


# MATCHLOG

## The Container Matchmaker



*Imagine a situation where import containers do not return empty on the return leg or a truck that delivers an export container comes back laden with an import container. It requires reliable technology running in the background to match cargo on both legs of a trip. Matchlog is one company that is working on bringing all the stakeholders on to one platform and reducing empty return trips and empty containers – thus helping the shipping line to reduce repositioning of empties and helping the truckers with laden cargo on both the trips.*

Read to know more. 

## Dhruv Taneja

Founder & CEO, Matchlog Solutions Pvt. Ltd.



**What are MatchLog's goals and whom does it target?**

**M**atchLog is India's first Tech driven Asset Light Street Turn / Matchback / Triangulation Enabler, which helps in reducing movement of empty containers. Many import containers after getting destuffed at the destination, return empty all the way to the port and shipping line reposition them to other trade lanes that have demand. Matchlog's Matchback helps in assigning export cargo to such import containers on the return leg.

In order to achieve the same, the alignment of all concerned stakeholders is imperative. This would include simultaneous communication and coordination between the Importers, Exporters, CHA's, Freight Forwarders, Shipping Lines and the Transporters in each of the domestic trade lanes individually where the cargo is either stuffed or destuffed.

The goal of MatchLog is to identify, optimize and thereby eliminate any dry run of the vehicle and container anywhere in the hinterland which forms approximately US\$2 billion share out of the estimated US\$7 billion EXIM container trucking market in India. The target audience is the stakeholders as above who directly benefit from each Matchback that MatchLog does, viz, road freight reduction for cargo owner, faster turn-around of the container for the shipping line and higher asset yield for the transporters for running both sides laden trips. This has been possible for MatchLog through its in-house built Matchback Engine that provides us the ideal return leg load for the transporters on our platform, thereby targeting the 18 million TEU throughput of India.



**How different is your solution from those already available? What is the uniqueness in your solutions?**

**W**e are following a ground's up approach by taking the critical feedback of each stakeholder involved which makes the entire system more robust and adoption-ready for every user. The optimization of dry run or empty run of trailers with no cargo loaded in the container has not been the mainstay focus upto MatchLog identified the gap and took it upon itself to resolve the same. The response from the industry and our customers has been very encouraging as this solution was not being provided by anyone due to the complexities involved in the necessary approvals and the herculean task of aligning everyone's requirements.

With MatchLog, comes the ability to scale the process exponentially since all stakeholders are already connected on the platform and working in the same direction of the mutual benefit of the trade. We are also rapidly scaling up our network of MiSTY (MatchLog Integrated Street Turn Yard) which is situated at key industrial clusters where the driver can come with an empty container and we undertake the container survey using our proprietary Digital Container Survey App through mobile phone that helps us to create a digital footprint on the condition on the container, do the necessary on-wheel repairs to make the container cargo fit and sea worthy, end the import cycle and link the container with the exporters booking through the shipping line approvals.





**Do you plan to expand your solutions to other stakeholders in the maritime sector?**

**W**e are already touching the majority of the stakeholders in an attempt to optimize the costs and drive up the revenues in a nearly saturated market. Our next goal is to optimize the quantum of volume being handled directly at the ports and terminals.

We have already started dryage triangulation, where in a vehicle entering the port to drop an export container is being provided by us and carrying back an empty container to an Empty Container Yard that is repositioned into India, which is a considerable cost for the shipping line that results in higher ocean freight being eventually paid by the shipper. Next, we are aiming to carry DPD import boxes on the return leg through export bound vehicles entering the port. This will help the

ports in the decongestion by eliminating the empty trailers coming in and out of the port.



**Any thing else that you wish to add?**

**M**atchlog has positioned itself to be providing a commercially sound and win-win solution for all the stakeholders of the industry. Other than the economic viability, what drives us at Matchlog is the ability to create a meaningful and positive impact for the environment through our efforts. Every Matchback that we do, whether at the ports or in the hinterland, we are able to save a significant amount of carbon emission by eliminating the empty container runs.

The fact that we are working on a sustainable solution and are contributing in making our planet greener for future generations is deeply motivating and satisfying.