

» from
factory
» to
dealer

India Connecting with the Global Marketplace

»» Supporting the automotive export growth

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December 4th 2009

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LOGISTICS

Agenda

- ❖ **How can we work toward supporting the increase of exports**
- ❖ **Facilities**
 - RoRo Terminal capacity and operational performance needs a sense of urgency
- ❖ **Collaboration**
 - An evolution from traditional 2PL set-ups to 3PL support with Global LSPs will help both in India and abroad

This is Wallenius Wilhelmsen Logistics:

A global offering covering the entire outbound logistics value chain

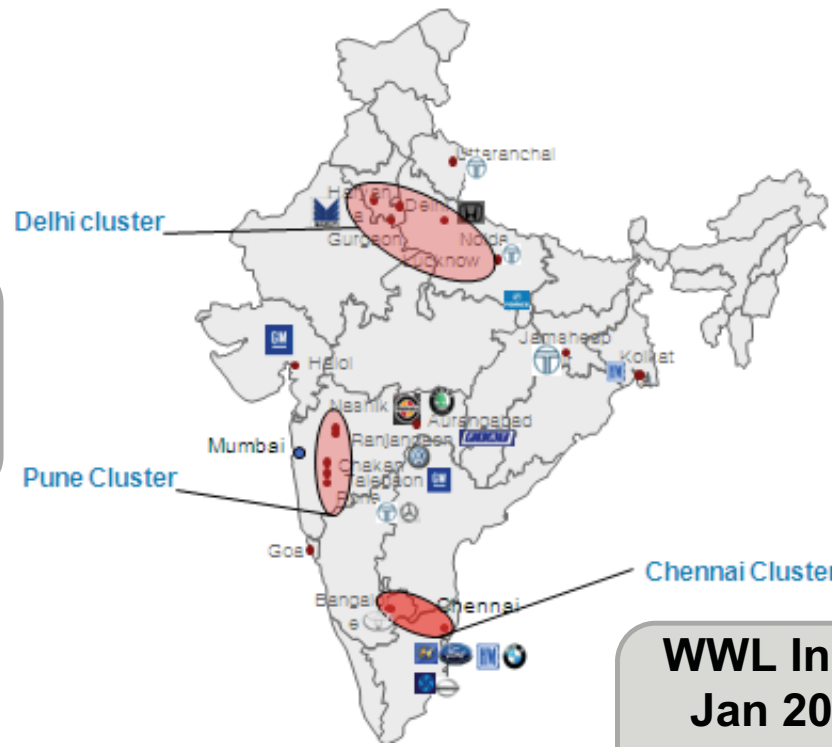


This is Wallenius Wilhelmsen Logistics:

