

MESSAGE FROM THE MANAGING DIRECTOR



Dear Friends,

Let me begin by wishing all our readers A Very Happy and Auspicious New Year. According to Hindu tradition this is the year of Vikram Samvat, believed to bring golden harvest. What with price index shooting constantly upwards, slowdowns and stagnation of production, the overall scenario has not been that rosy. Fortunately these factors have not affected Group V greatly. Although some areas of internal functions, such as credit discipline and service efficiency need fine tuning.

The overall performance in terms of weight and revenue in October 2011 was okay though quite below from the best. This could be attributed to slowing down on account of pre-Diwali activities and long festive holidays which is predominant around this time of

year.

The company's thrust towards achievement of excellence and efficiency continues tirelessly. The results of these pursuits are gradually showing. Since it is the onset of New Year, let us all make a common sankalp to fulfill the organization vision and mission and contribute positively in every sphere of our activity and bring about quality change in our surroundings.

Last month the monthly Executive Meetings of V-Trans & V-Xpress were held in Navi Mumbai from 10th to 13th October. It was a matter of great pride to see the turnout of smart and confident leaders attending the meeting brimming with great positive synergy.

In this issue, we bring you some thought provoking issues relating to Global Warming and Social Ethics and Responsibilities that concern us today. Are we ready to act on these now for the sake of our future generations? In addition, we present a profile on Shri Hasmukh Shah, Executive Director who has immensely contributed to the organization growth. There is also an article on the job profile of secretaries, a difficult job handled by them and who work behind the scenes to make the high flying busy life of their bosses much easier and more efficient.

Mahendra Shah



SHRI HASMUKH K.SHAH: A TOUGH MAN WITH A SOFT HEART

Shri Hasmukh Shah joined the business in 1975 at the young age of 18 years.

After joining the Company, he went through a business familiarization process training in various departments of the business. Shri Hasmukh Shah's main role was to assist in bringing stabilization on the business front and to expand its network of branches.

Being fearless and street smart, Shri Hasmukh Shah has a knack and ingenuity to tackle challenging situations and solve them; qualities that endear him to the family and is looked upon as Man Friday whenever the family is faced with crisis that needs solving. Based on these skills, he chose to take charge of the Co.'s trucking and infrastructure development. In 1983 Shri Hasmukh Shah shifted to Gandhidham. In 1984 he moved to Ankleshwar with his family where he spent twenty fruitful years. He has sacrificed his comforts of city life in Mumbai and family bonds.



Until this point, the organization was prominent only on Mumbai – Saurashtra – Kutch route. He joined hands with elder brother Shri Mahendra Shah and together they made a big impact on the North, Central & South Gujarat corridor, from Vapi onwards aptly called the “Golden Corridor”. The number of branches rapidly rose from 4 to 49 and this expansion gave a tremendous boost to the outward business from Mumbai Region.

Simultaneously during this time, the company started expanding its fleet and trucking business and under his baton, our fleet strength received further boost. At that time the Co. owned about 12 trucks. Today, the company owns a fleet of 150 young and well maintained vehicles of various types and capacities, most of which are containerized and many are GPS fitted.

A soft and genial person with a tough exterior, Shri Hasmukh Shah works on instincts and is a stickler for discipline and systems, commanding both awe and respect with the stakeholders. Not many know about his humane side, but he pioneered several reformative initiatives to uplift the socio-economic status of drivers.

It was his idea to encourage small fleet owners to get directly on board with V-Trans on long term basis by eliminating middlemen, ensuring better margins & higher returns and hassle free dealings. He also introduced schemes making them partners in our progress, converting them into owners from drivers and standing by them in their hour of need. As a result they have become our extended arm, our brand ambassadors and have further helped us to grow.

A man always available in the hour of need, Shri Hasmukhbhai is a trusted trouble shooter and a tough negotiator for both the organization as well as the family and is known to talk straight. Example of this is evident in an interesting incident that occurred in May 1992.



