

Entrepreneur®

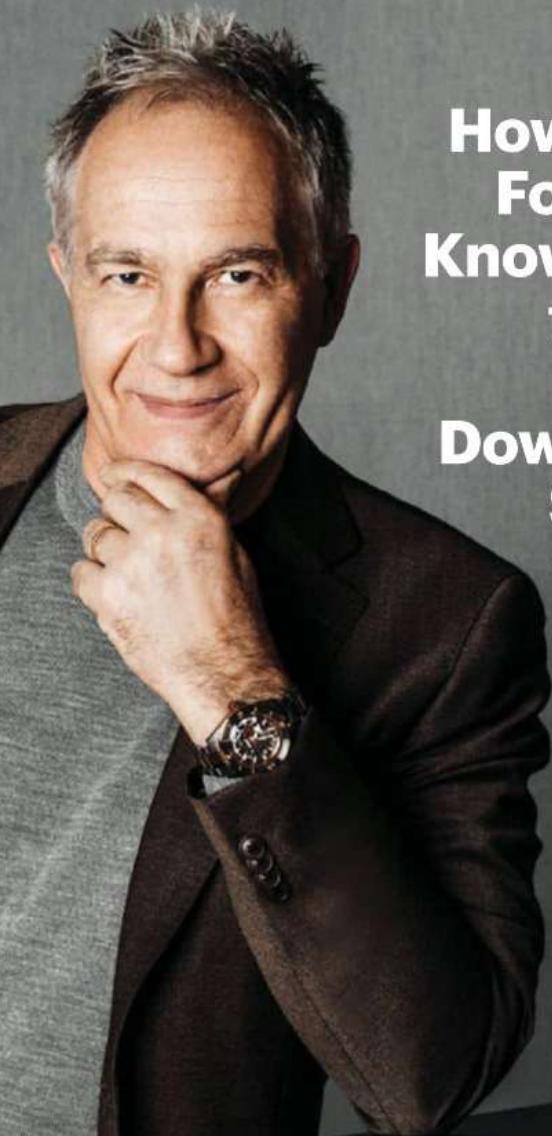
www.entrepreneur.com

December 2025 | ₹250 | INDIA EDITION

THE MAN BEYOND TIME

Adrian Bosshard

GLOBAL CEO, RADO



How Smart
Founders
Know When
to Pivot
or Shut
Down Their
Startup

P. 44

ENTREPRENEUR



SPECIAL REPORT

TOP SCHOOLS for ENTREPRENEURS in 2026

The Top 50 undergraduate and Top 50 graduate schools, as ranked
by *Entrepreneur* and The Princeton Review.

P. 67

ISSN 2456-4915



9 772456 491008

Future in Motion

VAISHNAV SHETTY

EXECUTIVE DIRECTOR,
ECU WORLDWIDE & CHIEF
DIGITAL OFFICER (CDO),
ALLCARGO GROUP

KEY INTERNATIONAL ACQUISITIONS & MILESTONES

2005

Acquired stake in ECU Line

2006

Completed acquisition of
ECU Line

2010

Acquired two Hong Kong-based entities

2013

Acquired Econocaribe
Consolidators (USA)

2014

Acquired majority stake
in FCL Marine Agencies,
Rotterdam

2016

ECU Line rebranded as
ECU Worldwide, unifying
global presence

2021

Joint venture with Nordicon,
major ocean freight
consolidator in Nordic
region

2022

Acquired Germany-based
Fair Trade GmbH
Schiffahrt, Handel und
Logistik



In 1993, when Shashi Kiran Shetty began his journey with a single forklift and a clear dream, no one imagined that the small logistics company he founded would one day operate across continents. What kept him moving was quiet determination, a willingness to learn every day, and the belief that an Indian company could build a global presence.

"My father's journey has always been defined by clarity of purpose and an extraordinary belief that an Indian company could build a global footprint in logistics," said Vaishnav Shetty (Executive Director, ECU Worldwide and Chief Digital Officer (CDO), Allcargo Group), who grew up watching this story unfold. He remembers seeing his father travel from port to port, forming relationships, finding opportunities, and taking bold decisions when the moment felt right. "His philosophy was simple: stay grounded, stay hungry, and keep building for the long term."

Those early years shaped both the company and the next generation. Shetty recalls lessons that stayed with him long before he joined the business. "The most important lesson was that learning is a continuous process and change is constant," he said. He watched his father face challenges with optimism, and these habits became part of his own approach to leadership.

As he stepped into his role, Vaishnav chose to blend tradition with technology. "The focus is on scaling the Group through technology and data, while staying true to the people-centric values that built the organisation," he explained. Working with seasoned leaders helped him align long-standing strengths with new digital possibilities.

His push for digital transformation came from the changing nature of logistics. "Logistics today is driven by speed, accuracy and visibility. Technology is the only way to deliver these consistently across global networks," he mentioned. He believes tools powered by data and AI will reshape how supply chains operate and how customers experience reliability.

Family values also guided major decisions, including the defining moment when Allcargo acquired ECU Line despite difficult circumstances. "It reflects a core family principle: look beyond short-term challenges and bet on your capabilities," he stated.

Even as the company expanded worldwide, its identity stayed rooted. "We are an Indian-born global enterprise," Shetty said, believing India's growing role in global trade will shape the future.

Looking ahead, his vision remains steady. "The long-term focus is on learning continuously, building with intent, and preparing the organisation for the next phase of growth while staying true to the values that have defined our journey."



FACTS

Inception: 1993

Revenue (FY 2024-25): INR 16,022 Cr

Global Presence:
Operations in 180+
countries

Key Markets: Europe,
Americas, Middle
East, Africa, Asia-
Pacific, and India

Employees: 10,600
(4,600 on-roll &
around 6,000 off-roll/
contractual)