New Godown opened at Dhapoda (Bhiwandi)

A new Godown was recently opened at Dhapoda (Bhiwandi) in Mumbai Region on 9 Jun, 2017. Spread over 12,000 sq.ft, the godown has been built eco friendly with Heavy Turbo exhaust fans and translucent sheets on the roof to minimize the use of electricity during daytime. It has 25,000 sq.ft of open space for loading/unloading and additional truck parking. At a time 12 trucks can load/unload goods at this vast premise and its unloading bays allow 4 Tempos to load/unload at one time. It also has 500 sqft of open-from-three-sides dedicated platform for Heavy goods wherein Hydra can easily lift & move Heavy Goods. Apart from this it also has dedicated Toilet facilities for both Laborers & one room for drivers and Laborers each & some open air resting space. This is one of the biggest godowns in Bhiwandi Area and is meant to cater to the increasing business needs of this Area. Laudable efforts put in by Shri Hasmukh Shah, Mr.Bharat Sethia and Mr.Prasadbhai are highly appreciated.

Driver Initiatives at Vapi Hub

On Jan 10 a training program was organized for drivers co sponsored by Eicher VE. Several Topics related to road safety were discussed in this program. Eicher VE Faculty Mr. Dipak & Mr. Parth Shah along with fleet Management team from V-Trans conducted these training sessions. After the training program Eicher VE also arranged for the drivers’ eye check up with the help of VISION Express executives.

On June 11, CEAT & SHARP NGO – Delhi organized an eye check up camp for Our Drivers at Vapi. Sharp NGO team had invited an eye Specialist from one of Surat’s prime brands and Biggest Hospitals “PRIZMA EYE CARE HOSPITAL.” Mr. Ronak Bhatt (Relationship Manager) also was present during the full program. Our drivers, Vapi Super Hub staff & labourers, around 90 + persons took benefit of the free of cost eye check up facility. Mr. Dipak Solani & the entire Fleet Team Vapi attribute the success of the camp to the co ordination endeavours put in by Vapi Hub seniors Mr. Rajesh Bhandari & Mr.Dinesh Pandey.
Dear Friends,

The Overall results of FY 2016-17 both for V-Trans and V-Xpress do not paint a rosy picture. This may be due to the factors beyond our control like demonetization etc., which led to slowdown in business and an unparalleled increase in truck hire charges.

Budgets for the next year have been presented, now let us all work together towards making this a reality and achieving our set goals in the months ahead. I convey my best wishes to all the teams.

This issue has been dedicated to Resurgent 2017-2018, which was a huge success with 7 Regions/locations playing host to the event. Around 800 of our elite team members participated along with Directors and Sr. Managers. The highlights of all presentations, based on the theme of Introspection, Correction, subsequently leading to Excellence and all round Growth have been covered in this issue. Lot of inputs to guide and show the way forward and goals for next year had been presented. This event was enjoyed by all presenting an opportunity to meet old friends/team members, hold good photo sessions followed by excellent buffet spreads.

One event the whole nation is talking about is the implementation of GST from July 1st. Maybe by the time you receive this issue, GST must have already been implemented all over India. An impression has been given that GST is most beneficial to the logistics industry. It is true to some extent; however, it brings in a lot of challenges for us. On the positive side an organization like ours shall reap the full benefits of being fully computerized and fully statutory compliant. On the flip side it may add huge financial burden on us. We shall have to work strictly as per set SOPs, and use 100% computerised facilities since now there is no scope for mistakes or human error. The entire V-Trans group team will have to set high standards of accuracy and perfection in whatever we do.

In a continuous process of strengthening our infrastructure we have added one more feather to our cap with the opening of a new godown at Dhapoda (Bhiwandi).

Mahendra K. Shah
Resurgent - 2017 was conducted at 7 Regions/locations which played host to this event. The event was inaugurated at Ahmedabad by Shri Ashok Shah & Shri Mahendra Shah with lighting of the lamp. The Best Branch in each Region/Area was awarded with the Best Branch award.

### Ahmedabad

The Event was held at Ahmedabad Region on 22nd April. It was held at the auditorium of the prestigious Ahmedabad Management Association (AMA). Ahmedabad Region, Baroda Region, Rajkot Region and Indore Area were the participants.

Mr. Chandrakant Makadia getting his message across

Mr. Prem Kumar delivering his keynote address

### Best Branch Award

The best branch award was presented to Odhav branch from Ahmedabad Region,
The best branch award was presented to, Makarpura branch from Baroda Region.

The best branch award was presented to, Metoda from Rajkot region.

Delhi

The Event was conducted at Indian Agricultural Institute on 23rd April where North region had convened.

The best branch award was presented to Delhi (East).
Mumbai

At Mumbai the event was hosted on 29th April at B.N.Vaidya sabagruha, which included Mumbai Region and Corporate Office staff.

