J. M. BAXI GROUP

# TIDINGS

ISSUE IV JANUARY - MARCH 2014



#### **Table of Contents**

### J.M.BAXI GROUP TIDINGS

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#### **COVER PAGE:**

Floating Crane:

'Veer Avaneesh' at

Bedi Anchorage

- **03** FROM THE QUARTER DECK
- **06** NUTURING SEAFARING WITH A HUMAN TOUCH
- 07 BRAVING THE TIDES OF RECESSION
- 08 HIT BY THE MONSOONS
- 11 RAW AND REFINED SUGAR HANDLING AT JAIGARH AND MUNDRA
- 12 CUSTOMISED SOLUTIONS : INTEGRATED BULK HANDLING AT ROZI
- 15 TREE PLANTING AT DICT & VCTPL
- 16 WTO: RHETORIC & REALITY
- 18 AUTOMOTIVE INDUSTRY : GROWTH OF RO-RO BUSINESS
- 19 PORT STATISTICS





14



#### From the

#### **Quarter** Deck

ecently in Mumbai, the 7<sup>th</sup> largest global trading enterprise hosted a reception in honour of the visit of its Chairman to India, and I had the privilege of being invited. This successful company has global revenues close to US \$100 billion. across all major commodities such as coal, grain, ores etc. world-wide. This company is home to some of the top professionals and best employees world over and works with several vendors around the world. During this reception, I had an opportunity to meet the Chairman and principal owner of this group for the first time.

What happened in the first few moments of our meeting completely humbled me. Let me share with you that experience. As soon as I introduced myself to the Chairman and he heard the name J. M. Baxi & Co and Group his spontaneous reaction was: "Oh yes India's premier and respected shipping agency house". He obviously saw my happily stunned reaction and he shared with me how a few decades ago when he had not yet established his own trading conglomerate he had dealt with JMB then and he recalled that JMB always efficiently delivered. There was I, humbled by the fact that a respected global leader of an illustrious global company knows of us and carries a positive image of us. That is our legacy. We have to uphold our legacy and we need to grow it. Legacies are built on values. Values such as integrity, commitment, courage, innovation, efficiency and trust have brought us to the position we are in. We will continue to nurture these values.

Talking of values, it is with a deep sense of anguish and disgust that we have all been reading in the newspapers and watching on TV the crimes committed against women. Such crimes have moved from lonely by-lanes and unpatrolled areas to our offices, homes and neighbourhoods. We should not, cannot and will not be mute spectators to such indignities to our co-workers, colleagues and

family members. We at the J. M. Baxi Group are proud of our family values, which are the foundation of our organization. Therefore I would urge each and every one of you, both women and men, to be vigilant and never permit or commit any kind of atrocity. If any one of us makes an inadvertent slip we should immediately and fearlessly correct it. As said and taught beautifully by the Buddha: "Thoughts, speech and action should be aligned in a thoughtful and compassionate manner". We have a legacy of integrity, courage, innovation, efficiency and trust to uphold these values.

Since our last message, not much has changed: the global and Indian economic scenario remains muted. Shipbuilding still continues as does ship demolition. On the container side, the world awaits with bated breath the outcome of regulatory reactions to the P3 alliance of Maersk, MSC and CMA CGM. It is certain that, whatever the outcome, in the next 6 months the container trade will look very changed.

One major personal disappointment has been the delay we have faced in the opening of DICT, our first ICD at Delhi. All our work has been complete since October. Only 40 hours of work needs to be done and completed by external agencies. It's a national waste that for 40 hours of work we and the nation have lost 1440 hours of work that could have been done. It could have saved and earned for all the stakeholders at least Rs 200 to 300 million. It is disappointing to the hopes and aspirations of our entire team who helped in creating a truly world class infrastructure, which we will continue to be proud of. Our clients are disappointed as they have been ready to move and need this facility immediately due to a grave shortage of infrastructure catering to the EXIM trade. No wonder that in several sectors, India has been unsuccessful in attracting investments for new projects. Well, putting disappointments aside and



on a positive note:

- We will inaugurate and operate a truly world class facility.
- We have learnt lessons, which will be invaluable for implementing our future projects.

It is during such times of uncertainty and stagnation, of challenges and trials that organisations and people are presented with opportunities too. This is the time for each one of us to be counted. Our principals and clients have clear expectations of us. Know what they are. In the various parts and ports of India we are witnessing and participating in various initiatives of our clients. These developments are for different commodities. Our various teams have presented innovative solutions to address the problems faced by our principals and clients. Some of the fast growing private ports such as Pipavav and Jaigad have initiated partnerships with us to provide seamless and cost- effective services to our clients. These are all investments for the future.

Let me conclude by wishing you all a successful 2014. Let me also share with you my confidence that we shall continue our steady progress. If we continue executing our tasks with a focused approach towards our goals we will certainly continue our progress. Cost control and enhanced business participation are clearly our goals for 2014

Krishna B. Kotak Chairman - J M BAXI GROUP

#### **Agency & Services**

## Trends In Liquid Cargo: Crude Oil

ndia continues to be the fourth largest oil consumer in the world notwithstanding the current state of its relatively low GDP growth. Currently, 30% of India's primary energy consumption is accounted for by crude oil.

The Indian crude segment has been characterised by erratic production and low reserves accretion over the years. Indian crude reserves are located mainly in Mumbai, Cambay, Barmer, Assam Shelf and KG Basin. Over the years, the offshore production of crude has been decreasing while onshore production has been increasing. At present the onshore reserves are about 51% of the total proven oil reserves in the Country.

The table below shows the crude oil reserves in India.

Table I. Indian crude oil reserves as on 31.03.13 (MMT)

Year	Offshore	Onshore	Total
2005	410	376	786
2008	367	404	771
2012	362	398	760

The consumption of oil, however, has been growing in India, as shown in Table II below.

Table II. Indian crude oil production & consumption (MMT)

Year	Production	Consumption
2005	33.98	113.2
2008	33.50	133.60
2012	37.86	147.99

To tackle the increasing difference between production (plus product

potential) and consumption, India has initiated the following measures so far:

- Launch of New Exploration Licensing Policy (NELP) to open upstream exploration and production to private
- 2. Augmentation of refining capacity.
- Expansion of pipeline network.
- 4. Promote alternative energy sources like LNG. In fact, gas accounts for about 8.7% of India's primary energy consumption at present.

