

Vijay path

News & Topical views : V-Trans World

May - June 2025, Vol.20-Issue 3



***A STORM OF ACTION,
WITH THE CALM OF VISION.***



Other Divisions:



FROM THE DESK OF THE CMD

Dear Friends,

I hope this message finds you well.

We're now past the halfway mark of the calendar year and in the midst of the monsoon a season that reminds us of nature's power to regenerate. Out of nowhere, we see new greenery sprouting around us. Perhaps the seeds were always there, waiting for the right moment and the right conditions to grow.

Much like this, the consistent efforts we've put in over the last few quarters at V-Trans are beginning to show promising results. Our systems are stabilizing and evolving in line with our expectations. Initiatives aimed at improving ease of business and enhancing alignment between corporate functions and field leadership are now building the momentum we need. Our zonal leaders and corporate teams have been actively engaging in monthly Cross-Functional Meets, shaping focused strategies with actionable plans.

May showed an improvement in topline performance, and top-line performance, although June was slightly down as per seasonality. However, we must sharpen our focus on achieving our bottom-line targets. V-Xpress continues to raise the bar with strong performance and a sharp eye on profitability. V-Logis is also progressing steadily, expanding its footprint with consistency.

There's great energy across the organization with multiple internal campaigns and initiatives underway. At V-Trans, we recently launched an all-India incentive program for our branch teams BPL (Branch Premier League). Branches and regional leadership are fully aligned and engaged in this campaign. At V-Xpress, we introduced Sarathi, an initiative to meet, recognize, and appreciate our valued partners V-Xpress Associates and Franchisees who contribute meaningfully to our success.

We were proud to witness a moment of recognition for our Executive Director, Mr. Aditya Shah, who was named one of the Top 10 Logistics CEOs of 2025 by ISCM. He also received an award on behalf of the V-Trans Group from our partner NGO, SankalpTaru, celebrating over five years of meaningful collaboration. Congratulations, Aditya!

On a sober note, we've seen some heartbreaking events recently, new conflicts in the world and the tragic plane crash in Ahmedabad. Our thoughts and prayers go out to the victims and their families. May peace and healing prevail.

Amidst these events, there is a proud moment for the country. India now ranks 4th globally in GDP. This achievement signals immense opportunity for businesses like ours to grow and contribute meaningfully to the economy.

In June, we celebrated International Yoga Day. As someone who practices yoga regularly, I encourage all of you to take time each day to care for your health. Simple yoga techniques can help keep the body fit and the mind centered. I've always believed that good leaders stay healthy not just to perform better, but to inspire those around them to do the same.

Take care of your health, and take pride in the journey we're on together.

Warm Regards,
Mahendra Shah



PEOPLE PROFILE



In this edition of People Profile, we spotlight Mr. Vikas Shekhar, a seasoned logistics professional with over three decades of rich industry experience. An MBA graduate with advanced studies in Supply Chain Management from IIT Delhi, Mr. Shekhar has held key leadership roles at Remington Rand, VRL Logistics, eSys Technologies, and served as CEO of ATC Logistical Solutions Ltd. (PVR Group).

He rejoined the V-Trans Group in May 2022 as GM – P&L and currently he oversees the overall business performance and P&L for the entire North & East region which includes SAAR business with additional responsibilities for Ahmedabad and Rajkot regions. Leading a team of over 200 professionals, Mr. Shekhar oversees strategic direction, performance management, and operational excellence across these diverse He was recently elevated as AVP for his demonstrated success.

A defining moment in his career came during the 2001 Gujarat earthquake, when he travelled to Bhuj to support team members and restore operations an experience that deeply shaped his understanding of resilience and leadership in times of crisis.

On the personal front, Mr. Shekhar's wife, Mrs. Lata Shekhar, is a trained classical music teacher and runs her own classical music institute. Their elder daughter, Vanya Shekhar, is Vice President at Citi Bank and an alumna of IIM Ahmedabad. Their younger daughter, Vidushi Shekhar, is pursuing law at Symbiosis University.

He lives by the philosophy: "Lead with clarity, execute with consistency, and always build people along the way." His leadership continues to inspire those around him, grounded in professional excellence and personal integrity.