Ms. Shilpa Chapukar, Corporate head, HR put in great efforts to make this event a grand success.

Mr. Nipunbhai asked his team to make a resolution.

Mr. Prasadbhai’s advice to make on-time deliveries & promote Inward business.

Best Branch Award

The Best Branch award was presented to Vadpe and the Runner-up was Andheri branch.

Best Branch Award, Vadpe Branch

Runner-up Award, Andheri Branch
Excerpts of Speech of our MD
Shri Mahendra Shah at Resurgent 2017

At V-Trans, we believe in transparency. We like to share and celebrate our performance with our large family spread all over the country. Till 2012 we used to have Annual Get Together (AGTs), where we used to share our achievements and shortcomings of our performance of the previous year as also our goals for the next year. I recollect the last AGT at 2012, where we shared excellent performance of last 3 years, having achieved our Revenue budget and also achieved growth of 30 % year on year. However due to other priorities we discontinued this process.

Now let us know some facts about our organisation

- We have strong brand presence and great market reputation
- We have 60 years legacy
- We have a huge client base of more than 1 lakh customers who are our brand ambassadors
- We have strong processes
- We have Vast Network and Robust infrastructure
- We have the Best in Trade – team of 2000
- We have the Best IT software – eCargo

Despite the above showcased facts we have not been able to keep the same momentum of earlier years going on and our performance has also not kept up. Hence we decided to bring back the tradition and organise an event where we could meet and share with our V-Trans family. Hence we named the event as Resurgent, meaning thereby to rise again to bring back the glory. The theme for the same was Introspection, Correction, leading to Excellence and thereby all round growth.

As in introspection we look back at the previous years as to what we did right or did not do the correct way. Following are our observations which need to be avoided/corrected:

- Picking up non remunerative and difficult to serve business
- Disruption at TCs – Long term loss of business / clients.
- Not working through system and processes-Love for manual documents
- Lack of accountability and pro-activeness
- Demonetization

To be continue...
Whereas the following need to be adopted vigorously:

- Go for Service excellence, apply quality in all aspects
- Stick to basics of transport trade, ensure Maker and Checker mechanism
- Take full accountability for your actions
- Ensure 100% computerized documents, full use of e-Cargo - Use all available reports
- Work on Systems and Processes
- Take care of customer convenience (within the frame of our SOPs). Retain and add Inward clients.
- Tap additional business, provide tips

Obviously, this will lead to excellence and all round growth.

Today V-Trans is well established, highly reputed organization in the transport field. We are capable of achieving whatever goals we set to win. There are ample opportunities in the market and the new atmosphere created under PM Modi is very conducive for high growth in an organization like ours.

However, along with opportunities come challenges and we have to be extra vigilant, extra efficient to face the same.

**Challenges**

- The cost of Compliance. All our input cost are going to increase
- The biggest challenge is elite organizations using technology to the fullest
- High Customer Expectation - we need to be in sync with his aspirations-expectations.

However, Solution lies in

- Capitalising on strengths of V-Trans.
- Using technology to the best-100% use of e-Cargo
- Being aggressive in market-tapping the markets through sales efforts
- Providing excellent, better than expected services
- Taking advantage of lack of serious competition on our offerings.
- Making the most of our ability to match client expectations
- Adapting the best systems and processes.
- Taking advantage due to Demonetization – GST.
- Exploiting Booming economy, Bumper crop – However, Cost could go up.
- Taking the most of Robust Corporate support functions.

**Way Forward**

- To achieve all our budgets. Aim to surpass them by good margin.
- To become fully system oriented organization – adaption of digitalization in letter and spirit.
- Push for within the state business – expand network to capitalise on incoming GST.
- Revamp operations to provide unmatched services - delight customers
- To make 2017-18 a year of our Resurgence. Our MD praised the vastly improved eCargo and the within state business at Karrataka and Maharashtra.
Our Chairman, Shri Ashok Shah, congratulated everyone for being part of a Company which is on the path to being the best Transport Company by year 2020-2025. He gave the example of one of his close friends who had started his company by taking 5 computers on hire in 1997. Presently his business empire is worth 8300 crores; even bigger than Google. In the days to come 'Knowledge will be Power' he said, and our success will depend on how much we are able to harness this power. Then he spoke about how eCargo has always been futuristic from year 2007, the very year of its launch. He told people to use eCargo to the fullest and make use of the opportunities it presented.

Over the next 5 years surface transportation will be the leader in the logistics industry with a share of 63%. This sector is growing at the rate of 22.5%. He said our share of business is too little. We should increase this share by being selective about our business and selling our services instead of selling rates to clients.

