

CriticalLog supported the creation of Reverse Logistics Platform in the “**9th Logistics and Supply Chain Conclave**” held at the Taj Land’s End in Mumbai on 29th and 30th September 2015. It was a platform to connect up with professionals in the related industries, share knowledge and learn through interactions.

The panellists in the ‘Aftermarket, Service Parts & Reverse Logistics Forum’ were:

- Mr. Sujoy Guha, CEO & MD, **CriticalLog India Pvt. Ltd. – Moderator**
- Mr. Navin Joshi, National Manager Service Parts Operations & Supply Chain, **Lenovo India & South Asia**
- Mr. Anil Dalvi, General Manager - Operations, Supply Chain, **Tata Sky Ltd.**
- Mr. Uday R Sharma, Director – Sales, **Startrek Logistics Pvt. Ltd.**
- Mr. Muralee Krishna Menon, Business Unit Head & GM, **Flextronics Technologies India**
- Mr. Shivi Suri, Business Head (North), **CriticalLog India Pvt. Ltd.**

The theme of the Session as was “**Effective Returns and Parts Management Strategies to Identify Current Gaps and Reducing Costs**” in different industry verticals and it focused on the following sub-themes:

- Turning consumer convenience to competitive advantage: effective returns management strategies
- Strategies for reducing returns incidence, simplifying the returns process & Returns avoidance programs
- Disposition strategies in managing returned products (repackaged, dumped, recycled, restocked etc.)
- Return fraud - fraud management / prevention
- Localization, freight avoidance, intelligent re / de - configuration: Balanced approach to reduce costs.
- Business models in Warranty management and service offerings that can attain maximum cost savings
- Increasing profitability in reverse logistics and after-market services while maintaining customer satisfaction

A lively discussion took place, especially with respect to IT, Lifestyle and e-com industries.

CriticalLog thanks all the participants for making the session interesting and meaningful.





Mr. Shivi Suri speaker at the '9th Express, Logistics & Supply Chain Conclave



From Left to Right: Sujoy Guha, Shivi Suri, Anil Dalvi, Uday R Sharma, Naveen Joshi & Muralee Krishna Menon