Mr. Vikas Shekhar & Family

Beyond his impressive professional accomplishments, Mr. Shekhar is widely respected for his people-centric approach and innate ability to build high-performing teams. His career trajectory from starting as a Management Trainee at Remington Rand to leading large-scale P&L portfolios reflects his deep commitment to strategic growth, operational precision, and market expansion. His leadership style is rooted in mentorship, policy execution, and aligning business goals with team aspirations.

His contributions span across diverse geographies and business environments, including pivotal roles in Gujarat, Rajasthan, and the Malwa region of Madhya Pradesh. Known for his hands-on involvement and strategic foresight, Mr. Shekhar has consistently driven transformation across every organization he's been part of. His focus on scalability, measurable outcomes, and team empowerment continues to make a lasting impact within the V-Trans ecosystem and beyond.

BRANCH PREMIER LEAGUE WHERE EXCELLENCE COMPETES

Driving performance with passion and purpose

At V-Trans, branches are not just locations they are our frontline, our pulse, and the face of our service. In line with our transformation journey under V-Trans 2.0, we've launched a powerful, high-impact R & R scheme that puts the spotlight squarely on those who make it all happen: our branches. We have named it as **BPL-Branch Premier League**.



This initiative is more than a competition; it is a strategic step forward in nurturing a culture of customer delight, service excellence and retail growth the three pillars critical to our continued leadership in the logistics industry.

The BPL campaign has been conceptualized to channel the energy, ambition, and potential of our Branch In-Charges (BICs) and their teams. It recognizes that excellence is not only built in boardrooms but delivered daily through every GC booked, every customer interaction, every delivery made right.

The branches are categorized into A, B, and C based on GC volume and retail revenue, the program brings in a structured, fair, and engaging approach to evaluating and rewarding performance.

What BPL Aims to Achieve

I. Service Excellence

The foundation of logistics lies in on-time, damage-free deliveries. BPL has specific criteria tied to DSL (Delivery Service Level), BDSL (Booking to Delivery Service Level), and overall process adherence like trip closures and pickup request fulfillment.

Branches that maintain DSL above 90% and show consistent booking accuracy, closure of pickup & delivery trips, and minimal rectification issues stand to gain maximum points. This ensures that our promise of reliability is fulfilled in every shipment handled.



2. Retail Business Growth

Retail business especially sundry (Paid and To Pay) is our high-margin driver. In BPL, retail growth carries 30% of the total weightage, pushing branches to focus on walk-in clients, MSMEs, and emerging business zones.

Branches are evaluated on growth over the last quarter's average, encouraging teams to stretch their targets, hunt for new business, and convert every inquiry into revenue.



BRANCH PREMIER LEAGUE WHERE EXCELLENCE COMPETES

Zonal Leaderboard - Service Excellence			
Gujarat Zone		Maharashtra Zone	
Rank	Branch_ID	Rank	Branch_ID
1	MAHUPVA_RORAJ	1	VASAI EAST_ROMUM
2	JUNAGADH-SABALPUR_RORAJ	2	BHIVANDI_ROBHI
3	UNN_ROSGR	3	BHOSARI_ROPUN
4	VAPI CENTRAL CELL_ROSGR	4	KOPAR_ROBHI
5	VAPI BKG_ROSGR	5	NERUL_ROMUM
6	DAMAN UT_ROSGR	6	DHUMARTARAJ_RONGP
7	PALSANA_ROSGR	7	PUNE CITY_ROPUN
North+East Zone		South Zone	
Rank	Branch_ID	Rank	Branch_ID
1	FARRUKHABAD_ND3	1	LUDUMALPET_ROCBE
2	NOIDA SECTOR 69_ROND2	2	BAHADURPALLY DELIVERY_ROAPT
3	AJMER_ROND3	3	BRODE TOWN_ROCBE
4	ALIPUR BRANCH_RONOR	4	TIRUPUR CITY_ROCBE
5	TRANSPORT NAGAR JAIPUR_ROND3	5	BAHADURPALLY BOOKING_ROAPT
6	AMBALA CITY_RONOR	6	MANGALORE_ROKAR
7	ALIGARH_ROND2	7	COIMBATORE BRANCH_ROCBE

Zonal Toppers – Best Performing Branches for June 2025

3. Customer Delight

Ultimately, service quality and retail expansion converge at one crucial outcome: delighting our customers. Whether it's a small trader or a large enterprise, every V-Trans customer should feel valued, informed, and supported. BPL embeds this philosophy by emphasizing SOP adherence, proactive communication, and digital enablement all geared towards building long-term relationships.