Recalling this incident, Shri Hasmukhbhai says, "A truck was loaded by Silvassa branch to Bhiwandi. The total value of materials loaded was worth around Rs. 16 lakhs. The truck didn't reach Bhiwandi on the next day. On inquiring with the truck owner, he too had no idea about the driver's address or whereabouts. So a police complaint was lodged after 3 days. I took a jeep and along with Mr. I.M. Dubey, then and incidentally, present BIC of Silvassa, about 3-4 company drivers and a local policeman, launched a massive search all the way upto Mumbai. I personally visited about 30 to 40 "addas" dealing in stolen chemicals and other goods. But there was no clue available of the vehicle as well as the driver and it seemed as if both had vanished into thin air.

After about 8 days of relentless pursuit, we finally got a tip that the driver had escaped to his village in UP state. So we rushed there but by then he had vanished from there too. However, we did not give up and raided almost all the shady addas dealing in stolen goods and vehicles. I was traveling in just two pair of clothes and used to mostly stay in dhabas. This stretch of highway is notorious for kidnappings and hijackings and the whole operation was filled with dangers and risk to personal life.

Our perseverance paid off and we learnt that the driver had escaped to Nepal. So we rushed there and camped in a village close to the Indo – Nepal border. We had to walk almost 4 to 5 kms across the border daily to seek police help in Nepal. However, during this period the Indo – Nepal extradition treaty had expired and was not renewed as a result even though the local Nepal police managed to nab the driver, we were unable to bring him with us across the border. What emerged from his confession was indeed very startling. According to the driver the mastermind of this episode was a politician from Bhiwandi who ran this racket.

This entire action packed drama took a whole month to unfold. But we succeeded in sending out a strong message to other drivers and thieves along the highway not to touch our vehicles and materials. After this, there have been no such major incidents.

Such high pressure situations require presence of mind and lots of guts to act. Shri Hasmukhbhai fits the role perfectly and has been able to bail the company out of a couple of more similar situations involving thefts and pilferages. He has the daring to put his hand right inside the snake hole and pull it out by its head. The above mentioned incident is just one of the few equally dangerous missions that he has undertaken showing his commitment.

Shri Hasmukhbhai is best skilled in negotiating property acquisition deals be it agriculture, land or estate. He also has a flair for constructions – the Vapi Super Hub has been built fully under his supervision and has shaped up as a model of infrastructure excellence. He is also a master in the operations activities of the Co. and can smell out negatives. He has a wonderful relationship with drivers who hold him in high esteem for bringing a sense of dignity in their profession.

The best part about is him is his preference to maintain a low profile and humility. He is a gentleman with a heart of gold and never likes to boast about himself.



Shri Hasmukhbhai seen in a serious discussion with Shri Mahendra bhai during construction in progress at the Vapi Super Hub

REGIONS SPEAK

NEW BRANCH OPENING

NORTH REGION:

Bhiwadi – Rajasthan (Franchise): Commercial Plot No. 13, Sector 3, UIT Grover Path, Near UIT, Police Post: Teh. Tijara, Dist. Alwar – 301019. Contact Person: Mr. Raghuvir Yadav. (M): 09351805172.

Hearty Welcome to New Joiners at:

North Region:

•Mr. Rakesh Kumar Mantoo, Manager – Credit Control & Key Accounts (M): 09311978106. Email: rakeshmantoo@vtransgroup.com

•Mr. Gayasuddin Khan, Area Sales Manager, Ghaziabad Location. Email: gayasuddinkhan@vtransgroup.com

Pune Region:

•Mr. Subhash Kale, Branch Manager, Aurangabad. (M): 09373009041. Email: aurangabadsales@vtransgroup.com

•Mr. Hemant Joshi, Branch Incharge, Kolhapur. (M): 09326872772. Email: kolhapur@vtransgroup.com

Tamil Nadu Region:

Mr. C. Dhanunjay, Area Manager - Chennai North. (M): 08144643744. Email id: dhanunjay@vtransgroup.com

CONGRATULATIONS



To Mr. Kamlesh Shrivastava, Nagpur – Wadi Branch for achieving 500+ tons plus sundry business and 150 + tons FTL business in October '11. Keep the momentum going!

