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TEAM MARKSMEN

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SUPPLY CHAIN & LOGISTICS CONCLAVE 2025

4TH EDITION

Co-Presented By

netradyne

#TMSupplyChainLogistics

SEAMLESS SUSTAINABLE SMART

THE NEXT ERA OF SUPPLY CHAINS

BS MARKETING INITIATIVE

AHMEDABAD, BENGALURU, BHOPAL, BHUBANESWAR, CHANDIGARH, CHENNAI, HYDERABAD, KOCHI, KOLKATA, LUCKNOW, MUMBAI, NEW DELHI (ALSO PRINTED IN JAIPUR), PUNE

# BUILDING SUPPLY CHAINS THAT STAND THE TEST OF TIME

The 4<sup>TH</sup> EDITION OF TEAM MARKSMEN NETWORK'S SUPPLY CHAIN AND LOGISTICS CONCLAVE 2025 served as the epicenter of innovation, collaboration, and transformation

The world as we know it has seen decades of change crammed into the past few years. Geopolitical realities are being scripted, torn up, and rewritten

again. Tech advancements are moving so rapidly as to make yesterday's innovations tomorrow's obsolescence. Industry ecosystems and market networks are mushrooming rapidly, and evolving into something new before you know what to make of it.

The 4<sup>th</sup> Edition of the Supply Chain and Logistics Conclave 2025, presented by LEAP and co-presented

by Netradyne, shone a spotlight on this change, and decoded what it portended for a rapt audience of myriad decision-makers, thought leaders, policymakers, and innovators. This seminal conclave sought to address today's challenges head-on, fostering a resilient, sustainable, and tech-driven ecosystem that will propel India toward global supply chain leadership.

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# SUPPLY CHAIN CHAMPIONS LEADING THE WAY

A panoply of supply chain disruptions are keeping the world and industries in entirety on their ties. Be it the war in the Middle East or Ukraine, to missile attacks on commercial shipping routes in the Red Sea, throttling of critical mineral supplies and more, the ripple effects of global supply chains are felt far and wide. Invisible though they may be, these chains are critical linkages for the smooth functioning of industry and society.

And even as they are steadily broken down by an array of attacks large and small on a daily basis, a select cross-section of leaders have displayed an unerring, in-depth understanding of what it takes to build world-class supply chains in this challenging milieu. These are the Champions of Supply Chain 2025, a coterie of doyens building future-proof supply chains today. This unique

initiative, powered by in-depth research conducted by Coherent Insights, identified and celebrated these leaders at the vanguard of supply chain transformation, and accelerating supply chain performance.

Those recognised at a gala celebration included:

- Anirban Sanyal, Head Supply Chain & National Logistics, Century Plyboards India Ltd.
- Piyush Agarwal, Head of Supply Chain, Jubilant Agri and Consumer Products Limited
- Prashant Patel, Global Sourcing Leader, GE VERNOVA
- Sachin Apte, Chief Procurement Officer - Pipe & Steel Vertical, Welspun World

- Varun Gupta, Supply Chain Director, Nestlé India Limited,
- Vikrant Tyagi, Director – Logistics, Global Supply Chain - International, Schneider Electric India Pvt Ltd.
- Vishal Nayyar, Head of Supply Chain, Procurement and Contract Manufacturing, Biocon Limited

# POLICYMAKER PERSPECTIVES

Our Hon'ble Prime Minister has a vision, and that is why in the last 11 years we have seen the kind of opportunities we are getting. Our nation has changed a lot, and so have generations of people.

We are witnessing a change in thinking and ideation within our country, and in the stature of people entering the nation. Our nation is moving forward on supply chain and logistics with great speed. The manner in which our infrastructure and industry ecosystem has evolved is thanks to the many industry players that make it possible, as well as our PM's vision. Our nation has not only a great pool of national resources, but also a great pool of young talent to go with our growth vision.

**SHRI MANJINDER SINGH SIRSA**  
National Secretary, Bharatiya Janata Party  
Minister of Industries, Food & Supplies and Environment, Forest & Wild Life  
Government of NCT of Delhi

As a former Minister of Transport, we were busy moving people from one place to another. The sheer quantum of that is mind-boggling; Delhi Transport Department moves at least 50 lakh people daily. Delhi might be small in size, but the volume is a lot.

When you talk about public transport, there are four main pillars that have to be in place; it should be affordable, reliable, efficient, and clean or green, because it should be sustainable. The more you think about it, without realising, the 7 or 8 years I was a Minister, I was dealing with logistics. When you're planning routes from point A to point B, you try to understand the amount of time they will take to travel, or how to optimise routes for footfalls and popularity, and so much more. So there is a lot of similarity there.

