



Welcome to the second edition of Town Hall. In this edition, you will get familiar with the vision of CargoFlash and our experts who have created a roadmap for the year 2021. The key element of this year is Quality. Here are the insights from the Town Hall meeting that was held on 9th January, 2021 in which our leaders participated and discussed the important aspect of how to become successful in 2021.

Mr. Jasraj: We have dedicated ourselves for 10 years to build a business. Layer by layer, we have successfully developed a structure that empowers not just us but our clients to make the most of every opportunity. However, in our journey, we unintentionally ignored a couple of things essential in building a high-quality organization, such as ours. Since the air cargo industry depends a lot upon external factors, we learnt that there are two major aspects of it: functional and technical. In order to create a positive environment, both these aspects must have equal importance. At CargoFlash, this is what we should aim to achieve with the support of our team members and highly advanced products. Be it internal or external, we are going to raise the bar with our dedication, hard work and efforts.

A year ago, amidst the pandemic and still trying to understand its challenges, we went ahead with our mission of Zero Defect that has been partially successful. There are many reasons behind this partial success, factors that stopped us from reaching its 100% potential. Though we achieved a relatively satisfactory number of 55-70%, we still wanted that remaining 30% as well. Achieving 100% will need some fundamental changes in our organization along with enhanced focus and operational standards. First and the most important step in this direction is adding new combinations of services to the product along with building a new platform which will be in line with the future of digital expectations in the air cargo ecosystem. Looking towards a promising 2021 and making every effort to make it a successful one, we are giving more importance to quality and adhering to the highest standards only.

Ms Preetha: Quality is what we are aiming for in 2021. Focusing on quality will empower us to framework processes and procedures in such a manner that they will ensure the achievement of all objectives at CargoFlash. In our endeavor, we will focus on adherence to quality to creating solutions that overcome all the expectations while scaling business operations to a new high. To ensure smooth operations at all fronts, we will also be raising the standards of our certification of quality. From now onwards, quality at CargoFlash will not just be a benchmark but a day-to-day way of doing business.

Maintaining quality will transform our internal operations by ensuring maximum utilization of resources and help us review everything and everyone in the system better. It will also increase our competitiveness, improve outcomes and reduce costs drastically. Currently, we have two certifications; one at the CMMI level which is about the procedural standards and the other is the ISO 27001 which is about the information security management system. CMMI has five levels to it and we are currently at the third level. We are aiming to achieve level 4 in the next year. Both these certifications together make us a trustworthy and expert partner for our clients and give us an edge over our competitors.

There are 3 main reasons behind investing in these certifications.

- a) It raises the standards of the organization, makes the whole work process better
- b) It simplifies workforce training, and
- c) It offers more brand value to clients

Certifications make processes and people better and help make the most of every situation and skill. It gives us the competitive advantage over others and fill us with confidence. In 2021, we are going to use the Matrix process to help us know about every individual's performance in the overall system and build a culture of transparency.

Mr. Jasraj: Matrix is a great tool to recognize people's capacity to produce. The assessment will help us understand weaknesses so they could be improved accordingly. Depending upon the results, we will organize specific training sessions to make sure that our workforce gets the best support and opportunities to learn and overcome their inabilities by training under the experts with thorough knowledge and understanding of that specific process.

In addition, there will be special mentorship sessions from experts who will help individuals realise their full potential and things would work out in their favour. Matrix is the first step in the long process of empowering our workforce with the best of skills and teaching them how to use them. This year, we want our workforce to learn better and improve themselves in all the fronts that they are exposed to. We will add more senior leaders to our management which will bring more knowledge, expertise and experience to learn from.

Mr. Gautam: Be it on the product level or individual level, quality is always the most important thing for any organization that wants to be successful. We had recognized quality as a key component in the beginning of 2020 and throughout the year our agenda was to make sure that all our products

can be brought down to zero defect. In my opinion, I believe we have progressed well in this direction. In 2021, we are committing ourselves to our goal of achieving zero defect and improving the standards of quality throughout the organization. In the coming months, we will give you a glimpse of the steps taken in this direction while introducing you to better quality standards as well. 2020 has affected the industry to a large extent and yet it hadn't proved to be a bad year for CargoFlash. As we enter 2021, we are working towards acquiring new accounts and are hopeful to bring many of them onboard in the next few months. All in all, our pipeline for 2021 looks very promising.

Ms Lesley: 2020 proved to be a year full of challenges. Especially communicating with each other and keeping everything working without any physical contact tested our strength as individuals and teams. This year, quality is going to be our key. Also, zero defect is what we all aim to achieve at CargoFlash. It will ensure a better experience that all our clients are looking for and empower us to make our way into the top 5 organizations globally. This will only be possible when we ensure the highest quality in each and everything that we do. Let us all come together in 2021, make it one of the most successful years for us and face every challenge with positivity and confidence.

Mr. Pukhraj: We are leaving no stone unturned to make CargoFlash a strong company in the near future by taking care of all the challenges and concern areas. With each individual by our side, putting his best foot forward, sharing our belief and making the most of his abilities, we believe this task can be achieved. That's why we have decided to have a positive attitude towards work and enhancing your knowledge and skills. Our stakeholders and senior management put their trust in you to deliver the right products to customers and ensure a smooth functioning. Therefore, you are the key, the people who are going to lead the change and build a new CargoFlash, with support from each other. With your efforts and dedication, CargoFlash will be the front runner in a few years taking charge of the air cargo industry and taking it towards a brighter future. Digitization is going to hold all the aces in the game of success and I am sure that together we will create a beneficial future for everyone.

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Mr. Jasraj Chug



Mr. Gautam Mandal



Ms. Lesley



Mr. Pukhraj Chug