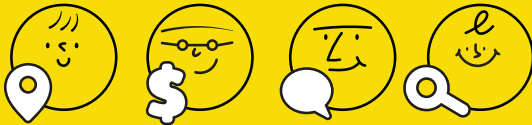




cogoport[®]

Global Trade Platform[™]

Staff Brand Book



Trade-tech shaped around you
cogoport.com

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Welcome Message



Purnendu Shekhar,
Founder & CEO

Welcome to Cogoport!

In a world where everything is connected, the supply chain is at the heart of it all. If there's one thing we have learned from recent events like the global pandemic or the war in Ukraine, it's that disruptions in global supply chains can have devastating consequences for people and businesses around the world.

Every industry is affected: Jobs, progress and prosperity are put on hold.

In essence, we can say that logistics is the lifeblood of the global economy. And while most companies don't have adequate inventory and financial resources to bring to bear against the current supply chain crunch and disruption, the ones worst hit are the SMEs as they neither have the knowledge nor the prowess at their disposal.

Cogoport, with the help of technology, is well-positioned to support and enable these companies in finding new markets for their products. We make it

Purnendu Shekhar,
Founder & CEO

possible to trade globally, thereby contributing towards Sustainable Development Goals for businesses.

Moving forward, we will not only continue to build an eco-system of trade-tech solutions, but we will also focus on building and nurturing relationships with our customers. So, while the world may only talk about enablement, we also talk about partnerships and customer satisfaction; because, at the end of the day, it all comes down to making a difference in people's lives.

When we embarked on the journey to define our purpose, we involved many of you, as we wanted to understand the preferences of all our different stakeholders. What we found was that while technology can make life easier, what our customers really want is a trusted advisor who is willing to work with them to help their business grow.

We are excited to be on this journey with you to become the leading 'Global Trade Platform', and we hope that this booklet will inspire you to be a part of building a stronger Cogoport with us. Together, we'll put a smile on everyone's faces while bridging the Trade knowledge and execution gap.

Amitabh Shankar,
CEO, Logistics

Our story

Cogoport's Timeline



40,000+ signed up customers



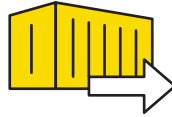
We started from just one trade route in 2016. Today, we have a presence in **149+ countries** across the globe

2019



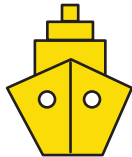
Cogoport rebuilds, focusing on our technology offer

2021



₹5 billion+ revenue, 80,000+ monthly website visits, 5000+ tons of Air Freight executed via the Global Trade Platform™

2020



400,000 Twenty-foot Equivalent Units (TEU) were booked on the Global Trade Platform™

2022



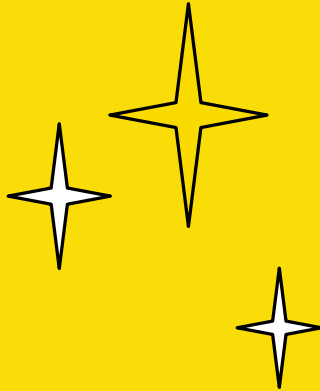
Our journey to success continues



Acquired a transportation company for domestic transportation via **Rail, Road, and Air**

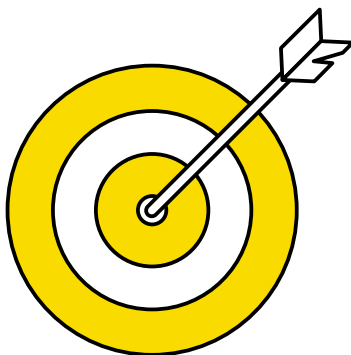


We have been recognised as **"India's Growth Champions"** by Economic Times



Our Vision

**Globalise SMEs
and accelerate
their business**



Our Mission

**We're leading a new age
of technology-driven
trade, powered by our
Global Trade Platform™,
delivering better
customer outcomes**

Our Values



Value 1

**Applied innovation
to make trade easy**



Value 2

**The expertise and
adaptability to
grow relationships**

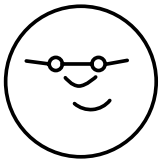


Value 3

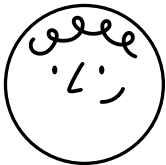
**Seamless networks
to deliver reliably**

How we behave

Value 1: **Applied Innovation to make trade easy**



We must innovate by constantly thinking of better ways to make the trading process convenient for our customers