With ambitions in India both on our own and with partners

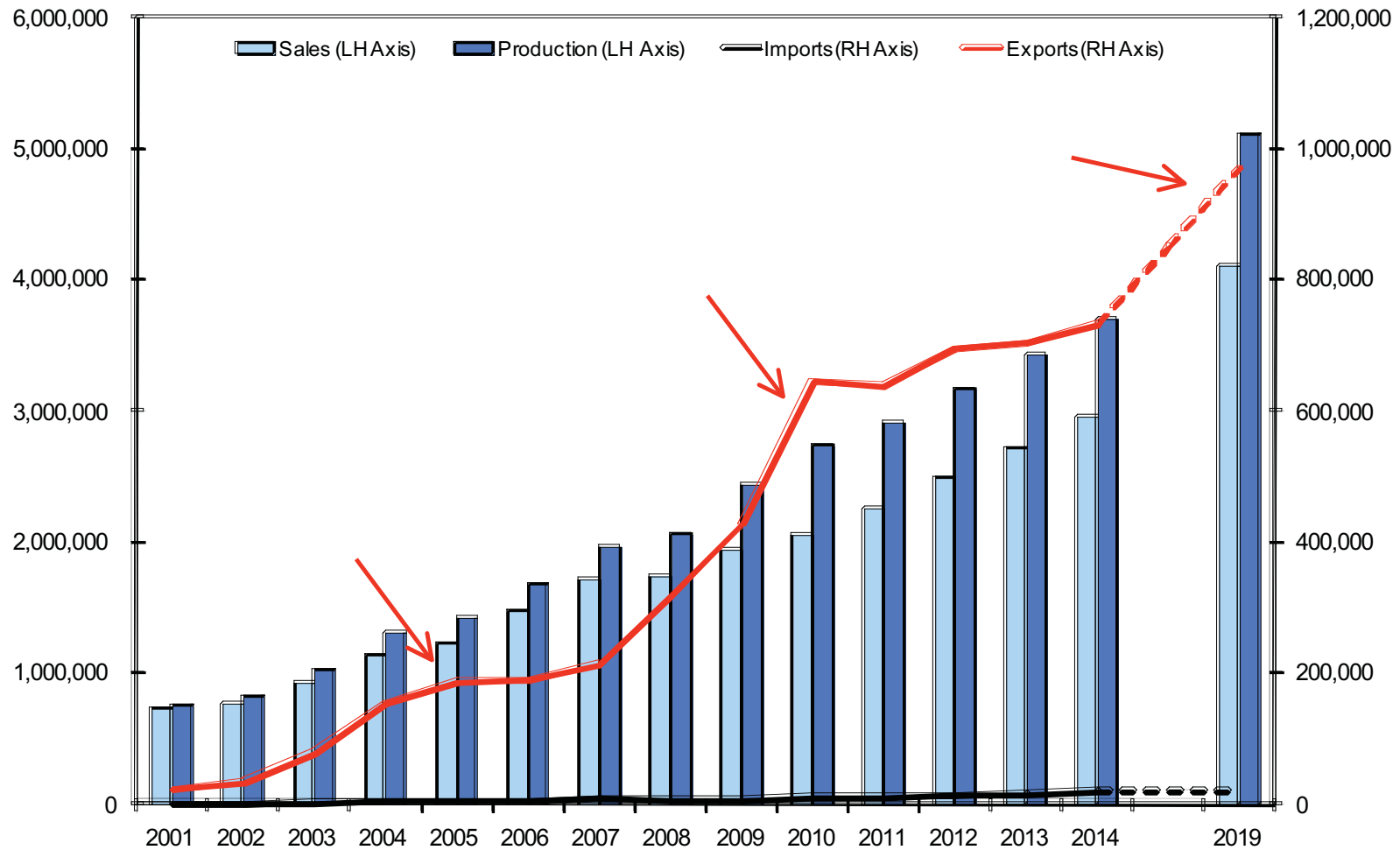


**Rep Office
Established in
Mumbai in
2007**



**WWL India Pvt Ltd: est
Jan 2009 in Chennai
