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Printed By **Inderpreet Walia**

Shipmanager believes 'small is beautiful' for better service

Su-Nav chief executive Sachit Sagoonja set his sights on becoming a shipmanager when he believed that in bidding to increase the number of vessels on their books some managers began compromising values

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Su-Nav has invested in an in-house maritime training institute and an innovation centre for the maritime industry. The shipmanager is working on a water generator that uses humidity to produce water



SAHOONJA: 'THE KEY TO SHIPMANAGEMENT IS NOT SIZE.'

Source: Su-Nav

THIRD-party shipmanagement is a highly competitive sector with the successful having to do more for their clients, but they do not necessarily expect to get paid more for this extra service.

Still, it is in some respects curious that a business operating in a fiercely competitive market with low margins and in an industry as volatile as shipping is found to be attractive by managers such as Sachit Sagoonja, who entered the business only two years ago.

The company — Su-Nav Shipmanagement — consciously made a niche for itself having been based in India and having started with just seven ships. Su-Nav now manages a fleet of 15 vessels from Hamburg Bulk Carriers.

“The key to shipmanagement is not size; rather it’s the service,” said Mr Sagoonja, who believes big is not always beautiful for the shipmanagement sector.

Although the chief executive admits that size offers certain economies of scale, there is greater satisfaction in being able to provide personalised jobs for ships when you are handling a manageable number of vessels.

He agrees that “personal connections with each ship and crew members cut into their profit margins”, but Su-Nav values putting people first.

Being from a seafaring background, Mr Sagoonja set his sights on becoming a shipmanager when he believed that in bidding to increase the number of vessels on their books, some managers began compromising on values — a move that has damaged the reputation and charm of the profession.

Since entering the business, Su-Nav has also invested in an in-house maritime training institute and an innovation centre for the maritime industry.

One of the inventions from the centre is a water generator that has been placed on a few of their managed vessels.

“Since it uses humidity to produce water, the marine environment is an ideal case for its usage,” said Mr Sagoonja. “This machine is designed for marine applications and can generate up to 150 litres of pure drinking water per day.”

This enables the staff on board to have plastic-free water with zero risk of contamination. “We estimate a saving of at least 6,000 plastic bottles annually per vessel.”

Driven by a dramatic increase in the number of cyber attacks on shipping lines worldwide, the company has also installed a cyber security device called the Navis Arca — a technology can detect and neutralise cyber security threats — on board the managed vessels in its fleet.

The device allows cyber security experts to remotely connect to the vessel’s network and perform vulnerability assessment and penetration testing without being physically present on the vessel.