



INAUGURAL SESSION

Telangana as pharma hub in Asia



“Government of Telangana has entered into Memorandum of Understanding (MoU) with a team of experts from the University of Birmingham, UK, to form Centre of Excellence in Sustainable Cooling and Cold-Chain. The purpose of the research hub is to develop more affordable low-emission refrigeration for food and vaccine supply chains across the country”.

Jayesh Ranjan,
Principal Secretary Industries & Commerce, and Information Technology, Government of Telangana



“The purpose of Cold Chain Un-Broken (CCUB) is to address gaps in pharma and perishable logistics segment with involvement of diverse strata of stake holders from supply chain of pharmaceuticals, food & FMCG. CCUB 2022 was attended by 350 delegates from 20 different countries with 56 speakers from various industries.

- **Satish Lakkaraju**
Global Head - Air Freight and Pharma, WIZ Freight



CCUB 2022 event was inaugurated by **Jayesh Ranjan**, Principal Secretary Industries & Commerce, and Information Technology, Government of Telangana, in the presence of **Satish Lakkaraju**, Global Head of Air Freight & Pharma Vertical, WIZ Freight, **Ramkumar Govindarajan**, Co-founder & CEO, WIZ Freight, **Anil Agarwal**, President, FTCCI, **Julian Sutch**, Head of Global Sales- Pharma, Emirates SkyCargo, **Marrie Groeneveld**, Advisor to the Board and CCO – SkyCell AG, and **Ramkumar Ramchandran**, Cofounder, WIZ Freight.

The inaugural session for the Cold Chain Un-Broken (CCUB) 2022 began with the lighting of lamp by the chief guest **Jayesh Ranjan**, Principal Secretary Industries & Commerce, and Information Technology, Government of Telangana.

Before the inaugural session of the event, Jayesh Ranjan unveiled the next generation 1500x pharma container of SkyCell.

The inaugural session began with panel discussion on “Telangana emerging as pharma hub in Asia”. The chief guest from Telangana government Jayesh Ranjan in his inaugural address expressed how important logistics have become. He said that Telangana has become a hub for vaccines manufacturing as \$9 billion worth of vaccines are produced in Hyderabad out of \$27 billion produced per annum worldwide. He revealed the memorandum

understanding (MoU) that Telangana Government has entered into with the University of Birmingham, in UK. He explained how the agreement will help the state to be a Centre of Excellence in Sustainable Cooling and Cold-Chain Supply to accelerate deployment of energy-efficient refrigeration for food and vaccine supply chains across the country. He has elaborated some measures taken by the Telangana government to enhance cold chain logistics and to enhance exports in line with the \$5 trillion exports target set for the country. Jayesh Ranjan also asked the stakeholders to prepare a white paper on the cold chain needs of India.

Anil Agarwal from the Federation of Telangana Chambers of Commerce and Industry (FTCCI) also elaborated on the measures being taken in the state to enhance pharma exports. He said the contributes

about 10.14% of the total pharma exports from the India. The government is also taking steps like establishing a skill development center at Vizag port and conducting export preparedness survey to enhance pharma exports from the state.

Julian Sutch joining the discussion said that India and Hyderabad are good markets for Emirates SkyCargo. While **Marrie Groeneveld** said that pharma exports from India are encouraging.

Ramkumar Govindarajan in his opinion said pharma, life sciences, food and perishables are two sectors, which need a lot technological innovations in the supply chain management systems. While proposing vote of thanks to the speakers, **Ramkumar Ramchandran** said that Telangana government has been acting as a catalyst for growth in the two vital sectors including pharma and food. [img](#)

Expansion of airport infrastructure strengthens pharma & perishable trade



The second session of the event has brought the attention on airport infrastructure in the country with the emphasis on transshipment and growth of airports in tier 2 and 3 cities across the country. The topic for the panel discussion was “New airport infra, new routes and new initiatives will bolster Pharma & perishable trade for the country”. The panel consisted of **Satish Lakkaraju, Global Head of Air Freight & Pharma Vertical, WIZ Freight**, who acted as moderator for the session, **S.Burak Omeroglu, VP for Middle East and South Asia – Turkish Cargo**, **Julian Sutch, Head of Global Sales-Pharma, Emirates SkyCargo**, **John Ackerman, Executive VP Global Strategy and Development – DFW Airport**, **Anthony Pagnatto, VP Global Sales and Marketing – Mohawk Global**, **Mohammed Esa, Sr. VP – Group Commercial B D & Strategy – WFS**, and **Ramesh**

Mamidala, Chief Cargo Officer, (CCDO-Airports) Adani Airports.