Talking about the current scenario he spoke about how the transport industry has lacked any new entrants since the last 50 years and how there are only 2 National operators of which we are one of them. Many companies are investing in India but nobody wants to invest in the transport sector, since the few international players who had entered in this sector had not fared well. In many transport Companies many of the first generation had started the business, the second generation had continued but the third generation had opted out of the business. We are fortunate to have our 3rd generation fully involved in the business, he said.

He spoke about the various factors which would put India on the fast track of growth and how these in turn would accelerate the growth of the transport sector and hence our business.

He spoke about the 8 factors that would hinder growth performance: lack of focus on core competency, lack of consistency(service), fear of failure, excuses, distractions, confusion about policy changes, not being updated about market conditions, authority without accountability and vice versa.

He concluded by saying how all V-Transians should now come together as V-trans (India) and promote single window solution instead of focusing on their regional distinctiveness.
Shri Hasmukh Shah, Executive Director, spoke on the fleet division, how over the years it has supported the Company towards the achievement of any goal; especially when a new route had to be introduced. He spoke about the varied number of vehicles we use for godown and door delivery and the capabilities of our vehicles like containerised Aluminium body with cubic feet of 1280 (20X8X8), which allow us to carry more than 33% in weight, GPS fitted, wind reflector and radium provided for safety purposes, painted with standardised colours. All our vehicles are on AMC which has reduced lead time due to breakdowns. We have set a new record; with all our driver initiatives our vehicles which covered around 80 lakh kms last year was involved in not a single accident. All our vehicle related expenses are all paid through card now. All our vehicles are checked thoroughly before the monsoons for leakage and breakage. Several direct services have been introduced from our Vapi hub making our service speedy and time bound. A revolutionary development is the launch of our app eCargo truck.com with the support of our GPS provider Merriot and company who has GPS loaded on 8000 trucks.

Shri Rajesh Shah, Executive Director, re-stressed the importance of systems and processes in our day to day working. His presentation was focussed on Receivables. He advised the sales team to read the contract carefully while entering into a contract agreement. We should find out if the client needs POD or if we could give him an ePOD, he said. He asked them to do bill generation and bill submission on a timely basis and maintain a good rapport with the client to get the bill settled in a speedy manner; in case of any pending payments they were asked to sit with seniors and work out a strategy to reconcile same with clients. Any organisation can grow only when its cash flow is in a good position, was his observation. We should not do FIFO for payments without getting an advice from the client.

Over the last few years while our growth has not been at such a fast pace our receivables has grown by 100%. Our To Pay and Paid has also increased over the years. We will have to make a resolution to double our pace of work so that our cash does not get locked up in the market and we are able to recover our receivables speedily. Then only our ATH, BTH, salaries, godown rent will all be paid on time. He advised the sales team to revive the FTL customers.

Every organization is like a Scooter + where Sales and Operations are the two wheels, he said. IT the headlights will show us the way ahead, it is on the basis of HR that the Motor-cycle will move ahead, Accounts is the rear mirror which shows us the actual state of the organization. Other departments are also equally important like Customer care, CCD, Key Accounts and Compliance.
Mr. Sushil Kumar appreciated the dedication and focused attention of the promoter Shah family in the growth of the Company. He asked the V-Transians to think like an owner and focus on results. Be Proactive and don’t act as a victim of circumstances he said. He asked all managers to put their trust in their people; your biggest task today he said is to empower, induct, train, hand hold the new recruits. Make your organizational and personal mission, vision and values clear - then hold the reins loosely, he said. Practice the golden rule Do what you expect and want others to do. If I were to lay down the agenda I would do three things he said, 1. Strengthen your structure 2. Empower your sales team so that new and lost customers are brought in 3. Develop IT as a selling resource, as an analysis resource. He spoke about ACPL being the ‘Patanjali’ for V-trans in Maharashtra.

Mr. Viral Shah, Executive Director, spoke on providing Single Window solution to our customers. He spoke about how to meet changing needs of customers, we evolved from a surface transport service provider to providing Express and warehousing solutions by introducing VXpress and VLogis divisions respectively, and revamping our Corporate Identity. In the Supply Chain process Group V has the following capabilities of transportation and warehousing - Primary transportation of raw material, Warehousing of raw material, movement of raw material to plant, movement of finished goods from plant to warehouse, Secondary transportation to distributor/stockist/dealer. He asked everyone to participate and help in selling the Single-Window solution. The advantage to Group V of providing Single Window solution is a larger share of customer logistics spend, higher margin in absolute term, high percentage of customer retention, abundant opportunities available post GST. He cited few examples of Jay Chemical Industries, Valspar India Coatings Corporation Ltd., PPG Asian Paints Pvt. Ltd. where we are providing Primary as well as secondary distribution and warehousing facilities.
Shri Aditya Shah, Executive Director, spoke on the meaning of Resurgence and how in 2107-18 we need to focus on sales through a focused sales approach. How we are a sixty year old company, a national player; however, we need to reenergize, to adapt to the dynamics of the industry and maintain our status as the most trusted brand in the country. We all play an important role; we all need to resurge in our branches at every level to grow as an organization. Then he narrated the example of Patanjali and HUL, how the big FMCG brand did not see the importance of resurgence and has been slowly superseded by Patanjali. So in every industry there is a Patanjali waiting to replace us, so at no point we can become complacent. There are so many similar examples Dalda, Promise toothpaste, Ambassador, Kodak, Nokia phones etc. They failed because they did not adopt and never planned resurgence. Therefore, there is always a need to be ahead of competition.

