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**COMPANY  
IN FOCUS  
2026**

## SPOTLIGHT



**G.S. RAMESH**  
Founder & Chairman  
Layam Group



**PREDIMAN  
K. KOUL**  
CEO - JEENA &  
COMPANY

# JEENA & COMPANY

A 125-YEAR JOURNEY  
OF TRUST, TRANSFORMATION,  
AND GLOBAL  
LOGISTICS LEADERSHIP

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**Prediman K. Koul**  
CEO - JEENA & COMPANY

# Jeena & Company

A 125-YEAR JOURNEY OF TRUST,  
TRANSFORMATION, AND GLOBAL LOGISTICS  
LEADERSHIP

*Shweta Singh | The CEO Magazine*

**A**s global trade grows increasingly complex and interconnected, the logistics industry is undergoing a shift from transactional freight movement to integrated, technology-led supply chain ecosystems. Jeena & Company, a 125-year-old logistics enterprise, is playing a pivotal role in this evolution by combining legacy expertise with digital innovation and customer-centric solutions. Leading this transformation is CEO Mr. Prediman K. Koul, who is driving the organisation's strategic focus on resilience, scalability, and future-ready operations.

### A Legacy of Enabling Global Trade

Founded in 1900, Jeena & Company has built a legacy as a trusted logistics and supply chain partner, rooted in a strong commitment to service excellence and customer-centricity. Headquartered in Mumbai, the organisation began as a family-run enterprise with a clear vision: to simplify and strengthen global trade through reliable and innovative logistics solutions.

Guided by its purpose to enable partners to access every opportunity by reimagining supply chains, Jeena has consistently evolved to meet the growing complexities of international commerce. Over the decades, the company has transitioned from traditional freight services to offering integrated, end-to-end logistics solutions across air, sea, and land transportation. Today, its core offerings include freight forwarding for imports and exports, customs brokerage, door-to-door logistics, and project logistics, supported by warehousing, transportation management, cold-chain, and multimodal capabilities.

With 27 offices across India and a global partner network spanning 60 countries across six continents, Jeena operates at significant scale. With a workforce of more than 1,000 professionals, the organisation serves a

diverse range of industries, including pharmaceuticals, defence, automotive, electronics, retail, FMCG, and project logistics. Its strong international presence across key markets such as the UK, the US, Germany, China, Hong Kong, Australia, Latin America, and Africa further reinforces its position as a globally connected logistics enabler.

### Driving Differentiation Through Expertise and Innovation

Jeena & Company's differentiation lies in its ability to combine a strong legacy with a forward-looking, technology-driven approach. As a "125-year-young" organisation, Jeena continues to evolve with changing industry demands. *"We are constantly moving beyond transactional freight movement to deliver integrated, solution-oriented supply chain support tailored to customer needs,"* says Mr. Koul.

At the core of this evolution is a consistent investment in digital platforms, automation, and real-time visibility tools, enabling greater operational efficiency, accuracy, and an enhanced customer experience. This technology-led approach is complemented by deep domain expertise and a strong global partner network, allowing Jeena to design flexible, multimodal logistics solutions across air, ocean, and land.



Equally central to its reputation is a customer-first philosophy focused on building long-term relationships based on trust and reliability. By operating as a strategic partner, anticipating risks and enabling supply chain resilience, the company goes beyond execution to deliver sustained value. Supporting this is a strong people-driven culture, where experienced teams continue to uphold and strengthen Jeena's legacy in a highly competitive market.

### Technology-Driven Operations and Process Excellence

Technology plays a central role in Jeena & Company's growth, acting as a key enabler of efficiency, visibility, and global connectivity. Digital platforms are deeply embedded across operations, simplifying logistics processes and enhancing end-to-end supply chain visibility through real-time data. The adoption of technologies such as automation and OCR has led to improved productivity and faster turnaround times, while enabling teams to focus on higher-value, strategic functions.

» *"Technology is not just an enabler for us; it is a key driver of efficiency, visibility, and global connectivity across our operations." - Prediman K. Koul*

This technology-led approach is supported by strong process discipline and operational governance. Standard Operating Procedures across air, sea, and surface logistics, along with a centralised ERP system integrated with Transportation and Warehouse Management Systems, ensure consistency, accuracy, and real-time control across operations.

In addition, automation tools, structured partner evaluations, and continuous training based on customer feedback reinforce service quality and reliability. Together, these systems enable Jeena to deliver consistent, compliant, and efficient logistics solutions across regions. This structured, technology-led approach also supports scalability, enabling Jeena to standardise workflows, optimise resources, and build a flexible, resilient operating model that adapts to evolving market demands while consistently delivering high service quality.

### Building Enduring Partnerships

Jeena & Company's approach to client relationships is focused on a basic principle that every customer should feel like the organisation's only customer. *"Our focus has always been on building trust and long-term relationships by truly understanding and evolving with our customers' needs,"* says Mr. Koul. Its sector-focused teams work closely with clients across industries, going beyond





execution to understand specific business needs. From route optimisation and regulatory guidance to risk planning, solutions are designed to address operational complexities with precision and flexibility.

Trust and continuity are further strengthened through structured engagement, including regular business reviews, direct feedback mechanisms, and a robust service excellence framework where each shipment is monitored against defined performance parameters. This disciplined approach ensures consistency, reliability, and accountability across operations.

