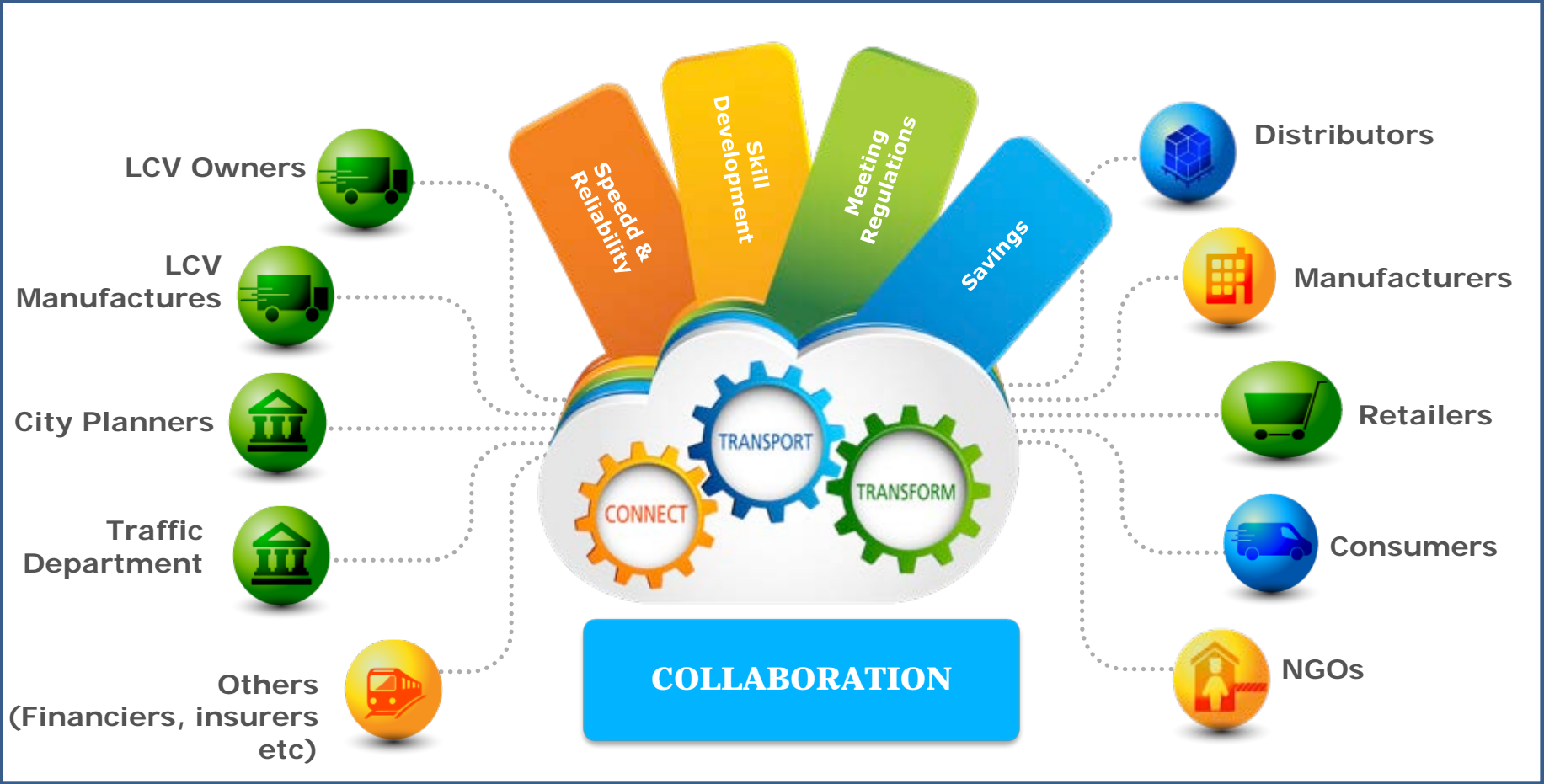
- Most SMEs have small teams possessing low operational skills but managing all aspects of business
- There is inherent fear of using multiple technology solutions for various activities and higher associated costs

