



## TRANSPORTING GOODS SAFELY WITH ZERO DAMAGE ASSURANCE



### ABOUT THE COMPANY AND ITS PROWESS >>>



One of the largest logistics companies in India, Agarwal Packers and Movers Ltd. (APML) is a pioneer in the logistics industry with an experience of 30 years in the segment. The brainchild of Ramesh Agarwal and his younger brother Rajender Agarwal, the establishment which started as a small scale business, Agarwal Household Carrier, in 1987 and functioned particularly for shifting of household goods is today the foremost service provider in the industry known for their best-in-class services for household shifting and their impeccable services in corporate and international shifting divisions.

A ₹650 crore business conglomerate, the company has diversified their service areas in aviation logistics, packing and moving, transportation, warehousing, home storage, supply chain, ODC transportation, cube-on-line freight station and other related activities.

### THE JOURNEY OF THE BRAND

The story of Agarwal Packers and Movers Limited begins with its Chairman Ramesh Agarwal being employed by the Indian Air Force (IAF) as an airman. On one hand, serving for one of the best logistics segments, Defence Logistics, Ramesh gained extensive knowledge in this field of logistics management during his stint in the IAF. On the other, his younger brother Rajender Agarwal had good experience in handling the front operations, costing and consignment management for transportation. With their intent of being a business to consumer model, the two Agarwal brothers joined hands to come up Agarwal Household Carrier, which catered exclusively to the household goods transportation segment, in September 1987.

Since then from the business of five to 10 packaging per year, the company has grown to 84,700 packing annually today. Growing leaps and bounds each year, APML has been the foremost choice of the customers due to their customised, impeccable service and safety assurance. As per the market study, about 78 people are cheated every day in the packaging and moving industry, therefore in order to make people aware about the original APML, the company has inculcated the image of its chairman on all its packaging, documents, etc., helping the customers

identify the real APML from the fraudulent ones.

Possessing a fleet of more than 1,000 vehicles, 2,000 trucking cubes, 15 lakh sq.ft. of ultra-secure warehouses and a wide international presence, the company provides services in 1,264 destinations within India. Such has been the success of the company that IIM Ahmedabad has conducted a case study on APML and included the same in their curriculum. Their remarkable growth has also caught the attention of the Limca Book of Records for being India's largest mover of household goods consecutively since 2011-12 to 2015-16.

### AREAS OF EXPERTISE

A pioneer in the packing and moving and logistics industry, APML has been widely acknowledged for its efficient, reliable and quality services since the last three decades. Over the years the company has expanded their base in all domains, especially the residential, corporate and international shifting divisions and commercial high value consignment division. For international moving, they provide services in over 182 countries.

### KEY PRODUCTS AND SERVICES

**Domestic relocation-** Considered as leaders in the packing and moving business, the company is known for offering unparalleled, plethora of efficient

### EXCLUSIVITY >>>

- Through APML's trucking cube concept, a customer can share the carrier, without transshipment of goods instead of booking a whole carrier for themselves, in case the volume of goods to be transported are less in quantity. The option to put your own lock to the personalised cube is an added security for the customer.
- With their policy of non-transshipment of goods from one vehicle to another, their trucking cubes allows storage and zero per cent transshipment of consignments yet assures the customers of safety of their goods and prevents pilferage.



### MAJOR MILESTONES & ACHIEVEMENTS >>>

- The Largest Mover of the Household Goods in India recognised by the Limca Book of Records.
- Ranked among the Top 10 Companies by The Dollar Business' 2014-15 ranking of India's leading logistics services providers in foreign trade.
- The Company was awarded for Environment Conservation at National Level, at 3rd India Road Transportation Awards, 2012.
- The company won 'Transport & Logistics Business of the Year Award 2010' by Small Business Awards.
- Awarded for Operational Excellence & Environment Conservation by the CEAT IRTA-2011.
- Chosen as the Indian Power brand 2011.
- APML is the first Indian company to get ISO 39001:2012 in transportation, logistics, household relocation and warehousing services segment.
- The company was bestowed with Mahindra Navistar Transport Excellence Awards 2011 in the fleet owner category for alternate thinking & driving positive change.
- APML won the award for being 'Leader in HR Practices and CSR in logistics & Movers industry' by Hindustan times
- Honoured by the former president of India, Pratibha Devisingh Patil
- The International Road Transport Union (IRU) sent a Certificate of Appreciation in response of Driver Seva Kendra - as an initiative to ensure the safety and security of truck drivers.

