

## SOAR TO NEW HEIGHTS.



## FROM THE DESK OF THE CHAIRMAN & MD

Dear Friends,

Trust you all are doing great!

As we approach the end of the financial year, I want to take a moment to express my gratitude to everyone of you for your hard work and dedication throughout FY 2023-24. Though the year has been mediocre for all divisions, we have laid down foundations for future success and sustainable growth.

Looking ahead, I am confident in our ability to tackle the aggressive targets set for the coming year. As we step into 2024, we are fueled by our ambitious roadmap to achieve our 2026 vision of reaching a turnover of 3000 Cr. This ambitious goal necessitates a significant revamp of our organization, with a focus on doubling our revenues while enhancing our EBITDA margins.

To embark on this transformative journey, meticulous planning and innovative approaches are imperative. We have initiated a comprehensive change management process to identify more efficient ways of operating and to position ourselves as industry leaders. This journey begins with AOP planning and annual operating planning meetings, complemented by cultural exercises for our senior leadership team, which will cascade down through the organization over time.

Our group is witnessing significant growth across various dimensions, including the strengthening of our leadership team, the advancement of our technology platform, the expansion of our infrastructure, and the elevation of our brand value. The concerted efforts invested over the past couple of years to fortify these aspects fill me with

confidence that they will yield substantial results in the future. These endeavors will play a pivotal role in not only achieving but also surpassing our AOP numbers.

Over the past two months, we've had some outstanding flagship events take place, particularly in Delhi, where our press conferences in the northern region garnered remarkable attention. Furthermore, we were once again honored with the Great Place to Work (GPTW) certificate for the third consecutive year, a testament to our ongoing commitment to fostering a positive and supportive work environment. Additionally, several industry events took place in February, further solidifying our presence and influence within the sector.

Friends I am excited about the journey that lies ahead of us and am filled with confidence that, together, we will continue to achieve remarkable success. With our collective dedication, hard work, and innovative spirit, I do not doubt that we will overcome challenges and reach new heights of accomplishment.

General Elections are around the corner, please ensure that you and your family vote and be involved in electing a Government that shall fulfill your aspiration for the next 5 years and many more years to come.

Best Wishes,

**Mahendra Shah**



## PEOPLE PROFILE



Mr. Prasoon Asthana

We are delighted to showcase a pivotal figure whose dedication and leadership have been instrumental in shaping the success of the V-Trans group: Mr. Prasoon Asthana – Assistant General Manager of V-Xpress North Region.

Mr. Prasoon Asthana embarked on his current journey with V-Xpress in 2021, following a notable tenure with V-Trans from 2012 to 2017. With over 30 years of rich experience in the logistics industry, he has garnered invaluable insights from his roles across esteemed companies such as DHL Worldwide, TNT, RK Foodland, Varuna Integrated Logistics, and others. Currently serving as the Zonal Head for North 1 and North 2 regions, which encompass UP DEL & NCR, Punjab & HP, UP, UK, Bihar, and parts of Rajasthan, Mr. Asthana oversees a substantial revenue size exceeding 9 Crore and a team of 250+ for the V-Xpress division.



Mr. Prasoon Asthana with his family

Mr. Asthana's journey epitomizes not only his professional accomplishments but also underscores the significance of values, commitment, and a solid family foundation. He firmly believes in three core principles for success: logical thinking, the courage to act on convictions or take calculated risks, and the essence of teamwork in providing and receiving support. He champions the transformative power of team building and collaboration to confront any challenges head-on.

On a personal note, Mr. Asthana's wife, Ms. Poonam Asthana, is a dedicated homemaker, having previously worked in Delhi. His son, Ashish Asthana, holds a Bachelor's degree in Computer Science from BITS Pilani and has recently embarked on his career in the AI domain at JP Morgan Bank.



Mr. Prasoon Asthana finds immense joy in socializing with friends, relatives, and his official team, along with indulging in group travels to explore new horizons alongside peers.

## PARTNERS IN PROGRESS



Mr. Sameer Shetty

In our ongoing series highlighting our growth partners, we proudly showcase individuals who have journeyed alongside us, contributing significantly to the success story of V-Trans. One such invaluable "Partner in Progress" is Mr. Sameer Shetty, operating under the name of Prema Enterprises, who has been in association with V-Xpress since April 2012, marking a remarkable journey of nearly 12 years, during which he has entrusted us with more than 15 vehicles.