4. Employee engagement

When the objectives are clearly defined, way forward is provided and there are rewards to be won, all human beings feel happy, motivated and engaged. So if the case with our colleagues, all who are out there in the field or based at the corporate involved in strategy and execution of the campaign.



Tools, Transparency & Excitement

Starting from June 10, weekly dashboards are published, and commentaries are circulated, to keep the excitement high and competition transparent. Inspiring stories from the field, under the "Bytes of BICs" series, are also shared regularly to keep motivation levels soaring.

Rewards that Matter

The top-performing branches in each category (A, B, C) will receive cash awards, certificates, and mementos. In addition, the Best BIC with Best Branch at the end of the season, will ride home a Bajaj Freedom 125 CNG a fitting symbol of performance fuelled by purpose.

The Spirit of BPL

More than just metrics, BPL celebrates ownership, consistency, and resilience. It's about recognizing that excellence is not an event it's a habit. The campaign reflects our core mantra:

“Give Quality, Get Quality.”

With enthusiasm already high across all regions and teams aligned under one goal, the Branch Premier League is set to become a landmark initiative in our journey of excellence. Together, let's push boundaries, outperform expectations, and take V-Trans to new heights.

Let the league spirit continue Let's Compete, Deliver & Win, because when branches perform, V-Trans wins.



V-SARATHI MEET CONTINUING THE MOMENTUM IN AHMEDABAD

With the overwhelming response to the first VA Meet – V-Sarathi held in Mumbai region, the 2nd edition of this impactful series took place on 8th June 2025 in the V-Xpress Ahmedabad Region office at Narol.

Continuing the spirit of recognition and collaboration, the event was graced by our Executive Director V-Trans (India) Ltd. & CEO V-Xpress, Mr. Aditya Shah, who engaged in a heartfelt “Mann Ki Baat”–style interaction with our Value Associates (VAs) & Franchise Partners.

He listened to on-ground feedback, acknowledged challenges, and appreciated the unwavering commitment of our VA & Franchisee network. His words of encouragement and vision for collective progress resonated deeply with the attendees.

The event also included the felicitation of top performers and sparked renewed enthusiasm among our franchise partners and business associates, reinforcing the bond of trust and unity within the V-Xpress family. Moments like these truly reflect the essence of V-Sarathi – celebrating those who drive our success forward.



“Some glimpses of the Event”

V-TRANS AT ASSOCHAM LOGISTICS COUNCIL MEET

Our Executive Director and CEO – V-Logis, Mr. Ronak Shah, recently participated in The Chemical Conclave 2.0, organized by ASSOCHAM Maharashtra State Development Council on 24th June 2025 at Y B Chavan Centre, Nariman Point, Mumbai. Themed ‘Catalyzing Maharashtra’s GDP to a US\$1 Trillion Economy’, the conclave brought together industry leaders to discuss infrastructure-led industrial transformation. Mr. Shah joined a panel on “Investment Enablers to Create a Business-Friendly Environment”, where he emphasized the vital role of logistics as a strategic growth driver especially in the fast-paced chemical sector, where speed, compliance, and scalability are critical. The session spotlighted Maharashtra’s potential to lead towards 1 trillion \$ economy, by paving the way for sustainable, investment-ready industrial growth.



Key moments from the session

SAMANVAY 2025 A STRATEGIC STEP TOWARD UNIFIED GROWTH

In today’s fast-evolving business environment, navigating complexity, fostering cross-functional alignment, and enabling agile decision-making have become critical to achieving consistent excellence. With this intent, Vxpress Samanvya – Internal Leadership Training was conducted on 13th June 2025 at Emerald, Mumbai, as a strategic initiative to strengthen leadership synergy and address emerging business challenges. Themed “Connecting Minds, Creating Magic,” the full-day workshop brought together all Heads of Departments (HODs) and General Managers (GMs) for a meaningful day of collaboration and learning.

The session commenced with an inspiring address by Mr. Aditya Shah, Executive Director – V-Trans (India) Ltd. & CEO V-Xpress, followed by dynamic and thought-provoking sessions led by Mr. Shiv Rawat, CHRO & VP HR – V-Trans (India) Ltd. The presence and valuable insights of Mr. Viral Shah, Executive Director – V-Trans (India) Ltd., added further depth and inspiration to the proceedings. Through interactive discussions, unified thinking, and strategic reflection, Samanvya 2025 emerged as a powerful and transformative step in building the next generation of leadership at V-Xpress.