The measures above are obviously long term and meanwhile the difference is being bridged by importing crude.

The quantity of crude imported into India has therefore been increasing steadily. The table below shows the imports of crude oil through various Indian ports in 2012-13.

Table III. Imports of crude oil into India in 2012-13

Import of crude oil in india in 2012-13 (MMT)

Sr. No	Port	Throughpu
1	Chennai	9.22
2	Cochin	10.06
3	Haldia	0.54
4	Mangalore	14.22
5	Mumbai	15.50
6	Mundra	13.07
7	Paradip	14.63

	Total	198.85
11	Vizag	7.89
10	Vadinar(Essar)	16.49
9	Vadinar sbm	39.27
8	Sikka	57.96

In the refining sector, the share of private refiners has been increasing steadily. As of now private refiners like RPL and EOL constitute about 37% of the total installed refining capacity of Indian refineries. The current total installed refining capacity in India can be seen from Table IV below:

Table IV. Petroleum refining capacity in India in 2012-13 (MMTPA)

Sr. no	Location	Owner	Capacity
1	Digboi	IOCL	0.65
2	Guwahati	IOCL	1.00
3	Barauni	IOCL	6.00
4	Koyali	IOCL	13.70
5	Haldia	IOCL	7.50
6	Mathura	IOCL	8.00
7	Panipat	IOCL	15.00
8	Bongaigaon	IOCL	2.35
9	Mumbai	BPCL	12.00
10	Kochi	BPCL	9.50
11	Mumbai	HPCL	6.50
12	Vizag	HPCL	8.30
13	Manali	CPCL	10.50
14	Nagapattinam	n CPCL	1.00
15	Numaligarh	NRL	3.00
16	Tatipaka	ONGC	0.07
17	Mangalore	MRPL	15.00
18	Jamnagar	RPL	33.00
19	Jamnagar (SE	z) RIL	27.00
20	Vadinar	Essar	18.00
		Oil Ltc	I
21	Bina	BPRL	6.00
22	Bathinda	HMEL	9.00
	Total		213.07

#### **Agency & Services**



Gas or LNG already accounts for 8.7% of India's primary energy consumption as mentioned before and is the most important alternative to oil that needs to be explored. The following key bottlenecks need to be addressed to improve performance of the Oil and Gas & Co. sector.

- (1) Correct the pricing policy for liquid fuels to provide attractive and viable business models for private sector players.
- (2) Long overdue implementation of complete deregulation of the price of diesel (HSD).
- (3) Augmentation of pipeline network to improve coverage all over the country.
- (4) Allow common carrier status and permit access to pipeline networks.

- (5) Rationalisation of taxation policy to alleviate the risk of multiple tax claims for CST, LST, etc. for inter-state transfers; the current variation in tax from 4% to 26% across different states, also needs to be addressed to minimise the disadvantage of cross-country gas trade in particular.
- J. M. Baxi & Co. has a separate tanker division with experienced personnel handling a large number of tankers at various ports such as Mumbai, JNPT, Dabhol, Mormugao, Kandla, Cochin, Mangalore, Mundra, Sikka, Vadinar, Chennai, Ennore, Dahej, Visakhapatnam, Kakinada, Paradip, Hazira and Haldia. This cell is fully geared to handle all types of tankers carrying crude, clean petroleum, chemical products, LPG and LNG. Tanker operations from Very Large Crude Carriers (VLCCs) to smaller tankers are carried out under expert supervision. J. M. Baxi & Co. also

provides total logistics and marine services to the oil and gas industry in India. The scope of services includes crew handling, base operations, transportation, as well as liaison with government authorities. During the year 2012-13, the Company handled over 30 million tonnes of crude oil at various ports in India

#### **Agency & Services**

# Nurturing Seafaring With A Human Touch

eafaring is among the earliest skilled professional occupations having evolved over time, in both the professional and market dynamics. Countries like India, along with other Asian counterparts like China, Taiwan, Philippines, Sri Lanka etc. have emerged as new hubs of maritime trade and are the largest suppliers of seafarers. Growth in global shipping tonnage and trade volumes has triggered a significant uptrend in the demand for seafarers. Asian countries have shown a distinct cost advantage in this regard.

As one of the oldest and most reliable providers of shipping, logistics and support services in India, J M BAXI GROUP's agency services have long been involved in providing a wide range of crew management support services, as an integral part of its service portfolio offered to principals. The company ably provides onboard personnel, both officers and ratings, for tanker vessels, dry bulk carriers, cruise ships and container vessels. Key features of the crew management services provided by J M BAXI GROUP are the strength and integrity that come with deep understanding and experience that the Group's trusted agency services have in dealing with global shipping principals.

India, a labour-rich country, has always stood out for its quality seafarers for both national and international shipping. Its officers and ratings are much sought after by the maritime nations of the world. The positive credentials attributed to Indian seafarers is due to their technical competence, positive attitude, dedication to work and good skills. At present, Indian seafarers are believed to represent approximately,

6.6% of the world's seafarers, comprising roughly 30,000 officers and about 80,000 ratings. India also has a highly cost-competitive and quality infrastructure for maritime education with well-tailored presea and post-sea training courses. Rigorous examinations ensure the high competency level of its seafarers. Compliance standards are set by the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW), 1978, adopted by India for its own qualification standards for masters, officers and watch personnel. In 2010 the worldwide supply of seafarers was estimated at around 624,000 officers while the current demand is reportedly 637,000.

J M BAXI GROUP's dedicated manning services presently cater to six major principals. They maintain a large resource pool of personnel, catering to different flags of registration and trading routes, in compliance with national and international safety and environmental standards. 'K' Steamship Management division of J M BAXI GROUP is a DNV certified Crew Manning Office and ISO 9001:2008-compliant Company with the necessary licences from DG Shipping (DGS). 'K' Steamship Agencies caters to offshore oil and gas industry. It provides rig managers, barge engineers, tool pushers and drillers etc. It is already wellestablished and experienced in the manning services.

Manning services for shipping is a complex interplay of various rules and regulations for the flag state, port state and nationality/citizenship of the seafarer. It demands strict attention to detail, especially where the interests of seafarers and their

'K' Steamship Services Bouquet

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Recruitment assistance incl. advertising, CV screening, pre-interview employment tests, interviews etc.



Registration of appointed crew with local authorities



Local & overseas training arrangements as per the type of vessel and the trade.