Reflecting on his tenure, Mr. Shetty expresses "It has been a profoundly enriching experience, and we take great pride in being an integral part of one of the foremost names in logistics. I consistently commend the management team of Group V-Trans for their unwavering positivity, ethical practices and staunch support which has not only facilitated our growth but has also made us feel like a cherished members of the V-Trans family."

# NORTH PRESS CONFERENCE

In the ever-evolving landscape of logistics, where ambitious targets & innovative strategies drive the industry forward, V-Trans stands out as a distinguished leader. With India's economy surging ahead, the logistics sector assumes a critical role in facilitating seamless transportation, warehousing, and distribution across the nation. Against this backdrop, V-Trans, under the visionary leadership of Chairman & Managing Director, Mr. Mahendra Shah, has emerged as a trailblazer, renowned for its commitment to excellence and innovation.



CMD addressing the media

## वी-ट्रांस का उत्तरी भारत में विस्तार

नई दिल्ली। लॉजिस्टिक्स क्षेत्र की दिग्गज कंपनी वी-ट्रांस ने तेज विकास के लिए अपनी महत्वाकांक्षी योजनाओं से परदा उखाड़ा है, जिसके तहत वर्ष 2026 तक 3000 करोड़ रुपये के टर्नओवर का लक्ष्य रखा गया है। इस इंडस्ट्री में अपनी अग्रणी स्थिति के लिए मशहूर इस कंपनी ने, लाभप्रदता को टिकाऊ बनाने के लिए भूतल परिवहन पर ध्यान केंद्रित करने तथा प्रौद्योगिकी का लाभ उठाने को लेकर एक व्यापक रणनीति को रूपरेखा बनाई है। वी-ट्रांस अपनी मूलभूत क्षमता के क्षेत्र- भूतल परिवहन में विकास करने की प्राथमिकता देगी, साथ ही वायु और सड़क परिवहन के तालमेल सहित, अपने मल्टीमॉडल लॉजिस्टिक्स वाले संघालनी का भी विस्तार करेगी। कुल राजस्व



का 30 फीसदी हिस्सा उत्तरी भारत से आने के चलते, वी-ट्रांस इस क्षेत्र में शाखाओं, नौदमों और बुनियादी ढांचे का विस्तार करने के लिए पर्याप्त निवेश करेगी। इस पर टिप्पणी करते हुए, वी-ट्रांस (इंडिया) लिमिटेड के चेयरमैन और प्रबंध निदेशक श्री महेंद्र शाह ने कहा, वी-ट्रांस में,

हमारी दृष्टि लॉजिस्टिक्स से आगे निकल जली है; इस विजन में एक ऐसे भविष्य का निर्माण करना शामिल है जहां विकास टिकाऊ हो, प्रौद्योगिकी परिवर्तनकारी हो और हमारा पारिस्थितिकी तंत्र फलदा-फूलता रहे। वर्ष 2026 तक 3000 करोड़ रुपये के कारोबार का लक्ष्य, न केवल हमारी महत्वाकांक्षा

बल्कि एक जिम्मेदार और असरदार यात्रा के प्रति हमारी प्रतिबद्धता को भी दर्शाता है। हम केवल माल का परिवहन ही नहीं कर रहे; हम अवसर पैदा कर रहे हैं, नवाचार को अपना रहे हैं और हरित कल बनाने में अपना योगदान दे रहे हैं और अपनी बात को आगे बढ़ाते हुए उन्होंने कहा- प्रयुद्धो टीम के समर्पण पर गर्व है, और मैं अपने ग्राहकों, भागीदारों और हितधारकों को आश्वासन देता हूँ कि लॉजिस्टिक्स उद्योग में सकारात्मक बदलाव लाने के लिए वी-ट्रांस सबसे आगे रहेगी। साथ मिलकर, हम सिर्फ सामान ही नहीं ढोते; बल्कि हम विकास को बढ़ावा दे रहे हैं, नवाचार को मजबूत बना रहे हैं और एक ऐसे भविष्य का निर्माण कर रहे हैं जो उम्मीदों से भी बढ़कर हो।

At a recent press meet held at New Delhi's Hotel Lalit on 7<sup>th</sup> March, Mr. Mahendra Shah took the center stage, captivating the media with our ambitious vision and strategic plans. Joined by Vice President, Mr. Rajiv Bhattacharya, they unveiled the Group's expansion plan and shared insights on our journey towards achieving a turnover of ₹ 3000 crores by 2026.