Our few strengths are: We have 1,00,000 clients who give regular business to us. We are present in all industry segments - moving more than 1000 tons in every segment. Our top 120 clients give us annually 250 crore business, not just MNCs but plenty of traders, distributors, SMEs who accept V-Trans as their own company. We do part loads, full loads transporting goods from anywhere to everywhere, which is very unique to us.

Few concerns: FTL business has not grown - we are not to be projected as only a sundry transporter; service issues - everyone needs to take ownership of operations wherever they are; we feel we are not competitive in terms of cost so we are reluctant to approach new clients; we are underemployed as far as our sales force is concerned so this year we need to strengthen our sales force; we do not bother about Inward clients - there is enough business for consignees which we need to tap; Retail Paid TO Pay business has deteriorated because of declining delivery service levels, lack of focus on Inward clients; Network Expansion.

2017-2018 we need to make a year of profitable sales: pay attention to details in the contract; work on our 3 types of customers, retain our 1500 strong base of existing clients, add new clients, revive our old clients; Create a strong bond between BIC and sales team; work as a team. Few initiatives launched to support this growth mission has been our revamped website and Mobile App.
At Pune the event was held on 3rd May at the Autocluster auditorium.

Speech by Mr. Ravi Dhogra

Pune Team with Directors

Best Branch Award

Best Branch Award, Nigdi

Runner-up Award, Solapur Branch
Nagpur

Haldiram's Banquet Hall was the venue for this event held on 5th May. Nagpur Region and East area were the participants.

Nagpur Team

Best Branch Award

Best Branch Award, Patna
Vapi

The South Gujarat Resurgent was held at the Centre of Excellence at Vapi on 7th May.

Mr. Ranjan Ray inspired his team to manage deliveries at destination to win over clients.

Deepak Solani presenting.

Managers with Directors.

Best Branch Award

Best Branch Award, Silvassa.

Runner-up Award, Sachin Branch.
Resurgent 2017

Some glimpses
Bangalore

South conducted its Resurgent event at NIMHANS Institute at Bangalore on 14th May

Best Branch Award

Best Branch Award, Red Hills from Tamilnadu Region,

Best Branch Award, Salem, Coimbatore

Best Branch Award, Gajuwaka, Andhra Pradesh

Runner-up Award, Hubli, Karnataka

Runner-up Award, Bommasandra, Karnataka
Mr. Rajamani - Corporate Manager, South has been associated with V-Trans since 2001.

At the recent Resurgent meet held in Bangalore Mr. Mahendra K. Shah, M.D., V-Trans (India) Ltd, honored Mr. Rajamani with a plaque for his contribution towards helping the organisation establish itself in the peninsular part of the country. He further greatly appreciated his untiring zeal, enthusiasm and commitment to the organisation.
Resurgent 2017

Our Women Power

South Team

Pune Team

Corporate Office Team

North Team

Ahmedabad, Baroda and Rajkot Team
Resurgent 2017

Audience

Mumbai Team

Ahmedabad Team

North Team
PASSION THAT DRIVES PERFORMANCE

Excellent IT support & infrastructure
ISO 9001:2008 Certified
Consistent service Ratios

800 plus own & attached GPS enabled fleet
2000 plus professional workforce
Value added services

To know more, call us TODAY

Cost effective, Customized Solutions
With world class services

Every year, V-Trans moves cargo worth
5 Crore Articles
15 Lakh Tons
35 Thousand Crore

TRUSTED BY OVER 1,000,000 SATISFIED CUSTOMERS
POSITIVE ATTITUDES. INSPIRED SOLUTIONS

Our other Divisions
V-Xpress
Warehousing & Distribution
V-Logis
Warehousing & Inventory Management

Unit 6, Corporate Park, NS Maneker Rd, Chembur, Mumbai, Maharashtra - 400071
Toll Free: 1800 220 180 / Website: vtransgroup.com / Email: info@vtransgroup.com

Please send your feedback to: response-vijaypath@vtransgroup.com
Newsletter Printed by V-Trans (India) Limited (For Internal circulation only)