

SECTOR REVIEW

MOBILITY

CONTRIBUTION TO GROUP




Hemas Mobility Sector offers cargo solutions and air passenger services, representing several international shipping agencies and a leading airline.

- Maritime
- The Maritime vertical represents Evergreen Line and Far Shipping Line and offers a range of services for the import and export sector in the country.
- Aviation
- General Sales Agent for Emirates, the largest international airline operating in Sri Lanka offering both passenger and cargo services.



STRENGTHS



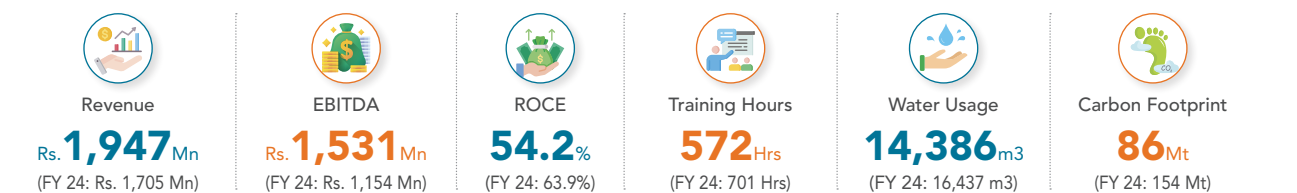
MARITIME

- Strong partnership with Principals (since 2016)
- Reputed global brand
- Maintaining high level of customer service (Service excellence)
- Ability to achieve operational excellence resulting in sustaining margin growth


AVIATION

- Strong partnership with Principals (since 1996)
- Trusted global brand
- Maintaining high level of customer service
- High sector market share for cargo segment

PERFORMANCE HIGHLIGHTS



CHALLENGES



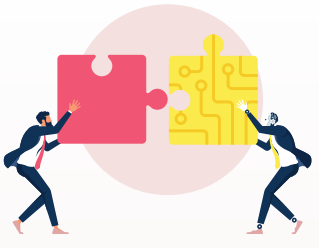
MARITIME

- Fluctuation of freight rates
- Fluctuation of the Rupee
- Transshipment volumes impacted with the development of new and strategically located regional ports such as the Vizhinjam International Seaport in India
- Scheduling issues due to capacity variations
- Proposed US tariffs will affect global trade

AVIATION

- Intense passenger fare competition due to increased capacity
- Fluctuation of freight rates
- Fluctuation of the Rupee
- Proposed US tariffs will affect global trade
- Global pandemics and wars would impact air travel
- Trend of increasing direct online bookings by customers

ACTION




MARITIME

- Closer collaboration with partners
- Achieving operational and service excellence
- Achievement of higher profit margins through optimising working capital management and process efficiencies

AVIATION

- Increase in frequencies of flights (to 4)
- Strengthened marketing
- Offering world class service excellence
- Working closely with current Agents and attracting potential Agents

WAY FORWARD



MARITIME

- Increasing capacity in Colombo Port through East & West Container terminal development
- Relaxation of import restrictions / stable Rupee / Better macroeconomic conditions will increase imports
- Work with principles to increase frequencies to address capacity constraints
- Exploring opportunities for other partnerships

AVIATION

- Increasing capacity at Katunayake airport will enhance air cargo and passenger volumes
- Further increase frequencies to provide greater convenience and support Sri Lanka's tourism initiatives
- Potential to increase market penetration with the introduction of new routes such as the Sri Lanka - India route
- Step up brand building initiatives in Sri Lanka
- Securing other partnerships