



Jet Freight Logistics Limited

An NSE & BSE Listed Company
ISO 9001:2015 Certified
CIN: L63090 MH 2006 PLC 161114
IATA No.: 14/3-4781
www.jetfreight.co

JFLL/CS/SE/2022-2023/01

Date: 27.04.2022

To,
Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai-400051.
NSE Trading Symbol: JETFREIGHT

Listing Operations Department,
BSE Limited,
P.J. Towers, Dalal Street,
Mumbai – 400 001.
BSE Scrip Code: 543420

ISIN: INE982V01017

Subject: Press Release- Jet Freight accelerates “Mission Excel” a high growth business transformation initiative.

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release issued by the Company on the captioned subject, the content of which is self-explanatory.

This is for the information of the exchange and the members.

Kindly take it on your records.

Thanks & Regards,
For Jet Freight Logistics Limited

Shraddha Mehta
Company Secretary & Compliance Officer

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Jet Freight accelerates “Mission Excel” a high growth business transformation initiative.

- Jet Freight plans to focus on a Business transformation strategy to achieve exponential growth, bringing multi-fold expansion promise.
- The integrated global supply chain for the last mile delivery.
- Jet Freight enters the next phase of digitalization by expanding its strategic collaboration with automated HR system for people management and culturally defined engagement
- Jet Freight will be investing in Cloud-based infrastructure and collaboration to improve speed and efficiency across business operations in the next years.

India, 27th Apr 2022: Jet Freight Logistics Limited, continues to strive for growth and expansion. Recently they have announced “**Mission Excel**” their business transformation initiative which promises to bring 5x revenue growth in coming 5 years of the company. This business initiatives are built upon the **4 P’s** of business expansion that comprises Product expansion, People & culture, Process automation, and Promotion of business.

Jet Freight has been in the industry for more than 3 decades specializing in Air Freight and considered among top 3 freight forwarder in India for perishable shipments. Under **Mission Excel**, Jet Freight plans to expand its wings from air/ ocean forwarding to specialize in the last-mile delivery, adapting 4PL approach, offering Surface Transport alongwith Custom Clearance, and Warehousing. Jet Freight has recently announced use of electric vehicle for their last mile deliveries promising sustainable future and environment friendly approach ensuring seamless deliveries for their customers.

With the 4PL approach, Jet Freight plans to hire subject matter experts to bring digitalization and expand its strategic collaboration with automated HR System for people management and culturally defined engagement. With its added emphasis on employee engagement and inclusive workplace culture, Jet Freight is capitalizing on hiring and acquiring the right team for the job. Mr Ashish Nagpurkar (CHRO) added, “This exponential growth demands breakthrough people practices that will create an ecosystem for delivering superior and sustainable performance. The key drivers to bring in this transformation are Revamping our performance management strategy,

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Employee Development, unconventional ways employee engagement supported by digitization of people processes.”

Every process counts, Jet Freight will be investing on Cloud-based infrastructure and collaboration to improve speed and operational efficiency across business’s in the coming years. The whole ecosystem will be streamlined to reduce the dual time and expedite the delivery system and customer satisfaction. Mr Arvind Talan (CFO) added, “We are dedicated to contribute tremendous value to the business with defining the company’s financial plan, leading it through finance automation, and partnering for strategic goals. There is a strong emphasis on managing risk, driving performance and ensuring integrity & accuracy of company information. We are focusing to look forward with embracing flexibility and developing global strategies.”

By moving towards digitization and integration, Jet Freight is infusing innovation and expanding its international reach under Mission Excel, with promotion as the fourth ‘P’. Jet Freight plans to position themselves as the most desired global freight forwarder by offering their services with the effective price strategy, focusing on the core value of the company “Customer First” for all businesses across the globe.

Underlining the initiative, **Richard Theknath, Chairman and Managing Director, Jet Freight** said, “Jet Freight is looking towards expanding across the verticals and stepping into more categories to provide our clients with a large portfolio of convenience-centric services. By developing our products and creating value addition for our clients, we are also highlighting the role of our people and are proud of the culture that we are building. Apart from engaging the employees and influencing their growth, we are also focusing on hiring the right team to deliver A-class results. In formulating a technology-driven team, it was only natural for us to embrace the role of digitization and integration in transforming a superior automated process to save time and cost. All these ultimately create the perfect environment for us to grow and extend our international reach in promoting our value-added services for our satisfied clients.”

Jet Freight aspires to create a very holistic working culture that will supplement its mission to excel in their services for customers. Jet Freight intends to effect a significant revolution within the industry by introducing core services and infusing the power of digitization and process integration while promoting its reach to potential clients.

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About Jet Freight:

Established in 1986 with a vision to be the front-runner in the logistic industry, Jet Freight is one of the leading freight forwarders today, offering complete logistics solutions. They offer a wide variety of services to our clients, managing over 150 tonnes of air cargo daily with all the leading global airlines and specialize in perishable, time-sensitive, and general cargo, while being a known name in the market for customs clearance, logistics solutions, shipment of hazardous cargo, and ODC consignments. They have a strong presence in 10+ cities in India and cater to over 200 countries in the world with branches in Dubai and Netherlands having state-of-art technology that supports round-the-clock operational processes for enhanced efficiency and quicker response rates. Their infrastructure is well-equipped with advanced technological enhancements to handle sensitive daily shipments under tight time schedules.

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