Satish Lakkaraju in his initial remarks said that airports in tier 2 and 3 cities are now growing and attracting more cargo than from the airports in tier 1 cities, because of their presence near the manufacturing clusters.

While joining the panel discussion, **Ramesh Mamidala** opined that a lot of progress is taking place in tier 2 and 3 cities. Cities like Guwahati and Lucknow are showing huge potential for cargo their airports. He said that Adani Airports is planning to invest hugely on tier 2 airports with a vision to move 10 million tons of cargo from these airports. He has said the they have invested on a dedicated pharma logistics center at Ahmedabad airport. He further said that government policies like open sky policy are necessary for building ecosystem in the country. He

said that domestic carriers are eager to work with international carriers and airport ecosystem cannot work alone without stakeholders.

Mohammed Esa has announced that Worldwide Flight Services (WFS) as world's largest cargo handler, enters into Indian market with a 15-year license to operate its first cargo handling operation at Bangalore International Airport (BIAL). He said that his company is interested in building ecosystem in India along with 14 dedicated key partners in tier 2 and 3 network. He said that technology is essential and people in India need to trained properly, which is a challenge.

Anthony Pagnatto has expressed his opinion that there is a need to increase the speed or velocity in the air cargo market in India. He further said that compliance always comes at a cost.

John Ackerman in his said that his DFW airport has become the largest passenger carrying airport in the US and they have now built a world-class cargo facility at the airport to enhance air cargo from the US to other international destinations. He felt that getting right tracking system is a challenge and DFW works hard on developing road network. He said both physical and digital infrastructure are important for good supply chain.

Julian Sutch has noted that there is a need for creation of new routes as India has been growing in global pharmaceutical industry. He stressed that pharma sector needs a greater priority in the country, because so much is happening in pharma.

S.Burak Omeroglu in his opinion said that Turkish Cargo is planning to invest a lot in Indian infrastructure which has potential with biggest future. 

Dangerous goods legislation

CUB 2022 initiated panel discussion on “Latest legislation on dangerous goods, perishables and regulatory framework for Air and Ocean”.

B.Govindarajan, Chief Operating Officer, Tirwin Management Services acted as moderator for the session. **Satish Lakkaraju, Global Head of Air Freight & Pharma Vertical, WIZ Freight, N. Natarajan, Deputy Director & Regional Head, IIP, Hyderabad, Laurence Jacobi, Cargo Manager – AP and TS, Emirates, Vilas Rebello, Head of Logistics – India**

& APAC TEVA, Pradeep Panicker, Chief Executive Officer, GMR Hyderabad International Airport Limited, and Milton De La Paz, VP Airline Relations and Cargo Business Development – DFW have participated in the panel discussion.

In his initial comments the moderator said compliance is good for our job and it should be culture and should not be insisted. The speakers opined that lack of knowledge about regulations on dangerous goods is painful.


He said shift in temperature is a problem in air cargo.

Certifications and regulations and UN number are to be followed. The speakers agreed that compliance is comes at a cost, but noncompliance comes at even greater cost.

The Directorate General of Civil Aviation (DGCA) in India has a 240-page document on which contains only one page for dangerous goods transportation through air.

The speakers agreed that there needs to be a clarity

on provisional space and packaging instructions for goods transport. They have also discussed in detail about perishable goods packaging, which has been started in 1985 from Hyderabad. They also elaborated on pipeline regulation, 777 vent in packaging, mesh for mangoes to control insects.

They have expressed opinion that regulation for packaging to be followed to avoid delay in forwarding commodities. Compliance at every level to be followed stringently. 

Challenges posed by counterfeit medicines for the supply chain



Counterfeit medicines are sold worldwide, but they are more commonly found in low and middle-income countries. It is estimated that the value of the counterfeit medicines is more than \$430 billion per annum across the world.

