

# MJ rocks



MJ Logistics Ltd, a leading 3PL solutions provider, expanded from managing 3,25,000 sq. ft in 2004 to over 1 million sq. ft of warehousing in 2009

*By Subhash Raturi*

As the recent CRISIL study has predicted that the implementation of automation systems, and 3PL is the way ahead for the Indian logistics training. The importance and intentions of the industry, so it seems that the M J Logistics Ltd (MJ), a leading third party logistics (3PL) solutions provider, is poised to touch the new horizons of the third party logistics (3PL) sector of India. MJ provides expert logistics management resources to meet its clients' challenges. The company is eyeing to lead the north Indian marketplace in delivering quality logistic services by strategic use of resources, development and

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company can be gauged by the fact that Eredene Capital Plc, UK, a self-managed investment company which invests in high quality real estate & infrastructure projects in India, has already taken a majority stake in the company. It has invested USD 20 million in MJ. Eredene trades on the Alternative Investment Market (AIM) of the London Stock Exchange.

MJ traces its origins to 1993, when the company started



providing quality warehousing and distribution services, operating mainly out of own properties in Mandoli (Delhi). With the growth of the 3PL industry in India, MJ expanded from managing 3,25,000 sq. ft in 2004 to over 1 million sq. ft of warehousing in 2009, with the capability to provide integrated cold chain enabled logistics services across various sectors. The company manages over 5,000 vehicle transactions a month and has a strong presence in Delhi NCR, and operations in Haryana, Punjab, Himachal Pradesh, and Uttarakhand.

The company has been serving the customers like Bosch, Colgate Palmolive, ITC, Philips, RFCL, Kwality Walls, Coca Cola, MICO, and Kirloskar for long. The company specialises in dry & cold warehousing, primary, secondary and last mile distribution / consolidation solutions, providing IT support and value added services like kitting, repackaging, statutory compliance etcetera. The company offers innovative pricing model: pay as per use. The customers only pay for what they use, for the time they use means no upfront spending from customer side. MJ offers integrated logistics solutions like storage, transportation, distribution and cold chain management to customers in various sectors with a special focus on delivering the critical 'last mile'.

MJ has designed and executed innovative customer-centric supply chain solutions that address the logistical challenges and issues faced by the customers. MJ's hall mark has been its distinctive strategic benefits offered to customers like dry and cold logistics services under one roof, reduced cycle time, web based IT support, standardised environment, improved stock accuracy. This is combined with providing operational excellence like flexibility, scalability and access to local know-how. The commitment to delivering the critical 'last mile' for its customers has enabled MJ to post a turnover of Rs 100 million in 2007 - 08.

The company is creating about a million square feet of state of the art, fully equipped multi-user logistics centres in Palwal (Haryana), Haridwar

## Man behind the success

Anil Arora, the promoter of MJLSL is a second-generation entrepreneur who has transformed his family run warehousing business into a forward-looking 3PL company. His extensive hands-on experience of over 15 years is responsible for the elevated position that MJ holds today in the logistics industry. In the logistics business for over a decade Anil has reinvented his business to keep pace with the fast changing dynamics of the logistics business and be valuable to clients. Anil looks into strategy development, business development and operation functions at MJLSL.



**Anil Arora,  
Founder and  
Managing Director,  
MJ Logistics**

(Uttarakhand) and near Zirakpur (Punjab) in 'hub and spoke' model. These centres will enable the company to service the entire north Indian production/consumptions centres on seamless basis. There is no upfront capital investment from customer's end as the company has already invested in the infrastructure.

The facility at Palwal is 21 acres in size and located on the NH-2(Golden Quadrilateral) adjacent to the dedicated freight corridor running from Mumbai to Dadri. In the first phase, MJ has built nearly 200,000 sq ft, fully racked, mechanised and IT enabled multi-user warehousing.

The ultra modern facility is equipped with best in class infrastructure like high bay pallet racking, modern material handling equipment, efficient dock levellers and dock doors, cold store environment, full power back up with dedicated gensets, adequate internal and external lighting, best in class surveillance, access control, fire detection and fire fighting systems, planned storm water drainage and rain water harvesting systems,