Crew handling (travel arrangements, documentation)



Cadet requirements and management



Crew administration (payroll, contracts, insurance, annual leave)



Liaison with local staff, community authorities & trade unions



Officers and crew duly certified in accordance with STCW 10

families are concerned. All too often the human touch is neglected. Lately, seafaring has faced additional challenges like threats from maritime piracy, ship detentions, tough working conditions, unpaid wages, contract disputes, personal injuries, sickness, long working hours, shore leave, abandonment and being subjected to criminal charges. Besides, there is also a continuous shortage of experienced seafarers around the world according to a study from the Baltic & International Maritime Council (BIMCO), which makes the job of the manning agencies all the more critical.

'K' Steamship has a human touch, rendering complete co-operation and assistance to seafarers' families. It assists with visas, tickets, training, examinations, etc. There is near 100% retention of officers and crew, through giving them a better and safer life at sea ■

#### In Conversation

## Braving The Tides Of Recession

ne must appreciate at the outset that the global recession in shipping is now firmly entrenched. There are various forecasts and predictions being aired all over the world, but there is no definitive indication as to how long it will last. It is also impossible to attempt such conjecture at present. What makes shipping so complex is that it is an industry where customers pay strictly according to the market rates and without any consideration for costs. Therefore, the only key to success today, considering the current twin challenges of low charter rates (in some segments the charter hire rates recently plunged to the levels of 1980) and oversupply of tonnage is to have cost-effective ship operations. Going forward, it is logical to predict that the shipping companies who survive the recessional effects of these uncertain times will be those who were moderate during the good times and run an efficient management overall.

With the withdrawal of duty on value of ships for temporary conversion by the GOI, probably the most important issue facing the Indian shipping industry today is related to taxation on income of seafarers on Indian flag vessels. A ship is an expensive asset, which could cost over USD 50-60 million, and the scarcity of personnel with the knowledge, skills and attitude to manage such assets presents a critical challenge. Also, we know that a continuing focus on various ways to achieve maximum energy efficiency facilitates stability of revenue even when daily earnings have fallen. Therefore, it is doubly important to have sufficiently qualified personnel both on board and on shore in order to achieve savings in practice.

Obviously, the Indian shipping industry needs to identify new areas of shipping and assess prospects. Dredging is one such area where in recent times some Indian ship owners have invested. However, dredging in India is likely to be a very difficult segment for new entrants to experiment, particularly in the current scenario when fund mobilization and repayment conditions are tight and stringent.

G E Shipping is India's largest private sector shipping service provider enjoying a formidable presence in the international maritime industry. The company has two main businesses: shipping and offshore. The shipping business operates under two main verticals: dry bulk carriers and tankers.



"GESCO as an organization has always believed in living frugally and without exuberance. We have a fleet of 20 tankers, 8 bulk carriers, 1 gas carrier, 3 jack-up rigs and 21 offshore supply and support vessels. We are confident that we shall survive these challenges successfully," says Mr Tapas Icot, President.

In Indian waters, siltation is a virtually continuous affair. For achieving guaranteed and sustained levels of dredged depth in India over a reasonable period of time, both capital and maintenance dredging is necessary. The complementary

and supplementary fusion of these two types of dredging in a single contract appears to be the best possible solution academically, but it is a very complicated challenge for ports. Offshore activity for the oil and gas industry presently appears to be a more certain area of growth. Owners including GESCO, have invested in this segment. This is an advantage because the growth of offshore services can alleviate the consequences of relatively poor revenue coming from mainstream shipping.

Coastal shipping is yet another area that has quite an interesting potential from an Indian owner's perspective. At present, most coastal shipping caters only for rather large users. Nevertheless, coastal shipping can be expanded as common utilities only in partnership with central government, the respective state governments and ship owners with a common goal. Central government has to provide a firm commitment to such ventures by coming up with transparent, practical and effective rules and regulations including commercial parameters; the respective state governments have to come forward to develop the local infrastructure, particularly for connectivity; finally, the ship owners have to run extremely cost-efficient operations with commitment to initiate impetus. It is a sad reality that notwithstanding the number of rivers and waterways available in India, inland waterway transit of cargo and passengers has not really taken off the way it should have. It is perhaps necessary for the advocates of environmental protection to focus more on this most environmentallyfriendly mode of coastal/inland transport

### **Hit By The Monsoons**

ast quarter, Boxco Logistics India Pvt. Ltd (BLIPL) faced unique challenges during transportation of transformers and heavy lift movements, in and out of Mumbai Port. The first consignment comprised 19 reactors and transformers which were received on 14 SPMTs and 10 Hydraulic axle units. This was part of the Power Grid Corporation India Ltd's (PGCIL) nation-wide grid upgrade project, destined for various project sites. The problems posed ranged from flooded roads to bridges weakened by nature's fury. Often, alternative routes had to be surveyed for detours to ensure timely and safe transportation.

The convoy of transformers en route to PGCIL, Korba, Chhattisgarh faced numerous obstacles as road conditions worsened with every kilometre covered. There were eight points where civil works had to be carried out for levelling and compacting roads to enable the convoy to pass. Another challenging issue at multiple points on the national highways in Chhattisgarh, was that the convoy faced blockages due to knee-deep water logging. This posed a grave danger to the convoy as it could jeopardize the suspension hydraulics and braking system of the hydraulic axle units. Thus the convoy could not proceed and the transformers were diverted on to a longer route covering an additional 250 kms.

Convoys transporting to PGCIL, Gwalior and Satna found that bridges over river beds en route were weakened due to sudden and severe flooding by this year's heavy monsoons. BLIPL's civil engineering team was flown down to these sites to assess the damage. After a feasibility analysis on Staad Pro software, and physically assessing the damaged conditions of the bridges, a list of bridges that were unsuitable for heavy lifts movements was drawn up.

Convoys had to be halted near Indore and transferred to lower axle weight configurations. Alternative routes had to be surveyed due to bridges on NH3 (as shown in picture below) being damaged due to heavy rainfall and flooding. A diversion of 350 km was necessary to avoid the route with critically damaged bridges. The monsoons made it difficult to negotiate overhead electric cables. Changes had to be made to insulating material from wooden shoots to glass fibre for lifting wires. Use of personnel protective equipment and judicious scheduling of these operations in tandem with intervals in the rains were the primary strategies employed to overcome this challenge.

