

TRADEFLOCK'S
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Shaping India's Logistics Future

PRATAP
HAZRA

Director, Beyond Sqfeet Supply Chain Solutions Pvt Ltd.

When Pratap Hazra set out to name his startup, he chose "Beyond Sqfeet." When asked why, he said, "It embodies my vision to move beyond the traditional concept of warehousing as mere square footage." It signifies a commitment to delivering real value, agility, and innovation across the supply chain ecosystem. As Director of Beyond Sqfeet Supply Chain Solutions Pvt Ltd, Pratap's entrepreneurial journey reflects his mission to redefine logistics with a customer-centric and niche-orientated approach.

During his tenure in senior leadership roles at multinational 3PLs, Pratap identified significant gaps in flexibility, agility, and local expertise. He saw how clients and emerging brands struggled to navigate complex regulatory frameworks and logistical challenges within tight timelines. These insights became the catalyst for Beyond Sqfeet, which is designed as a solution to bridge these gaps with precision and efficiency.

Pratap's extensive corporate experience equipped him with the ability to scale operations, integrate technology, and build resilient systems. It also underscored the importance of empowering teams, fostering strong client partnerships, and delivering customised solutions to meet diverse industry demands. These principles now form the bedrock of Beyond Sqfeet, with a

specialised focus on sectors such as fashion & lifestyle, engineering, FMCG & consumer, retail, wellness and eCom.

With a mission to become India's premier fully integrated logistics provider, Beyond Sqfeet combines deep-rooted local expertise with a global outlook. Under Pratap's leadership, the company simplifies logistical complexities, enabling businesses to scale seamlessly while fostering a dynamic and efficient supply chain ecosystem. Speaking with TradeFlock, Pratap shares more about himself and his organisation.

What was the biggest challenge you faced while founding Beyond Sqfeet, and how did you overcome it?

The biggest challenge we faced while moving forward was establishing credibility as a startup in a market dominated by established players. Despite having strong corporate background, gaining client trust was no easy task. We overcame scepticism by demonstrating our industry expertise, deep local knowledge, and ability to offer flexible, tailored solutions that met specific client needs.

We're helping brands by creating an ecosystem of fulfilment models that ensure same-day or next-day delivery, powered by advanced WMS and OMS platforms.

Our focus on measurable results—reducing turnaround times, optimising costs, and improving operational efficiency—helped build confidence. Within the first year, we secured long-term contracts with several established brands. Positive testimonials from these clients, along with word-of-mouth referrals, accelerated our growth, enabling us to scale rapidly and expand our client base.

Which industry outside logistics is ripe for disruption, and how can supply chain innovations drive that change?

The health and wellness industry, particularly in sports, nutraceuticals, and beauty

products, is primed for disruption. Following the pandemic, there's been a surge in consumer awareness around health, sustainability, and personalised solutions. However, the sector faces significant challenges in supply chain efficiency, visibility, and scalability. Traditional retail supply chains struggle to keep up with the growing demand for online shopping. Supply chain innovations such as multi-location fulfilment centres, AI-driven demand forecasting, and hyperlocal delivery networks can transform product delivery.

We're helping brands by creating an ecosystem of fulfilment models that ensure same-day or next-day delivery, powered by advanced WMS and OMS platforms. By strategically placing our warehouses near industrial hubs and offering customised solutions, network optimisation, and technology integration, we are reducing turnaround times. This enables brands to deliver faster and more efficiently, ultimately supporting customer satisfaction and business growth.

How is sustainability shaping supply chain innovation, and what steps are you taking to make Beyond Sqfeet sustainable?

Beyond Sqfeet is committed to achieving NET ZERO through sustainable actions across our supply chain. We aim to reduce carbon emissions, minimise waste, and adhere to environmental regulations. By strategically locating our warehouses near cities, we lower emissions from last-mile distribution. Approximately 20-25% of our parks are dedicated to green landscaping, our facilities feature solar power, rainwater harvesting, water recycling, and waste disposal systems. We've also introduced electric vehicles for last-mile delivery in select locations, with plans to expand. Additionally, we focus on fostering a safe, inclusive, and purpose-driven workplace with equal opportunities, attracting and retaining top talent. This holistic approach ensures long-term sustainability and growth for the company. We are also trying to create job opportunities for specially abled people in our operations.

What advice do you have for young professionals aspiring to entrepreneurship in supply chain?

The supply chain industry in India is poised for significant growth, becoming more structured and organised. Key drivers will be the integration of physical operations with a strong digital backbone. Identifying a niche with differentiated value is crucial, especially in sectors where technology adoption is slow or traditional players lack agility is the key. Anticipating future trends like automation, sustainability, omni-channel retailing, and quick commerce will shape the future. Staying adaptable, innovative, and proactive in addressing evolving consumer dynamics will ensure long-term success in the industry. ♦

