

In Conversation with Emiza Supply Chain Services Pvt Ltd



In our exploration of digital logistics, we interviewed Mr. Ajay Rao, Founder and CEO of Emiza, a **leading warehousing and fulfillment company** in India. Emiza offers tech-driven, end-to-end logistics solutions that provide clients with real-time visibility, helping businesses across various industries streamline operations and reduce costs.

Ajay Rao highlighted how Emiza uses **technology as the backbone of its operations** to overcome logistical challenges and enhance efficiency. His insights align with the themes of our digital logistics report, emphasizing the critical role of digitalization in transforming logistics and supply chain management in India. Emiza's current funding round is expected to value the company between **INR 350 to 400 crore**, though it is yet to be finalized.



How has the logistics industry evolved over the past decade, and what role has technology played in this transformation?

The logistics industry has shifted from manual, paper-based processes to fully digitized systems. Technology now provides real-time visibility and speeds up operations, improving supply chain coordination. Additionally, warehouses have moved from **"person-to-goods"** models to **"goods-to-person"** setups, thanks to advancements in robotics.

Can you share any specific examples of how technological innovations have streamlined your warehouse operations?

We've invested in **automated sorting systems** that drastically reduce processing times. Alongside this, we use advanced inventory management tools like **RFID and barcode scanning** to ensure real-time product tracking, minimizing errors and improving warehouse efficiency. Our operations are entirely handheld, which further reduces errors and streamlines workflows.

What emerging trends in logistics technology do you find most promising, and how are you preparing to integrate them into your operations?

At Emiza, we view **automation, robotics, and data-driven technologies** as key drivers in logistics. We're incorporating systems like **Automated Storage and Retrieval Systems (AS/RS)** to improve space utilization, boost efficiency, and enhance order accuracy. Additionally, we're leveraging AI-powered analytics to fine-tune inventory management and anticipate demand. These innovations help us stay ahead in the fast-paced e-commerce and quick commerce sectors.

We operate a truly **plug-and-play variable cost model**, leveraging technology to deliver industry-specific solutions. For FMCG and fashion brands, we provide **tailored offerings** like batch expiry management and refurbishment services, ensuring that our tech-driven approach meets the unique needs of each sector.

Why do you believe technology is essential for the modern logistics industry, especially in providing end-to-end services?

Technology plays a crucial role in modern logistics by boosting efficiency and transparency throughout end-to-end services. It allows for **real-time tracking, data analysis, and smooth communication** across the supply chain. With advanced tools, companies can streamline their operations, respond quickly to customer demands, and optimize resource use. This not only drives innovation but also enhances competitiveness, enabling logistics providers to offer top-notch services in a rapidly changing market.

How is Emiza different from traditional logistics companies, and why did it choose a less conventional path?

The shift from bulk operations to small-volume, high-order demands, driven by e-commerce, created a gap in the market that Emiza was designed to fill. We launched Emiza to **support small and D2C businesses** by offering a plug-and-play warehouse network across India. We operate on a 100% variable cost model, ensuring customized solutions for every client. We've also developed sector-specific innovations, such as a **Video Management System (VMS)** for marketplace claims, refurbishment services for fashion brands, and batch expiry management with handheld tools for FMCG. Emiza is dedicated to providing tech-driven, tailored solutions to meet the changing needs of businesses.

What advice would you give to other logistics companies looking to modernize their operations with technology?

To address the most pressing challenges, prioritize solutions that tackle key areas like **tracking, fulfillment, and route optimization**. Begin by adopting technologies that offer clear, measurable improvements in these areas. While technology investments are essential, always assess the return on investment, factoring in both cost and time savings.

Learning from those who've successfully implemented similar solutions can provide valuable insights. **Stay agile** by continuously reviewing processes and being open to new technologies. Equally important is workforce training, ensuring a smooth transition during tech adoption for sustained, long-term success.

Where do you see your company in the next decade in terms of technological integration and industry leadership?

Over the next decade, Emiza plans to lead the logistics sector by **embracing cutting-edge technologies** like automation, robotics, and AI-driven analytics. Our vision is to **build smart warehouses** that maximize space utilization, improve efficiency, and ensure high order accuracy. With the rapid growth of e-commerce and quick commerce, we're committed to staying ahead through continuous innovation, offering tech-driven solutions that meet evolving industry needs and solidify our position as a leader in the logistics industry.