CCUB 2022 has picked up counterfeit medicines as subject for panel discussion, with title ‘Challenges created

by counterfeit medicines for the supply chain and the end user’. It was moderated by **Ravi Kumar Tummalapalli, MD – India-va-Q-tec**, and speakers participated in the discussion included **Anand Garg**, Vice President, Head India Supply Chain, Dr. Reddy’s Laboratories, **Rashmi Karnad**, Manager Climate Control Product – Pharma – Qatar Airways Cargo, **P.Balasubramanian**, Founder and

CEO, ACCIS, **Pramod Pereira**, Business Unit Head, MCSC Cold Chain Solutions Pvt Ltd.

The speakers in the panel have expressed concern at the counterfeit medicines as it has become very difficult for authorities and supply chain operators to differentiate them because the packaging which they follow for the counterfeit drugs is similar.

The speakers opined that the drugs especially in the fields of oncology and nephology which cost expensive are being duplicated by the counterfeit manufacturers.

The panel agreed that there are currently no tangible methods to trace and track counterfeit medicines. But they have suggested that fake medicines can be identified with batch numbers and manufacturers should keep on altering the

packaging of the drugs to avoid counterfeits.

The panel also agreed that when it comes to whom to report about fake drugs there is not much awareness and there is a need to create more awareness about it.

A video on the counterfeit medicines was played to show the veracity of the problem prevailing the world. From UK to Pakistan every country faces this problem it also elaborates on the counter mechanisms and steps taken in the respective countries to counter these counterfeit medicines problem. In the video some people from Pakistan are seen making counterfeit capsules at their homes. According to a US report on fake medicines the drugs across the pharmacies in Pakistan are predominantly counterfeit medicines. 

What is the preparedness of shipping sector for IMO 2023 challenge?



As International Maritime Organization (IMO), a UN regulatory body for shipping, has been spearheading the energy transition drive in maritime sector. IMO has recently announced some measures with regard to adopting Energy Efficiency Existing Ship Index (EEXI) and the Carbon Intensity Indicator (CII) rating schemes, which led a confusion among shipping and logistics industry. In order to address and make industry understand the IMO 2023 regulations the two-day Cold Chain Unbroken conference held at Novotel in Hyderabad on September 15 & 16, 2022 dedicated a session on the topic 'IMO 2023: How to prepare for the coming changes and the need to know more'.

The speakers who have participated in the panel discussion include **Nikhil Shireesh Nadkar**, Vice President – Ocean Product and Procurement, WIZ Freight acted as moderator for the panel

discussion, **BVR Vijaya Bhaskar**, Associate Vice President SCM, Pfizer Healthcare India Pvt Ltd, **Capt. Amar Mascarenhas**, Director of Operations, WIZ Bulk, **Jebakumar S**, Area General Manager – Western & Central India – CMA CGM, and **Jayaram Radhakrishnan**, CEO & Executive Director, M+R Logistics India Pvt Ltd.

Nikhil Shireesh Nadkar kick-started the discussion with question to differentiate the IMO regulations between 2020 and 2023.

IMO has implemented framed several regulations in 2020 to control air pollution under International Convention for the Prevention of Pollution from Ships (MARPOL). Under the regulations the shippers were asked to reduce sulphur in maritime fuel, but that deadline could not meet as most of the shippers have installed scrubbers. IMO 2023 focus is mainly on the reduction of carbon emissions by ocean shipping. From January 1,

2023, by adopting the Energy Efficiency Existing Ship Index (EEXI) and the Carbon Intensity Indicator (CII) rating scheme, IMO's Greenhouse Gas (GHG) strategy plans are aimed at reducing the carbon emissions of the global shipping industry by 40 percent by 2030, and by 70 percent by 2050 compared with a 2008 base level.

The speakers in the panel agreed that IMO 2023 regulations on shipping likely to have cascading effects on supply chain logistics across the world. They felt that one option the shipping companies have, to comply with the regulations, is slowing down the ships and it is a very likely scenario as the alternate and biofuels are expensive and less in supply. However, this would also mean a reduction of available capacity or an increase in the need for more ships or the freight rate going up for an already disturbed supply chain.

BVR Vijaya Bhaskar, thanked

the supply chain fraternity for its handling of IMO 2020 as the impact didn't affect their customers.

Jayaram Radhakrishnan also noted that the awareness about the repercussions among freight forwarders is nil and he understood it while preparing for the discussion.