ACCOLADES

We reproduce below appreciation received through email by AO Ankleshwar from one of their clients, for excellent services rendered:

From Radha Krishna

To: trafficaoank@vtransgroup.com

Cc: shashidhar.g@altana.com; Bhaskar.N@altana.com; csaokar@vtransgroup.com

Sent: Thursday, November 03, 2011 11:23 AM

Subject: APPRICIATION OF YOUR SERVICES

Dear Mr. Mohan,

We thank you for your excellent co-ordination in delivering the consignment sent to our valued Customers, & various destinations. As this material are required on priority basis & online with customers & we do not get enough time for delivery period,. The material delivered to our customer on appropriate time. Even our customer has appreciated your efforts in ensuring efficiency in delivering the material.

We take this opportunity to express our sincere gratitude to Mrs. Celine in co-ordinating in this chain delivering the system. Without you & your Bangalore office efforts it would have not been possible to actually deliver the material on time.

Further we would like to mention that in the Y-2011 Mr. Mohan & his team has given their excellent services in maintaining smooth delivery of materials to our customers.

We sincerely hope the same continues in the Y-2012,. We would like to keep V-Trans as 100% services provider for our material in our region.

Regards,

RADHA KRISHNA.

M/s. Kabadi Trading Co, #8, 2nd Cross, K.G. Road, Bangalore-560 009.

Fax: - 080 22251 725 / Tel: - 080 22261 601

Sales Achieved in the month of October 2011.

TOP 2 REGIONS

Region	%age Achieved
Gujrat	83%
Maharashtra	81%

TOP 2 ZONES

Zone	%age Achieved
Punjab	110%
Baroda	88%

BRANCHES IN TOP LEAGUE OF 10L+ BUSINESS (in order of achievement)

Koper, Bhiwandi Vadape, Gurgaon, Ambernath, Peenya, K.R. Puram, Broadway – Chennai, Saharanpur, Parwanoo, Andheri, Tathawade.

The VA's and Franchisees who has brought in good sales are:

Branch	VA/Franchise	Name of VA/Franchise
Vadape	VA	Mohammad Shakil Ansari
Gurgaon	VA	Jaivir Singh
Ambernath	VA	Samar Bhadur Singh
Saharanpur	VA	Sudhir Kumar
Peenya	VA	Mudligiri Gowda



OPENING OF NEW FRANCHISE / BRANCH

NEW BRANCHES OPENED:

Rohtak (Franchise): C/o. Jagdish Transport, 2 Giriraj Complex, Hissar Bypass Chowk, Rohtak, Haryana – 124001. Contact Person: Mr. Jagdish Chandra Sharma. (M): 08607814503. Email: rohtakvx@vtransgroup.com

Manjusar (Franchise): Shop No. 6, Sai Complex, Manjusar – Savli Road, Manjusar. Dist. Baroda. Pin: 391775. Contact Person: Shiv Kishor Shiv Kumar. (M): 09979895483. Email: manjusarvx@vtransgroup.com

Nerul (Own): Shop No. 4, Plot No. 608, Shobna Niwas, Someshwar Mandir Road, Sector 1 – A, Shirwane, Nerul, Navi Mumbai – 400 706. Contact Person: Mr. Arun Kumar, Tiwari (BIC). (M): 09322877194. Email: nerulvx@vtransgroup.com

FAREWELL

- Mr. Avinash Diwan, Manager – Control Mechanism, Nagpur Zonal Office.
- Mr. Paul F. Karunakaran, Zonal Delivery Manager, Chennai Zonal Office.
- Mr. Sachidanandan D., Asst. Manager, Key Accounts, Bangalore Zonal Office.

DIWALI CELEBRATION AT CORPORATE, BELAPUR

The staff at Corporate Office at Belapur organized a Laxmi Puja on 26th October, 2011 as part of Diwali celebrations. The puja was attended by all staff and their members.

