

## Editorial



### We all have Dreams..

But in order to make dreams come into reality, it takes an awful lot of determination, dedication, self-discipline, and effort.

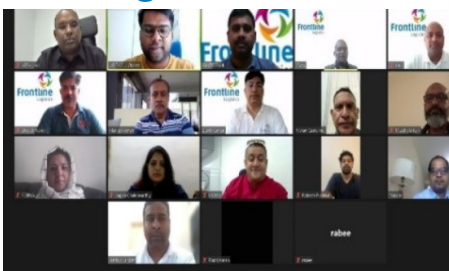
Adding to that, come Covid-19 situation and challenges that have thus arisen, it would need herculean efforts, to swim against the tide, to stay aloft in the commercial current that has stormed in business Ocean.

That is what, Frontline Logistics has tried to target since the inception of Covid-19 with simple slogan which is shared with each and every one of our colleagues, "survive and revive". We are glad that, our commitment to the cause has given rewards and as we are venturing out of Covid-19 clutches, ample indications are there, revival is indeed what is happening at the moment in our business world. Many activities that were paused now are under revival - be it five star Ayurvedic facility in Kerala catering for the requirements of our overseas clients and our much awaited convention centre, catering for over 2000 plus guests, which should be completed within the next quarter.

With these positives, I am delighted to share the events as happened within our organisation since past there months. Happy reading.

Vivian Castelino  
Regional Director

## Frontline Logistics 1st Q, 2022 Regional Conference



1st Q, 2022 Virtual regional conference of Frontline Logistics was held between 6th to 8th May 2022. Such conferences are conducted once in 3 months, where, Directors, Branch Heads, and Executive Board members, meet to discuss business strategies to take forward our business. During such conferences all our team heads will get an opportunity to show their performance of the past three months, with power point presentation of future business plans.

Meeting started on 6th May, at 09:30 hours Dubai time, with opening remarks from MD and RD followed by presentation from BEO, FEO, Finance Team and EB. Conclusion was on 8th May, at 17:00 hours. Dubai time, with GFM announcing the net yield results of individual offices as well Group for the first Q.

## Frontline Logistics Group inaugurated its 23rd office in the region at Abu Dhabi, UAE.



Frontline Logistics Group inaugurated its 23rd office in the region at Abu Dhabi, the Capital city of UAE. The soft opening was held on 27th April 2022, at 14:00 hours. Managing Director, Mr. B P Nassar & Regional Director, Mr. Vivian Castelino along with Branch Head, Mr. Riaz Usman inaugurated the new office at Mussafah, Abu Dhabi.



"It's our constant endeavor to extend the unlimited services to our clients, with an aim to provide best logistics services", B P Nassar mentioned in his inaugural speech.



Dubai Branch Head, Mr Haris Jabbar, Lebanon Branch Head, Mr Hari Baskar, Nagabhushan, Manager - Supply chain, Mr Muneesh - Accounts Supervisor, along with other colleagues, well wishers and relatives attended the function.

## Frontline Logistics Group attending 4th Neptune Network Conference in Dubai.



Frontline Logistics Group attended Neptune Cargo Network 4th Partnership Meeting which was held between 11th May to 14th May 2022 at Grand Hyatt, Dubai, UAE. Conference was attended by MD – BP Nassar, RD – Vivian Castelino, Group Console Manager – Sakthan Nair, BDM – Sudha Nair, Console Manager, Jebel Ali – Hari Baskar and BDM (Console) – Bibin Thomas.



Frontline Logistics Group was the Diamond Sponsors of the conference. As such, we were also invited to participate in the ribbon-cutting ceremony of the opening event, which provided an opportunity to give a video presentation of 15 minutes whereby, we could explain over to



the 200 delegates regarding our offices spread over 23 branches across ten countries. It was also an opportunity for us to meet around 150 worldwide delegates face to face, representing NVOCC and Console business and conclude many businesses.



## Iftar Gathering in Frontline Logistics Offices.



Holy month of Ramadan is considered as month of devotion, fasting, charity-giving and self-accountability. Frontline Logistics teams in different countries gathered for Iftar along with customers and friends. The event was significant, since such gathering could happen after a gap of two years due to Covid-19 pandemic.