Equally important is the organisation's ability to remain responsive to changing customer expectations and industry trends. By continuously evolving with client needs, supported by regular feedback, collaborative planning, and close tracking of global trade developments, regulatory shifts, and technological advancements, Jeena delivers relevant, value-driven solutions. This approach is reflected in long-standing partnerships, with several client relationships spanning over four decades.

### Recognitions and Industry Milestones

Jeena & Company's consistent focus on operational excellence, innovation, and customer-centricity has

been reflected in a series of industry recognitions and milestones, reinforcing its position as a trusted logistics partner.

#### Some of its key achievements include:

- Best Customs Broker Award at the 15th Express Logistics & Supply Chain Leadership Awards
- Recognition for HR Leadership by the World HRD Congress (2022)
- Fastest Growing Indian Company Excellence Award by IEDRA
- Listed among the Top 10 Clearing and Forwarding Companies by Industry Outlook
- Named Top Partner Pan India by Singapore Airlines Cargo
- Recognised as one of the Best Freight Forwarders at the 5th India Logistics Strategy Summit – ISCM Forum
- Best Operational Excellence Award for excellence in innovation and Technology Senate Award (Cloud Category) (2022)
- Mr. Sam Katgara honoured with the Lifetime Achievement Award at the 14th edition of Logistics and Supply Chain Leadership Awards
- Mr. Sam Katgara named CEO of the Year (2024) by the Business Leader of the Year Program.
- Recognised as a Top Cargo Partner by Singapore Airlines (FY 2024–25)
- Ranked among the Top 10 Logistics Service Providers in Maharashtra by Industry Outlook (2025)
- Featured among the Top 50 Changemakers in the Industry by Logistics Outlook (2025)
- Awarded for Partnership Excellence in Cargo Growth – Pan India at the Air India Cargo Awards

In addition, Jeena is certified by globally recognised institutions such as IATA, FIATA, WCA, and ACAAL, underscoring its commitment to international standards and best practices.

### Navigating Challenges with Resilience

In recent years, the logistics industry has faced unprecedented disruption from the impact of COVID-19 to ongoing geopolitical uncertainties, alongside rapid shifts in technology and sustainability expectations. These challenges have tested both operational stability and strategic adaptability across the sector.

For Jeena & Company, its legacy has played a crucial role in navigating this complexity. Built on an agile and resilient business model, the organisation has continued to adapt by leveraging advanced technologies, data-driven insights, and sustainable practices. This ability to evolve in response to changing conditions has enabled Jeena to maintain continuity, strengthen operations, and deliver consistent value in a dynamic global environment.

### Strengthening Brand Presence

With a strong legacy built over decades, Jeena & Company continues to strengthen its position as a reliable, technology-enabled logistics partner through a clear focus on visibility, credibility, and engagement. Its brand strategy is anchored in operational excellence, customer success, trust, and innovation.

The organisation actively enhances its presence through digital platforms, industry associations, and thought leadership initiatives, showcasing its capabilities across key markets. By consistently participating in sector-focused conversations and strengthening leadership visibility, Jeena reinforces its role as a credible and forward-looking player in global trade and supply chain ecosystems.

### Future-Ready Growth

The logistics industry is steadily evolving from a transaction-driven model to a fully integrated, digitally enabled supply chain ecosystem. Increasing demand for real-time visibility, predictive analytics, faster decision-making, reduced transit times, and sustainable logistics solutions is reshaping how global supply chains operate.

In response, Jeena & Company is aligning its strategy around three core pillars: digital integration, network expansion, and sectoral specialisation. The organisation is strengthening its digital backbone through advanced visibility platforms, automation, and data-driven insights to enhance operational efficiency and customer experience. At the same time, it continues to deepen its presence across specialised sectors such as pharmaceuticals,

automotive, defence, and project logistics to address increasingly complex logistics requirements. Looking ahead, Jeena's growth priorities remain focused on scaling capabilities, expanding into new markets, and strengthening service excellence. With continued investments in technology-driven transformation, alongside a strong emphasis on sustainability, compliance, and responsible growth, the company is building a resilient and future-ready logistics ecosystem.

### People, Purpose, and Responsibility

At the core of Jeena & Company's continued success is its strong people-centric culture. The organisation actively invests in empowering its workforce, fostering an environment where individuals are encouraged to grow, contribute, and build long-term careers. Through structured training programmes, certifications, and internships, Jeena ensures its teams remain equipped to navigate an evolving industry landscape, while recognition-driven initiatives help strengthen morale and engagement.

Sustainability is equally embedded in Jeena's long-term vision of building a responsible and future-ready logistics ecosystem. Through its 'Green Jeena' initiative, the company is driving meaningful change by adopting paperless workflows, electric vehicles, solar-powered warehouses, and energy-efficient infrastructure, significantly reducing its environmental footprint.

Extending its commitment beyond business, Jeena actively contributes to community development through its CSR initiatives. The Katgara Foundation, established in 1982, has supported thousands through medical aid and education. The organisation also partners with leading institutions and social organisations across healthcare, education, and community welfare, reflecting its belief that sustainable growth must be accompanied by meaningful social impact.

### Leadership Mantra

Upon being asked what advice he would offer to entrepreneurs and professionals entering the industry, Mr. Koul shares, *"Embracing technology is no longer optional; digital transformation is essential to staying competitive. At the same time, businesses must prioritise sustainability, as aligning with green initiatives will define long-term success. Most importantly, adaptability is critical. In a rapidly evolving industry like logistics, agility and the ability to make quick, informed decisions can make all the difference."*