



Editorial



## New Day. New Month. New Year and New Dreams

We are welcoming new year with New Dreams. Never ending Dreams that as Frontline Logistics, we will become preferred

service provider, continuing or surpassing our dear customers expectations, with quality as defined and measured instrument throughout. We believe in Teamwork, makes Dream work! We welcome the new year, with a determination to explore into new products as well conquer new territories. It is 16 years since birth of Frontline Logistics, which started as a Logistics Business, today grown into diversified field such as, Hospitality, Ayurveda, Convention Centre, Logistics Academy, Restaurants, Real Estate & many more. With the growth of business, joy of giving employment to so many who have become part of Frontline Logistics Family is a cherished goal to our Management. Welcome to our world of Frontline Group. Welcome to new year 2025. Welcome to read our activities of the past three months. Welcome to 11 years of Footprints.

Dr. Vivian Castelino Ph.D  
Chief Operating Officer (COO)  
Head of Executive Board

**In Men's Dominating Logistics world, we have empowerment of Women, creating their own Signature**



In the field of Logistics, it is understood to be dominated by Men. Uncommon that Ladies, take care of corporate Operations responsibility. But not so with Frontline Logistics, Kuwait.

Our Kuwait branch senior supervisor, Ms Lubna Moidu, is one of the talented Colleague, handled a corporate client of the Group for over half decade by dedicated service involving Sea / Land movements to GCC and neighbouring countries, having continued movement of fleets and equipment's.

In a specific Project that was awarded to Frontline Logistics, Kuwait in the month of



October 2024, It was over 50 trailers been moved in a time span of 20 days, fulfilling the requirements of the client to have all requisites of safety measures for the truck & commodity. Besides addressing the big challenge of trucks availability in this part of GCC . Perfect truck drivers' orientation, is a real task especially for this MNC client, which was taken up with its required merit & the mission was accomplished with the seriousness it deserves within the time specified by our customer. Yes , Ms. Lubna was ably supported by real ground support from Operations team under Sakeer Hussain. Team work made it happen & this needs to be highlighted as our client was satisfied, once again with the professional service standards offered by Frontline Logistics, Kuwait.

Ms. Lubna also handles Management queries as well as office admin activities & been with the group for the past 8 years & going strong with her commitment.

## Qatar Office National Day Celebration



To celebrate Qatar National Day, our FLG Qatar team teamed up on the 18th of December with the talented designers and engineers from Insight for a fun celebration! We decorated our office with vibrant Qatar national flags, dressed in our best white outfits, enjoyed some delicious cake, and wrapped up the day with a memorable photo session. It was a wonderful time for all.



## Frontline Family's Munnar Adventure



On November 29th, the Frontline family set off on an unforgettable trip to Munnar. We started with a peaceful visit to the Botanical Garden, explored the scenic tea plantations, and admired the beauty of Mattupetty Dam. By evening, we arrived at Mystify Garden Resort, where we enjoyed a lively campfire, rain dance, pool time, grilling, and fun games.

On the 30th, we returned to Kochi and ended the trip with a vibrant DJ party aboard a ship at Marine Drive. The journey was filled with fun, laughter, and memories that strengthened our bond as a team!

## Logistics and the Critical (Various C's) Factors Governing Its Operations



In the logistics and forwarding business, several critical factors-often referred to as the important C's-play a pivotal role in governing operations and ensuring success. These C's address key aspects of supply chain

management, enhancing efficiency, and maintaining customer satisfaction. Below are the essential "C" factors that govern logistics:

**1. Cost:** Managing costs is a top priority in logistics and forwarding. Companies strive to optimize expenses, including transportation, warehousing, and customs handling, to remain competitive and profitable.

**Key Considerations:** Freight charges (air, sea, road, or rail). Packaging, storage, and distribution costs. Fuel prices and handling fees.

### 2. Customer Service

Delivering excellent customer service is essential for building long-term relationships.

Timely communication, real-time tracking, and efficient problem resolution enhance the customer experience.

**Key Considerations:**

On-time delivery.

Transparency in operations, enabling customers to monitor their shipment details online.

Responsiveness to queries and concerns.

### 3. Compliance

The logistics industry is heavily regulated.

Adhering to international, regional, and local laws ensures smooth operations and helps avoid penalties or delays.

