



RAHUL B MODI

Managing Director

Pushpak Logistics Pvt. Ltd. &
Modi Minerals Group

Rahul B. Modi: A Pioneer in Coastal Container Transportation

The rapid strides made by the country in promoting and developing the coastal shipping sector as an alternate mode of transport by tapping the long coastline can be attributed in no small measure to the relentless efforts of one man, Rahul Modi.

Rahul Modi, aged 45, helms Pushpak Logistics Solutions Pvt. Ltd., an intermodal logistics solutions provider as the Managing Director. Long years of working experience and research led Modi to conceptualise a business around the theme "Coastal Multimodal Logistics in India: Minimizing the Road haulage and Maximizing the journey by Sea, River & Rail modes of transport".

Utilizing the Potential of Minor Ports for Coastal Shipping

True to the 'Sagarmala' programme of the government that seeks to connect the 12 major ports as a necklace through various logistics initiatives, Modi set out to connect the necklace of major ports with the non-major ports.

After studying the potential of all the coastal states, Modi picked Kerala, a tough state, to launch the first short sea service linking Cochin Port with the non-major ports of Bepore and Azhikkal which started its maiden voyage on 29 June. The inaugural service carried 106 containers of coastal and international cargoes using sea mode.

To back up his coastal service, Modi started a first of its kind unique container train service in association with JM Baxi Group for exclusively carrying coastal containers from Daurai in Rajasthan to Deendayal Port in Kandla. From Kandla, the containers are transported further by sea on small feeder vessels. His continued efforts towards development of coastal shipping has resulted in Kandla Port becoming a coastal hub on India's west coast.

The Economic Benefit of This Service is multi-fold

The road distance from Rajasthan to Malabar region is 2,200 Kms. The Coastal Freight Corridor concept helped move the cargo using less than 100 kms of road and the balance by sea modes of transport. The Kerala short sea service model is gaining traction and Modi plans to replicate this model to other coastal states.

India needs some 200 container vessels with capacities ranging from 100 containers to 5,000 containers for seamless connectivity.

This will reduce the usage of 1.5 million trucks on the roads, while shifting 1 million containers worth cargo to coastal mode. It translates to 28 million tons of cargo and 56 billion tons/km by 2026. This figure is expected to double by 2030, thus reducing transport cost on an end-to-end basis by 10% - 40%. Modi aims is to reduce the freight costs by as much as 50% through his innovative model.

Rahul Modi and Coastal Shipping

The interest in shipping and logistics did not come by accident to Modi. His mandate at Pushpak Logistics was to sell the concept of modal shift of cargo from road to coastal shipping, thus becoming the first salesman to market the concept in the country.

During the initial stage, Modi visited Gujarat, Rajasthan, Kerala and Tamil Nadu to convince and canvass shippers to shift to coastal mode for transporting their goods. From managing to get hardly 30 containers per sailing in 2003, he scaled up the volumes to 2,000 containers in a span of just 2 years and 2 months. During this time, he visited agriculture, industrial and mineral industries for modal shift, while cementing his passion for coastal shipping as a full-time career.

Till 2007, Pushpak Logistics was the only company moving coastal containers in association with Shreays Shipping & Logistics Ltd. a Transworld Group company. Later Modi developed coastal bulk and container cargo movements, expanding the footprint to Northern, Western and Eastern Indian states.

Further Modi penetrated the coastal shipping markets with niche commodities, playing a pivotal role in expanding the coastal concept in West and East coast of India.

Modi is also a pioneer in identifying different potential port pairs, different origin-destination pairs to cater to the market. The small beginning of 30 containers in 2003, surged to 5,600 containers per month by 2013.

He encouraged his competitors to complement each other and move towards the goal of expanding the popularity and geographical reach of coastal shipping.

With total movement of 15 lakh coastal containers from 2003 to 2020, he played direct and indirect roles in the development of coastal trade in India. His passion is in line with the Maritime India Vision 2030 and is confident that the current three lakh coastal containers can reach one million by 2026 and 2 million by 2030.

Modi's contribution to a safe and better environment through coastal shipping is underpinned by the enormous savings in fuel, reducing pollution, road accidents and preventing damages to National and State Highways.

His role in Domestic Manufacture of Shipping Containers

In 2020, Prime Minister Shri Narendra Modi's "Make in India" vision and the guidance of then Minister of Ports, Shipping and Waterways, Shri Mansukh Mandaviya had envisioned manufacturing of shipping containers in India to facilitate easy availability of containers for export-import trade, coastal shipping and domestic trade. Rahul Modi, Member, National Shipping Board, was entrusted with the task of garnering support from the Saurashtra Chamber of Commerce to set up container manufacturing facilities in Saurashtra region. His ground-level efforts during the last two years have resulted in the first shipping container manufacturing facility in the form of APPL Containers Pvt. Ltd., which was awarded a contract from Container Corporation of India for manufacturing 10,000 containers.