DOST



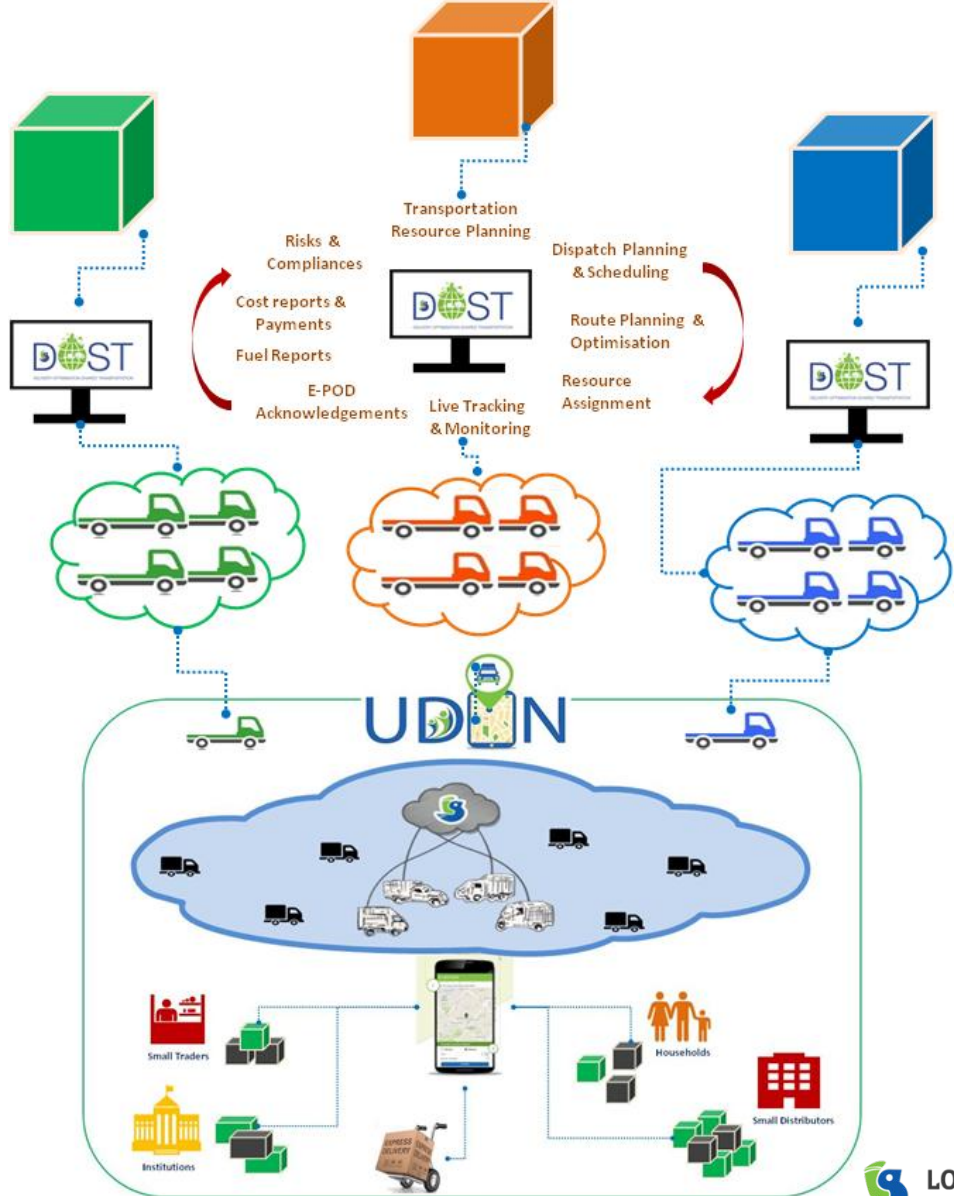
DELIVERY OPTIMISATION SHARED TRANSPORTATION

DOST bridges the gap and connect all stakeholders by removing barriers of collaboration and aligning their interests



DOST: A Digital Platform for Shared Urban Transportation & Connected Supply Chains

Transportation Technology Platform



Using DOST,
 Cities can now work as
single virtual organisation
 sharing transportation resources
 like: truck, labour, warehouses
 and business can expand their
 distribution networks

City Level large scale shared urban transportation solutions.....

