

# TRANSPORT EXCELLENCE AWARDS 2014

ADVERTORIAL

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Rewarding outperformance: Anand Mahindra, Chairman and Managing Director of Mahindra & Mahindra Ltd., Dr. Pawan Goenka, Executive Director and President - Automotive & Farm Sector - Mahindra & Mahindra Ltd., Rajan Wadhwa, Chief Executive - Truck, Power Train Division and Head - MRV, Mahindra & Mahindra Ltd., Nalin Mehta, CEO & Managing Director, Mahindra Trucks and Buses Ltd., Rajesh Mangal, Sr. VP Sales & Marketing Mahindra Truck & Bus Division, Rajeev Malik, Sr. General Manager, Marketing, Mahindra Truck & Bus Division with all the winners of Mahindra Transport Excellence Awards 2014

## RISE, OUTPERFORMANCE, EXCELLENCE

At the biggest celebration of Indian transport, truck drivers' daughters, lady dhaba owner and lady transport personality steal the hearts

On February 25th, Mahindra Transport Excellence Awards 2014 were awarded at Hotel Ashok, New Delhi. It was the 4th edition of Mahindra Transport Excellence Awards and the who's who of Indian Road Transport Sector gathered and honoured various top performers of Indian Transport Industry.

The popularity and equity of the awards has further gone up amongst the con-



stituents of the transport community with significantly higher interest leading to increase in entries collected - over 2300 entries (with multiple case studies for different categories) - 20 percent more than last year, were received for its 4th edition. The entries boast-



Some of the daughters of truck drivers from different parts of the country, who were awarded the Saarthi Abhiyan scholarships participated in the performance of a special song - the Mahindra Rise Anthem

Ready for Global Road Transport Practices and Role of Road Transport in Multimodal Transport Solutions? The Panel discussion brought many important aspects to the fore. The audience comprising of prominent

Trucks and Buses Limited, who presented the report card of the Awards programme, reaffirming Mahindra's commitment to continue, strengthen and make this RISE initiative more relevant. Bharat Rajamani,

current financial year, he announced that another 1000 scholarships for truck drivers' daughters will be given away in 2015-16 and this, in a small way, will lead to the transformation of the mindset towards women folk specially Girl child - a small step towards "Beti Bachao Beti Padhao Andolan". Mahindra recounted all the RISE for Good initiatives of Mahindra Truck and Bus Division (MTBD) like Saarthi Abhiyan, Awards for Drivers/ Dhaba Owners and Mechanics, Encouragement to Lady Truck driver Yogita, Driver Outperformer League OPL Road shows with Yoga, Medical cards, Safe driving tips, even MPOWER, as an education initiative to drive positive change.

### GREAT JOB, MAHINDRA!

Nitin Gadkari, Road Transport & Highways Minister, who presided over this event, appreciated the Mahindra CSR initiative for Driver Girl Child Education and Driver Training cum Health care efforts. He then went on to elaborate on the plans of his ministry that include modernization of RTOs and said that eventually more environment friendly fuel options and technologically advanced vehicles will add to the nation's growth and development. He said that the road transport sector is in for a big boost

Dr. Pawan Goenka, Executive Director and

### QUOTE UNQUOTE

**NITIN GADKARI,**  
Minister of Road Transport,  
Highways and Shipping



We are committed to construct 30 km per day of highways to boost Indian Road transport network. Modernization of RTO procedures towards toll permits and vehicle registrations to ensure that in future no trucker visits RTO or get stuck at toll, higher productivity and turnaround in road transportation sector. Also, I appreciate Mahindra CSR initiative for Driver Girl Child Education and Driver Training cum Health care efforts.

**ANAND MAHINDRA,**  
Chairman and Managing Director of  
Mahindra & Mahindra Ltd.



When we, in the Mahindra Group work to bring about positive change in the lives of other people, we call it our RISE for Good movement. These scholarships are part of the Rise for Good programme. And while we love supporting girls, our Mahindra Truck and Bus Division tries to change other lives as well. Through these Transport Excellence Awards we recognise the importance of all the people who are a part of the transport ecosystem: truck drivers, highway mechanics and Dhabha owners.

**DR. PAWAN GOENKA,**  
Executive Director and President - Automotive &  
Farm Sector - Mahindra & Mahindra Ltd.



When we entered the heavy truck business we realized we were new players in an industry that has been around for such a long time. As newbies, we could empathize with the next generation that was entering the transport industry in the shadow of their Papas And in fact, not very keen to join their Papa ka business. It is here that we saw an opportunity of working with the nextgen of our ecosystem. And drive positive change by spreading the Light of Knowledge.

**RAJAN WADHERA,**  
Chief Executive - Truck, Power Train Division and  
Head - MRV, Mahindra & Mahindra Ltd.



Road transport has come a very long way indeed all this could not have happened without the hard work and determination. It is this spirit of outperformance and excellence that we celebrate through the Mahindra Transport Excellence Awards. With our philosophy of RISE being the soul of these awards, the intent is to salute the excellent work and cater to the self-esteem of stakeholders by honoring them.

**NALIN MEHTA,**  
CEO & Managing Director, Mahindra Trucks and  
Buses Limited



We are committed to strengthen the Mahindra Transport Excellence Awards, which is a RISE initiative. For the fourth year in a row, we believe that Mahindra Transport Excellence awards are a celebration of the entire transport ecosystem. The overwhelming turnout gives us confidence. It is a testimony to the fact the Awards recognises the Outperformers in the transport ecosystem, regardless of size, location or age.