Furthermore in Karnataka, in the case of transformers destined for Raichur, heavy rains and flooding of rivers also resulted in cracks in numerous bridges en route to project sites. Boxco's heavy lift teams had to stop at various points once more due to weakened structures, search for diversions, survey the routes and ensure safe transits towards the various sites, thus an additional 200 kms had to be traversed by the convoy of four transformers.

Road transit permissions for heavy transport involve a pre-determined declared route in the permission letters which are approved by the road authorities. Besides the movements slowing down due to diversions, reapplying for requisite RTO permissions midway was uniquely challenging. The operational experiences of our field teams enabled them to overcome this difficulty through effective discussions explaining technical difficulties faced to the relevant authorities.

Monsoons, in general are a slow period for the heavy lift industry, with speed limits reducing, transit times increasing, limitation of storage and jacking areas, reduced friction required for negotiation of hilly sections and many unique challenges. However, this year operations across the industry were worse affected. Only the toughest, technically strongest and operationally creative teams coped well.

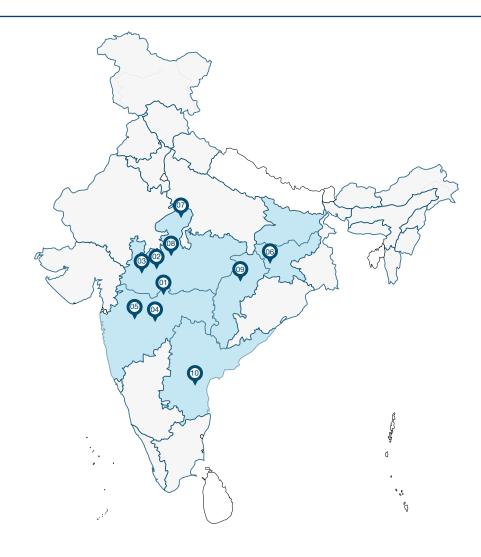
Amidst this, BLIPL has safely delivered numerous pieces across the country. With its rich experience, strategic management, dedicated teams of accomplished master mariners, engineers, technicians and skilled field staff, BLIPL is committed to overcome adverse conditions and carry out business as usual, elevating the company status to the highest position amongst its clients

#### Rain conditions in Chhattisgarh



#### Bridge condition in Gwalior





4 x 71 MT Reactors (from Mumbai to Indore project site)



12 x 71 MT Reactors (from Mumbai to Bina project site)

4 x 293 MT Transformers (from Mundra to Bina project site)



10 x 71 MT Transformers (from Mumbai to Nellore and 5 x 71 MT Reactors to Kurnool project site) 5 x 71 MT Transformers (from Mumbai to Aurangabad project site)



3 x 75.8 MT Reactors for Ranchi project site

1 x 75.8 MT Reactors for Gwalior project site





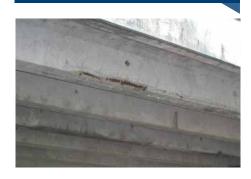
1 x 237 MT Transformer from Mumbai port to Champa site





5 x 75.8 MT Reactors for Gwalior project site 10 x 71 MT Transformers from Mumbai to Wardha project site

#### Bridge condition in Karnataka



#### Broken wires in Karnataka



#### Detour for route survey to Chhattisgarh



Boxco Did It Brownfield Project



fter the monsoons, the SPMTs went back in to refinery action with BLIPL's biggest PSU clients, IOCL. Convection banks were being replaced at the old refinery at Mathura where two units were being renewed. The SPMTs were used to transport the new convection banks from the storage area to the point of erection, while the old units were brought back to the lay-down area.

Sounds simple, doesn't it? However, the team faced multiple unconventional challenges. Each unit had dimensions 18 m x 6.5 m x 4.2 m and they weighed 200 metric tons. Wide structural members projecting out from the top section and a tilting limit below 10 degrees made safe handling of the

cargo very critical. The experienced and skilled team overcame this difficulty. Another challenge was that the move had to be carried out at a brownfield site. Greenfield refineries are vast open acres of land with ample space for storage, transportation and few turning limitations. However, at IOCL, Mathura, an already operational refinery, all working units had to be shut down, affecting production and resulting in tremendous time pressure on the logistics and erection teams.

With tight turns on existing roads, where there was little scope for civil works due to existing structures and equipment, the variable steering modes of our SPMTs facilitated an easier transit for the convection banks.

The entire shutdown lasted a total of 2.5 months with a narrow transit window of 20 days for all logistics activities. The BLIPL team pulled off this feat in time without any project delays. The renewed refinery has added two plant units and is expected to provide employment for up to 12,000 personnel. There is no doubt that BLIPL has made itself an important link in the logistics of rebuilding the nation's industrial core

## Raw & Refined Sugar Handling At Jaigarh & Mundra



he world produced about 175 million metric tons of sugar in 2012-13. The average person consumes about 24 kgs of sugar each year (33.1 kgs in industrialised countries), which is equivalent to over 260 food calories per person, per day. Sugar is an edible and hygroscopic cargo and its handling is not everybody's cup of tea. As a group we have proactively and progressively developed an expertise in handling raw sugar and refined/fine sugar, which is ably supported by a nationwide shipping support service network consisting of our own offices at all major and minor ports. BLIPL and our parent company J. M. Baxi & Co. have had a long and fruitful association with several companies involved in sugar manufacturing, trading, refining, distribution, import and export.

Refined or white sugar is the sugar that we see and buy for domestic consumption from the retail market and is always packed and handled in polypropylene bags. Raw or unprocessed sugar on the other hand is almost always loaded onto ocean-going vessels in bulk. However, it arrives from the hinterland in jute bags.

We have handled sugar at several ports like Kandla, Haldia, JNPT, Karwar, Goa and Mumbai. Keeping in mind that sugar handling is our forte, several sugar manufacturers and traders have asked us to provide not just handling at the port but complete logistics solutions for the movement of both raw sugar and fine sugar. It is the result of our continuous endeavour that has made it possible for us to pioneer sugar operations at Jaigarh Port.

JSW Jaigarh Port Ltd is a subsidiary of JSW Infrastructure and has set up a Greenfield multi-cargo deep water port in Damankhol Bay, in the Ratnagiri District on the West Coast of India, about 300 km south of Mumbai.

