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# TRANSPORTKART

REBUILDING THE FINANCIAL AND OPERATIONAL BEDROCK OF INDIAN LOGISTICS THROUGH A CULTURE OF TRANSPARENCY

Anjali Sharma | The CEO Magazine

India's logistics sector has expanded rapidly in recent years, driven by rising demand and infrastructure growth. Yet, this growth has not been uniform across the ecosystem, with several operational and financial gaps still shaping how the industry functions on the ground.

Within this, the trucking segment, particularly full truckload movement, continues to face persistent challenges around payments and operational consistency, directly impacting transporters on the ground. It is within this space that Rohit Kumar founded TRANSPORTKART, a trucking platform built to bring more structure, faster payment cycles, and greater reliability into everyday operations. Operating under OPTIEMS Solutions Pvt Ltd, the company is positioning itself at the intersection of technology, financial reliability, and execution. With an emphasis on high-frequency routes and a growing transporter network, it works to address inefficiencies that affect both consistency and profitability, primarily through its Full Truck Load (FTL) services across key corridors.

## THE IDEA BEHIND TRANSPORTKART

As a YouTuber, Rohit's early interactions with truck owners and drivers across regions offered him a closer look at the realities of the industry. Many transporters were increasingly losing confidence in traditional intermediaries, citing issues such as limited transparency, inconsistent communication, and delayed payments. This insight marked a turning point. It became clear that the issue was not just operational but the lack of trust within the system. This led to the creation of TRANSPORTKART, envisioned as a platform that could bring back visibility, accountability, and financial reliability into everyday trucking operations. As Rohit puts it, "The challenge was never just about inefficiency; it was about rebuilding the trust that the industry had gradually lost."

## RESTORING TRUST THROUGH DISCIPLINE

Operating in a highly fragmented market brought its own set of challenges, particularly around the lack of trust and transparency, which made it difficult for transporters to rely on existing systems. At the same time,



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scaling without compromising execution required strong internal controls and a clear operational approach. Addressing this meant moving beyond conventional methods. The emphasis was on building credibility through transparent dealings and structured financial planning, supported by a technology-driven four-stage verification system that validates truck owners, drivers, and vehicles through multiple layers, ensuring each shipment is handled by dependable partners.

Equally critical was maintaining financial discipline while building credibility in such an environment. By enabling faster payments and working closely with fleet owners across high-demand corridors, TRANSPORTKART improves efficiency while reducing risk. This approach is further reinforced by its payment-first framework, where same-day advance payments of up to 90 percent help address liquidity challenges, driving stronger alignment with transporters and resulting in better retention, quicker turnaround times, and more dependable supply. "In logistics, cash flow is oxygen. Solve that, and the entire ecosystem begins to move more efficiently," says Rohit.

## A CULTURE OF OWNERSHIP

At TRANSPORTKART, the approach to talent focuses on mindset over qualifications, bringing in individuals who take ownership, adapt quickly, and can execute in real-world conditions. In a fast-paced industry like logistics, this ability to solve problems on the ground is critical. At the same time, the organisation consciously avoids traditional hierarchies, creating an open and accessible environment where communication remains direct.

"I never want my team to feel that I am a 'boss'. There is no boss culture here; even the word 'Sir' is not part of how we operate. Everyone connects with me directly either by my name or as a big brother," says Rohit. This approach builds a stronger sense of accountability and engagement across the team.

## STAYING AHEAD OF THE CURVE

Staying ahead in a competitive industry requires more than data alone. At TRANSPORTKART, they combine data-driven analysis with continuous ground-level intelligence, ensuring decisions remain closely aligned with real market conditions. Regular engagement with transporters, drivers, and clients provides early signals on shifts in demand, pricing, and operational challenges. To deepen this understanding, Rohit dedicates time each month to on-ground surveys across multiple locations, gathering firsthand insights that go beyond conventional metrics. This combination of insight and execution allows the business to remain responsive and relevant in a rapidly evolving environment.

## REDEFINING SUCCESS

For Rohit, success extends beyond revenue or scale. It is defined by the tangible impact created across the ecosystem, whether through improved profitability for clients, greater financial stability for transporters, or reduced operational stress for partners. The focus remains on building outcomes that are both meaningful and sustainable.

Underlying this approach is a clear set of values, including commitment to delivery, financial transparency, and long-term partnerships. These principles shape how the business operates on a daily basis, ensuring that growth is built on consistency and trust rather than short-term gains. At a deeper level, success is also tied to a sense of responsibility. Having gained from the ecosystem in terms of opportunities and trust, the intent is to give back in a more structured and impactful way, creating a system that uplifts people and delivers long-term value. Reflecting on this philosophy, Rohit shares a thought he draws from Sir Ratan Tata: "As Ratan Tata Sir once said, 'If we have gained so much from society, it becomes our responsibility to give back. True

success lies in creating something that delivers meaningful impact at scale.' I strongly believe in this and try to follow the same path in my own journey."

## WHAT'S NEXT FOR TRANSPORTKART

The logistics industry is undergoing a structural shift, where both traditional and digital brokering models are expected to gradually decline. As logistics service providers increasingly build direct relationships with fleet owners, the reliance on intermediaries is reducing, signalling a move towards more integrated and network-driven models. For TRANSPORTKART, this shift is not just a trend but a clear direction for the future. While continuing to scale its network, the company is also evolving its model, working towards building its own fleet and a hybrid logistics approach. This transition enables greater control over operations while improving stability and scalability in the long run. In the near term, the focus remains on expanding operations across key markets in South India, including Chennai, Hyderabad, and Coimbatore, alongside strengthening technology and payment infrastructure. Partnerships are also being reinforced to support higher volumes, ensuring that growth remains aligned with execution. At a broader level, the long-term vision is to build a national logistics ecosystem driven by trust, speed, and transparency, integrating technology and financial solutions to create a seamless and reliable experience for all stakeholders.

## LEADERSHIP MANTRA

Drawing from his journey, Rohit shares a practical perspective on building sustainable businesses in a demanding industry.

"If there's one thing I've learned, it's that leadership is about staying consistent through uncertainty and building systems that can outlast short-term challenges. Growth will come, but sustainability depends on discipline and trust."

For anyone starting out, my advice is simple: focus on solving real, ground-level problems and executing consistently, rather than chasing rapid scale or visibility. Businesses are not built on ideas alone; they are built on patience, discipline, and the ability to deliver over time. Build strong relationships, maintain financial discipline from day one, and most importantly, protect your credibility at all costs. In this industry, trust and cash flow define survival, and once credibility is lost, it is very difficult to rebuild.

Also, have a clear ideal, someone whose values you respect. It could be a family member, a colleague, a friend, or even someone you admire from a distance, but they must be a good human being with strong values. Following such an ideal helps you stay grounded, make better decisions, and find your own path to success. In the end, strong foundations are what create scalable businesses."