



# SUPPLY UNCHAINED

*The supply chain, uncensored.*

Media Kit · 2026

Watch our intro: [youtube.com/watch?v=rDEqfmFgguk](https://youtube.com/watch?v=rDEqfmFgguk)

## What this show is

Every product on a shelf passed through someone's hands — someone who negotiated the price, chased a container that went to the wrong port, and called a factory at 2am. Supply Unchained is about those people.

Not theory. The actual decisions, the fires, the workarounds, and the systems that keep goods moving when everything is trying to stop them.

We sit down with procurement managers, logistics directors, freight forwarders, UAE government officials, and the founders of product businesses who've had to figure it out the hard way. They talk about what went wrong, what they built to stop it happening again, and what anyone running or supplying a product business should know.

In short: this is the show for the people who make business possible but rarely get asked how.

## The host



### Nikhil Bhatia

Operations Director, Sasco Global Group | Podcast Host, Supply Unchained

Nikhil has spent the last five years running Sasco Global, his family's freight forwarding business, now in its fourth decade. They move over 350 shipments a month through a network of 3,500+ agents across the Emirates, Ahmedabad and Hong Kong.

He started Supply Unchained because most of what he knows about logistics he learned from watching things go wrong — and he wanted those conversations to happen in public, not just in WhatsApp groups and warehouse offices.

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**30 yrs**

Sasco Global in operation

**3,500+**

worldwide agent network

**350+**

shipments moved per month

## Who listens

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The person this show is for has usually just had a shipment delayed, a supplier go quiet, or a cost blow out — and they'd like to understand why that keeps happening, and what people at better-run companies do differently.

They don't want a textbook. They want someone who's been through it.

### Primary audience

- Procurement and supply chain managers — looking to sharpen their instincts, not just their spreadsheets
- Founders and operators of product-based SMEs — especially those exporting or importing through the UAE
- Logistics managers and freight forwarders — who want to benchmark against what others are doing
- Sales teams — who want to understand the engine behind what they sell

### Secondary audience

- 2nd and 3rd generation family business owners in trading and manufacturing
- Government and free zone officials in UAE logistics and trade
- International freight forwarders looking to connect with a UAE-based audience

## What every episode delivers

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Each conversation is built around one of five things listeners tell us they actually need:

### 1. How real supply chains work — not the textbook version

The day-to-day decisions, the fires, the negotiations, and the problem-solving that keep operations running.

### 2. How companies manage cost without cutting corners

Practical examples from SMEs and larger operations on keeping product costs lean without losing supplier relationships or product quality.

### 3. What to do when things go wrong

Stories about delays, shortages, policy changes, and geopolitical disruptions — and specifically what companies did to adapt. This includes the mistakes, not just the wins.

### 4. Why procurement is a strategy, not a function

Why sourcing decisions affect the whole company — not just the balance sheet. How the best procurement teams build long-term resilience into supplier relationships.

### 5. How global logistics actually works

Insights from freight forwarders, shipping lines, airlines, and UAE trade officials on moving goods across borders, choosing the right partners, and understanding what the paperwork actually means.

## Sample episode topics

*These are planned episodes. Actual titles and guests will be confirmed as the show launches.*

Episode topic	What it covers	Guest profile
The wrong shipment, the right lesson	A product SME founder walks through a costly shipping error, what it revealed about their supplier contract, and what they changed.	Product-based SME founder, UAE or India
How UAE free zones actually work	A government official explains the real advantages of JAFZA, DAFZA, and mainland trade for importers and exporters — cutting through the marketing.	UAE Free Zone or Trade Authority official
Sourcing from China in 2026	How freight forwarders and importers are navigating the current tariff landscape, port congestion, and quality control from afar.	International freight forwarder or sourcing agent
When your supplier goes silent	What procurement managers do — and should do — when a key supplier stops responding. Practical steps and contract clauses that protect you.	Procurement manager, FMCG or industrial

## Format & release schedule

- Format: Long-form interview, one guest per episode
- Length: 25-35 minutes
- Cadence: 4 episodes per month
- Platforms: Spotify, Apple Podcasts, YouTube, and major podcast directories
- Languages: English (primary), with select episodes in Hindi for regional audiences

## Guest segments

Supply Unchained covers four distinct voices in the supply chain conversation. Each brings a different perspective and attracts a different slice of the audience.

### SME business owners

Particularly 2nd and 3rd generation family businesses, and previous Sasco Global clients who can speak honestly about the realities of sourcing and shipping as an operator — not a consultant.

### Government & regulatory officials

UAE trade, customs, and free zone officials who can explain how the system actually works for importers and exporters, and where the opportunities are for businesses operating in the region.

### International freight forwarders

Forwarders from key corridors — China, India, Europe, East Africa — who can give ground-level perspective on what's happening in their markets right now.

### Shipping lines & airlines

Capacity decisions, rate fluctuations, and what shippers should understand about how carriers actually make decisions. These are some of the most under-explained dynamics in the industry.

## About Sasco Global Group

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Supply Unchained is produced by Sasco Global Group of Companies, a UAE-based international freight forwarding business with 30 years in the industry.

We move goods across every major corridor — sea, air, and land — and handle everything from standard FCL and LCL ocean freight to time-sensitive air cargo, customs clearance, and last-mile delivery within the Emirates. Our clients are product businesses: importers, exporters, traders, and manufacturers who need a freight partner that treats their shipments as seriously as they do.

### What we handle

- International ocean freight — FCL and LCL
- Air freight — general and express
- UAE customs clearance and documentation
- Warehousing and distribution across the Emirates
- Project cargo and oversized shipments
- Door-to-door logistics for SMEs and large corporations

### Where we operate

Offices and warehouses across Dubai, Sharjah, and Abu Dhabi. Teams in Ahmedabad and Hong Kong. A network of 3,500+ agents across every major trade lane worldwide.

## Why we made this podcast

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We didn't start Supply Unchained to sell advertising. We started it because the conversations we have with clients — about delays, about choosing the wrong forwarder, about what customs actually requires — are conversations that most businesses are having too late, usually after something has already gone wrong.

The podcast puts those conversations where anyone can find them. It builds trust with the kind of companies we want to work with: businesses that take their supply chain seriously and want a freight partner who does the same.

Every guest we bring on, every topic we cover, and every listener who finds us is part of the same goal — making Sasco Global the first name that comes to mind when a product business in the UAE needs to move something.

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### Want to be a guest or work with us?

If you have a supply chain story worth telling, we want to hear it. And if your business moves goods, we'd like to talk about that too.

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