

John Keells Logistics

John Keells Logistics Lanka (Pvt) Limited
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Announcing the new John Keells Logistics brand

John Keells Holdings PLC (JKH) announced the integration of the logistics businesses of the Transportation Group under a single John Keells Logistics brand. As a part of the re-branding strategy Mack International Freight (Pvt) Ltd., a wholly owned subsidiary of JKH, will now be known as John Keells Logistics Lanka (Pvt) Ltd.

The common brand indicates an evolution from a loosely connected group of companies to an integrated logistics group reflecting a single face to the customer. Broadly providing International and Regional Sea, Air, Multi-modal and Project Cargo Logistics under a Global Forwarding vertical and Supply Chain Management (SCM) and Third Party Logistics (3PL) services under a Global SCM vertical, John Keells Logistics gives Customers access to a full range of logistics products and services across the entire supply chain. The brand also carries with it the strength, integrity and financial stability of the John Keells Group.

Global Forwarding - this transformation commenced in 2008 when JKH acquired full ownership of their shipping and logistics joint venture Company in India. First established in 2000 and now operating as John Keells Logistics India (Pvt) Limited, the company has 8 owned offices in Delhi, Mumbai, Chennai, Bangalore, Cochin, Coimbatore, Tuticorin and Goa with representative office in all other major cities. Handling the full range of import and export, ocean, air, multi-modal and project cargo logistics, the company is recording steady growth in an extremely competitive environment.

Complementing this strength in the sub-continent, John Keells Logistics Lanka (Pvt) (formerly Mack International Freight), a pioneer in the Sri Lankan freight forwarding industry, operates in Sri Lanka and the Maldives and provides Local Businesses and MNC's with the same full range of International services. With a 30 year history of excellence in International Freight Forwarding, John Keells Logistics Lanka is a member of the Sri Lanka Freight Forwarders Association (SLFFA), the International Air Transport Association (IATA) and the International Federation of Freight Forwarders Associations (FIATA). This experience and professionalism was highlighted in a recent communication from Marco Sangaletti, Director General of FIATA, congratulating the company on its 25 years of membership in FIATA, where he commented, "In these days of constant change, such a long period of membership cannot be taken for granted..." and "...we would like to take the opportunity to express our gratitude for your loyalty and co-operation...and hope that our business relationship remains as professional and fruitful as it has been..."

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John Keells Logistics' global network covers all major markets and specializes in providing flexible logistics capabilities to meet the most demanding Customer needs. Maintaining international standards and competencies and managing key transportation and cross-border risks in conformity with global norms and best practices, the company's solutions are developed internally and in partnership with correspondents and include; customs brokerage, air cargo, ocean cargo and specialized offerings including perishable, temperature controlled and hazardous cargo handling, project cargo, fairs and exhibitions, aerospace logistics and marine parts logistics.

Global SCM - the supply chain management and 3rd party logistics (3PL) vertical, is handled by John Keells Logistics (Pvt) Limited, incorporated in November 2006. Aiming to provide 3PL services to both domestic and regional clients; John Keells Logistics employs a modern, best in class Warehouse Management System, "Red Prairie", currently in use by several global service providers and MNC's around the world, state of the art Material Handling Equipment and racking and other innovative IT based practices and offerings to ensure optimized productivity and efficient inventory management and control. John Keells Logistics also provides customized, flexible and cost efficient transportation solutions to their customers, some of which are island wide delivery and return logistics services, fleet and operator management services etc. In addition to offering these core logistics services, John Keells Logistics differentiates its offering through the provision of customised value added services to customers, using both internal resources and if need be, in partnership with external consultants and academia. These value added services include Supply Chain efficacy, design, consultancy and review, warehouse design, packaging and repackaging, reverse logistics and quality assurance.

"Under the John Keells Logistics brand, the Transportation Group of JKH is well placed to take advantage of the significant domestic and regional growth opportunities through innovative and productive value addition in contract logistics and international transportation" said Romesh David, President of the Transportation Group. "Leveraging one, strong consistent brand across the spectrum of markets and services, will further support our presence as a leading full service provider of supply chain and transportation solutions in the region"



A John Keells Group Company

All business is transacted in accordance with the Standard Trading Conditions of the Company

Registered address: 130, Glennie Street, Colombo 02

Company Reg. No. PV 831