



Background

TNT India Pvt. Ltd. is a wholly owned subsidiary of TNT N.V - one of the largest integrated distribution companies worldwide. Incorporated in 1993, it was the first multinational express distribution company to enter the Indian market with a direct subsidiary. TNT India specializes in and caters to international, domestic air and road distribution.

Key Challenges

- Unavailability of spokespeople
- Long turnaround time for media queries resulting in lost opportunities
- Minimal interaction with spokespeople – necessary to get an insight into the company and the industry
- Only generic information being shared but not specific plans

Communication Objectives

- To position TNT as the strongest integrated service provider for both road and air in the express and cargo industry
- To communicate TNT's view on the Indian Express & Cargo Industry
- To change the perception of TNT being a player only in the movement of low weight freight
- To establish TNT as a strong customer driven organization

Strategy & Key Initiatives

- Promote mindshare for TNT among the national media, as the only domestic player to offer an integrated service to the Indian market
- Strategic relationship meetings with key journalists across the country
- Expand the media universe and geography of TNT
- Share TNT's industry specific services
- Identify and communicate non-business related activities
 - Brand - Change of strapline
 - CSR - Walk the World / Rakhi Pak
 - HR
- Help to position TNT as the fastest growing integrated Express and Logistics solution provider with a strong corporate vision and marketing strategy
- Concentrate on building visibility for TNT in relevant industry platforms and as a thought leader with regard to key issues and trends in the express & courier segment
- Help to make TNT spokespeople the preferred spokespeople and references for any key industry and trend stories in the media

Board Members Visit

- CII Luncheon with Peter Bakker for Business Associates and Industry Leaders to build TNT's profile as an industry leader and provide an environment for the TNT Board to interact with key industry stalwarts and media
- Received excellent media coverage

Domestic Launch

- Positioned as the first integrated service provider in India
- Profile TNT India as the pioneer in the Express segment; as a company synonymous with timely delivery, high customer satisfaction & quality service
- Received 140 clips nationally

Walk the World

- A yearly walkathon event along, partnered WFP which achieved international coverage
- Exclusive Tie-up with an electronic channel and a radio channel for promoting the event
- Consistently receive excellent electronic and print coverage for this annual event

Select Media Coverage

TNT launches domestic express services in India

First step towards market leadership in 2010

TNT invests 100 m euro in India India set domestic services

THE RIGHT TO LIFE INCLUDES...

REHABILITATION AND FREEDOM FROM HUNGER

PUTTING ON THEIR RUNNING SHOES FOR A CAUSE

A noble walk to eradicate hunger

India has enough food, but no proper infrastructure to distribute it

EVERY 4TH HUNGRY MAN IS AN INDIAN

WFP states that India, China, the Republic of Congo, Indonesia and Pakistan are the countries that still need to eradicate hunger as a national crisis.

It's time to strap it on

ASHISH MITTAL

JUST do it...Lose what I am, go get it -- brands like Nike, Adidas and Nike are known by their strap lines. Little wonder that TNT too decided to follow in their footsteps. The express delivery service now has the super distinctive tag line that goes 'Go to work.'

"The customer needs to be able to differentiate between brands, and hence we felt the need for a strapline"

Ashish Mittal, managing director, TNT

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So, which emerging market would you say is more interesting for you, India or China?

For us developing a business in India is as important as developing a business in China because these two countries are on top of our strategic priority list. They are both equally important. I think they are different and provide us with their own challenges. Personally, I think India is a more exciting place to be in because its huge domestic market provides us with the biggest driver of growth here and so there is much more we can achieve here. Give us a couple of years and we will be the clear leader in express delivery here.

Why haven't you looked at the US market?

In the United States, FedEx and UPS have 75% market share. If you want to enter this market, you will incur massive start-up losses. DHL has been trying for the past two-and-a-half years and they have only incurred \$1.7 billion of losses without gaining even 1% additional market share. Hence, I am not even going to try.

Will that not limit the size of your business since the US is the biggest market in the world?

Not really, and I don't even care. Because if you look at all the volumes in the world—95% of the volume is within the continent itself, while only 5% of the goods is intercontinental. What we need to do is build networks within the continents. So, the volumes, whether it is bulk shipments or time-critical parcels, will have to be transported in India itself. Hence, it is important for us to build a cost curve (in the domestic network). When someone needs to move his goods to Europe, we will be in a position to provide the best deals because we have the best pick-up and delivery capability in Europe. As for goods going to the US, first we will inform our customers that there are much better players in that market. But if our patrons insist, we will deliver because we have networks in 14 major cities in the US and partners in the rest of the cities.

Has your postal business in the Netherlands suffered because of the Internet revolution?

Absolutely. In Netherlands, we have seen a decline in mail routines since 2001—declining by 3% each year. There are

two reasons for it and they have had more or less an equal impact. One is the liberalisation of the European market and the second is the substitution effect. Very few people write letters these days and electronic banking has replaced issuing of cheques. We expect that to continue. Over the next 10 years, we will lose another 30% of the mail volumes. So we need to restructure that cost all the time. We have done three phases in the Netherlands postal office. We first corporatised the office—turned it into a separate company under the ownership of the Dutch government; then we privatised the company with the government selling its shares. And finally, we turned it into a



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profit-focused company by bringing in a lot of technology in this business. Today around 92% of our mail is optically read and recognised and sorted out by machines and permanent employees doing that work have been replaced by part-timers.

Tell us something about your World Food Programme initiative?

Nearly three years ago, we launched a partnership with the United Nations World Food Programme with the sole aim of fighting global hunger. We were shocked at the fact that although there is enough food in the world for all the people, a child was dying every fifth minute because of hunger. So I realised that I could not be proud of the fact that I was running the best transport company in the world without contributing something that we are best at—bringing food to the needy. So we have decided to become partners. In fact, last year we were very busy helping the people in Pakistan after the devastating earthquake there. □