**SHRI KAILASH GAHLOT**  
MLA - Bijwasan Constituency  
Former Cabinet Minister  
Government of NCT of Delhi

Since the last 11 years, our government has been working tirelessly to ensure we make a great leap forward. Going forward, we are ready to make even greater progress. We are delivering highways comparable to or better than elsewhere in the world, and the same world-class standard is true for train services too.

We started Gati Shakti with an aim to look at all 7 of its aspects holistically, and we wanted to translate the thought and vision of our PM. Individuals had to make multiple visits to Ministries to ensure work gets done, so we created a One Window system for ease of work; this is Gati Shakti.

Transport and logistics are very closely connected. To give an example of Delhi itself, 1.5 lakh trucks pass through Delhi en route to their destination, so it is vital to plan it smoothly and in a green manner.

**SHRI MANOJ TIWARI**  
BJP Leader & Three-Time MP  
North East Delhi

# TECHNOLOGY'S FUNDAMENTAL ROLE IN THE MODERN LOGISTICS LANDSCAPE

> **Sunu Mathew, Managing Director and Founder, LEAP India, elucidates how an array of data and digital tools are delivering outsized strategic value**

At LEAP, we recognize that technology is not just an enabler but a fundamental driver of efficiency and competitive advantage in the modern logistics landscape. We are actively leveraging data and digital tools across multiple facets of our operations to stay ahead:

- Real-time Visibility and Optimization:** We utilize RFID devices on our assets (pallets, containers, etc.) to collect real-time data on their location, movement, and condition. This data feeds into our proprietary platform, providing unparalleled visibility across the supply chain.
- Predictive Analytics for Demand and Supply:** We are building robust data analytics capabilities to forecast demand patterns for our pooling solutions. By analyzing historical data, market trends, and even external factors, we can proactively manage our inventory of reusable packaging, ensuring optimal availability for our clients while minimizing unnecessary capital expenditure. This extends to predictive maintenance for our assets, reducing downtime and extending their lifespan.

- Digital Integration and Collaboration:** Our digital platforms facilitate seamless integration with our clients' Enterprise Resource Planning (ERP) and Warehouse Management Systems (WMS). This streamlines order placement, tracking, and invoicing, reducing manual errors and improving the speed of transactions. Furthermore, we are fostering a more collaborative ecosystem by providing our clients with access to relevant data and insights, empowering them to make more informed decisions about their supply chain.
- Automation and Process Efficiency:** We are in the process of automating repetitive tasks within our operations, from inventory management to billing, leveraging Robotic Process Automation (RPA) where applicable. This frees up our human capital to focus on more strategic initiatives and customer-centric activities, enhancing overall operational efficiency.
- Sustainability through Data:** Data plays a crucial role in our sustainability efforts. By optimizing routes and reducing empty hauls through data analysis, we minimize

fuel consumption and carbon emissions. We also track the lifecycle of our reusable assets, ensuring maximum utilization and supporting circular economy principles.

In essence, data and digital tools are at the core of our strategy to deliver smarter, more efficient, and sustainable logistics solutions.

**IN FOCUS: THE NEXT PHASE OF GROWTH**

Our next phase of growth at LEAP is ambitious and multifaceted, focusing on both expanding our footprint and continuously pushing the boundaries of innovation:

- Enhanced Market Penetration and Diversification:**
  - Geographic Expansion:** While we have a strong presence in key industrial hubs, we plan to deepen our reach into tier-2 and tier-3 cities in India, tapping into the growing manufacturing and consumption centers.
  - Sectoral Diversification:** We will continue to expand our services into new sectors beyond our traditional strengths, identifying industries with high demand for efficient and sustainable pooling solutions. This includes exploring opportunities in areas like e-commerce logistics, pharmaceuticals, and specialized manufacturing.
  - Strategic Partnerships:** We aim to forge more strategic alliances with logistics providers, technology companies, and industry associations to create integrated solutions and expand our service offerings.
- Innovation in Solutions and Technology:**
  - Advanced Asset Tracking and Management:** We will continue to invest in

cutting-edge IoT and sensor technologies for even more granular tracking of our assets, potentially exploring real-time condition monitoring for sensitive goods. This will enhance our ability to offer value-added services.

