

Sitara Shipping persists to shine

Capt. Satnam Singh Sahi is the founder of Sitara Shipping Ltd. The organisation has completed 30 years of successful trade and services. It is indeed his passion and thorough knowledge in the field that drives the company. The company is also a leading player in providing shipping related services.

Capt S.S. Sahi shared his experiences, progress of Sitara Shipping with Maritime Bridges correspondent Merin Cherian.

What is the progress of Sitara since last three decades?

Maritime scenario was very different when, I started the company in 1981. Initially, we started with ship agency and ship management and later moved on to containers. With the introduction of Multimodal Act whereby Indian Forwarder had an option to issue their own Multimodal transport / B's/L. Sitara is the first non-government company to own containers and granted NVOCC status also the pioneer to issue Multimodal Transport Document (MTD) B/L. Though our areas are limited, we are into full container business in the Arabian Gulf, Far East and Singapore.

How is shipping industry different from other sectors?

Shipping is a cyclic industry based on

ainers.

Give us a brief introduction about Astral Freight Forwarders Pvt Ltd?

Astral Freight Forwarders (P) Ltd was established in 1995 for providing complete logistics under one roof. Astral undertake shipments by both by sea & air where we pick up goods from shipper, factory, arrange transportation, custom clearance, insurance and give delivery to consignees' doorstep. The firm does world wide business.

Is India ideal for Shipping Management?

Not at the present times India faces too many hurdles and there is shortage of manpower too. Due to the high wage rise small Indian ship owners are facing difficulties in getting Indian officers as they are hired by big company on good wages.



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How is shipping industry different from other sectors?

Shipping is a cyclic industry wherein changes are bound to happen every 10-15 years. It is also effected by the world trade and economic recession. Lots of enforcing things happens and the situation never remains the same as you have experienced earlier. Shipping business mainly depends of the cost of fuel oils which is a major expenditure and shipping Freight rate varies with the fluctuation of oil prices.

Why did you opt for starting a business in shipping?

Belonging to shipping industry and having a thorough knowledge and experience of almost 12 years this was best business I could think of.

Considering the changes in maritime industry in which areas have Sitara's broadened their horizons?

My daughters Sumeet Sahi and Sanjam Gupta have taken over this business. They are concentrating more on special equipments i.e. the carriage of project cargoes as which are carried in special container like open top, flat racks besides operating General purpose containers.

Concentrating on container business which containers do you own and operate?

Sitara Shipping is involved in worldwide carriage of small and large shipments and from standard containers to specialised one. We own and operate 20 ft, 40 ft general purposes open top and flat racks flat beds and 20' and 40' GP con-

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Describe about the growth of your company?

Presently our company is performing well. The growth of the organisation is 8-9 cr per annum.

Sitara is operating in which locations in India?

Our head office is situated at Mumbai. We have two branches in Delhi, Ludhiana and other parts of India operations are conducted through our agencies.

Who are pillars of the company?

Sitara's operations are also assisted by my daughters Ms Sumeet Sahi and Ms Sanjam Sahi Gupta both have done Shipping Management and MBA . Apart from them the key assets are the dedicated staff most of them have been in the company over 15-30 years.

Tell us about the company's future plans?

We are constantly renewing the fleet of containers under Sitara . Although our expansion is slow, we are steady with our operations. We are maintaining the level of containers and equipment owned by us. We also charter and operate Break Bulk ships.

What are your achievements?

I am ex-TS Dufferin and became a Master Mariner at the age of 24. Before venturing into this family business worked with couple of shipping companies.

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