The port is in the protected lee of the Jaigarh head with a 512-m-long breakwater, which ensures safe and efficient port operation throughout the year. BLIPL recognised the unique benefit provided by the port as being ideally located to cater for sugar imports and exports for the rich Maharashtrian hinterland of sugar growers and refiners. Further the availability of a 14.0-m-draft offers further flexibility to exporters and importers for chartering bigger vessels





and achieving significant freight advantages.

Our combined efforts have reaped benefits and resulted in the first export shipment of about 40,000 metric tons of raw sugar, which is currently underway at Jaigarh. We have also been appointed as the exclusive handling agents at Jaigarh Port for sugar handling and our scope involves the unloading of trucks, stacking, bleeding, storage, stevedoring and supervision of the cargo.

Similarly, we have recently kicked off sugar operations through Mundra Port as well with the handling and loading of the MV Marwan H with a quantity of about 8,000 metric tons of fine sugar. The operations involved the movement of sugar in bags that had arrived in rakes, unloading and loading onto trucks, transport to designated warehouses, storage, supervision and security. It also required loading bags onto trucks for shipment, carting to the wharf, unloading at the wharf, loading and stevedoring onboard the vessel. The complete logistics were proactively planned and monitored ensuring that the entire operation was completed flawlessly

#### Infrastructure

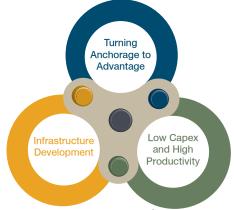
# Customised Solutions: Integrated Bulk Handling at Rozi

conomics of direct berthing of large bulk vessels with its inherent demands on deep draft requirement at the receiving port can often be a prohibitive constraint. However by relatively low Capex and high productivity standards through its offering of integrated customised bulk handling of fertiliser at anchorage, J.M.Baxi & Co. have turned a plain-vanilla lighterage operation into a value- added integrated logistics proposition. This has not only helped in reducing transit time cycle from discharge port to final end-user locations but also significantly brought down the total logistics cost of operation.

Fertiliser logistics in India is arguably a mind-boggling proposition for all the stakeholders in the business. Especially, critical imports of finished fertilisers are required to fill in the gap in domestic fertiliser supply to meet fluctuating and seasonal peak demand and reach out to the

farmers across the vast swathes of countryside. Such a time-critical operation is faced with the multiple logistics challenges of timely berthing of vessels, circumventing limitations of port draft restrictions through efficient lighterage operations and streamlining otherwise skewed domestic movement of bulk finished fertilisers from the receiving port to fertiliser bagging centres and final distribution to retail consumption points.

Infrastructural inadequacies at various levels have thus acted as the main stumbling blocks in streamlining of the fertiliser supply chain. It was with a view to addressing this strategic long term challenge that J. M. Baxi & Co., way back in the mid-90s envisioned teaming up with the Gujarat Maritime Board (GMB) and the Government of Gujarat to develop private captive jetties, as an initial foray into port privatisation in Gujarat coast. The new Rozi port, with 400 metres of quay length located



closer to the anchorage (compared to old Bedi port) was then developed by GMB and 100 metres of it was leased to J.M.Baxi & Co., for handling fertiliser and other non-coal cargo. Until then a pioneer among the shipping agents in Gujarat, J.M.Baxi & Co. took on the challenge and have since progressively developed the Rozi jetty as a modern bulk logistics hub for fertilisers.

A sneak preview of the logistics infrastructure and operations at the New Rozi port that has made it all possible:







#### Infrastructure

Turning Anchorage to Advantage

Anchorage-based port operations typically involve cargo lighterage operations at high seas but less evident fact is that they also circumvent high cost chain of setting up a direct berthing port. While developing such a port with the requisite draft could cost over Rs.15 billion; at about one tenth of that cost (a capital investment of about Rs.1.5 billion) J.M.Baxi & Co. have accomplished setting up of an entire integrated logistics value chain that includes cargo transfer at anchorage (using two mobile barge-mounted cranes, a fleet of eight barges (one self-propelled and seven dumb barges and five tugs) to final bagging of the fertilisers, optimally using the two available shore cranes that transfer bulk cargo from barges to shore and feed the conveyor systems that connect to the mechanised bagging plant.

The entire operation is fully mechanised and managed using a high degree of automation and control systems geared to effectively managing various real-time material flows in the logistics value chain. The Rozi jetty also has the advantage of proximity and is about three miles from the vessels working at the anchorage and has a backup area with a full-fledged office complex and equipped with mobile equipment

like payloaders, excavators and other units to handle bulk and bagged cargo.

#### Infrastructure Development

To be competitive and offer better vessel discharge rate (10,000 MTs per weather working day), the company has constructed a bulk covered warehouse of approximately 30,000 MTs storage capacity on the jetty. The focus is on faster turnaround of the vessel with minimal ship detention time at the anchorage. In this context, it might be noteworthy that for the first time ever at Jamnagar port (the old Bedi port anchorage) in July 1998, a Panamax - sized vessel was handled by J. M. Baxi & Co. with import cargo of about 56,000 metric tonnes and entire cargo discharge operation was accomplished through Rozi Jetty in record time. Since then, many Panamax-size vessels have been handled at the old and new Rozi port anchorage.

#### Low Capex and High Productivity

The investment required in port infrastructure i.e. dredging the required alongside depth, marine berth construction and other civil structures, is very high. However, J.M.Baxi & Co. has strategically chosen the low Capex and high productivity model - where the

returns on investment (ROI) on cargo handling infrastructural assets tend to be higher compared to returns from a typical BOT concession for port development. Whereas an anchorage operation not only dispenses with the need to deploy such huge investment resources it frees them up for other value-addition activities in the available shore-side backup area.