KANDLA PORT TRUST – GATEWAY TO GUJARAT

Kandla is a seaport in the Gulf of Kutch. It is one of the major ports in India. After the partition of India, Kandla was constructed in the 1950s as the chief seaport serving Western India.

In 1952, Prime Minister Pundit Jawaharlal Nehru laid the foundation stone for the new port and in 1965; it was established as the first Special Economic Zone in India and in Asia as the biggest multi-product SEZ in the country.

Today, the port serves as India's hub for exports & imports activities and is ISO 9001:2008 certified. It has an impressive track record of contributing significantly to the country's international maritime trade over fifty years and has carved a niche for itself with its steady growth and economy of its operations. It was no wonder then that the Maritime And Logistics Awards (MALA) jury adjudged it for the best port award for the year 2011 over Chennai & Vishakapatnam who were also in the race.

Our nearest branch – Gandhidham is located approx. 15 kms from the port since 1960. By 1970s, we had all the major clients situated in the Free Trade Zone. M/s. Atul Drug House deserves a special mention here who has been closely associated with us in Kandla since the branch started in 1958.



The fact that we were one of the earliest companies to establish its services in the entire Kutch helped us to develop our business to and from Kutch. Some of the earliest companies to support us with their continued patronage are Lalit Industries, Sharda Steel, Atul Drug House, etc. As a result of our excellent Customer Relationship Management, these customers continue to support us through thick and thin until today.

Today Gandhidham stands tall as the Area HQ with five branches under it, namely, Bhuj, Mandvi, Mundra, Samakhiali & of course Gandhidham and is a major contributor to the overall business of Rajkot Region.



JOB PROFILE – TO BE A SECRETARY

The word 'Secretary', usually conjures up an image of somebody taking dictations, poring over the typewriter busily sending out correspondences, working hard to keep pace with the boss's busy schedule; the sentry one has to pass through to approach the boss.

Over the years the typewriter has given way to the computer and the advent of word processing has significantly made the work load easier. The duties that fall under the purview of the secretary has also increased triple fold and the gender bias towards female secretaries has also blurred making male secretaries equally preferable, keeping in view the high demands of this job function.

Now a secretary not only handles correspondence, such as making notes and typing out letters, maintaining files & paper documents, etc. but also manages budgets and bookkeeping, maintaining appointments, planning out conferences and meetings including overseeing of catering details. Often secretaries are asked to note down minutes of meetings and prepare meeting documents for review. They may also do personnel paperwork which used to be thought of as a Human Relations function. And plan out travel details which might include understanding the complex rules regarding Visa and Immigration.



Supriya Mendon, Secretary
Shri Mahendra Shah, MD



Akshata Tawade, Secretary
Shri Ashok Shah, Chairman



Marilyn Alvares, Secretary
Shri Rajesh Shah, Executive Director

In a typical business scenario, many job descriptions overlap. However, qualities that make for an ideal secretary are briefly summarized as:

- A charming personality with a knack for details and even control access to the boss she is working for.
- A skilled organizer, he/she must be capable of emulating the style, corporate philosophy, and corporate persona of the executive for which they work.
- Ability to communicate and interact effectively with the general public, vendors, customers, and any other person or group that the executive is responsible to interact with.
- Most importantly, he/she must be trust worthy, command respect and an innate ability to maintain confidentiality.