His sterling efforts to tap the nature-endowed long coastline to move cargo in an environment-friendly manner deserves national recognition.



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PERSONAL DETAILS

Son of **Shri Bharatbhai Modi**,
Saurashtra Provincence Chairman
(Gujarat State) of
Vishva Hindu Parishad-Saurashtra
Provincence (Gujarat State)

Started carrier in 1993 at the age of 17
with his own bauxite mines.

Residence at Jamnagar, state of Gujarat.

Wife: Mrs **Kunjai Rahul Modi**, (housewife)

Daughter: Ms **Krupa Modi** (doing her BBA)

CURRENT POSITIONS

- 📌 Member of National Shipping Board (NSB) Highest advisory body on matters related to Shipping and Port Infrastructure.
- 📌 Founder President of Coastal Container Transporters Association (CCTA) - Coastal Freight Forwarder
- 📌 Chairman of Coastal Container (Multi-modal) Transport Committee in AIMTC
- 📌 Member of All India Motor Transport Congress (AIMTC)
- 📌 Extended Board Member of Association of Multimodal Transporters of India (AMTOI)

CONTRIBUTIONS

- 📌 Actively engaged in Indian Coastal Shipping Services for 22 years.
- 📌 Dedicated his work life for the development of Coastal Shipping in India.
- 📌 Spent his time energy and money to build this trade and worked tirelessly for the welfare of coastal trade.
- 📌 Played vital role in making route map, commercial feasibility study, market research and analysis data collection, identified cargo originating and consuming centres, suitable cargo commodities to penetrate the coastal trade in India.
- 📌 Many studies were undertaken to promote coastal shipping and presented to customers for achieving modal shift.
- 📌 Also, played a major role extensively to bring a modal shift of cargo commodities from road/rail to coastal container trade.
- 📌 Worked and participated in policy related matters with Ministry of Shipping.
- 📌 Played a major role to get suitable category for multi-modal transportation under the new regime of GST.
- 📌 Played Active role in start Short Sea Shipping IN Kerala (first of its kind)
- 📌 Played a vital role in connecting Goa and JNPT through small vessel
- 📌 Played an instrumental role in setting up the first shipping container manufacturing facility in Bhavnagar area of Saurashtra region as part of the "Make in India" vision of Prime Minister Shri Narendra Modi and under the guidance of the then Minister of Ports, Shipping and Waterways, Shri Mansukh Mandaviya.

CONDUCTED AND PARTICIPATED IN VARIOUS BUSINESS FORUMS

- Participated in 9 annual business conferences of India Seatrade on Coastal Shipping & Inland Water Transport - between 2013 and 2022.
- Cargo Connexions Conclave, Coimbatore organised by India Seatrade
- Coastal Cargo Conference organised by Maritime Gateway
- Have given speech at forum organised by Exim and DST and various other places on "Development of Coastal Container business".

AWARDS AND RECOGNITIONS

- 🏆 Coastal-Man Award from Hon'ble Chief Minister of Gujarat Shri Vijaybhai Rupani in 2019
- 🏆 ZEE 24 Gujarat Young Achievers Award in 2018
- 🏆 India Seatrade Legion of the Year 2017
- 🏆 Indy Wood Excellence Award - Entrepreneur in Coastal Shipping in 2016
- 🏆 Shree Lohana Maha Parishad Award as Prime Businessman in 2016
- 🏆 India Seatrade Leadership Award in Coastal Shipping 2016
- 🏆 India Seatrade Dynamic Entrepreneur in Coastal Shipping from Hon'ble Chief Minister of Kerala Shri Oommen Chandy in 2014
- 🏆 Gujarat Junction - Young Logistic Professional Award in 2014
- 🏆 Gujarat Star Awards - Logistic Professional Award in 2014
- 🏆 MALA Awards - Young Logistic Professional in 2015

PRESENT BUSINESS

Modi Mineral Group

One of the reputed Group of Jamnagar and Saurashtra region and engaged in different business activities like bauxite & limestone mining, mineral processing, trading, real estate, logistics and ring trading (an advanced tyre retreading technology)

Pushpak Logistics Pvt. Ltd.

Established in 2003, Pushpak is now India's largest coastal freight forwarding company with presence in all major and minor ports in India. Pushpak provides customer-friendly logistics services and end-to-end coastal cargo movements.