LogiPool

Festive / Seasonal Trade Promotions



Product Expos



Logisure's shared transport platform is preferred by participants of products expos

Electronics Retail Markets



Advertisement by Market Association mentioning Logisure as official transport partner

Shared mobility solution for wholesale markets, malls, exhibitions

LogiShuttle

SHUTTLE SERVICE
UDAN for Pharma
Film Colony

- SAVE COSTS, PAY PER CARTON
- NO LIMITATION ON QUANTITY
- DOOR PICKUPS

For Details and T&C CALL **9396247247**

Urban Delivery Net Work
LOGISURE
Jaipur
Ministry of Urban Development
Government of India

DAILY SERVICE
SHUTTLE 1 - 10:00 AM
SHUTTLE 2 - 11:30 AM
BOTH ROUTES

LogiShuttle for less than truck load volume within City

LogiDhumketu

LOGIDHUMKETU
A shared daily shuttle service for up-country distributions

Jaipur to Ajmer

- Save costs, pay per carton
- No limitation on quantity
- Door Pickups and Delivery

For more details and T&C CALL **9396247247**

LOGISURE
Ministry of Urban Development
Government of India
www.logisure.in

DAILY SHUTTLE SERVICE -10AM

LogiDhumketu for shared transportation within 200 km radius

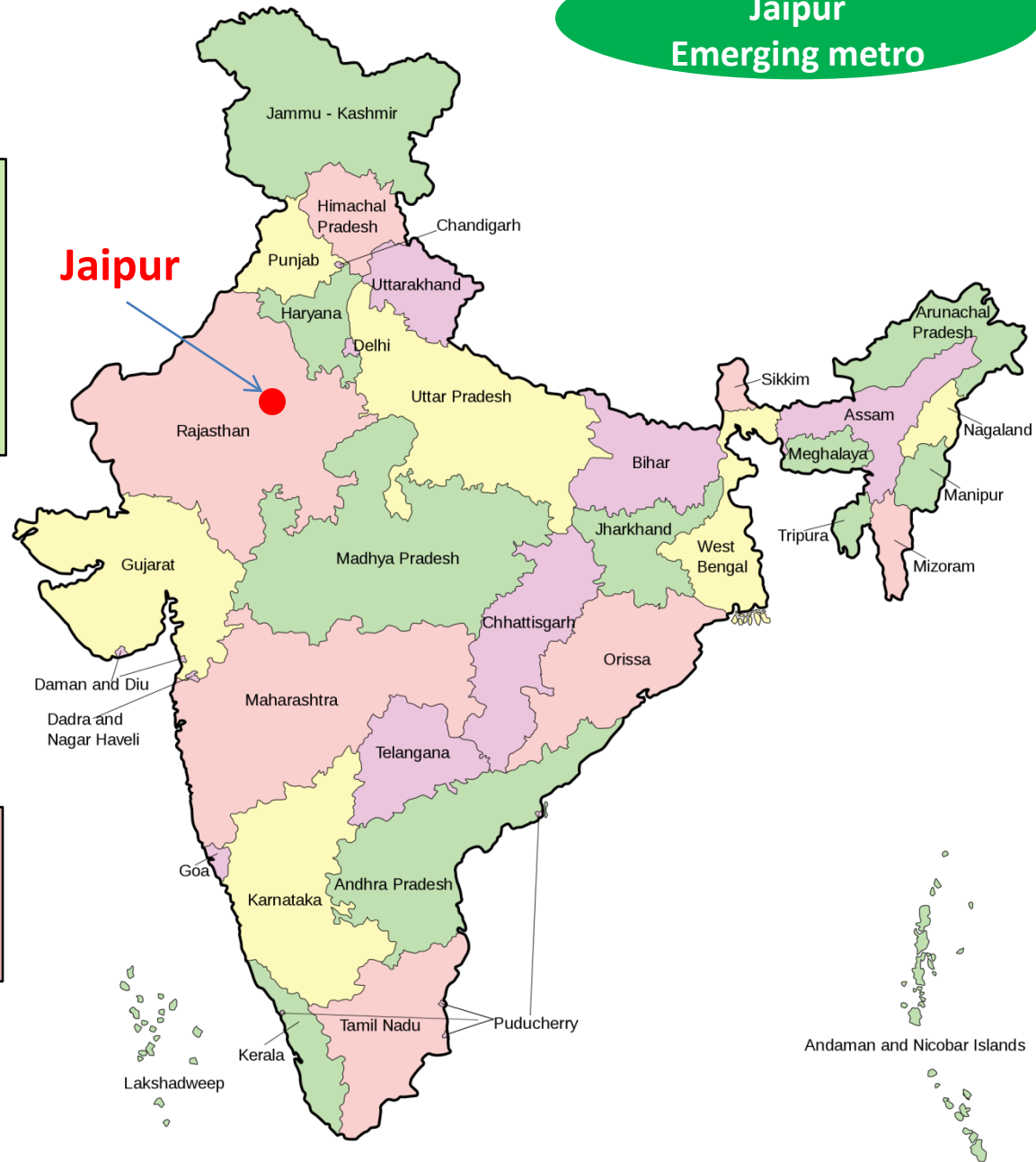


Changing skyline of Jaipur is indicating a rapidly growing urban economy of Jaipur



