



# PAN INDIA LOGISTICS

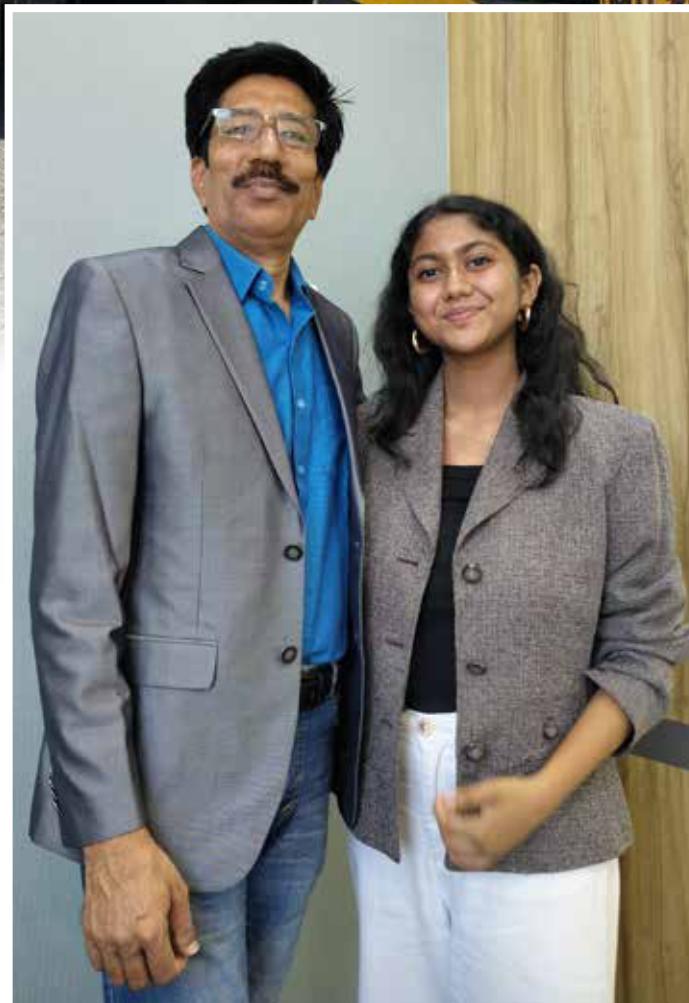
## EXPANDING CAPABILITIES WITH STRATEGIC INNOVATION & OPERATIONAL EXCELLENCE

In insights gathered by **Rajesh Rajgor**, Pan India Logistics stands out as a dynamic, customer-focused logistics company with deep expertise in handling export-import cargo across industries like FMCG, engineering goods, heavy machinery, automobiles, and specialized cargo, cement products. Founded by K K Gupta, the company combines operational experience with a strong fleet strategy — including company-owned trailers, Chalak Malak entrepreneur-driven vehicles, and trusted group fleets — supported by leading OEMs and specialized trailer fabricators. With a growing presence across India, a focus on Export-Import shipments, ODC and reefer cargo handling, investments in technology, and new-generation leadership through Iccha Gupta, Pan India Logistics is steadily expanding its network and capabilities to serve the evolving needs of international and domestic trade.

**A**t the heart of Pan India Logistics lies a deep understanding of the complexities involved in export-import logistics, honed through years of experience across multiple industries. Founded in 2013, the company's operations span sectors such as Cement products, FMCG,

engineering goods like metal products, industrial machinery and equipment, automobiles and components, glass, steel, boilers, and auto accessories. "We operate primarily in the export-import sector, handling a wide variety of goods that strictly adhere to customs regulations to ensure smooth international trade," says K K Gupta, Founder, Pan India Logistics.

The company's ability to cater to diverse needs comes from its specialized service offerings. For example, when transporting heavy machinery or industrial equipment, Pan India Logistics ensures secure loading, transportation, and unloading, using the right tools and stringent safety measures. In sectors like food logistics, the company uses reefer containers to maintain specific temperatures throughout transit, ensuring the integrity of temperature-sensitive goods. When dealing with Over Dimensional Cargo (ODC), customized transportation solutions are implemented to deliver oversized goods safely and efficiently. "We adapt our services to meet the precise requirements of each customer, ensuring high-quality operations that cater



K K Gupta and Iccha Gupta

to diverse industries," emphasises Gupta.

#### **Serving Diverse Industries with Precision**

Pan India Logistics' customer base includes companies engaged in export and import activities across engineering goods, cement products, yarn industries, and other sectors. Freight forwarders also form a critical part of its clientele, relying on the company's dependable transport solutions to support their complex supply chains. This diversity not only demonstrates Pan India Logistics' sector expertise but also its ability to maintain flexibility and deliver consistent service quality.

Central to the company's operational strength is its robust fleet. Pan India Logistics operates 15 company-owned trailers for 20' and 40' container movements, along with 20-25 Chalak Malak vehicles and another 30-40 outsourced group fleets. "Our fleet composition offers a versatile and scalable solution that can cater to varying cargo volumes and delivery timelines," he emphasises.



