

with ELVIS D'CRUZ  
Commercial - Manager

*Can you briefly describe the activities of the commercial department?*

The basic focus of the Commercial Department is business development which includes Sales, Marketing and Customer Service.

*What steps did u you initially take to setup the department and make our presence felt amongst our customers?*

We started from scratch in Cochin in September of 2005. My team and I had to locate, and meet up with all the customers who today form our strong customer base. The Shipping Lines are our primary customer, but unlike other Terminals across the globe, we decided to also have a direct relationship with the actual users of the Terminal i.e. Exporters, Importers, Freight Forwarders, Clearing Agents etc.



Today, we have a customer base of over 2500 customers in Kerala, Tamilnadu and Karnataka whom we periodically meet on planned sales visits, facilitating their shipments through Cochin. The introduction of several customer friendly initiatives like the IVRS (interactive Voice Response System) and SMS has made it possible for our customers to directly track the status of their containers during the period of stay at the Terminal. The Customer Support System enables our customers to log

in their complaints and suggestions directly through our website, with an assured response within a specific time period. In order to service our customers in the hinterland of Coimbatore, Tirupur, Karur, Pollachi etc, we opened our office in Coimbatore. This is probably the first time that a terminal has set up its own office outside of the port area.

We believe that our customers drive our business, and hence our every effort will be to add value to their businesses.

*What would your priorities be for the coming year?*

Our priority would be bring in more mainline vessels to Cochin especially to Europe, U.S. and Africa, which will ensure that transit time to these destinations from Cochin is considerably reduced.

We will play a facilitating role in removing and streamlining some of the bottlenecks faced by the trade while doing business through Cochin. Finally, it is our belief that you need to know your customers business better, to offer them solutions that will ultimately add value. My Commercial Team will be spending more time with our customers in ensuring that they get the best service possible when doing business with DP World, Cochin.

*What are your hobbies?*

I love cooking, and it is my dream to get into the restaurant business some day.

## INITIATIVE

### PEDIATRIC CAMP FOR OUR 'YOUNG ONES'

#### SAFETY CONSCIOUSNESS AT A YOUNG AGE



It's never too young to be safety conscious. Nishchal Menon; S/O Rajeev Menon was very particular in wearing his complete safety gear when he came to participate for the pediatric camp.

A Pediatric Camp was held on Nov 17<sup>th</sup>, in coordination with Medical Trust Hospital for children of our employees in connection with the Employee Initiative Forum. The camp was organized for children between the ages of 6 months to 12 years. Their overall health was examined by the doctors. Every child examined was given a Health card from the hospital which they can use for future visits. 17 families had participated in this camp. We also had a competition for 'Healthy Child', AryaDev; S/o Mr. G.Rajeev and Akshara D/O Baiju T.P. were selected by the pediatricians. The winners will be awarded prizes during our Annual Day Celebrations.



#### WINNERS OF "HEALTHY CHILD" COMPETITION



AKSHARA  
D/O OF MR. T.P. BAIJU



ARYADEV  
S/O MR. G.RAJEEV