



Mr. Yogesh Dhingra (MD)

SMARTR LOGISTICS

SMARTR-FASTER-BETTER

pivotal role in shaping the success of businesses. The emergence of Smart technologies has given birth to a new era in logistics, often referred to as "Smartr Logistics." This paradigm shift involves the integration of cutting-edge technologies to optimize and streamline various elements in the fast-paced and ever-evolving world of commerce, efficient and intelligent logistics play a part of the supply chain. From enhanced tracking and real-time monitoring to predictive analytics, Smartr Logistics is transforming the way goods are moved, stored, and delivered.

speaking about Smartr Logistics with The Executives Magazine - I wanted them (employees) to think of themselves as owners and to do that, it was imperative to make the responsibility and accountability, as well as the rewards, theirs. In turn, our staff were so motivated and focused. They felt they were working for a great company and went that extra mile, giving it their all.

He result of this extra effort was exponential growth after those initial months. "Our volumes grew incredibly well in this very complicated and saturated logistics market, proving that working as a real team, we can thrive," Dhingra says. "People first, and profits as a consequence – not as an objective."

Dhingra's epiphany, amazing things have happened with Smartr Logistics as well. "Smartr Logistics has grown continuously since we started focusing on people and their well being, happiness and satisfaction over profit," he beams. "We are one of the most well-known logistics companies in the area. And I'm truly proud, honored and humbled by what we've achieved, taking good care of people with my award-winning philosophy of 'High Performance, Happy People'."

The first pillar, wellness, is especially crucial to the logistics world, where the demand is to be awake 24/7," he explains. "This pillar focuses on eating and sleeping well and exercising; having an empowered body.

"Mindfulness is the second pillar, and it highlights the importance of being connected and at peace with one's mind. Finally, the third pillar is happiness, which centers around one's life purpose. And becoming a high performer is the result of acting on these pillars."

Dhingra's passion for logistics is matched by his passion for leadership. He describes it as "aiming for excellence," which is a principle he promotes as part of his company's corporate culture.

"For me, the most important requirement is setting the vision for the company. Setting the vision, then building up the culture to support the vision and the services," Dhingra says. "With excellence, there is no compromise. In any business, whether you are in service or in products, you must aim for excellence, otherwise you can't satisfy the discerning customers requiring perfection."

"Don't think you're going to be one of the biggest in a very short time. Do your home work. Talk to as many people as you can in the field and don't over commit. The industry we're in has a lot of challenges and you need to be prepared for things to not go according to plan," he advises.

● **Key Components of Smartr Logistics:**

IoT-enabled Tracking and Monitoring:

Smartr Logistics relies heavily on the Internet of Things (IoT) to provide real-time visibility into the entire supply chain. IoT sensors and devices

are embedded in packages, containers, and vehicles, allowing businesses to monitor the location, condition, and status of their goods at every stage of the journey. This level of transparency helps in minimizing delays, reducing losses, and enhancing overall supply chain efficiency.

● **One of the significant advantages of Smartr Logistics is the ability to predict and mitigate potential disruptions. Advanced analytics, powered by machine learning algorithms, analyze historical data and current trends to forecast future demand, identify potential bottlenecks, and optimize routes. This proactive approach enables businesses to make informed decisions, preventing issues before they arise.**

● **Autonomous Vehicles and Drones:**

The integration of autonomous vehicles and drones is reshaping the landscape of logistics. Self-driving trucks and delivery drones not only reduce human errors but also offer significant cost savings and speedier delivery times. These technologies are especially beneficial in last-mile deliveries, where efficiency and promptness are crucial.

● **Block chain for Transparent Transactions:**

Block chain technology is being leveraged to enhance transparency and security in logistics. By creating an immutable and transparent ledger of transactions, block chain minimize the risk of fraud and errors.

Smart contracts, executed automatically when predefined conditions are met, further streamline and expedite processes such as payments and customs clearance.

● **Warehouse Automation:**

Smartr Logistics extends its reach into

warehouses, where automation technologies such as robotics and artificial intelligence are employed to improve efficiency. Automated picking systems, robotic arms, and AI-driven inventory management systems contribute to faster order fulfillment, reduced errors, and lower operational costs.

● **Benefits of Smartr Logistics:**

● **Cost Efficiency:**

Smartr Logistics helps businesses optimize their operations, reducing costs associated with delays, errors, and inefficient processes. Automation and predictive analytics contribute to resource optimization, ultimately leading to improved bottom lines.

● **Customer Satisfaction:**

Real-time tracking, faster deliveries, and accurate predictions contribute to an enhanced customer experience. Smartr Logistics enables businesses to meet and exceed customer expectations, building loyalty and satisfaction.

● **Environmental Impact:**

By optimizing routes, reducing fuel consumption, and enhancing overall efficiency, Smartr Logistics can have a positive impact on the environment. Sustainable practices,

such as electric vehicles and eco-friendly packaging, contribute to a greener supply chain.

In the dynamic world of logistics, where efficiency is key, the name Yogesh Dhingra has become synonymous with innovation and intelligence in supply chain management. As a pioneering figure in the field of Smartr Logistics, Yogesh Dhingra has made substantial contributions, transforming traditional logistics into a tech-driven, streamlined process.

Yogesh Dhingra, with an illustrious career in logistics and technology, has been at the forefront of integrating smart solutions to optimize supply chain operations. His journey in the logistics industry has been marked by a commitment to harnessing technology for the betterment of the entire logistics ecosystem.

Yogesh Dhingra's impact on Smartr Logistics can be witnessed through various achievements and initiatives.