#### 4. Capacity

Capacity management involves ensuring the availability of resources, such as vehicles, containers, and storage space, to meet customer demands efficiently.

Key Considerations: Adequate transport and warehousing options.

Flexibility to handle peak demand or unexpected surges.

Collaborative partnerships with carriers and suppliers.

#### 5. Connectivity

Strong global and local connectivity ensures smooth coordination across the supply chain. Technology and partnerships are vital to achieving this.

Key Considerations: Digital platforms for real-time tracking and communication.

Strategic partnerships with freight forwarders and logistics providers, ensuring better connectivity and competitive pricing.

Seamless integration across transportation modes.

#### 6. Communication

Clear and effective communication is critical for managing complex supply chains. It ensures all stakeholders remain aligned and informed throughout the process.

Key Considerations:

Proactive updates on shipment status.

Accurate and timely documentation.

Coordination between shippers, carriers, and receivers.

#### Conclusion:

By focusing on these C's, businesses in the logistics and forwarding industry can enhance their efficiency, ensure compliance, and deliver superior customer satisfaction while staying competitive in the global market.

S. Gurumurthy

Chief Audit Officer

## Prestigious Asset, a whopping 1650 Ton Crawler Crane of NBTC movement by BAS team



Famously known as BAS team, comprising of our senior most colleagues at Frontline Logistics

Office, Kuwait, Mr Babuji & Mr Savio, gained a project movement of 1650 ton Crawler crane, to move through overland from Jubail, KSA to Al Ruwais, Abu Dhabi, UAE. Total trailers units were, 51 under single document to move as one lot with few units weighing 80 to 100 tons, requiring various type of trucks such as Loy Beds, Special Low Beds, open trucks, as well array of trucks.

Whole exercise was conducted in less than 40 hours, with never ending shift was a challenge given the rough terrain at the origin. But it's the speciality of Babuji & Savio with their operations team, to cross the hurdle, with their expertise including the addressal Documentation.

## Goodbye to Mr. Mohammed Nizar from Frontline Logistics, Kuwait



It is with mixed emotions that we bid farewell to Mr. Mohammed Nizar, who has been a valuable member of our Kuwait team, since 2012, as he decided to retire from Service Life. As he decided to step down, from his Executive, Business development role, as of 19th September 2024, we celebrate the tremendous impact he had during his time at Frontline Logistics. His persistence, creativity, and determination have been the key in expanding our client base and driving growth in the Procurement Division. He was instrumental in driving new business opportunities, and forging valuable partnerships, enhancing our presence in the logistics & supply chain industry.

## Diwali celebration at BEO



Our Frontline family came together to celebrate the spirit of Diwali and the heritage of Kerala Piravi in a vibrant mix of lights, traditions, and unity 31 of Oct 2024. From colorful performances to festive activities, every moment was a joyful reminder of our cultural roots and togetherness.



## Congratulations to Thasni Mol T.



We are delighted to announce that Thasni Mol T has reached a remarkable milestone by securing the 3rd rank in M.Com at Calicut University. As an Accounts Assistant in our Accounts Department, Thasni has consistently demonstrated dedication in her role, and this academic success is a testament to her commitment to excellence beyond the workplace.

Thasni Mol T, the proud daughter of Mr. Abdul Majeed T, has shown exceptional performance in her M.Com studies, reflecting her drive to deepen her knowledge and expertise. These qualities not only benefit her but also enhance our organization by bringing fresh insights and strengthened skills to our team, supporting our shared growth and success.

In recognition of her dedication and hard work, both academically and professionally, Thasni was awarded by the management during a recent event. Her success inspires us all, reminding us of the value of lifelong learning and the rewards that come from perseverance.

## Frontline Logistics' Dubai team celebrated Christmas



The celebrations were filled with joy and fun on the 19th of December. After cutting the Christmas cake, the team exchanged Secret Santa gifts and enjoyed a delicious meal before concluding the festivities. Christmas is a special occasion that truly comes alive through the act of sharing and caring. It was a heartwarming and memorable day that brought the team closer together and reminded them of the true spirit of Christmas.

## Wedding bells



On 25th November 2024, Sachin Karthikeyan, our Executive – Business Development from Bahrain office embarked on his matrimonial journey with Athira. The ceremony took place at the Crown Auditorium in Kayamkulam. Family, friends & relatives attended this event and Blessed newly wed couple.