Facilities such as covered warehousing, bagging plant, rail/road evacuation facilities etc were thus created at Rozi, which have enabled J.M.Baxi & Co. to offer an integrated package of services to its customers. It is noteworthy that at Rozi jetty, J.M.Baxi & Co. have so far handled 7.128 million tonnes of Imports and 1.116 million tonnes exports until the end of the second quarter of 2012-13. Looking ahead into the future, J.M.Baxi & Co. have recently signed an agreement with GMB to construct/ develop another 100 metres jetty with a connecting bridge and approximately 100 x 170 metres backup area that is visualised to kick-start the second phase of development of Rozi operations







#### Infrastructure

## Visiting Delhi International **Cargo Terminal**

"Very good infrastructure. Looking forward to being associated with it"

# HANJIN SHIPPING



#### **NYK LINE**

"The multi-cargo infrastructure of DICT at Sonepat is a very critical and much needed enhancement of capacity addition to container warehousing"

"Its been a pleasure to visit the facility & see excellent infrastructure being developed. Looking forward to the opening of the ICD & it's exponential growth"

#### **MAERSK LINE**





**CROSS LINK SHIPPING** 

"Well planned facility. Hope great success for the new ICD"

"Great place with good facilities. Will certainly continue to do business with the Group"

#### HINDUSTAN NATIONAL GLASS





#### COIM INDIA

"The facility is very well conceived and executed. We are sure this will go long way in providing efficient services to importers like us"

#### We Connect

# Tree Planting At DICT & VCTPL

#### DICT

M BAXI GROUP has sewn up plans for a massive tree-planting drive at many of its facilities across the country. This is part of the Group's move to contribute to the green agenda through its initiative.



Through its afforestation campaign, the Group has successfully planted over 700 saplings within the newly launched Delhi International Cargo Terminal (DICT) at Sonepat (Haryana). An action plan for the tree-planting campaign was drawn up in advance. The employees at the facility are committed to caring for and protecting these saplings till they grow into trees.

Although the facility has lawns covering an area of over 3,500 square metres, the team chalked out an innovative road map. Visitors to the facility were asked to plant saplings of ashoka, amalta, mahua, chandini and champa within the site. Visitors actively participated in this noble



Mr Johg Hyun Kim of Hanjin Shipping with the DICT team

cause.

In an era of global warming the J M BAXI GROUP is helping by making its facilities lush and green ■

#### **VCTPL**

isakha Container Terminal Private Limited (VCTPL) organised a tree-planting drive for World Environment Day 2013 on June 5<sup>th</sup>. The trees were planted within the terminal behind the Crane Control Room, and included Thespesia populnea, which are fast-growing trees, and Terminalia catappa, widely known as the Indian almond. Both are suitable for a marine environment. Also the treeplanting drive extended outside the terminal in the premises of the Old Light House, a historical monument. Environmental consultants studied the soil conditions at the terminal and selected suitable species of trees.

VCTPL planted tall-growing trees alongside the perimeter fence. Thick green patches with 3 tier density (small plants, medium plants and tall-growing trees) have been developed and maintained behind the Information Technology Building and Two-wheeler Parking Area. The area of the green belt is 12% of the total area of the terminal. Additionally, due to the space needed for planting trees, VCTPL is continuing to add potted plants to the existing greenery at its facilities such as Main Gate, Vindu - Canteen, Vidya - Training Centre, Admin Building, Crane Control Room etc.



VCTPL shows its 100% commitment to the environment through the participation of its senior management and employees. The best performers are suitably rewarded ■

#### In Focus

### WTO: Rhetoric & Reality





3-6 DECEMBER 2013

he quest for a unified single global market where all countries of the world freely trade their goods and services without barriers or constraints (now referred as "tariff or non-tariff barriers") has long since been a goalpost of economic thinkers, wedded to utopian idea of laissez faire. But then, so are the sticky ideas of national interest and consequent protectionism, where individual nations set out to defend their perceived self-interests by erecting trade-barriers (high import duties on goods, quantitative restrictions, anti-dumping duties etc). The global trade between nations of the world has however, existed long before European explorations of the American continent and the East and has kept the sea-lanes of the world busy with merchandise volumes despite the barriers. That the nations of the world have "relative or comparative advantages" to exploit in trading or exchanging their goods and services with others, despite their nationalism is, thus, a non sequitur. They unfailingly guide them in how to maximize gains from trade or simply assert their sovereignty to block or limit others from accessing its market or resources.

The post-world war II and the liberation of former colonies of Africa and Asia veritably set the stage for the onset of

a new economic era, marking the end of old-style imperialism and colonialism. The political and economic landscape across the world has ever since been animated by intense and orchestrated quest for fair and equitable framework conditions of economic development and trade. The founding of the United Nations Organization (UNO) in 1948 set the pace for institutionalizing various multilateral initiatives in economic cooperation and development of poorer nations of the world. The creation of World Bank-International Monetary Fund (WB-IMF) in mid-1940s, the formation of United Nations Conference on Trade & Development (UNCTAD) in 1964 have sought to create multilateral institutional channels to address new challenges of finding investment resources, obtaining development term loans, define currency and monetary stabilization measures and regulations, streamline Customs and trade facilitations issues, etc.

Coming into existence of these multi-lateral channels however also unleashed a virtual "Revolution of Rising Expectations" and a volley of differing often conflicting perspectives and approaches on the role and responsibilities of these institutions. There are more questions than have been answered on how best they can

deliver positive outcomes. The end of "Cold War" in the late 1980's, the unification of Germany and the collapse of the Soviet Union and of the Eastern bloc, in particular have further brought about a new flux in the global situation. In its aftermath, the world confronted by the threat of debt defaults and what some countries saw as "arm-twisting" maneuvers of WB-IMF through restructuring of debt and imposing stiff conditionality clauses, precipitated onset of new economic polarizations and accelerated momentum towards new multilateral economic and trade arrangements.

The UNCTAD, which initially kicked off the global debate on ushering a New International Economic Order (NIEO) catalysed the reopening of the multilateral trade negotiations on General Agreement on Trade & Tariffs (GATT) framework and eventual establishment of World Trade Organization (WTO) in 1995 bringing together 159 countries of the world, accounting for 97 per cent of the world trade. The evolutionary path leading to coming into being of WTO is however, stewn with many problems and obstacles with serious differences in approach and interests of the developed countries and those still in a developing stage. Protracted negotiations for arriving at a working agreements on various aspects of trade among the member countries - in Montreal, Uruguay and Doha rounds - have time and again been deadlocked on critical issues like open market access, eliminating or lowering discriminatory tariffs, end to State subsidies; guarantees for protection of intellectual property rights (IPRs) and a host of other issues.

Disagreements over substantive measures like trade facilitation in terms of tariff and non-tariff measures, uniformity in standards of production of goods and services, removal of subsidies in agriculture have been difficult to surmount, given the

#### In Focus

intransigence of contending groupings, especially dealing with powerful regional trade blocks like the NAFTA, OECD and the European Union (EU) etc. The source of conflict and nature of confrontation are often generic to given inflexible composition of global trade patterns and its imbalances in directional flows, trade-composition of Gross Domestic Product (GDP) of national economies, the strength and stability of the trading and national currency, the diversity of basket of commodities available for trade, the extent of trade surplus or deficit etc. These have not been uniformly benevolent to all countries, often forcing them to face up to relative disadvantages in trade. The differences in the structure of global trade can thus, be inherently disruptive for any emerging trade and any economic consensus, which has to be to be continuously renegotiated for settlement of differences.