### TIMELINE OF ITS PROGRESS >>>

- 1987- Agarwal Packers & Movers Limited began operations as Agarwal Household Carrier
- 1991- Entered in commercial transportation
- 1997- Expanded to 50+ self-owned branches pan India
- 2005- Corporated under APML (P) Ltd.
- 2006- Jump in 3PL and today has 2 million sq.ft. warehousing space
- 2012- CSR 'Nidra Daan Kendra' for welfare of truck drivers
- 2015- Launched trucking cubes
- 2017- Launch of APML Lite service for everyone with affordable budget



Nidra Daan Kendra by APML.

moving services in the domestic sector.

**International moving-** For making a smooth international move, APML conducts relevant research on import and export etiquettes of country where goods are to be moved and thus, accordingly prepare requisite overseas shipments. The company offers both air and sea as modes of transportation.

**Home storage-** For consumers who have the need to store their goods for various reasons such as long and short term storage, storing while renovating the home, small business stock holding, archiving of office effects, interim storage due to delayed property settlements, residential or commercial items to be stored, APML offers to accommodate them all with weekly vacuum cleaning, monthly pest control and CCTV surveillance, etc.

**Car carriers-** They are considered one of the most reliable car transportation services in India that not only ships a car conveniently and timely to the desired location, but also transports it safely. APML owns 100 customised car carriers.

**Trucking cubes for mid cargo segment-** With 4 ft., 6 ft., 8 ft. and 12 ft. trucking cubes, APML has revolutionised the cargo transportation by providing the best possible solution. Some key benefits of trucking cubes include 16 per cent reduction in packaging cost, zero pilferage, exclusive cubes even for part shipment, 100 per cent consignment tracking through GPS, multiple handling of goods in transit reduced to zero, safety features like shock absorbing pad on floor, net and safety belts to hold the goods intact, among others.

**Warehousing-** The warehousing facility includes multiple loading docks, provided with ample amount of space for placing of materials at the time of receiving and shipping. Understanding the importance of safety of freights while forwarding them to a different destination, APML takes essential safety measures to ensure that no harm is incurred while transportation. The facility can be availed by the corporate, commercial and individual users.

### CSR ACTIVITIES

With the intent of giving back to the society and more so to take care of their team of truck drivers, APML has undertaken an initiative to ensure their safety and security through one-of-a-kind Driver Seva Kendra in Dudu, Jaipur. Understanding the problem of drowsy driving due to sleep deprivation, the company came up with the center in 2012 with facilities such as a subsidised canteen, barber, cots and blankets, for about 450-500 truck drivers each day. The company also trains local villagers in their training institute in Dudu to become professional loaders, packers & computer operators especially for logistics industry.

### UP-CLOSE & PERSONAL >>>

“Shifting household goods holds emotional value”



**RAMESH AGARWAL**  
Chairman, Agarwal Packers and Movers Limited

In an exclusive interview, Ramesh Agarwal, chairman, Agarwal Packers and Movers Limited, shares insight on how APML is different from others, the preparedness for Goods and Service Tax (GST) and their future plans. Excerpts...

### What makes APML different from other players in the logistics industry?

Our speciality is that we understand how transportation of household goods is an emotion for our clients. For us, our clients are our topmost priority and therefore we have always considered the happiness and satisfaction graph of our clients as our growth indicator.

We pay special attention to the complaints received from our clients as working on those bad experiences or faults and turning them around for the benefit of our customers has been our forte. We consider complaints as gifts and work on them to address the issues and bring out a better and error-free alternative. A result of this is our trucking cube concept, which gives our customers the freedom to choose exclusive cube size as per their requirement, which in turn reduces the packaging cost, guarantees zero pilferage and safety as clients can self lock and retain the key. Every year, the loss due to trans-shipment in commercial goods segment costs ₹42,000 crore in India but these cubes would definitely reduce it.

### How prepared are you for GST?

The government will be implementing the Goods and Service Tax (GST) in September this year. Since the past three years, APML has been preparing for the launch of GST. We even faced a lot of backlash from the board members for spending huge amounts on preparing for it as everyone was convinced that it would take years before the bill is passed. However, the government's decision to launch it in September came as a boon to us and we will now be better equipped than others when it finally gets implemented this year.

### What is your philosophy of life?

I solemnly swear by 'forgive, forget and move ahead' mantra.

### What are your plans for APML for the next 10 years?

At present, we have 2,000 trucking cubes and our aim is to have 10,000 trucking cubes in the next three years and 1,00,000 cubes in 10 years. Providing transportation of goods with zero per cent damage has been what we are thriving at and we will continue to offer best-in-class services for years to come.