"Moments from the training session"

V-TRANS HONORED FOR SUSTAINABILITY LEADERSHIP

V-TRANS HONOURED FOR GREEN COMMITMENT

Our group V-Trans was honored for its Sustainability Efforts -Champion of Tree Beyond pledges at the ST NEXT: First Annual Corporate Partners Summit 2025, organized by SankalpTaru Foundation. The award was presented to Mr. Aditya Shah, Executive Director of V-Trans and CEO of V-Xpress, by Padma Shri Jadav Payeng, the Forest Man of India, in recognition of V-Trans' impactful afforestation and green initiatives.



Felicitation ceremony

STRENGTHENING REGIONAL REACH V-XPRESS NEW TRANSSHIPMENT HUB IN KOLHAPUR



VX Pune Regional Team, along with the esteemed guest at the ribbon-cutting ceremony.

To address the growing demand for faster and more reliable cargo movement in South Maharashtra, V-Xpress (a division of V-Trans (India) Ltd.) has commenced operations at its new transshipment facility at Kolhapur MIDC Shirol, NH-4 Highway, Kolhapur 416122. Inaugurated on May 30, 2025, in the esteemed presence of Mr. Shailendra Hardia, General Manager Menon Piston, along with senior colleagues from our Head Office and Pune regional team, the event marked a strategic leap in strengthening our regional network.

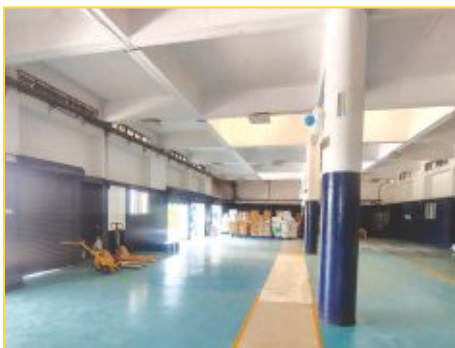
The facility offers direct connectivity from Kolhapur to Southern, Northern, and

Central India (including Nagpur and Chhattisgarh), significantly boosting service efficiency, ensuring faster cargo movement, and minimizing multiple handling for safer, quicker deliveries.

With this move, V-Xpress deepens its footprint in Maharashtra, reinforcing our commitment to redefine express cargo logistics through speed, precision, and performance. The inauguration was also featured in Sakal Media, one of Maharashtra's leading newspapers, underlining the significance of this development for the region's logistics landscape.



The inauguration received coverage in the Sakal newspaper, marking a proud media presence for the event.



Kolhapur Tr. Infra glimpses

TOP 10 LOGISTICS CEOS OF THE YEAR 2025 MR. ADITYA SHAH

V-Trans Leadership Recognized – Driving Innovation in Logistics.

At the prestigious Top 10 Logistics CEOs of the Year 2025 recognition by the Institute of Supply Chain Management (ISCM), Mr. Aditya Shah, Executive Director of V-Trans (India) Ltd. and CEO of V-Xpress, was honoured for his visionary leadership and commitment to operational excellence. His sharp focus on innovation, discipline, and service delivery has helped set new industry standards and propelled V-Trans to greater heights. The award was received on his behalf by Mr. Himanshu Tikekar.



A proud moment for V-Xpress as Mr. Aditya Shah honoured among ISCM's 'Top 10 Logistics CEOs 2025'; the award received on his behalf by Mr. Himanshu Tikekar

MEDIA COVERAGE

LEADERSHIP INSIGHTS – V-TRANS CMD FEATURED IN MOTOR INDIA MAGAZINE



Our Chairman & Managing Director, Mr. Mahendra Shah, is featured in the June 2025 edition of Motor India magazine in a special interview spotlight.

In this insightful conversation, Mr. Shah traces the inspiring journey of V-Trans (India) Ltd, from its strong legacy to its evolution as a resilient, technology-led logistics powerhouse. He offers deep perspectives on the shifting landscape of the logistics industry, the pivotal role of digital transformation, and how V-Trans is embracing change with a future-ready mindset, rooted values, and a steadfast customer-first approach.

link - https://lnkd.in/dm44a8_j

CMD'S VISION ON LOGISTICS COVERED IN JANMABHOOMI

Our CMD's insights featured in Janmabhoomi, a leading Gujarati community newspaper, highlighting V-Trans' leadership in the part-load segment and our commitment to service excellence.