The choice of OEMs is strategic. For container movements, Tata Motors and Ashok Leyland trucks dominate the fleet, prized for their durability and reliable after-sales service. For Less than Container Load (LCL) movements, lighter Eicher trucks are preferred to facilitate smaller/lighter, multiple-location deliveries. "We rely on a mix of well-established manufacturers, each offering specific expertise suited to our operational needs," says Gupta.

### Strength, Scale, And Seamless Logistics

In trailer fabrication and customization, Pan India Logistics partners with Seamless Autotech, a trusted name in building robust trailers. Gupta explains, "Their high-quality fabrication ensures safety and stability, helping us deliver reliable service across different industries and distances."

Handling ODC and super heavy cargo, sometimes weighing up to 80 metric tons, demands specialized skills, equipment, and meticulous planning. The company utilizes low-bed and multi-axle trailers for such movements and deploys specially trained escort staff when required. "When necessary, we conduct detailed route surveys, secure proper permissions, and use trained drivers and trusted agencies for lashing and choking to ensure safe and compliant transport of oversized cargo," he reveals.

Beyond road transportation, Pan India Logistics also extends services such as sea and air freight, customs clearance, and re-forwarding on demand. These multi-modal capabilities

offer clients a comprehensive logistics package that simplifies the movement of goods across borders and within the country.

Technology plays a crucial role in enhancing operational efficiency. With GPS devices installed across its fleet and mobile connectivity for drivers, the company ensures real-time monitoring, increased driver accountability, and better customer communication. "Real-time tracking allows for accurate route monitoring, enabling us to provide customers with timely updates and building greater trust," he highlights.

Despite embracing technology, Pan India Logistics values a personalized touch in client servicing. Currently, the company relies on a manual system for providing trailer movement updates and delivery statuses. Gupta states, "While it requires more effort, our manual update system allows for detailed and customized communication with clients, strengthening trust and satisfaction."

### Sustainable Growth and Empowered Drivers

The company's financial stability forms the bedrock for its sustained growth. It invests strategically in infrastructure, vehicle maintenance, and technology upgrades without overextending itself. "Our strong financial base allows us to grow sustainably and invest in infrastructure aligned with customer needs," says Gupta.

Looking forward, Pan India Logistics is actively working to expand its operational footprint and build global

partnerships. The primary focus will continue to be serving export-import companies and freight forwarders who demand dependable logistics solutions. "We plan to scale our footprint by targeting customers who value reliability and expertise in international logistics," he shares.

Bringing a fresh perspective to the organization, Iccha Gupta, daughter of K K Gupta and newly appointed Business Development Manager, has already contributed to transformative initiatives. One of the most notable is the introduction of the Chalak Malak initiative — a driver empowerment model where 18-20 fleets are now owned by the drivers themselves. "This initiative not only enhances safety and accountability but also transforms drivers into entrepreneurs, giving them a greater sense of ownership and pride in their work," says Iccha Gupta.

The success of Chalak Malak is fueling plans for further expansion. The company's nationwide network, with key operations extending from the Mundra Port to locations across India, plays a crucial role in supporting this growth. Mundra remains a strong operational hub, providing experienced manpower and a robust vendor network that ensures fast container movements with minimal delays.

### Digitizing, Expanding, and Meeting Evolving Needs

Further strengthening its operations, Pan India Logistics has digitized key processes like Proof of Delivery (POD)

collection, LR generation, billing, and freight memos. "Our digital transition reduces manual errors, boosts operational efficiency, and supports an eco-friendly, paperless workflow," adds Iccha Gupta.

Recognizing the growing demand for specialized logistics solutions, the company has also introduced services for reefer containers dedicated to transporting perishable goods. This addition ensures that food and other temperature-sensitive products maintain the necessary conditions throughout their journey, providing a much-needed service for clients in the food and pharmaceutical industries.

Plans are underway to expand both the company-owned fleet of 20' and 40' trailers and the Chalak Malak fleet. Simultaneously, Pan India Logistics aims to strengthen its collaboration with outsourced group fleets. "By supporting fleet owners with consistent business opportunities, structured operational processes, and timely payments, we empower small businesses with better asset utilization, steady income, and growth without the burden of finding individual customers," she explains.

The company is also keen on developing port-wise branches to enhance operational control and responsiveness. This strategy is designed to improve coordination, accelerate service delivery, and offer tailored solutions to clients operating across major Indian ports.



Another significant area of future growth is the LCL segment (Less Than Container Load). With the surge in SME activities and the need for cost-effective shipping options, Pan India Logistics is positioning itself to tap into this segment effectively. "Strengthening our LCL business will allow us to cater to consolidators and SMEs who are looking for flexible and economical logistics solutions," Gupta concludes.

Driven by a customer-first philosophy, strategic investments, and an innovative approach to empowering its workforce, Pan India Logistics is charting a steady path toward becoming a significant force in India's logistics landscape and beyond.