This press meet not only showcased V-Trans' visionary leadership and strategic prowess but also highlighted our commitment to sustainable growth and transformative technology adoption. It garnered significant attention from media and industry experts, reaffirming V-Trans' position as a leader committed to shaping the future of logistics in India.



Our Senior Managers at the event



## AOP BUDGET MEET

As we step into 2024, paving the way for a new financial year, we are fueled by our ambitious roadmap to achieve our 2026 vision of reaching a turnover of 3000 Cr. This calls for a significant revamp of our organization to meet the challenge of nearly doubling our revenues while enhancing our EBITDA margins. A growth vision meeting was conducted on 06<sup>th</sup> January 2024 with the esteemed senior leadership team of the group of V-Trans. This meeting served as a cornerstone for aligning our strategies and charting a path forward toward realizing our vision.

To embark on this journey, meticulous planning and innovative approaches are imperative. Hence, we have initiated a comprehensive change management process to identify more efficient ways of operating and assume a challenger position in the industry. This journey commences with AOP planning and annual operating planning meetings, accompanied by cultural exercises for our senior leadership team, which will cascade down through the organization over time.



Given the slightly challenging targets for 2024-2025, we have adopted a top-down budgeting approach in consultation with our Regional Directors and Regional Managers. It is crucial that every member of our organization understands their role in achieving these targets and is driven to perform rigorously to meet them. We are fostering a strong cultural shift towards a performance-driven approach and emphasizing community rewards and recognition.

I eagerly anticipate your active participation and commitment as we work together to turn this vision into reality. Let us strive to surpass previous financial year records and make this year our most successful yet. Together, we can achieve great heights. The Budget meet for V-Trans was held on 10<sup>th</sup> Jan 2024 at Club Emerald, Mumbai & for V-Xpress meet held on 12<sup>th</sup> & 13<sup>th</sup> Feb 2024, at Corporate Office, Chembur.



## NEW JOINEE

Mr. Shiv Rawat has joined V-Trans as the Chief Human Resources Officer on 15<sup>th</sup> Jan 2024. An accomplished HR professional with over 27+ years of diverse experience in the logistics, supply chain, and e-commerce industries. Holding a Management Graduate degree in HR and ECP in HRM from XLRI Jamshedpur, he is also a certified SHRM Professional (SHRM-CP)

Before joining us, he worked with DTDC Express Ltd as Vice President of HR for the group, Mr. Rawat has demonstrated transformative leadership throughout his career. Beginning as an Executive Trainee at DTDC Express Ltd., Mr. Rawat's journey within the company exemplifies clear career growth management.

Under his leadership, DTDC earned accolades such as "Best Companies to Work for" by Business Today and "Coolest Workplace". His thought leadership is evident on various social media platforms, where he shares insights on careers, life-changing formulas and strategies for navigating challenges.

Mr. Rawat was recognized with various prestigious awards like the HR Leader Award from Great Place to Work, FE Influencer of the Year by Financial Express and Most Fabulous HR Leader of India by ET Now and WHC. His professional philosophy centers on talent recognition, continuous learning, commitment and a balanced lifestyle. His outstanding career trajectory and commitment to creating exceptional workplaces makes him a highly respected figure in the HR industry.



## GREAT PLACE TO WORK

### V-TRANS: PAVING THE WAY TO WORK PLACE EXCELLENCE, YEAR AFTER YEAR!



We are thrilled to announce that V-Trans (India) Ltd. has once again secured its position as a "Great Place to Work" for the third consecutive year 2023-24.

This remarkable achievement speaks volumes about our unwavering dedication to cultivating an environment where employees thrive and excel.

At V-Trans, we believe that our people are our greatest asset. Their passion, dedication, and collaborative spirit are the driving forces behind our success. It is their unwavering commitment to excellence that has propelled us to this prestigious recognition once again. This achievement is a testament to our ongoing efforts to foster a culture of inclusivity, respect, and empowerment.

We strive to create an environment where every individual feels valued, supported, and inspired to reach their full potential. Whether it's through professional development initiatives, employee engagement programs or wellness initiatives, we are committed to investing in our people and creating opportunities for growth and success.

As we celebrate this milestone, we extend our heartfelt gratitude to every member of the V-Trans family for their dedication and hard work. It is your collective efforts that have made V-Trans a truly exceptional workplace. Looking ahead, we remain steadfast in our commitment to excellence and innovation. We are excited about the journey ahead and confident that together, we will continue to achieve new heights of success. Congratulations to the entire V-Trans family on this remarkable achievement.