Innovations in Smartr Logistics:

Under Dhingra's leadership, Smartr Logistics has seen groundbreaking innovations. Whether it's the implementation of cutting-edge tracking technologies, predictive

analytics, or the seamless integration of IoT devices, his approach has been instrumental in pushing the boundaries of what logistics can achieve.

Yogesh Dhingra's vision for the future of logistics extends beyond current industry standards. The influence of Yogesh Dhingra extends not only within the company but also across the logistics industry as a whole. His strategies and innovations have set benchmarks for efficiency, sustainability, and customer satisfaction.

Smartr Logistics is not just a technological evolution but a revolution in the way goods move across the global supply chain. The integration of smart technologies not only enhances efficiency and reduces costs but also empowers businesses to navigate the complexities of modern commerce with agility and precision. As technology continues to advance, the possibilities for Smartr Logistics are limitless, promising a future where supply chains are not just intelligent but also adaptive to the ever-changing demands of the market.



Building Trust in Pharmaceutical Supply Chains with Technology

The pharmaceutical supply chain has a trust problem right now, and many are wondering who's to blame. After reviewing the findings of Zebra's Pharmaceutical Vision Study, it is likely a cumulative issue and not any single entity's responsibility. People have become more attentive to their health during the pandemic and more inquisitive about how vaccines, medications and other therapeutics are brought to market.

Eight-in-10 patients surveyed feel it is either somewhat or very important to know how their medications are manufactured, handled, transported and stored, with equal interest expressed in the sustainability of medication sources. Just as many say it is important to understand the origin of their medication and its ingredients. But they want the information to come straight from the manufacturer.

In other words, the source matters.

But there are two things that matter more:

1. Having information that verifies medication authenticity
 2. Being able to confirm that temperature-sensitive medications remained within the prescribed temperature range from the first mile through the last.
- Yet, many pharmaceutical supply chain entities don't have this information themselves. There is no universal system to track forward-moving goods or trace back the source of compromising incidents, much less flow information about a drug or treatment's journey to patients.



The fear of the "unknown" around radio frequency identification (RFID) and other advanced track and trace technologies may also drive companies to "play it safe." They may try to piecemeal together a barcode-based system capable of meeting serialization and case-to-pallet aggregation requirements. But barcodes cannot fully forge trust in the quality and safety of pharmaceuticals. If they could, the feedback from the Pharmaceutical Vision Study would have been very different.

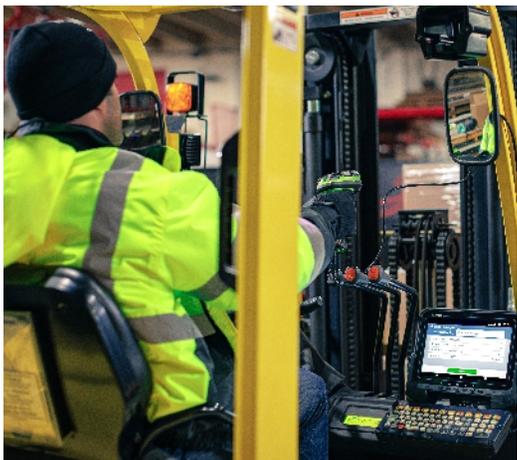


Barcode scanners and label printers do not strongly support batch-level track and trace during distribution. No one is going to break down a pallet at every stop to confirm each barcoded item is still in its original condition and place. And temperature-sensing solutions, though effective at monitoring the performance of the cold chain, cannot report on every key performance indicator (KPI) used to build confidence in the authenticity or quality of pharmaceuticals.

By layering RFID on top of your barcode and temperature sensing solutions, you – and patients – can instantly access a wealth of information about every drug's origin and journey, including where they have been and who handled them. RFID reads can occur automatically at dock doors or in a split second with the quick pull of the trigger on a handheld RFID reader. In fact, passive RFID has proven to deliver 100% read accuracy on pallets of dry tablets, liquid injectables, and foil blister packs in real-world settings – with a dock door RFID portal, no less. RFID smart tunnels are the gold standard approach for pharmaceuticals and provide a fast – and significantly more accurate – solution compared to traditional barcoding!!

The other big benefit of RFID is the real-time view of current stock levels and locations. Three-quarters of patients worry that drugs won't be available when they need them, and 40% of decision-makers admit it is a challenge to ensure the right medicines are delivered to patients in time and in full. Knowing when to take fast action to replenish or reroute in-demand drugs can go a long way to restoring trust in the supply chain.

The pharmaceutical industry has an opportunity to rethink its relationship with technology – and how new technologies such as RFID can fortify trust in long-term relationships. Once patients can see how drugs are made, and everyone can follow their journey through the last mile in a play-by-play manner, today's fears can be allayed, as we'll be able to see the pharmaceutical supply chain can in fact be trusted to protect patients' health and safety.





Empower every worker at the edge of your business

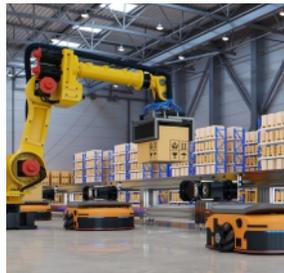
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Zebra has been ranked among the top software vendors in the Retail Information Systems (RIS) 2024 Software LeaderBoard. Marking its fifth consecutive year in the top 10, Zebra ranks fifth best overall, moving up one spot from last year in the prestigious top 20 category.

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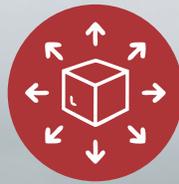


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