(Terminal and Inland
Services)**

Today we will focus on how to cope with the export increases



Source: WWL Global Market Intelligence;

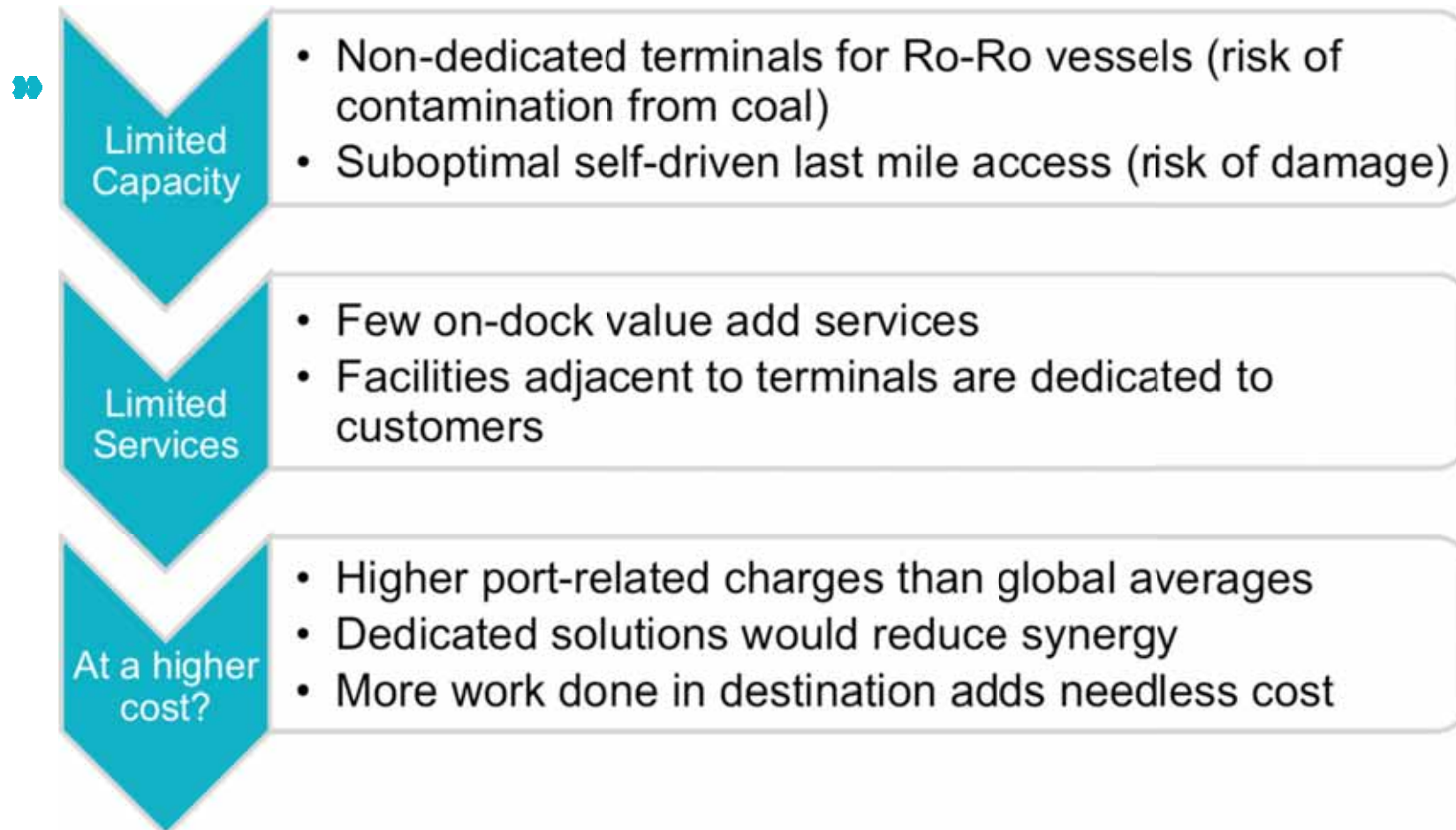
Facilities:

Need for urgent improvements in Ro-Ro Terminals

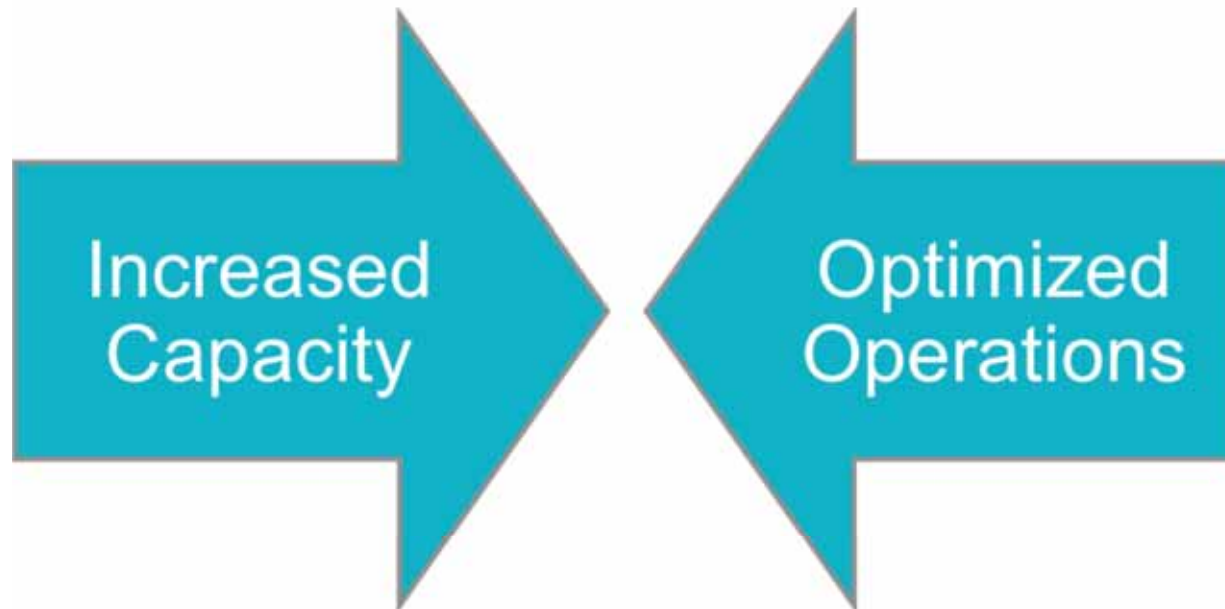
Terminals are critical links in the supply chain, connecting ocean transport and road, rail and short-sea activities.