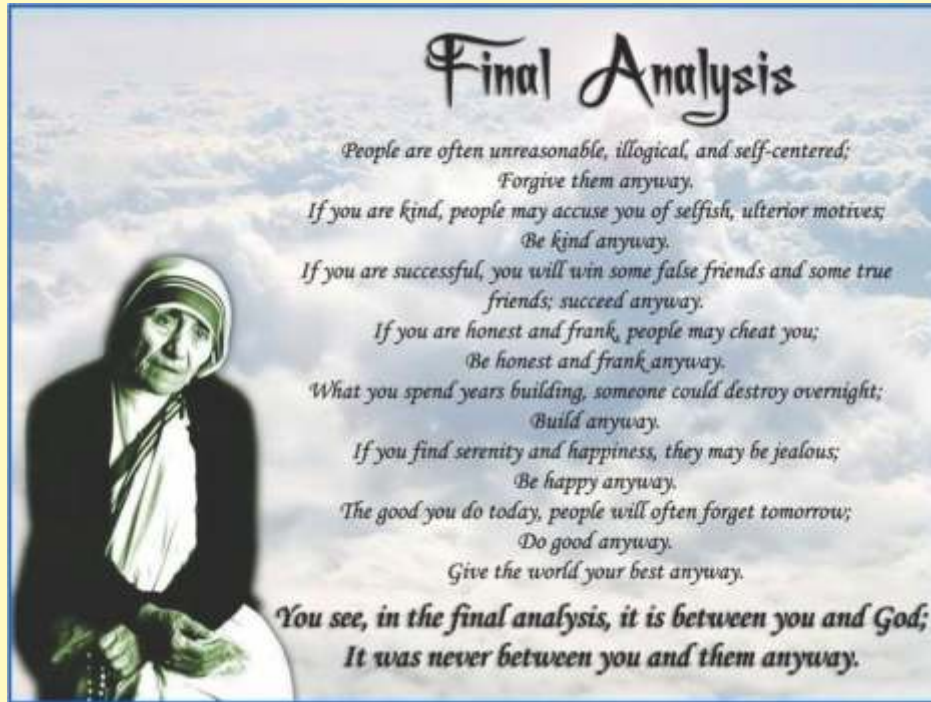
In V-Trans our directors and important designates rely on their efficient secretaries who fulfill their roles and other tasks meticulously in keeping with our corporate identity and organizational structure. With our organization thrust on Quality & Efficiency these ladies are perfect examples of talents and multi tasking having to manage both – office and their family responsibilities with élan.



Meena Modi, Secretary
Shri Hasmukh Shah, Exec. Director



Shruti Chadaldwad, Secretary
Shri O.P. Harshwal Shah, COO, V-Express



Contributed by:
Mr. R.M. Joseph, Corporate Manager – IT

SOME THOUGHTS ON MOTIVATION

Saying Thanks is Hugely Motivational

Saying thanks and giving praise are today some of the most commonly overlooked and under-estimated ways of motivating people. And it's so easy. Saying thanks is best said naturally and from the heart, so if your intentions are right you will not go far wrong. When you look someone in the eye and thank them sincerely it means a lot, in presence of other people, even more so. The key words are the ones which say thanks and well done for doing a great job, especially where the words recognize each person's own special ability, quality, contribution, and effort, whatever. People always appreciate sincere thanks, and they appreciate being valued as an individual even more. When you next have the chance to thank your team or an individual team-member, take the time to find out a special thing that each person has done and make a point of mentioning these things. Doing this, the praise tends to carry even greater meaning and motivational effect.

Building Confidence for Motivation

"Learning something new and completely different liberates the mind. Facing a challenge, meeting it and mastering it help build confidence".



Contributed by:
V. Sivakumar
HR & Admin, Chennai

GLOBAL WARMING - A SERIOUS THREAT?

Global Warming is about the change in climate our planet earth is currently experiencing. It refers to the rising temperature of earth's atmosphere and oceans and its related effects. Scientists conclude that it is caused by increased concentrations of greenhouse gases (GHG) most produced by human activities. Most come from the combustion of fossil fuels in cars, factories and electricity which produces carbon dioxide, methane released from landfills and agriculture, especially from the digestive systems of grazing animals, nitrous oxide from fertilizers, gases used for refrigeration and industrial processes, and deforestation – a gradual erosion of forests and trees.

