

NO.CLE-HO/POL/CIRCULAR/2021  
August 13, 2021

Members of the Council

**Sub : FIEO's Ease of Logistics Portal**

Dear Sir,

We have received a communication from FIEO informing the following.

- To facilitate the process of container demand fulfilment in a systematic manner, FIEO has conceptualized and developed a portal [www.easeoflogistics.com](http://www.easeoflogistics.com) to bring service seekers and providers on a single platform without disturbing their prevailing practices.
- Exporters shall be able to post their various requirements through this portal and service providers shall be able to view demands; quote; discuss and finalize business with exporters. The system has following features:
  - ★ Posting of container requirements.
  - ★ Pan India visibility of your requirements.
  - ★ Provision to receive multiple quotes to choose from.
  - ★ Facility to chat and negotiate
  - ★ Better price discovery and cost optimization
  - ★ Direct outreach to shipping lines
  - ★ Networking opportunities
- From service providers segment, FIEO has already received support from Freight Forwarders Association of India (FFFAI) and expecting support of Container Shipping Lines Association & Association of Multi Modal Transport Operators of India (AMTOI) soon.
- There is no subscription fee for exporters initially.
- For any kind of clarification/information, please feel free to contact Mr Prashant Seth, Director, FIEO at [prashantseth@fieo.org](mailto:prashantseth@fieo.org) or 9871144225.

Members may kindly note the above.

Thanks & regards,

**R.Selvam I.A.S**  
**Executive Director**  
**Council for Leather Exports**