While any negotiated framework of trade is arrived at on the basis of a broad agreement over certain principles and mutuality of interests, the manner in which these would impact the specific commodity trades and trade dynamics between two countries could be wholly counterintuitive. For instance, the latest round of WTO ministerial conference that concluded at Bali, Indonesia, has signaled a new binding agreement on trade facilitation measures. The Bali Package is estimated to boost the global economy to the tune of US\$1 trillion and create 21 million new jobs, if implemented in full. Laudable indeed, however, on the flipside, the cost of implementing the trade facilitation measures - which inter alia include making sovereign commitments to improve the infrastructure at seaports, put in systems to facilitate faster customs clearances and invest in automation, computerization and homogenous documentation to facilitate faster movement of goods could actually prove to be beyond their means and disproportionate to the possible gains that the country might be able to make from international trade. There are similar conflicting

readings of the "interim" agreement reached in the Bali ministerial meeting with respect to agreeing on noninsistence on dismantling public stock holding of food grains by India for purposes of national food security, an issue further connected to Minimum Support Price (MSP) for food grains guaranteed to farmers and working of the Public Distribution System (PDS) for the poor and needy. While India has insisted that its agricultural subsidies are non-trade distorting and limited to cereals, it is doubtful, if the interim agreement agreed in Bali would last beyond the specified period of four years, as the developed countries are unwilling to permanently buy India's viewpoint on the issue. There is indeed, no consensus either on what would truly constitute a subsidy, with the opinions divided on merits and

As Roberto Azevedo, WTO
Chief summed it up after the
Bali meeting: "So far, so good",
but other than to reiterate the
compromises struck at Bali, and
breaking up the impasse of earlier
Doha Round, few will indeed, wager
the answer to the question: "What
next"

demerits of it; both from external trade point of view and considering sovereign right to independently manage its internal economic regulations.

The hopes now raised by the Bali ministerial conclave notwithstanding, skepticism is still deep and widespread - in how far will the developing countries would be willing to put on back-burner long-term strategic issues that compromise on their collective strength for short-term economic arbitrage? Alternatively whether such compromises as inherent to any multi-lateral settings would yield enough of relative advantage within the framework of existing trade regimes? These are indeed, difficult questions to answer and on the quick sands of economic diplomacy, political expediency often takes an upper hand. If everything had seemed optimistic

until 2008, the onset of economic meltdown and the consequent slowdown in the developed economies has come as a game changer. Subdued demand for global merchandise and shrinking trade volumes now signify the depth of economic crisis showing no signs of relenting yet. Unlike the periodic meltdowns of the past, there now a new ring to the ongoing crisis, much as it is also throwing up new symptomatic signs that belie conventional idea of a cyclical downturn. Indeed, contrary to the rhetoric of an integrated, irreversibly inter-connected world, large emerging economies like India and China have now started responding differently to the challenges by shifting gears to domestic economies. The crisis, which has been more marked in case of trade-driven economies (be they export or import-dependent) has inspired tectonic changes in policy to boost growth. China and India are among two major emerging economies of the world that are at the cusp of this momentous transformation.

What often therefore, seems plausible is that the WTO might in fact, face the risk of being progressively run over by a range of other regional trading agreements, acting as overarching models to WTO itself and act as default settings that will co-exist and influence the further course of WTO in times to come. Organization for Economic Cooperation and Development (OECD), **European Economic Community** (EEC) The Gulf Cooperation Council (GCC) are a different institutional modality compared to the WTO but they increasingly underpin the course of multilateral trade negotiations on a number of issues. While large and fast emerging economies, especially Brazil, Russia, Indian China and South Africa (BRICS) do have a greater future stake with the stabilization of broader WTO framework of multilateral trading arrangements, there is also an equally wider chasm in the global economic dispensation that will need to be crossed, before multilateral trade agreements can be made to work to their advantage

#### Weights & Measures

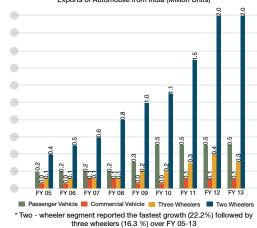
# **Automotive Industry: Growth of Ro-Ro Business**

The automotive industry in India is amongst the top ten markets in the world. Despite the current economic slowdown, it has been one of the fastest growing markets globally. India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, producing more than 4 million units in FY13. With the increasing growth in demand on the back of rising incomes, an expanding middle class and a young population, in addition to the large pool of skilled workers and increasing use of technology, India will be propelled to become one of the world's top five auto-producers in the coming years. Automobile manufacturers (including two and three wheelers) produced more than 20 million units in 2013 and there is further potential for increasing capacity. During FY13 India exported 554,686 passenger cars posting a growth of over 9%. The auto industry exported close to 2.9 million vehicles to 120 countries across the world.

Its handling of heavy Ro-Ro cargoes as well as MAFI roll trailers earned the J M BAXI GROUP laurels for

being pioneers in this mode of cargo handling at Indian ports. The volume and variety of cargoes being shipped have changed. Shipments have included motor graders, highway and dump trucks, cryogenic tanks, transformers, windmill blades, helicopters and farm harvesters. The wide diversity of cargo has included a dismantled Boeing factory in Australia, shipped on a vessel for an aerospace receiver in Bangalore. Having gained experience in the nuances of Ro-Ro operations at Indian ports, the teams at Chennai have been able to multitask in also operating at Ennore Port.