Effects of Global Warming

The planet is warming up by more than 1 degree Fahrenheit and even more in sensitive Polar Regions. Signs are already appearing all over, and some of the startling impacts from increasing temperatures are:

- Melting of ice worldwide, especially at the earth's poles including mountain glaciers, ice sheets covering West Antarctica Greenland and Arctic sea ice. This melting is causing sea levels to rise.
- Change in ecosystems due to drying of rain forests and scrambling wildlife causing migration of birds & animals to greener areas eventually causing them to extinction. Species that depend on one another may become out of sync, e.g. plants could bloom earlier than their pollinating insects become active. Similarly, if sea ice disappears, so will the polar bears and penguins.
- Average precipitation (rain and snowfall) has increased across the globe with storms and hurricanes becoming stronger. As the Earth spins each day, the new heat swirls with it, picking up moisture over the oceans, rising here, settling there. It's changing the rhythms of climate that all living things are otherwise used to. Floods and droughts will become more common. Rainfall in areas where droughts are common could decline by 10 percent over the next 50 years. Less fresh water will be available. Diseases & epidemics will become common.
- If the Quelccaya ice cap in Peru continues to melt at its current rate, it will be gone by 2100, leaving thousands of people who rely on it for drinking water and electricity without a source of either.

Solutions - What Can We Do?

What we do right from today will make a big difference. Inculcate good social habits and stop wasting our resources, that is;

- Stabilize GHG concentrations and reduce emissions by 50% to 80%. One of the ways is to reduce use of private fuel based vehicles by utilizing public mode of transport.
- Improve energy efficiency and vehicle fuel economy, increase use of wind and solar power, hydrogen produced from renewable sources, biofuels (produced from crops), natural gas, and nuclear power.
- Switch off electricity when not required, adopt rainwater harvesting, Use less paper – save trees. Plant more trees that absorb CO₂ as they grow in our housing society, "sequestering" carbon naturally. Increase forestlands and adopt agricultural reforms.
- Restrict cattle farming for meat and switch to vegetarianism food

We at V-Trans too have made conscious efforts towards care for conservation of environment. Some of the path breaking initiatives taken by the Company on this front is:

- Planting of tree sapling and water harvesting facility in our state of art Vapi Super Hub, Aslali & other major premises.
- Using solar power at our Training & Development Center in Ahmedabad, now being spread in other premises.
- A well maintained fleet of young vehicles that conform to latest fuel efficiency norms.

These efforts on our part gained due recognition and helped us to bag the CEAT Award for "Environment Conservation" 2011. Looking at the imminent threat posed to our planet, V-Trans pledges to continue its ongoing efforts to protect our environment. Let's do it now for the sake of our future generation.



QUIZ TIME

Vijay Path, Group V- News Letter for the Month of November, 2011 -- QUIZ No. 11

- Q1. One of the following options is not a practice while engaging a market vehicle:
(a) Take imprint of chassis number. (b) Take imprint of vehicle number plate.
(c) Photo of driver. (d) Photocopy of driver's license.
- Q2. G.I. charge is collected towards: (a) Godown Insurance. (b) Subrogation cases of claims.
(c) Additional operations cost. (d) Goods insurance.
- Q3. As per Company norms, door delivery should be affected within how many hours of goods reaching the destination branch: (a) 12 hours. (b) 48 hours. (c) 24 hours. (d) 36 hours
- Q4. Preparation of which one of the following documents is mandatory before delivery of any consignment: (a) Memo. (b) LHPO. (c) TUR. (d) CR.
- Q5. In Punjab state, what is the requirement for goods having invoice value above Rs. 1000/-:
(a) Only TIN No. (b) Form 31. (c) Form 36. (d) Form 38.
- Q6. Material Handling Equipment (MHE) should be used to load / unload which one of the following type of goods: (a) Only cartons. (b) Bags. (c) Long material. (d) Heavy goods.



This quiz is for Group-V employees only.

- Correct answers will be published in next month issue of newsletter.
- Answers should come through e-mail only.
- Please email your answers to: response-vijaypath@vtransgroup.com

Names of employee with all correct answers would be published on first come basis in next newsletter.

Correct answers to Quiz No.9, October – 2011

1. (3) – To Pay.
2. (4) – A Private Enterprise.
3. (3) – Engineering Goods.
4. (1) – Medicine Sample.
5. (4) – 45 Days. (Note: Xpress Division – 30 days).
6. (1) – Raise the bill on time.