Meanwhile, **S Jebakumar**, said that his group is moving towards carbon neutrality which it plans to achieve by 2050, much ahead of the IMO plan. He also said that CMA CGM has set a funding of \$1.5 bn for next five years period to go green in shipping, and have chosen LNG as fuel the future for emission reduction.

Jebakumar also confirmed the potential need for more vessels, the investment it needs, and the running cost it will have with the alternate fuels.

While joining the discussion **Amar Mascarenhas** has expressed his opinion that there is a cost involved for reduction of carbon emission from shipping. But he said, it is necessary for the sake of our planet. He said that these costs can also be passed on to the customer in the form of carbon tax and it is still a matter of concern that how these charges get transferred customer. But he encouraged the stakeholders to instead look into the long-term evolution of the supply chain.

At the of the panel discussion, **Vandana Aggarwal**, Chairperson – IFSCA Committee on Ship Acquisition, Financing and Leasing, said the best way to mitigate the carbon emissions in shipping is to go for green finance. 

Event Review



Need to ramp up cold chain for Agro in India

India is the world's largest producer of milk, and ranks as the second largest producer of rice, wheat, sugarcane, groundnut, vegetables, and fruits. The country produces about \$370 billion worth of agricultural products annually. Around 55% of the workforce depend on this sector in the country. The country produces about 188 million tons of vegetables annually.

Even though, the statistics above show Indian agriculture in a positive spectrum, what ails the country to be a leading exporter in the sphere is lack of proper logistics and supply chain mechanism. This is what made CCUB 2022 take up a panel discussion on 'Cold Chain for Agro – Where we are and what more can be done?' to delve deep into what is that requires to be done to ramp up exports from Indian agriculture sector.

Keku Bomi Gazder, MD & CEO, Aviapro acted as moderator

for the panel discussion. The participants include **Dr. MJ Khan**, Chairman, Indian Chamber of Food & Agriculture, **Akhil Kumar Gawar**, Director, Food Processing, Government of Telangana, **Sameer Sachdeva**, Vice President, Baramati Agro Ltd, **Mihir Mohanta**, GM Supply Chain, Mother Dairy Fruit & Vegetable Pvt. Ltd. and **Santosh Gavandi**, Trade Manager, CMA CGM.

Keku Bomi Gazder after the initial introduction about the agricultural scenario in the country asked the panelists to a common question 'have we done enough for agriculture in the country in terms of logistics?'

All the panel speakers unequivocally said that not enough was done for the agriculture sector after the postproduction as there is no supply chain mechanism available.

Dr. M J Khan said that there is no orientation policy to

enhance logistics facilities for agriculture sector in this country. But government has recently allocated Rs 1 lakh crore for agriculture, which is a good step ahead to enhance supply chain mechanism. He further said that instead of good cold supply chain mechanism only margin value chain system is prevalent in the country.

Joining the discussion, **Mihir Mohanta** said that Indian agriculture largely unorganized after harvesting, and barely 6% of the post-harvest produce is organized in the country. The sector faces first mile connectivity and last mile connectivity issues and he quoted National Center for Cold Chain Development (NCCD) in this context, which said that there is requirement for 70,000 cold chain vehicles in the country and currently only 10,000 vehicles are available.

Sameer Sachdeva opined that the requirements for agricultural

packaging needs are changing. But feels the first mile and last mile connectivity is a challenge in agriculture sector as the crop patterns are different, scattered and fragmented across the country. The farmers require 24 degrees Celsius and they also need quality packaging for extra shelf life of their produce. But consumers however, are not ready to pay extra for these additional costs.

While joining the discussion **Santosh Gavandi** said there is disparity in demand and supply of fruits in the country. He gave an example of banana – the fruit is produced about 30million tones annually, but not much gets exported from India, instead Equator is the largest exporter in the world that exports about 6 million tons of banana annually. Like wise mango is also produced in plenty in the country, but Pakistan emerges as the largest exporter the fruit.

Representing the Telangana government in the discussion, **Akhil Kumar Gawar** said that India is lagging behind in cold chain logistics facilities. He opined that cold chains are designed for largescale producers and not for small scale producers. When it comes to packaging for agricultural goods, he said there are two different consumers in the country and one producer and vice versa. In an effort to encourage packaging for agricultural and food products, he said that the govt of Telangana has been offering 3% incentives under branding and marketing.