Panel members (from L to R) Jasjit Sethi, CEO, TCI Supply Chain Solutions; Prof G. Raghuram, Dean of Faculty, IIM Ahmedabad; V. L. Patankar, Director, IAHE; Sanjay Bhandopadhyaya, Joint Secretary, Govt. of India, Ministry of Road Transport; Dr. Manoj Singh, Advisor, NITI Aayog; Gaurav Karnik, Partner, Tax & Regulatory Services, Ernst & Young LLP and Sourabh Rohilla, Deputy Director, SIAM

ed of quality, dedication and consistency. In all 34 winners made their mark among the key categories, like the Segment specific Fleet Owner (Finished Metal, Dry Bulk & Cement, Automotive Carriers and Open Category), Fleet Driver, Safety, Youth Transport Personality, Lady Transport Personality and Lifetime Achievement Award.

### TRANSPORT TRANSFORMATION

Sanjay Bhandopadhyaya, Joint Secretary, Govt. of India, Ministry of Road Transport and Highways, chaired the Panel Discussion on very lively and interesting topic - Is India

truck fleets owners, transporters and logistics companies heads and professionals, commercial vehicle financiers, dealers of commercial vehicles, and senior delegates from transport sector, faculty members from IIM, Ahmedabad, and delegates from Mahindra Group and heads of various agencies and select media delegates took immense interest and posed various queries to the panel.

### REPORT CARD

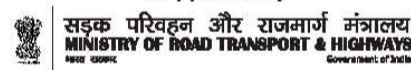
After the discussion it was time for Nalin Mehta, CEO & Managing Director, Mahindra

Director & Solution Champion - Marketing & Advertising Risk Services, provided the Ernst & Young certification for fairness and transparency.

### EMPOWERING THE GIRL CHILD

Anand Mahindra, Chairman and Managing Director Mahindra & Mahindra, expressed his pleasure on the RISE initiative towards the truck driver girl child education under Saarthi Abhiyan and the intent of encouraging education so that in their lives, Lakshmi follows the path of Saraswati. While stating that 1000 scholarships were given in the

### Supported By



President, Automotive & Farm Sector, M&M Ltd., highlighted MTBD's contributions towards knowledge power that is helping transporters professionalizing the transport business that they are into. Dr. Goenka reaffirmed Mahindra's commitment to these Light of Knowledge initiatives like MPOWER, War Room, Mentors Summit and even mentioned that we will persist with them, 'till the industry is interested in them'.

## AND THE WINNERS ARE...

### SAFETY AWARDS:

**HAZARDOUS/ODC:**  
WINNER - Rhenus Logistics India Pvt. Ltd.; RUNNER UP - Globe Ecologistics Pvt. Ltd.

### NON-HAZARDOUS:

WINNER - Shri Dinesh Roadlines; RUNNER UP - Rhenus Logistics India Pvt. Ltd.

### FLEET OWNER

**AUTOMOTIVE SEGMENT:**  
WINNER - Ganpati Carrying Corp. Ltd.; RUNNER UP - LTC Logistics (P) Ltd.

### DRY BULK & CEMENT

**SEGMENT:** WINNER - Ammayapper Roadways; RUNNER UP - Rajam Transports

### FINISHED METALS

**SEGMENT:** WINNER - Transport Corporation of India Ltd.; RUNNER UP - Inland World Logistics Pvt. Ltd.

### OPEN SEGMENT:

WINNER - Sri Sendraya Perumal Transport and Logistics; RUNNER UP - Globe Ecologistics Pvt. Ltd.



**LADY TRANSPORT PERSONALITY:**  
WINNER - Hema Prava Devi, Mukti Petrochem; RUNNER UP - Reshma Dua, J.C. Trailer Service (P) Ltd.



**FLEET DRIVER CATEGORY:** SUPER OUTPERFORMER DRIVER - Kumarasamy R & Thanarasu P., Saravanan Transport; RUNNER UPS - Charan Yadav, Globe Ecologistics Pvt. Ltd.; Indrajeet Yadav, Shri Dinesh Roadlines.

### COMMERCIAL VEHICLE FINANCIER

**CATEGORY:** WINNER - ICICI Bank Ltd.; RUNNER UP - Axis Bank Ltd.

### YOUTH TRANSPORT PERSONALITY:

WINNER - Vikrant Kapoor, Kapoor Diesels Garage Pvt. Ltd.;

RUNNER UP: S. Natesh Shankar, Bharath Swift Logistics Pvt. Ltd.

### COMMERCIAL VEHICLE MECHANIC

**CATEGORY:** WINNER - Biswakarma Motor Garage (East); REGIONAL WINNER - Kale Mistry Motor Garage (North); Aftab

Motor Garage (West); Mathin Lorry Mechanic Works (South Zone)

### SPARE RETAILER

**CATEGORY:** WINNER - Sri Venkateshwara Auto Agencies (South); REGIONAL WINNERS - Ganga Nagar Motors (North); Maini Motors (West); Bharadwaj Motors (East Zone)



**HIGHWAY DHABA CATEGORY:** WINNER - Dashmesh Punjabi Dhaba (South); REGIONAL WINNERS - Hotel Shree Dev Narayan (North); Shukla Hotel (East); Babbi Da Dhaba (West)



**LIFETIME ACHIEVEMENT AWARD** was given to D. P. Agarwal, Vice Chairman and Managing Director of TCI Ltd. (received by his son Chander Agarwal, Joint Managing Director TCI Ltd.)