Different principals and vessel owners have different standards. adherence to which is essential in meeting a customer's requirements. Speed of operation, precision in stowage and systematic information capture are essential. The new generation of final stowage plans are completed with the help of barcode readers and software is used to generate reports instantly. Operations are carried out at a quick pace even though stowage is very



Automobile Export volumes increased at a CAGR of 19.1 % over FY 05-13



precise and requires immense skill. Cars are aligned closely together: bumper to bumper with only a few millimetres between the wing mirrors. The lashing and securing procedures are quite stringent and precise, so that the cars remain stationary on the deck throughout the voyage with minimal distances segregating them. Team JMB has earned many accolades from its principals through its consistent delivery at various ports. Its well-trained team of car drivers, expert tug masters and excellent coordination with port authorities, vessel and cargo interests have ensured a sizable market share in the industry. Today, close to 18% of the Ro-Ro business in Mumbai and Ennore Port are handled by J M BAXI GROUP ■



Gateway Port: Mumb

Gateway Port: Kolkata

MANUFACTURERS TAFE Tractors at Doddaballapur Tata Motors at Dharwad Mahindra REVA at Bangalore Toyota Kirloskar at Bidadi

BMW India at Chennai Ford at Maraimalai Nagar Hyundai Motor at Sriperumbudur Mitsubishi at Tiruvallur

SML Isuzu Limited at Nawanshahar ICML Motors at Ambe

Force Motors at Pithampur TAFE Tractors at Mandideep

Tata Motors at Jamshedpur

#### **Port** Statistics

#### **SHIPPING & CARGO PERFORMANCE**

QUARTERLY UPDATES ON INDIAN MAJOR & MINOR PORTS (QTY IN MILLION TONNES)

#### AGRICULTURAL PRODUCTS

	SUGAR II <sup>nd</sup> Qtr   Apr'13-Sep'13		SOYAMEAL		WHEAT		RICE		MAIZE	
			II <sup>nd</sup> Qtr	Apr'13-Sep'13						
No. of Ships called	3	10	21	32	9	55	31	72	20	68
Total Cargo Handled	0.055	0.209	0.347	0.553	0.250	1.654	0.750	1.719	0.250	1.122
Inbound	0.029	0.08	0.000	0.000	0.000	0.000	0.000	0.001	0.000	0.000
Outbound	0.027	0.13	0.347	0.553	0.250	1.654	0.750	1.718	0.250	1.122

#### **FINISHED FERTILIZERS & FERTILIZER RAW MATERIALS**

	UREA		SULPHUR		ROCK PHOSPHATE		DAP		MOP	
	II <sup>nd</sup> Qtr	Apr'13-Sep'13								
No. of Ships called	49	75	14	25	41	80	42	56	20	49
Total Cargo Handled	2.308	3.352	0.353	0.551	1.524	2.804	1.782	2.355	0.571	1.396
Inbound	2.308	3.352	0.340	0.5	1.524	2.804	1.782	2.355	0.571	1.396
Outbound	0.000	0.000	0.013	0.051	0.000	0.000	0.000	0.000	0.000	0.000

#### COAL

	THERMAL COAL		COKI	COKING COAL		MET COKE		PET COKE		ANTHRACITE COAL		
	II <sup>nd</sup> Qtr	Apr'13-Sep'13										
No. of Ships called	151	296	124	231	21	37	18	32	4	18		
Total Cargo Handled	7.451	14.519	6.021	12.32	0.573	1.023	0.600	1.143	0.086	0.629		
Inbound	2.495	4.992	6.021	12.313	0.573	1.001	0.482	0.756	0.086	0.36		
Outbound	4.955	9.526	0.000	0.007	0.000	0.022	0.191	0.46	0.000	0.269		

#### **STEEL & RELATED ORES**

	STEEL PRODUCTS		SCRAP	SCRAP METAL		CHROME		NESIUM ORE	IRON ORE	
	II <sup>nd</sup> Qtr	Apr'13-Sep'13								
No. of Ships called	242	423	5	6	2	3	14	21	113	188
Total Cargo Handled	2.414	3.798	0.117	0.147	0.060	0.085	0.254	0.446	6.382	10.449
Inbound	1.358	2.113	0.117	0.147	0.000	0.000	0.254	0.446	1.802	3.718
Outbound	1.056	1.684	0.000	0.000	0.060	0.085	0.000	0.000	4.570	6.721

#### **VESSEL & FREIGHT TRAFFIC BY PORTS**

JULY 2013 - SEPTEMBER 2013 (II<sup>nd</sup> QUARTER) / APRIL 2013 - SEPTEMBER 2013 (QTY IN MILLION TONNES

Ports	Types of Ports		OF SHIPS		D CARGO		K CARGO		AINERS (TEUS)	TOTA	L CARGO *
		II <sup>nd</sup> Qtr	Apr'13-Sep'13								
Kandla		316	617	2.216	3.878	4.094	9.326	7,085	29419	6.311	13.205
Mumbai		369	820	2.595	5.896	1.917	3.575	9,376	19,348	4.771	9.942
Nhava Sheva		126	262	1.478	3.038	0.15	0.357	1,023,304	2,061,004	1.629	3.398
Mormugao		64	151	0.121	0.218	1.499	3.44	-	-	1.706	3.789
Mangalore		267	558	6.701	12.821	2.773	6.467	13,554	25,361	9.485	19.318
Cochin		157	285	4.354	8.04	0.314	0.502	98,477	178,377	4.668	8.574
Tuticorin		189	357	0.486	0.698	4.326	8.407	130,725	251,939	4.965	9.418
Chennai		301	539	3.754	8.036	2.251	4.049	384,531	755,478	6.184	12.408
Ennore		179	333	0.581	1.103	5.517	10.93	-	-	6.158	12.121
Vishakhapatnam		216	325	1.994	2.475	4.594	7.798	64,649	131,256	6.625	10.326
Paradip		384	785	5.384	10.735	12.431	25.231	-	-	17.839	36.025
Haldia		198	214	1.051	2.468	2.284	4.35	30,875	59,501	3.335	6.855
Kolkata		53	95	0.038	0.05	0.136	0.265	124,509	238,232	0.211	0.37
Gangavaram		57	104	0	0	3.68	7.206	-	-	3.684	7.21
Pipavav		64	152	0.014	0.017	1.431	2.811	163,505	306,601	1.447	2.831
Mundra		303	566	5.539	11.464	12.638	24.551	564,093	1,041,933	18.187	36.041
Dahej		140	257	4.48	9.177	3.136	5.309	-	-	7.616	14.604
Hazira		30	61	0.846	1.875	0.704	1.311	19,945	33,042	1.552	3.191
Navlakhi		24	45	0	0	1.081	2.115	-	-	1.081	2.115
Kakinada		194	434	0.522	0.965	3.04	7.411	-	-	3.644	8.477
Total Ves Calls at all		3,631	6,960	42.154	82.954	67.996	135.411	26,34,628	51,31,491	111.098	220.218