The speakers also quoted the World Bank report that stated India is lagging behind in value added production and exports. The speakers also hoped that consumer behavior in the country will change in the future and the schemes like 'Krisi Udaan' will enhance supply chain logistics in the country. [img](#)

CCUB 2022 PRESENTED A FITNESS CHALLENGE WITH 5K RUN



Major Dr. Surendra Poonia is an international award-winning sportsman, Limca book record holder, physician, former Special Forces officer of the Indian Army.

He represented India in Croatia, Spain, Ireland and Turkey in 5 World Championships and won 27 medals including 10 Golds. He is the first Indian power-lifter to have won gold in four consecutive championships from 2010 to 2013. On 26 January 2012, he was felicitated by 'Vishisht Seva Medal'. He is also the founder of Fitistan Ek Fit Bharat, which has been propagating the importance of physical fitness through good balanced diet and physical exercises.

Poonia enlightened all the participants in the event about the importance of physical fitness in daily life. He has organized a 5K run for the interested participants at 5 am in the morning, which has witnessed a pretty good voluntary turnout.

AWARDS PRESENTED AT CCUB 2022

CCUB 2022 recognized the services through awards.

Dr Reddy's, Bharath Biotech, Serum Institute – Received Supply Chain Heroes Award

M Sriram, Head, International Logistics, Dr Reddy's Laboratories – Lifetime Achievement Award

Vandana Aggarwal, IES 1986 Batch - Lifetime Achievement Award

Digital disruptive technologies for pharma 4.0

As Covid-19 pandemic has disrupted many things, technologies like blockchain have offered several solutions to strained supply chain mechanism. The CCUB 2022 focused on the topic "Pharma 4.0: Digital technologies driving disruptive changes and smarter data could help reduce losses". **Dr. Ravi Prakash Mathur**, VP Supply Chain Management, Dr. Reddy's Laboratories acted as moderator for the panel discussion on the subject.

Ramkumar Govindarajan, Co-founder & CEO, WIZ Freight, in his initial remarks said that technology has been playing key role in supply chain disruptions, and next ten years is golden age for India and we need to scale fast in terms of technology. He said WIZ Freight has invested Rs. 30 crore and established an R & D center for the digitalization of supply chain. He gave an example of how he got a data cable delivered in 10 days 10 years ago and now how fast he received the same in just 10 minutes through digitalization of e commerce supply chain. He said that Asian Paints has used the first super computer in India for supply chains. He further said that WIZ Freight is a technology enabling provider and felt that purpose-built technology can bring efficiency in supply chain management.

Vivek Sharma, VP – Commercial ISC Middle East and Malaysia, ZIM Integrated Shipping Services India, said that blockchain tailored solutions are helping shipping sector. But he feels that India is behind the curve in technology solutions for supply chain management. Technology

is useful for real-time container visibility, and predictability. He said that ZIM is building specialized containers for pharma with tracking system to monitor every three hours.

While joining the discussion, **Anurag Mehta**, Additional GM-Cross Sales – Mediterranean Shipping Company, said that blockchain technology in shipping can provide cost benefit as it can avoid \$38 million spent on paperwork. Technology can also help in offering cost of transmissible time, and protect form fraud.

CCUB 2022 has also initiated panel discussion on "Active and passive packaging – what's coming in the future?".

Satish Lakkaraju is the moderator for this session, and the speakers included **Marrie Groeneveld**, Advisor to the Board and CCO – SkyCell AG, **Ravi Kumar Tummalapalli**, MD – India-va-Q-tec, **Fabrice Panza**, Manager Global Cold Chain Solutions at Etihad Cargo, **Ankit Jhanwar**, Vice President Pluss Advanced Technologies Pvt. Ltd., and **Jesal Doshi**, Deputy CEO, B Medical Systems.

In the final session of the CCUB 2022 has taken up panel discussion on "Control Tower – Supply Chain of the Future".

Satish Lakkaraju acted as moderator for this session. The speakers who participated in the discussion included **Saurabh Kumar**, CEO, GMR Cargo, Hyderabad, **Kiran Gubba**, CEO, Gubba Cold Storage, **V Krishnakumar**, Global COO, WIZ Freight, and **M Riaz Ahmed**, Vice President & Head Supply Chain – Granules India Limited. 