RCB 2025

A CHAMPION'S LESSON IN PATIENCE AND PURPOSE

What the 2025 IPL Champions Can Teach Us About Winning the Hard Way

For 16 seasons, Royal Challengers Bengaluru (RCB) fought, fell short, and came back with more determination. Criticized, doubted, and often seen as underachievers, they remained relentless. And in IPL 2025, that persistence paid off. In a historic finale at Ahmedabad's Narendra Modi Stadium, RCB defeated Punjab Kings by 6 runs to claim their first-ever IPL title. It wasn't just a win it was a statement. A culmination of years of learning, rebuilding, and holding on to belief. Rajat Patidar's calm under pressure, team coordination, and clear focus on strategy helped RCB defend a challenging total of 191 on a pitch that offered little margin for error. They didn't dominate the league, but they delivered when it mattered most.



What We Take from Their Journey

Much like RCB, businesses and teams often face setbacks despite giving their best. But winning isn't always about early glory it's about resilience, teamwork, and showing up with purpose season after season. At V-Trans, we too are on a long-term journey. Each initiative be it our ERP transformation (Vijayant), regional growth, or service quality is a step forward. Some wins are immediate; others, like RCB's, are built over time with grit, reflection, and unwavering belief.

Lesson from the Champions: Success doesn't always come fast. But when it arrives, it's worth every ounce of patience, effort, and unity. Here's to playing the long game, believing in our process, and celebrating the breakthrough moments that follow.

PARTNERS IN PROGRESS



Mr. Rahul Alhat

In this edition of Partners in Progress, we are proud to spotlight Mr. Rahul Alhat, founder of Dosti Roadlines & Crane Services, who has been associated with V-Xpress for the past 14 years.

Mr. Alhat embarked on this association in 2009 with V-Xpress, with a modest fleet of just 2 vehicles. With dedication, determination, and a clear vision for growth, he gradually expanded his operations. Today, he proudly operates 26 vehicles across the V-Xpress network, becoming one of our most dependable fleet partners.

Speaking about his journey, Mr. Rahul shares, "V-Xpress has been more than a business partner; they've been a growth partner. From two vehicles to twenty-six, it has been a journey of mutual support, transparency, and shared success."

His story exemplifies the values we cherish at V-Xpress reliability, partnership, and progress built over time. We are privileged to have partners like Mr. Rahul, whose dedication continues to strengthen our journey forward.

MOTIVATIONAL STORY

THE LANTERN KEEPER

In a snowy mountain village, Meera, an old woman, lit the village tower's lantern every evening. Through storms and freezing winds, she climbed the steps to ensure its glow guided travellers and shepherds safely home.

One harsh winter, Meera fell ill. The villagers gathered, and a confident young man named Rohan offered to take her place. "It's just lighting a flame," he scoffed. That night, Rohan lit the lantern but neglected to clean the soot-covered glass. Its dim light failed to cut through the fog. A shepherd lost his way, and a merchant's cart landed in a ditch. The villagers were upset.

The village elder approached Rohan. "Lighting the flame isn't enough. You must care for what helps it shine." Humbled, Rohan began observing Meera. He saw her routine cleaning the glass, checking oil levels, shielding the flame from the wind, and carving grooves on the icy path for better grip. He realized it wasn't just a task it was a responsibility that demanded care and consistency.

Rohan changed. Each evening, he prepared with the same dedication Meera had shown. Gradually, the light grew brighter, and travellers returned home safely. But more importantly, the villagers saw a change in Rohan not just as the lantern keeper, but as someone they could rely on. When Meera passed away, Rohan took her place not just by duty, but by heart. He had become a symbol of quiet strength and responsibility.

Moral: Greatness is not only found in grand gestures, but also in doing small things with care, discipline, and responsibility day after day.



SUDOKU

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Share the picture at

milindokate@vtransgroup.com

Use mail subject line – Vijaypath Sudoku



GOT SMALL SHIPMENT?

Use our PART TRUCK LOAD services.

Our Strengths, Your Strategic Advantage.



1500+
Branches &
60+ Hubs



3.2+
MM sq. ft.
Warehousing
Space



2500+
GPS Enabled
Vehicles



90
MM Articles
2MM Tonnes



4000+
Passionate
Professionals



Serving Over
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