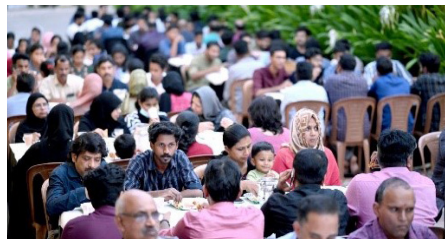
Frontline Logistics, Kuwait office had its Iftar gathering on 10th of April 2022 at Rajadhani Palace. Director Musthafa Kari, General Manager - Chandra Mouli along with colleagues and their families and well wishers attended the event.



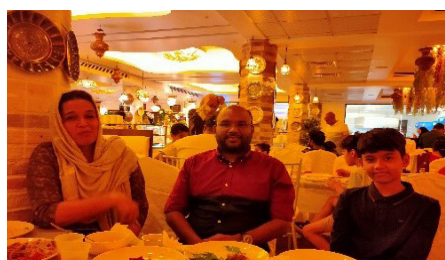
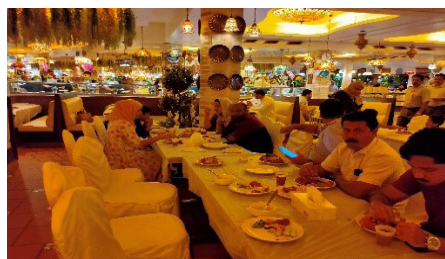
Frontline Logistics, Dubai office, Iftar event was on 22nd April 2022 at Dubai Creek Residency. MD – BP Nassar, RD – Vivian Castelino and Country Head Haris Jabbar addressed the gathering of around 200 guests.



The Back End Office Team in Kerala, India, gathered with 100 plus staff along with Frontline Academy faculty team and students for Iftar event on 22nd April which was held at Kiliyil Plaza, Eramnagalam. The event was graced by BEO director – Febina VM, Group HR – Sunil Kumar, Group Finance – Guru, Group Auditor – Ginto and Academy Dean Mujeeb Rehman.



Likewise Bahrain Frontline Logistics office celebrated its Iftar on 19th April 2022 at Marmaris Restaurant, Manama with the Managers, Staff and their Families. The function was addressed by director Afsal Ali.



Our Qatar, KSA and Oman offices too celebrated Iftar 2022 in their respective places. The excitement and happiness prevailed in the air with the gratitude to the almighty for giving all of us an opportunity, after a gap of two years, which made Ramadan 2022 a memorable one filled with energy and hope.



## LCL Consolidation Smart way to Move Cargo.

As all of you from the industry know, the term LCL means “Less than container load”. Once the customer decides to move their general cargo by ocean freight, there are two options to proceed. The first one is FCL (Full Container Load) where the customer has to bear the total shipping cost of a full container in order to utilize the entire space. The second option comes when the customer wants to move their goods in smaller quantities. Since there is not sufficient load to book a full container, customers can choose to move as LCL where they have to pay freight charges only for the space they utilize in a container calculated at CBM or weight whichever is higher. Since it is very cost-effective compared to FCL & air freight, and still be transported safely, it is considered the smartway of moving freight especially for small to medium traders.

Considering that there are multiple customers whose freight is collected and loaded in the same container, it is also known as Groupage.

We, at Frontline Logistics, do provide LCL consolidation services to all our customers through our centralised consolidation hub- Jebel Ali Free Zone and handle an average of 150 teu's per month. We have weekly import consol boxes coming from China,



Singapore, Thailand, Taiwan, Cambodia, Bangladesh, India, Turkey, Italy, Germany, Netherlands, UK & USA.

Similarly, we do have weekly export consol services going to Kuwait, Bahrain, Oman, Qatar, KSA, India, Pakistan, Lebanon & Iraq. With our mixed blend of staff strength starting from 45+ years of veterans to young junior start up staff, we are capable of offering direct, cost-efficient, speedy & timely services with regular milestone updates on every stage of movement of cargo. This gives our customers feel that Frontline Logistics is their right choice with our Mission, “Services Unlimited”.

**Hari Baskar**  
Manager – Jebel Ali