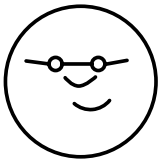
We must challenge ourselves by leveraging technology in different ways to help businesses become more efficient



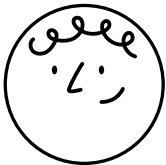
We must continually look for more efficient procurement and sourcing processes to reduce effective costs for our partners and customers

How we behave

Value 2: The expertise and adaptability to grow relationships



We must value both relationships and results, which is why we must focus on turning transactional enquiries into relationships



We must adapt our business operations to come up with solutions to help our customers maximise their growth potential



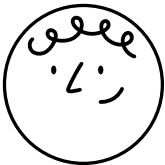
We must create win-win outcomes for our customers, so as their businesses grow - we grow!

How we behave

Value 3: Seamless networks to deliver reliably



We must take extra care in coordinating all our services so as to deliver effectively, safely and reliably






We must think ahead for our customers to ensure we connect them to the members with the right skill sets in our Cogoport team at the right time



We must continually build a global network of all offerings, focusing especially on our connections in the geographies being served




Our Brand

Brand Architecture

Sector	Trade and Logistics			
Business Entity /Sector Brand				
Divisions	Trade and Logistics			
Divisional Icons				
Divisional Brand				
Capabilities	Discover	Plan	Book	Execute
Products /Services	Google for Trade Service Discovery + SCM Best Practice	Discover rates (Container, Airline, Truck or Trailer) Ocean Schedules Supply Chain planning Rate Management for suppliers Demand forecast	Book shipment(s) (cargo, ship or truck) Rate benchmark & prediction Discover rates & Book Supply chain risk management	Track containers Documentation Stuffing / De-stuffing (Dock or factory) Customs Clearance Origin & Destination Customs, Goods Classification & Freight Station Services (CFS)

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Trade Platform™

Financial Services		Advisory	Market Place
 Financial Services		 Advisory Coming Soon!	 Market Place Coming Soon!
cogomoney		cogoport[®]	cogomarket
Neobank			
Services Pay Later Trade Finance PayMe now Cargo Financing Insurance Money Transfer Services Currency Exchange	Cards Credit Cards Debit Cards Investments Commodities Vaults Tools Education Tools Budgeting Tools	Google for Trade Service Discovery + SCM Best Practice Advisory Services	Discover Buyers & Sellers Channel Partner Program

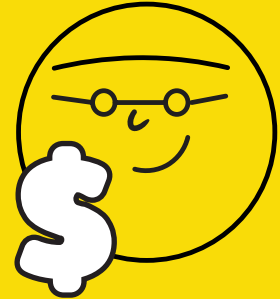
Our Divisions



Logistics

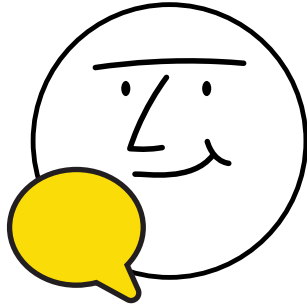
Our **Global Trade Platform™** helps customers reduce costs and effortlessly discover, plan, book & execute all their trading needs

Our Divisions



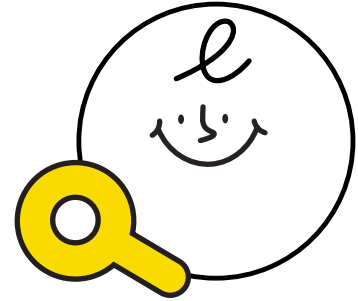
Financial Services

Our growing Neo Bank supports customers with trade finance as well as paying their suppliers directly, so they can keep their capital at work



Advisory

Machine Learning is turning data into customer insights and allowing us to provide operational efficiencies that were previously overlooked



Market Place

In the future, we have the opportunity to help our customers find new customers for themselves through an online marketplace

Our logo

In developing our refreshed 'Cogoport smile' logo we wanted to create a simple, iconic identity that would stick in people's minds. The typeface has been hand drawn to be both friendly and forward looking, which is why we created the unique smiling 'g' wordmark to remind us of what we really deliver - smiles!

We will endorse Cogoport with the '**Global Trade Platform™**' descriptor, to shout out our key product offer.

cogoport[®]
Global Trade Platform™

Our Tagline

Trade-tech shaped around you

The new tagline
'Trade-tech shaped around you'
emphasises that we take a customer-centric
approach to the solutions we develop.



Logistics



**Financial
Services**



Advisory



**Market
Place**

Trade-tech shaped around you
cogoport.com

