

# THE SEA OF SUCCESS: CUBES INTERNATIONAL LOGISTICS

*Shareef Muhammed's Logistics company's rise to be among the top in Kerala was trajectoryed by his business prowess, ethics and trust in his human capital. In just 4 years since it began as an extended arm of Cubes International Group, the vertical has transported 5000 containers in last financial year from Kochi to four continents.*

Cubes International Group which began in 2011 ventured into the logistic business in 2018 to tap into the large trade opportunities. In two years, the pandemic struck. Although the virus scare put many businesses in a bind, it was the strategic and operational fluidity of Cubes International Logistics and its chairman and managing director Shareef Muhammed that enabled him to upscale his business several notches higher and rake in profit.

The Group was earlier involved in trading, and contracting and had set up its offices in Qatar, UAE and India. The logistics arm is one of the 7 verticals of the group.

When they entered the logistic business in Kerala, the team held to the vision of providing consistent quality delivery to its clients. In just 4 years of operation, the company made a commendable leap to be among the top players in Kerala. It perched into the market swiftly and made even veteran logistic companies in international trade take note. Cubes Logistics found an opportunity to expand its operation during the covid period. As international cargo flights were grounded for long due to the pandemic, inter-continental trade took a big hit as well. Sensing the opportunity, The Cubes International Logistics team headed by its General Manager Jimshad Abdu chose to invest in gaining the business of moving perishable food from Kochi to Dubai. Parallely, it made steady strides in the movement of different kinds of cargo to the UK, US and the GCC countries.

"As flights were deplaned trade had to depend on sea freight during this time. Cubes Logistics began pitching to exporters and suppliers of ensuring safe transportation through the sea. "The advantage was the cost. More cargo could be transported efficiently at one fourth of the cost of air cargo. Deep refrigerated containers ensured the food didn't perish and within 5 days larger quantities of goods could reach from Kochi to the Jebel Ali port in Dubai," says Shareef.

Cubes International Logistics knew the market was solely relying on sea freight yet there was an immense demand for logistic delivery yet, they curtailed over-ambitious plans of capturing the market and sticking to specific goods and instead earned the trust of the suppliers in the market.

The prime role of the company was securing all statutory Customs requirements at the port and also transporting perishable goods by land from different parts of the country to the Vallarpadam port in Kochi. The experienced team ensured no unnecessary impasse was created during these processes. Shareef credits a lot of his success to the team that backs him up during the crucial processes in logistics management and movement.

"In business, we took orders that were within our capacity and our focus was on quality delivery of a specific set of perishables. This way, our business became robust and clientele increased just via word of mouth and our consistency in quality delivery remained superior to the big sharks who rule the roost in the logistic business," says the 36-year-old NRI.

Today, Cubes International Logistics' progressive and calculated growth had made them one of the top logistic companies in the market which exported 5000 TEU (Twenty feet equivalent unit) last year from Kerala. Shareef



**Shareef Muhammed**  
Chairman and MD, Cubes International Group

overlooks and manages the entire operations from Dubai. "Our reputation within the clientele opened up opportunities to deliver different kinds of goods via sea to USA and the United Kingdom as well," cites Shareef and credits his success to his dedicated team who works diligently.

"Personalising services to customers, emphasising on providing consistent quality, upholding integrity, trusting and tracking team with empathy and above all the unlimited possibilities and environment provided by a state like Kerala was the reason for the success of all my businesses," says Shareef, "Our next phase of trade expansion is the United States of America."

## VERTICALS

Cubes International Logistics, India & UAE  
Cubes International Developers, India  
Psycho Designs Pvt Ltd, India  
Cubevo International Trading, India  
Cubes Trading and Contracting, Qatar  
Cascade Food Stuff Trading,UAE  
Cubes Entertainments, India