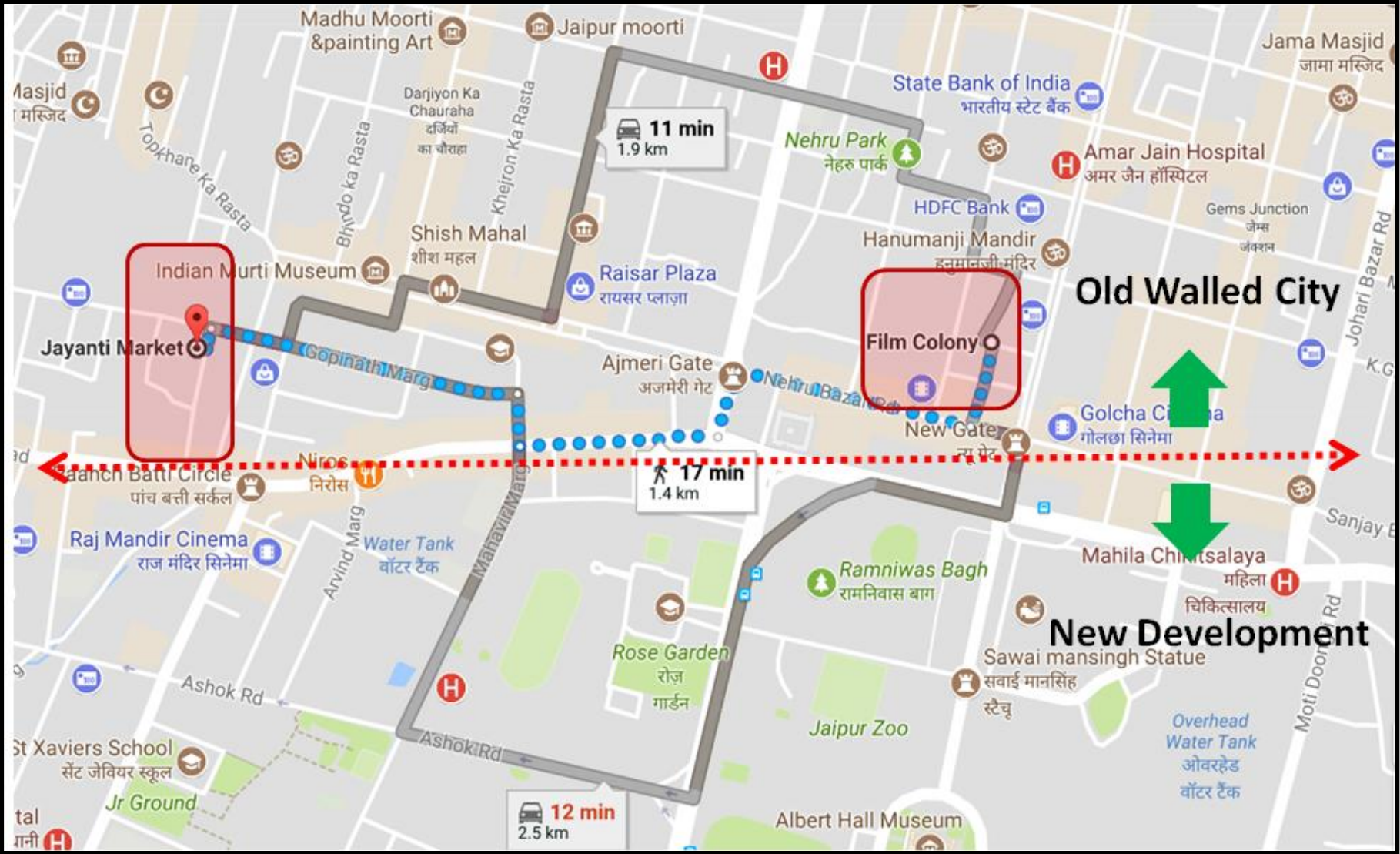
Jaipur Emerging metro

- Emerging metro city
- Population (2011 Census): 3 million
- A distribution Hub
- Strategic point on Golden Quadrilateral



- Registered LCVs: 91,000 +
- Registered Taxis: 1,20,000 +

Logistics Pooling Case Study



Market Entrance







Rickshaw for Narrow Lanes



E-rickshaw
Emerging Trend

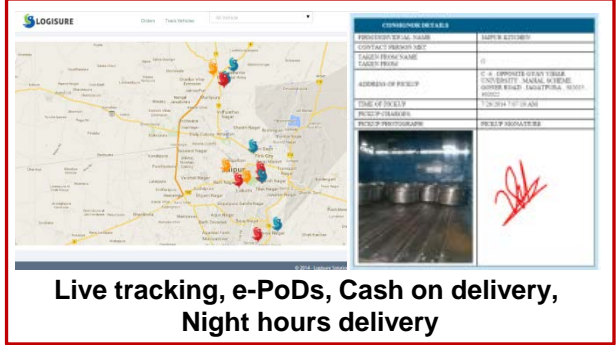
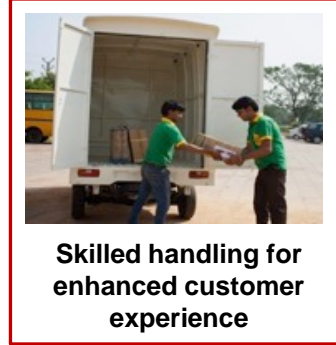


Electronics wholesale market: shared transportation solution for large appliances (B2C)

City: Jaipur
User: 30 retailers in electronics wholesale market
Type of goods: Consumer Electronics
Type of deliveries: B2C (Home deliveries)

Challenges:
 •Location of market in old city with narrow lanes
 •Non availability of parking for commercial vehicles

Solution Offered: LogiPool
 •Comprehensive digital platform for collaborative home deliveries by retailers
 •Key offerings of solution are depicted below:



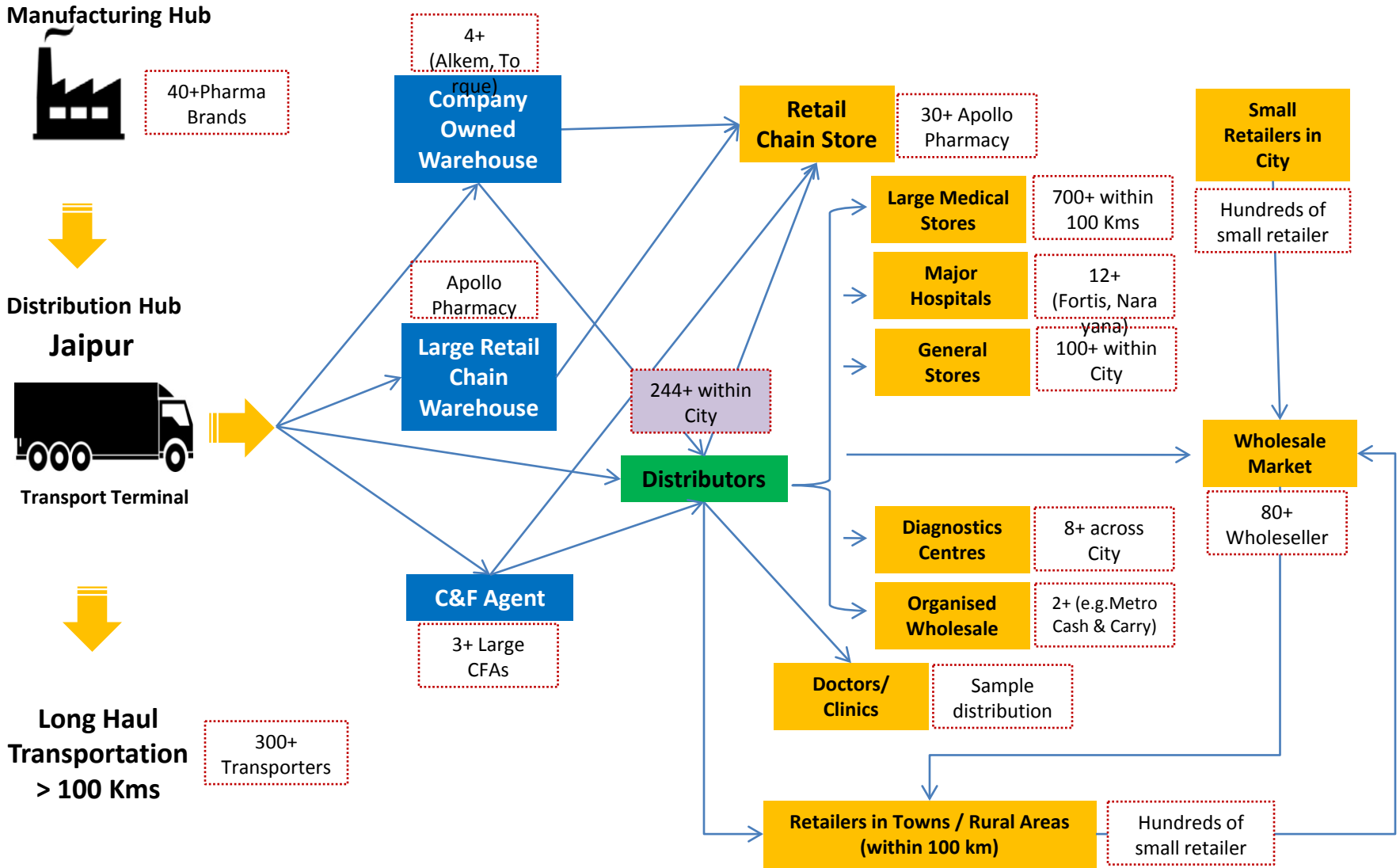
LogiPool enabled collaborative transportation at large scale.....

No of deliveries done: 2500+
Reduction in no of trucks: 15-20%
Reduction in fuel cost of transporters: 30%
Reduction in overall costs of deliveries: 30-40%



LogiPool is recommended to the Smart City Team of Government of India by Market Association for implementation across all wholesale markets

Jaipur Urban Circle: Vertically connected pharmaceutical distribution network (B2B)



Making Impact on Businesses, City and Lives of the People



Legal Literacy Camps



Camps with Auto Manufacturers



UDAN Introduction in Hyderabad



Financial Literacy Camp

Impact of UDAN is recognised and appreciated by all key stakeholders involved in urban freight like business, auto manufacturer, traffic authorities, urban planners, financiers of LGVs apart from LGV drivers, themselves.



Recreational Activities



Medical Literacy Camps



Emerging Biz Opportunities



Safety on Road Awareness

Testimonials of UDAN Members

"I like the work because it gives me stability of income and work. Previously the income was unstable. I used to earn for 2-3 days in a row and then stay without work for equal days. Now, I get business on a daily basis. The facility of mobile saves time too."

Hansraj Buradia, UDAN Member

"Due to lack of business, I had to give up my cloth printing biz and joined UDAN. Here I have learnt a way to talk and communicate with people respectfully which was not there in my previous job. Now I get respect from other people as well."

Md Hussain, UDAN Member

Testimonials of Business Users of UDAN

Our delivery costs have reduced by 20-25% and biz has increased with assured availability of vans on time. I am very glad to use services of your Members. Thanks you.

-A electronics retailer and distributor

We don't need just trucks, we need a complete solution like Logisure is able to offer.

-A global player in courier & parcel segment

Our home deliveries of GYM equipments are now done professionally by your member van owners .

-A GYM equipment retailer

MAY, 2014



JULY, 2014



OCTOBER, 2014