Ro-Ro terminals are seen as a crucial link in the overall supply chain. Yet we are faced with numerous concerns with infrastructure



This paradox of higher costs when seeking to export cost-efficient units deserves attention



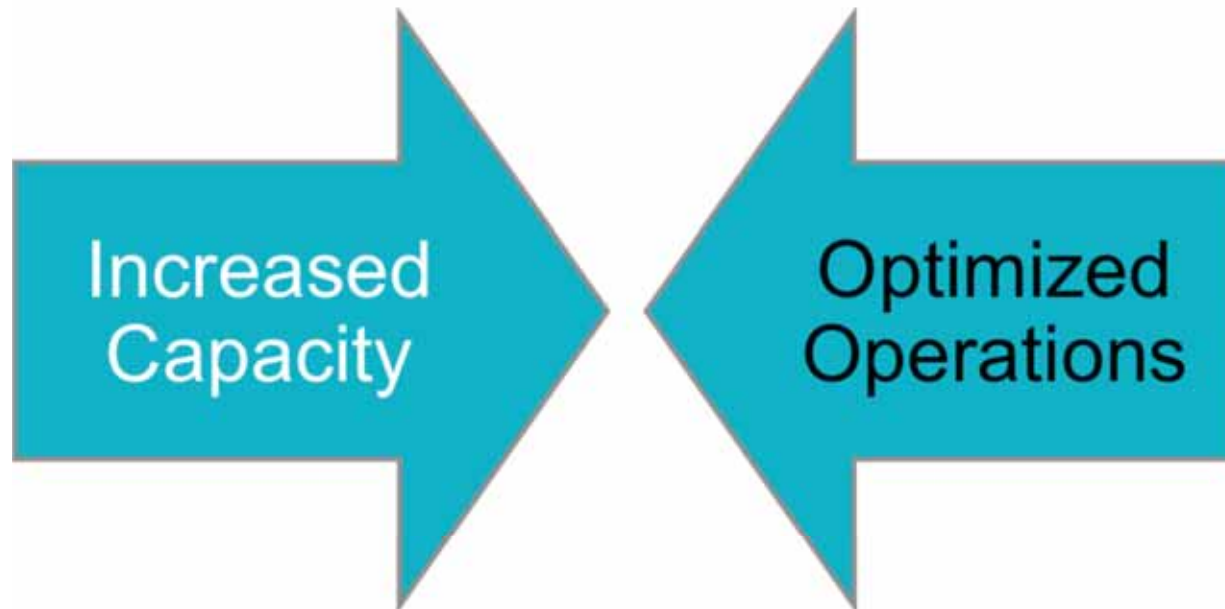
Increased capacity is ideal, but there are many areas we need to consider



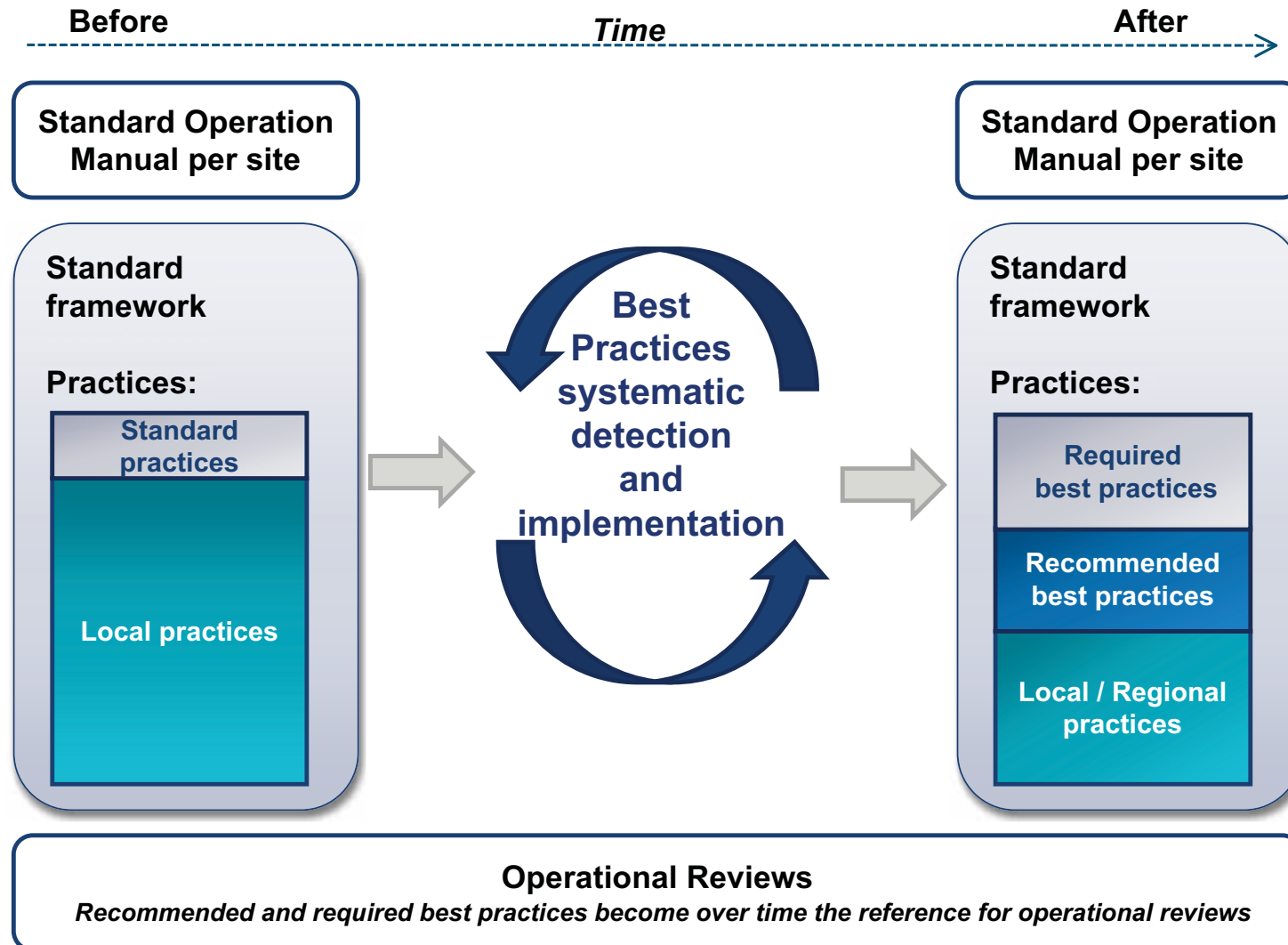
- ✦ **Location**
 - Berth
 - Draft
 - Access to hinterland
- ✦ **Volume forecasts and timelines: extremely challenging**
- ✦ **Buying power of container terminals**
- ✦ **Ensuring that RoRo Terminals remain consolidated (avoid multiple calls which add time and cost)**
- ✦ **Speed from decision to go-live**
- ✦ **Total investment required and how this capital is raised**