Congratulations to the following for sending all correct answers:

From V-Trans: Sunil Mishra, Ambernath, Mohd. Shafi Vohra, V.V. Nagar, Nimesh Khalasi, Makarpura, Hitesh Sata, Fleet Divn., Baroda, Ranjeet Vanjara, Vatva, Jiten Purohit, Rajkot, Manish Manek, Vavdi, Ravikumar B., Chennai.

From V-Xpress: Shruti Chadalwada, Bahlendu, Rupesh Vaje, Anand Singh, Mangesh, CO, Belapur, Manoj Joshi, Guj. R.O., Shriram Soni, Jaipur, Sanjay Singh, Maduravoyil, Anup Saha, Kolkata

And those who scored 5 out of 6 are

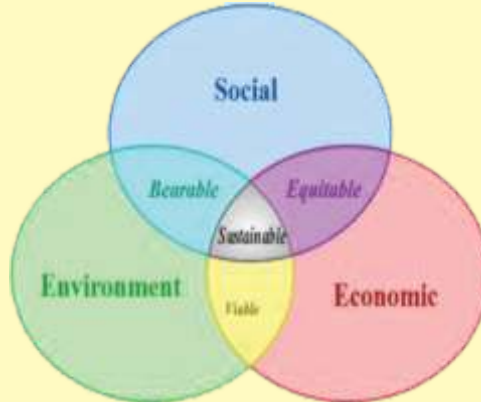
From V-Trans: Varsha Patel, Unn, Himani Modi, National Inward, ADI, Girish Patel, Corp. Accts, ADI, Jignesh Simariya, Jamnagar, Neeraj Kumar, Inward Cell, North, P.K. Mohan, Compliance, South, Joseph Moreira, Maduravoyil TC.

From V-Xpress: M.P. Srivastava, Vapi, Chirag Kacha, Rajkot.

ETHICS AND SOCIAL RESPONSIBILITY

Ethics are frequently talked about and addressed in the news when unethical decisions are found. The latest case in study is Anna Hazare's anti graft fight which is news almost everyday. Ethics are an individual belief system that consists of knowing what is right and wrong and can vary from person to person. Ethics is in part analyzing decisions, beliefs, and actions.

Where do ethics come from? People develop their internal beliefs from their childhood. Factors such as the conditions under which an individual grows up affect the way that they see the world. For example if a child was raised in a violent environment might feel that fighting is okay. It is hard to find two people that feel exactly the same about every situation.



Similarly businesses are expected to possess good ethical values and fair practices to be socially responsible. It is therefore, important to have good individuals as employees and make them feel that they share the values of those they work with. Ethics is not just talking about the right thing. It is doing what is right in every decision that is made.

V-Trans and its promoters have strong roots in core values right from its humble beginning. Our late founder, Shri K.K. Shah was a visionary with a great heart, was deeply involved in several social welfare and development projects for his native Kutch that included drought relief, provision of proper roads, electricity, water and telephone services. Our present Board of Directors and its next generation including its strong workforce pan India mirror these values. Some of the significant contributions made by them to the society include the Bidada Hospital; a newly constructed, fully air conditioned Panchayat Ghar in their native Patri Village in Kutch.

"Honesty is the best policy" so goes a popular saying. In V-Trans, honesty and fair business practices are the hall marks of the Co. Environmental conservation and peaceful coexistence with one and all are other areas of concern that we strive to uplift. We attribute our success to our stakeholders whom the Co. treats as its Brand Ambassadors.

Today, if every individual or citizen imbibes these qualities within themselves the world would be without major strife or conflicts and a much better and happier place to live in peacefully.



PHOTO GALLERY



Traditional Dress Day was observed at the Corporate Office Sion on the 6th day of Navratri celebrations. Most of staff came to work wearing traditional dress. As can be seen, in the top photograph, all the ladies staff wore red sarees while the gent staff wore kurta salwar to work.



Pictures taken during Shri M.K. Shah's visit to Baroda Office and meetings with staff.

Please send your feedback to : response-vijaypath@vtransgroup.com
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