- AI and Machine Learning for Predictive Logistics:** We are moving beyond basic analytics to leverage AI and Machine Learning for more sophisticated predictive models. This includes optimizing network design, predicting asset repair needs, and even anticipating market shifts to proactively adjust our strategies.
- Blockchain for Supply Chain Transparency:** We are exploring the potential of blockchain technology to enhance transparency and traceability within our pooling network, particularly for high-value goods or sensitive supply chains, providing an immutable record of asset movements.
- Circular Economy Innovations:** We are committed to leading in sustainable logistics. This means innovating in areas like developing new materials for our reusable assets that are even more durable and recyclable, and exploring new models for reverse logistics to maximize the lifespan of our equipment.
- Integrated Platform Development:** Our goal is to evolve our digital platform into a comprehensive supply chain intelligence hub, offering not just asset management but also broader analytics, scenario planning, and decision-support tools for our clients.

In essence, our next phase of growth is about intelligent expansion – growing not just in size, but in the depth and sophistication of the solutions we offer, cementing our position as a leader in sustainable and technology-driven logistics.

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# A CLARION CALL FOR CHANGE: RESILIENCE, INNOVATION, AND SUSTAINABILITY TAKE CENTRESTAGE

> *Leading CEOs share strategies to build resilient, innovative, and sustainable businesses in a complex world order*

In an era marked by unprecedented complexity, visionary leadership is the difference between thriving and merely surviving. The Leadership Lens: Steering Businesses Through Complexity and Change brings together CEOs from diverse sectors to share how they are recalibrating strategies to drive growth amidst volatility. This conversation will explore the real-world actions leaders are taking to embed resilience in operations while staying true to long-term ambitions.

From navigating digital disruption to embedding sustainability across value

chains, these leaders will delve into the delicate balance of driving ESG goals alongside financial imperatives. The discussion will also spotlight how leadership styles are evolving to foster innovation, agility, and collaboration beyond traditional industry boundaries.

As businesses reimagine their purpose and performance, hear how these trailblazers are building green supply chains, resilient ecosystems, and future-ready organisations that create lasting value for stakeholders, society, and the planet.

*There was a time when most things were certain, and there was some uncertainty. But today, the new word is 'uncertainty', and we get goosebumps if there is certainty. We are so used to uncertainty and we take it in the stride, and don't react often to it. It's just another day, another time to be dealt with. Times are changing so fast, we get tuned to seeing it that way.*

**Avinder Singh**  
MD & CEO, ams OSRAM

*Things will keep changing. Despite whatever we think, we can only control a very, very small part of what happens around us. That realisation came to me after a lot of pressures and struggles to figure out why things are not working out the way we planned them to work. Once that realisation came, I think it's all about doing your best and serving customers in the best possible way.*

**Achint Setia**  
CEO, Snapdeal

*In the last 10 years, the government has been working aggressively on improving the whole government ecosystem and help the industry work at their full potential. This can be seen in several initiatives, such as PM Gati Shakti and the National Logistics Policy. Our entire focus is on bringing the logistics cost down to minimal levels, and to build the ecosystem to global standards in addition to improving logistical efficiency. This is all with the aim of delivering efficient logistical services to the country.*

**Rakesh Kumar Meena**  
Director, Logistics Division, Department of Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India

# HOW PROC MART IS REDEFINING ENTERPRISE PROCUREMENT IN A CROWDED B2B MARKETPLACE

> *Sachin Jain, Co-Founder & CFO at ProcMart, outlines why agility, transparency, and control are a must in increasingly complex supply chains*

In today's rapidly evolving B2B marketplace, procurement is no longer just about securing the lowest price — it's about agility, transparency, and control in an increasingly complex supply chain. That's where **ProcMart** stands as a strategic partner to Organisations across multiple industries. ProcMart is an **MRO powerhouse**, offering timely, compliant, and reliable delivery of critical supplies to industries across the length and breadth of the country. From ProcMart's portfolio ranges from providing MRO materials, **packaging solutions, bio-fuels to corporate solutions**, aiming to deliver integrated services tailored to diverse industries such as FMCG, automotive, pharma, metals, and power.

Our procurement model is built on three pillars: **technology, scale, and service**. We've built a PAN-

India digital cataloging system that connects stakeholders, enables real-time inventory tracking, and flags stock-level thresholds. Our in-house algorithms and machine learning tools assist in supplier mapping, data cleansing, and decision-making, reducing uncertainty across the supply chain.

With **35+ offices and warehouses**, a packaging manufacturing plant, and recent expansion into South-East Asia, we offer regional depth with global reach. Clients benefit from **a single point of contact**, vendor consolidation, streamlined processes, and working capital optimization — all aimed at one goal: **keeping machines running**.

Our solution-selling model through **Key Account Management based model** ensures customization at

scale, with solutions curated after deep client-need analyses. That's why **Fortune 500 giants** trust ProcMart — not just as a platform, but as a **partner in growth**. In a noisy market, we bring the clarity of execution and the promise of performance.