Sense of urgency and collaboration required

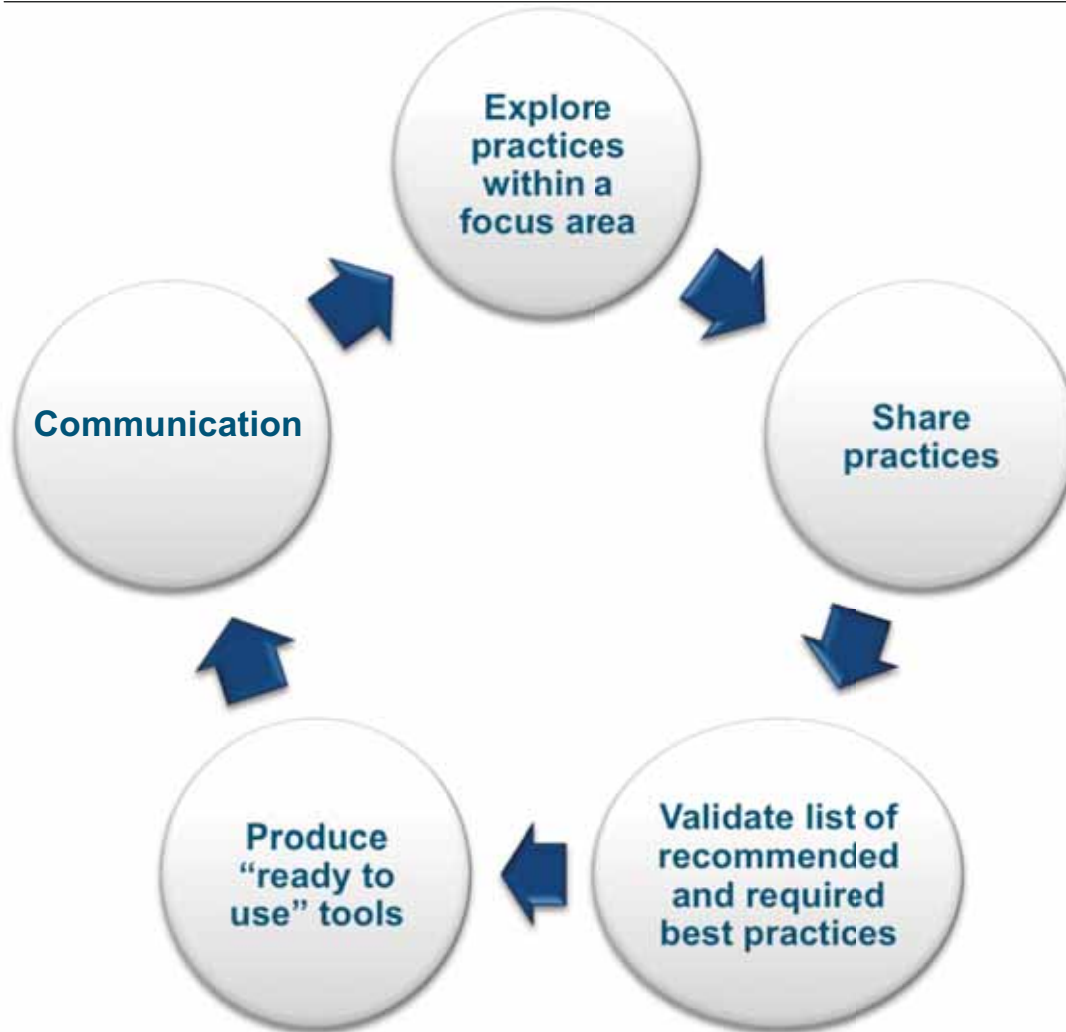
Operational Excellence is something that is achievable within the terminal



