



**Manoj Singh**

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*Initiatives like the 'GMAX - Airport Cargo Community platform' at MIAL have catapulted India's position to world Number 6 in building e-Freight capability across Logistics Industry.*

**Mr. Manoj Singh- SVP & Head-Cargo Operations - MIAL** is a man on a mission to ensure "Ease of Doing Business" for its cargo industry trade partners. Speaking with the CRUX correspondent, he shares key highlights from his "Successful journey in Making of India's first Airport Cargo Community System- GMAX.

Q

**Fast and reliable air cargo information systems are becoming indispensable for international airports. How is MIAL equipped on overall use of technologies and what is its Technology adoption at user level?**

A

Mumbai International Airport Limited (MIAL) has always believed in adopting state of the art business practices in order to ensure smooth and efficient functioning of the airport operations. This is not just limited to the passenger services but also includes the entire trader community that take the cargo services. It has adopted the best system of functioning for faster and error free processing of cargo.

MIAL has invariably been at the forefront in terms of technology adoption in cargo processing. It is the first airport in India to have introduced Cargo Management System in Cargo Operations in the year 2009. The distinctive Mumbai cargo community system is also the pioneer of e-reception in the country. These latest systems become essential considering the massive quantum of cargo that is processed daily at the airport in an efficient manner. MIAL along with Kale Logistics has made it possible to revolutionize the trade practices irrespective of the geographical locations with GMAX.

Q

**GMAX- as we know is India's and probably world's first Airport Cargo Community System. How did this vision take shape? Who all were involved?**

A

Mumbai's air cargo terminal holds the market leading position in Indian airports with the second highest air cargo throughout handled to the tune of over 0.6 million metric tons per annum. This involved a complex business system including the customers (traders), cargo operators, cargo airlines and other stakeholders.

As mentioned above MIAL has always believed in adopting the best practices to serve in a better way. With the focus of maintaining a market leading position in the Indian air cargo industry, MIAL has adopted some revolutionary practices in the cargo industry. In a bid to foster better communication and effective dissemination of information to trade partners, MIAL along with its strategic IT partner Kale Logistics launched India's first air cargo community portal 'GMAX-GVK MIAL Air Xchange' in December 2013. The project which commenced in early 2013, offers an integrated electronic communication platform and a central base for data sharing with MIAL's trade partners. We were already using Kale's GALAXY- Airport Cargo Management system, which helped us comply with Industry standards & norms pertaining to e-freight. This has been of immense help to all the stakeholders thereby saving time and simplifying the complex system of transporting cargo to multiple destinations.

Q

**How has the journey been, especially after initial trade resistance to this technology. What is the current uptake on GMAX? How is it benefiting the Trade?**

A

Any Industry Change is initially resisted. However, we believe for Technology to Transform the way we work, certain new systems, processes and regulations have to be practiced. The community now understands the real-benefits that GMAX presents. The platform is bringing all the participants in the air cargo supply chain (Shipper to Consignee) under one roof enabling them to exchange information and documents electronically. The GMAX platform has put an end to the current manual processes, multiple data entries and improved transparency in the supply chain. The resultant efficiency is in turn providing tangible savings in both time and money. Currently, there are 1500+ organisations on GMAX and we have successfully processed 800000+ EDI transactions.





**Q**

**How has the journey been, especially after initial trade resistance to this technology. What is the current uptake on GMAX? How is it benefiting the Trade?**

**A**

At the outset, any industry reform is resisted. However, for technology to metamorphosize the way we function, certain new systems, processes and regulations must be mandated. In case of MIAL, adoption of new technology has been a smooth affair. After incorporating the newer technology and its practices, the functioning of cargo segment at MIAL has been much easier and faster. The new cargo portal GMAX has been easily adopted by all the stakeholders. The community now comprehends the real-benefits that GMAX presents. The platform is congregating all the participants in the air cargo supply chain (Shipper to Consignee) under one roof enabling them to exchange information and documents electronically. Further, GMAX has eradicated the manual processes, multiple data entries and improved transparency in the supply chain. The resultant efficiency is in turn providing tangible savings in both time and money. Currently, there are 1500+ organizations on GMAX and we have successfully processed 800000+ EDI transactions.

All this has been possible due to the efficient infrastructure provided by MIAL to adopt the latest digital practices that save on time and ensure better and faster services.

**Q**

**After the successful roll out of GMAX platform, came the GMAX mobile APP. Is the Industry ready for such technology? Are the stakeholders really using it? Can you share some figures to extrapolate the same?**

**A**

In current day and age, using latest technology is no more an option, but an essential requirement for any business to thrive. With the surging trend of e-commerce & m-commerce, there remains no room for obsolete business practices thus fortifying and preparing the industry for revolution. The Mumbai Airport that boasts of a state of the art structure along with latest infrastructure has all the mediums to adopt the newest technology. After incorporating the GMAX platform for the cargo operations, the GMAX user community has responded well to the mobile app. There have been several downloads and the users have given GMAX mobile app a rating of 4.5 Star. Most of the cargo from Mumbai is routed through GMAX realizing our dream of a connected & e-Freight Compliant Airport cargo community.

**Q**

**What can the trade expect next from GMAX?**

**A**

The GMAX platform has catapulted India's position to world Number 6 in building e-Freight capability across the Logistics Industry. MIAL has been the first Airport to attain 100% EDI for two key European carriers in addition to being the first to launch a Cargo Mobile App for our Airport Community. Clearly, at MIAL we have always adopted world class technologies & practices to serve our trade partners with faster, superior & round the clock service for their Cargo Handling at Mumbai Airport. We are also open to adopt the latest practices and trends that benefit the consumer. In the days to come MIAL along with GMAX will be open to follow all the trade practices that are of help to the traders.