*As Knowledge Partners of the event, Coherent Market Insights evaluated top professionals in the Supply Chain and Logistics Space across diverse industries in India. This process included paid primary interviews with industry veterans and players, data mining from paid resources, and insights from our in-house data repository, backed by our research and consulting team with over 28 years of industry experience. My discussion with other speakers at this Industry Platform threw light on last mile delivery innovations, reverse logistics, sustainability at core focus along with speed and agility.*

**Raj Shah, Founder and CEO,**  
Coherent Market Insights

*Rural consumption is growing at 3x the pace of urban markets. Elasticrun's pioneering distribution technology platform is enabling brands to tap directly into this explosive growth. With seamless access to over 55,000 villages and nearly 4 lakh rural outlets, Elasticrun is bridging the gap between demand and delivery in rural India. This scale and reach is unmatched as no other company has built such direct rural connectivity across the country.*

**Karthik M**  
VP, Elasticrun

# STATE OF AI IN LOGISTICS: PANDO'S PERSPECTIVE ON INDIA'S NEXT SHIFT

> *Badrinath Setlur, CEO – India Business, Pando, shares his perspective on the evolving role of AI in logistics*

India's logistics landscape is a puzzle in constant motion: vast, multimodal, and deeply fragmented. As supply chains grow more complex, Indian enterprises face a clear imperative to embed intelligence at the core of decision-making.

AI is widely acknowledged as the key to this transition. Yet according to the State of AI in Logistics 2025, a report by Pando and JBF Consulting, over half of surveyed organisations remain in the early stages of AI adoption, still exploring value and feasibility. At the same time, 91% have increased their AI investments in the last two years. The intent is clear; the execution, less so. This gap presents both a readiness challenge and a leadership opportunity.

We believe India's logistics sector offers fertile ground for AI to evolve from task automation to autonomous decision-making. This isn't a distant possibility. It's already beginning to take shape on the ground.

At Pando, we've had a front-row seat to AI adoption across global supply chains. The pattern is clear: AI delivers meaningful impact when it goes beyond automation.

Working with largest enterprises navigating fragmented systems and high-velocity network has pushed us to build beyond the expected. We've had to engineer systems that adapt, learn, anticipate, and increasingly, operate with informed autonomy.

The result is Pando's AI-first logistics platform tuned to the rhythms of Indian logistics, spanning modes, carriers, and markets. But the greater value lies in how it drives high-stakes decisions across freight planning, transportation, and payments.

The shift underway is promising: logistics is no longer seen as a downstream cost centre, but as a strategic layer of enterprise value. As India sharpens its supply chain edge, the opportunity is not only to digitise logistics, but to reimagine it. At Pando, our focus is on helping enterprises embed intelligence into everyday decisions and give logistics the system and strategic focus it's long deserved.

# WORLD-CLASS SUPPLY CHAINS: INDIA'S LIFELINE AND A BRIDGE TO THE FUTURE

The 4<sup>th</sup> edition of the Supply Chain & Logistics Summit 2025 shines a spotlight on how robust road infrastructure and multi-modal logistics integration can serve as foundational engines of inclusive economic growth. These efforts align with our sustainability goals and climate commitments, ensuring that prosperity and environmental stewardship go hand-in-hand as India advances. The Summit undoubtedly brought together leaders from across the supply chain, logistics, manufacturing, infrastructure, policymaking, and academia to engage in critical dialogue around building an agile, efficient, and sustainable logistics ecosystem for India.

▼ **SHRI NITIN GADKARI**  
Hon'ble Minister- Road Transport & Highways, Government of India

Efficient and effective supply chain management will play a key role in India's industrial growth and global competitiveness. India's logistics sector is witnessing unprecedented expansion, projected to grow from USD317.3 billion in 2024 to USD484 billion by 2029. This incredible pace underscores not just rising demand, but the industry's growing criticality in supporting everything from rural development to seamless exports. Resilience, innovation, and sustainability must drive our collective journey ahead.

▼ **SHRI B.S. VARMA**  
Hon'ble Minister of State for Steel and Heavy Industries, Government of India

Logistics is the lifeblood of a developed India. Under visionary leadership, our road networks connect villages to global commerce, catalyzing inclusive growth. The Ministry's focus on integrating technology and sustainability into every procurement and infrastructure initiative is enabling long-term competitiveness and resilience. Sustainable procurement, recycling, and the circular economy are at the heart of India's supply chain transformation. By leveraging green materials, waste management, and renewable energy, we're not only responding to climate imperatives, but ensuring our future growth aligns with the net-zero goals by 2070 and India's ambitions for 2047.

▼ **SHRI AJAY TAMTA**  
Hon'ble Minister of State for Road Transport & Highways, Government of India

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