How WWL look at implementing best practices is systematic, and recognises global and local expertise



Best practices generation process

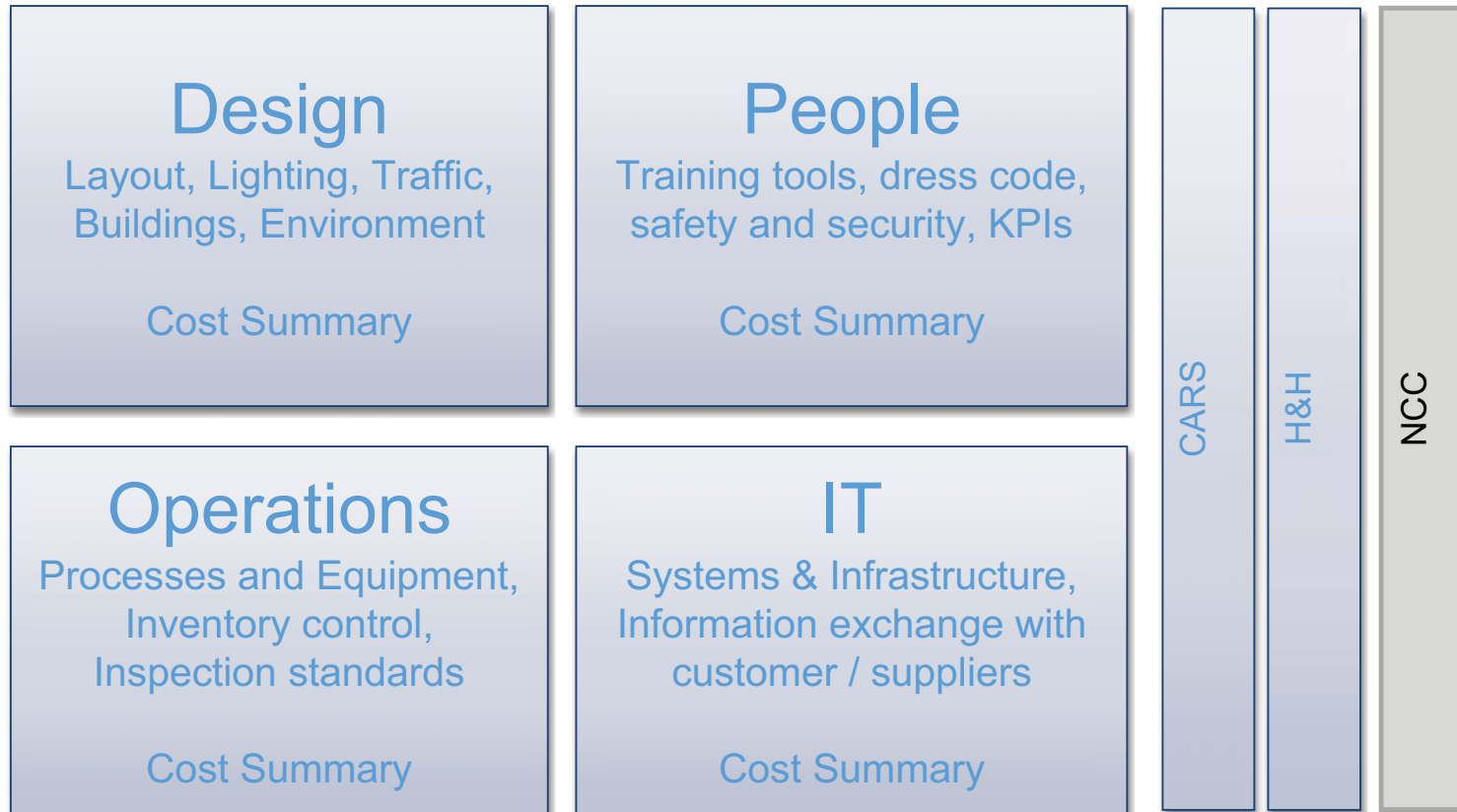


Best Practice Champions
· to explain local practices
· to share with other regions
· to promote
· to follow up on implementation

Regional Product Managers:
· To review recommended and required best practices
· To validate
· Support implementation

Use of communication tools:
· Save cost

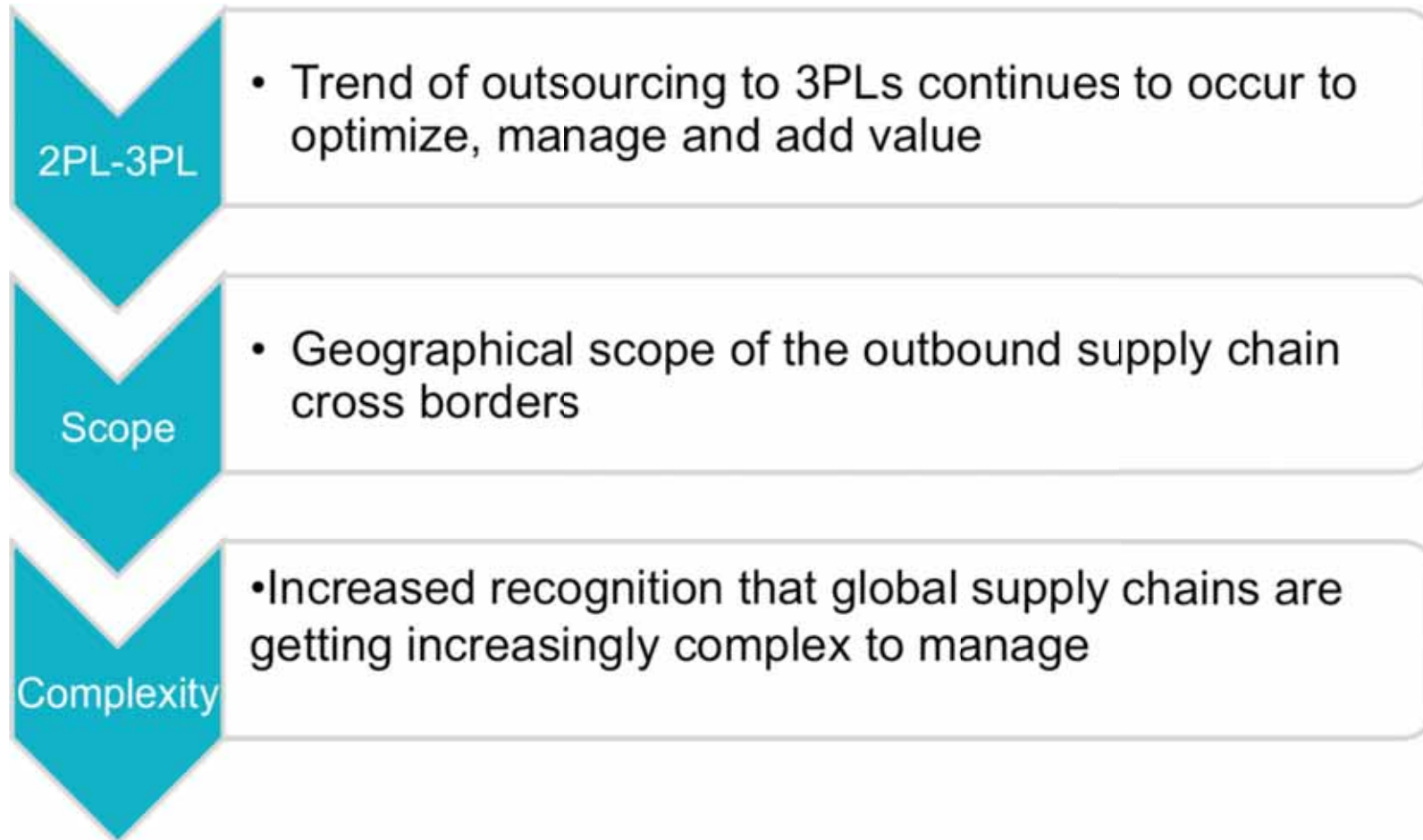
All crucial areas are analyzed and recommendations made with a cost / benefit scenario