## EVENT GALLERY

### 2<sup>ND</sup> DIGITAL INDIA'S SUPPLY CHAIN & LOGISTICS CONFEX & AWARDS 2024

V-Trans (India) Ltd. & V-Logis were the presenting partners at the 2<sup>nd</sup> Digital India's Supply Chain and Logistics Confex & Awards 2024 at the Westin, Goregaon, Mumbai on February 21<sup>st</sup>

Our Executive Director – Mr. Ronak Shah, and VP – Mr. Rajiv Bhattacharya led discussions with industry experts, explored innovative approaches and discussed advance tech solutions. Networked with leaders and shared ideas. It was a valuable opportunity to connect and gain insights at the event.



### CII AUTOMOTIVE SUPPLY CHAIN CONFERENCE

V-Xpress, a division of V-Trans (India) Ltd., participated in the 18<sup>th</sup> CII Automotive Supply Chain conference held at Delhi on Feb 21<sup>st</sup> 2024.

Mr. Ajay Kumar - National Sales Manager engaged in a panel discussion with industry leaders, highlighting the need for forward-looking logistics capabilities to meet evolving demand and facilitate export growth. The emphasis was on anticipating market shifts, investing in shared and flexible capacity management and ensuring returns on new investments.



## EVENT GALLERY

### LEADERS OF ROAD TRANSPORT CONCLAVE

The Leaders of Road Transport Conclave in Mumbai on January 23<sup>rd</sup> aimed to enhance India's mobility ecosystem, featuring Mr. Ashok Shah, our Chairman Emeritus, who discussed ChatGPT and AI's impact on logistics.

Watch his insightful speech highlights here:

<https://lnkd.in/dChi2YW7> #Leadership #AI #LogisticsTransformation



### FLAG HOSTING COMPETITION ON REPUBLIC DAY AT TC'S



### V-XPRESS OPERATIONS LEADERSHIP MEET

VX Operations Leadership meet was held on 17<sup>th</sup> Feb 2024 at Club Emerald, Mumbai. The VX Operation Leadership Team discussed self transformation and leadership for the upcoming financial year 2024-25 Team VX welcomed Mr. Shiv Rawat, our new Head of HRD, who shared his vision for our growth.



## MEDIA COVERAGE

V-trans group, a leader in the logistics industry, garners significant media interest for its insights on pivotal developments. Here are some recent highlights of our media coverage

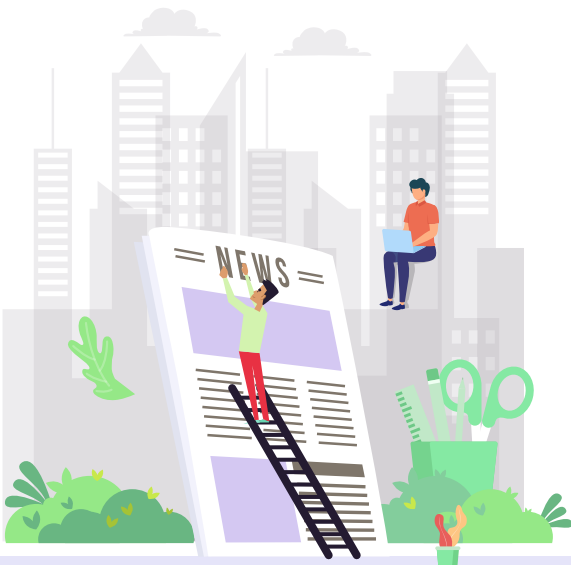
### TELEVISION ENGAGEMENT: PRAN PRATHISTA CEREMONY AYODHYA

The Pran Pratishtha ceremony at the Ram Mandir in Ayodhya on January 22<sup>nd</sup> 2024, was a historic moment attended by esteemed national leaders and dignitaries. Prime Minister Shri Narendra Modi's presence marked the inauguration of the Ram temple. Recognizing the significance of this event, V-Trans strategically leveraged branding on prominent news channels like News 18 India and Republic Bharat, reaching a vast audience engaged in witnessing the live telecast.



### CMD'S ARTICLE IN THE ECONOMIC TIMES

In today's ever-changing business environment, adaptability is crucial. Our Chairman & MD, Mr. Mahendra Shah emphasizes the significance of a holistic approach, integrating tradition with technology, investing in digital transformation, upskilling our team, and prioritizing service excellence to ensure agility, resilience, and customer-centricity in the evolving logistics sector, as highlighted in an exclusive feature in The Economics Times.



