

# Logistics sector sees growth push from last-mile delivery

**Yatti Soni**  
Bengaluru

In 2022, the logistics sector saw the launch of multiple government initiatives such as the National Logistics Policy, Open Network for Digital Commerce and PM GatiShakti Master Plan, for multi-modal connectivity. This was coupled with growing e-commerce purchases, demand for faster deliveries and a focus on sustainability.

But this year, e-commerce logistics firms expect last-mile delivery to drive the growth amid a proliferation of retail channels. In fact, the growth of last-mile delivery logistics in 2023 is expected to outpace that of 2022. Last year saw a trend of brands partnering third-party logistics players to offer same-day and next-day delivery.

Nishith Rastogi, founder

and CEO of logistics platform Locus, said, "In 2023, businesses will start taking dedicated and incremental steps towards making their last mile intelligent, less reliant on human labour, responsible and fair."

## **MORE EFFICIENCY**

Rastogi expects the sector to adopt more tech solutions in 2023. "The number of packages that consumers order continues to be on the rise and investments in logistics technology will give businesses the ability to make quick and informed decisions," he added. Further, the sector is expected to see a rise in omnichannel retail.

## **SUSTAINABILITY**

With rising awareness around sustainability, businesses are trying to find new ways to make last-mile fulfilment sustainable. Zaiba

Sarang, Co-founder, iThink Logistics, said, "Companies are beginning to use fuels with lower carbon emissions to reduce carbon footprint. Recyclable packaging materials for goods have been shown to be both environmentally friendly and beneficial in terms of lowering shipping costs."

"We also expect to see continued investment in EVs, parcel lockers and greater adoption of route planning solutions. That said, sustainability will take many forms going forward," said Rastogi.

Sarang believes that inflation will have little impact on the industry because people's spending power of disposable income is increasing over time, leading to more spends.

Rastogi, too, noted that multiple sales events have ensured that demand surge is no longer restricted to traditional festival seasons.