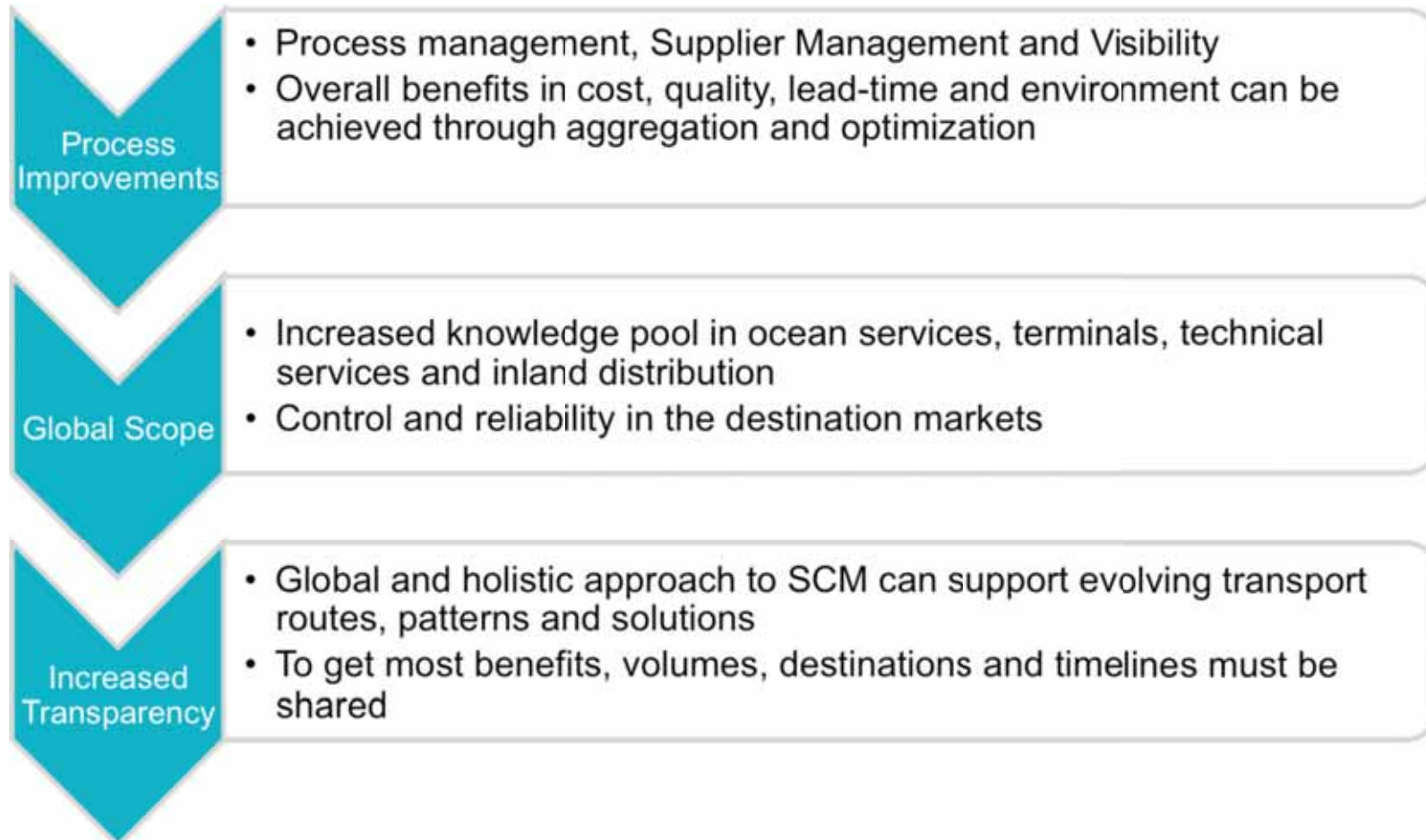
Collaboration:
Working with global LSP's across the supply chain
will support the Indian produced OEMs



The industry has evolved over the past decade in line with global trends



We strongly believe that working together, we will be able to solve common supply chain challenges



» Taking action

– Terminal Improvements

- Joint working sessions to ensure capacity
- Implementation of global best practices to lower costs
- Sense of urgency required

– Collaboration with LSPs

- Working with LSPs to focus on an efficient and optimized chain of logistics for exports



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