

Press Release:

Actis Tech Launches ICT solutions for the Logistics Industry

Actis Technologies, pioneers in designing and building communication and collaboration solutions, has launched Information and Communications Technology (ICT) Solutions catering to the booming Shipping and Logistics Industry in India. Established in 1971, Actis has pioneered technologies like Telepresence, Video Conferencing, Edge Blending, Interactive Training Centres and Smart Home technologies in India. The Solutions offered to the logistics industry will cater to the complexities of the logistics operations which includes warehousing and distribution management. Apart from Video Conferencing, Telepresence, Mobile Video Conferencing, Actis will also be providing Unified Communications to the Logistics Industry. Unified Communications enables seamless flow of communication with all forms of communication modes like telephony, chats, videoconferencing, mobile phones under a single interface. Unified Communication Solutions uses the power of software to streamline communications between people and organizations, regardless of medium, platform, device, or location.

Says Abhimanyu Gupta, Director, Actis Technologies, "There is no doubt that ICT is playing an important enabling role in logistics. ICT offers a whole new range of opportunities to exploit existing customer relationships, and to identify the customers need in order to establish a long relationship with him. Firms need to be able to manage information effectively and to integrate several logistics activities by including inbound and outbound transportation, distribution, warehousing and fleet management, in order to stream line the product flows of their customer firms.

Logistics companies in India are in the early stages of adoption of ICT solutions. Actis technologies see the clear early mover advantage in this sunrise industry. The steady transition

in the logistics industry towards the organized sector (currently 85% of the logistics space is with the unorganized sector) poses a huge potential for ICT solutions. The impending GST bill to be passed in Parliament will lead to increased demand for these technologies, since it will result in mushrooming of logistics parks. ICT will also play a major role in reducing logistic overspend which is bleeding the economy to the tune of 65 Billion annually.

Adds Abhimanyu Gupta “ICT is important to logistics, since they make available the right information, at the right time and at the right place. This popular logistical paradigm, which most often refers to physical goods, is shown to have equal relevance in the management of information. Experts believe that while the logistical system converts materials into products, through creation of value for customers, the information and communication systems convert data into information, in order to facilitate managerial decision making. Therefore one can safely infer that information is a Resource to be used for decision making that subsequently enhances logistical effectiveness, efficiency and flexibility.”

NOTES TO THE EDITORS:

About Actis Technologies: Actis specializes in designing and building facilities for meeting, conferencing, training and entertainment. These facilities help improve the quality of communication and collaboration at work and enhance quality of life at home. Established in 1971, Actis is the leading audio visual & environment control solutions provider in India. Our 300 member team includes some of the most experienced audio-visual and integration specialists in the industry who have created facilities for varied business requirements across the corporate, government, hospitality, educational and residential segments. Head-quartered in Mumbai, Actis has branch offices in Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkatta, New Delhi and Pune and provides sales and support through dealers in 33 cities across India.

About Mr Abhimanyu Gupta, Director, Actis Technologies Pvt. Ltd. : Abhimanyu Gupta, Director, Actis Technologies Pvt. Ltd. brings with himself 12 years of experience in designing some of the most advanced Audio/Visual Facilities in India for both Commercial and Residential purposes. Some of his personal achievements include projects for the Aditya Birla Group, Satyam Computers, Patni Computers, ICICI Venture, Central Bank of India and Dena Bank. Abhimanyu completed his Bachelor’s Degree in Science specializing in Technology from Mithibai College in Mumbai. He then went on to ICIA in the United States of America to complete courses in Facilities Design, Presentation Systems Set Up and Design, Sound Systems Set Up and Design, Lighting for Video,

Teleconferencing and AV Presentation Spaces. Abhimanyu's achievements include expanding the Actis product line by tying up with some of the World's Leading Brands and making them their strategic partners.