### Managing the change journey

**Mahendra Shah, Chairman & MD, V-Trans India, highlights how holistic approaches are essential to executing a vision and changing it on the fly**

In a rapidly changing business environment, logistics companies must focus on a holistic approach. Evolving from a fragmented industry to a technologically infused industry poses its own challenge in transition, both from skill gap to adaptation. Keeping a balance between tradition and technology is the key to staying agile and resilient. As a company with a legacy of over 6 decades, V-Trans has evolved with times and has regularly adopted best practices in the journey.

Some of the key strategies that have worked well for us are digital transformation and automation, investing in real-time visibility and enabling data-driven decision making. Investing in team upskilling and having a high focus on service excellence keeps us ahead. Building a collaborative partner network helps in creating a robust network across the country, coupled with investing in strategically located large infrastructure and creating job opportunities across the country. InnoVex, our center of excellence, which is the recent strategic initiative of the group, is going to be a nucleus for various macro-level strategic projects. Our customers are at the centre of all our efforts and hence our strategies greatly encompass being customer-centric.

# MEDIA COVERAGE

## CMD's INTERVIEW COVERAGE IN TEXTILE MAGAZINE

In a recent interview with The Textile India Magazine, Mr. Mahendra Shah, Chairman & MD of V-Trans, highlighted the company's evolutionary journey and its current prominence in the logistics sector. From deploying over 1000 trucks through spot hiring to meticulously planning for 1000 – 1500 truck movements per day, V-Trans demonstrates exceptional agility and responsiveness in a dynamic market. The strategic pivot from traditional textiles to specialized sectors like chemical warehousing, exemplified by the introduction of Chemstore, underscores V-Trans' steadfast commitment to pioneering industry trends and remaining at the forefront of innovation.

Read the full interview for inspiring insights:

<https://lnkd.in/g/EDDFuT>



## STORY MOTIVATIONAL

### THE GUIDING LIGHT: A NARRATIVE OF COURAGE AND UNITY

Once upon a time, a huge boat sailed on a super big ocean. Suddenly, a super strong storm came with lots of rain and wind. The sailors were scared, but their super brave captain wasn't afraid. They all worked hard together to steer the boat away from the storm.

Just when things seemed bad, they saw a tiny light way off in the distance. It was a tall lighthouse. Hope filled their hearts again, and they used all their strength to sail the boat towards the light, dodging the big waves. Finally, after a long, scary trip, they reached the safe beach.

The sailors were so happy. They thanked their brave captain for helping them through the storm and cheered for the lighthouse that showed them the way. Stepping onto the sand, they realized something cool by working together and never giving up hope, they could beat any bad weather.

**Moral** - Be strong, work together, and never give up.



# HANDLING CHEMICALS SAFELY

## PRECAUTIONS FOR HANDLING MATERIAL DURING THE SUMMER SEASON

Safety is indeed paramount, particularly as we enter the summer season, where the challenges of our line of work are heightened. With the rising temperatures come increased risks, especially concerned with the handling of chemicals, we must prioritize safety above all.

As we prepare for the approaching summer months, let's address these unique challenges head-on, ensuring the well-being of our personnel and the protection of our materials. Here are some essential guidelines for every Transshipment center and Branch of V-Trans to follow to navigate the summer season safely:

- **Material Safety Data Sheet (MSDS):** Always request MSDS details when booking chemicals. This information is crucial for understanding the properties and potential hazards of the materials we handle.
- **Flammability Check:** Carefully examine the flammable qualities outlined in the MSDS details to assess associated risks.
- **Documentation Attachment:** Ensure MSDS reports are attached with the goods consignment if deemed transport-worthy.
- **Consultation Protocol:** When in doubt about a material's safety or handling procedures, consult your immediate senior for guidance.
- **Loading Precautions:** Exercise caution during loading to prevent mixing different chemicals. Maintain a gap between loads to mitigate reactions.
- **Optimal Packing Materials:** Utilize appropriate packing materials to minimize transportation and storage risks.
- **Driver Briefing:** Provide drivers with thorough briefings on transported materials and any specific handling instructions.
- **Emergency Preparedness:** Ensure emergency contact numbers are prominently displayed for immediate assistance in case of incidents.

Remember, the safety of our materials and personnel is important. It can only be achieved through strict adherence to Standard Operating Procedures (SOPs) and a vigilant approach.

Let's all stay proactive, keep safety at the forefront of our operations and ensure every team member is well-informed and prepared to uphold these safety measures. Together, at V-Trans, we can navigate the challenges of the summer season safely and successfully.



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over 6 decades.**



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