September - October 2025, Vol.20-Issue 5

# SIXTY SEVEN YEARS, ALWAYS MOVING TO KEEP BUSINESSES IN MOTION.

V-Trans celebrates 67 years of reliability and trust this Foundation Day on 21<sup>st</sup> November, 2025.



# FROM THE DESK OF THE CMD

Dear Friends.

Warm greetings to each of you on the auspicious occasion of Diwali and the New Year celebrated last month. May the festival of lights bring good health, happiness, and prosperity to you and your families.

This issue of Vijay Path is being released on our company's Foundation Day a day that holds special significance for all of us. On this occasion, I sincerely appreciate every member of the V-Trans family: employees, drivers, business partners, vendors, customers, and all associates who continue to strengthen our organization in countless ways. Each of you contribute to our journey, and I thank you wholeheartedly.

The period leading up to Diwali is traditionally good for our industry, and September was a good month for us. However, our numbers fell short of targets and all-time peaks. We must intensify our efforts to reach our annual goals in the months ahead. Our group companies, V-Xpress and V-Logis, also reported positive growth and steady momentum, and the outlook remains strong for both verticals.

At V-Trans, we continue to drive transformation with a focus on strengthening sales effectiveness. With HR's support, our Branch In-Charges and frontline teams are being trained in modern sales practices and customer experience. The enhanced sales structure and new leadership give us confidence in achieving our growth and profitability targets.

The recent GST reforms announced by the government are a positive step for our industry and the broader economy. Rate revisions across consumer categories and reduced tax on essential services like insurance are welcome moves. The improved volumes during the festive period may be a result of these reforms, and we remain optimistic about sustained demand ahead.

The Shah family is known for its strong commitment to social causes and philanthropy, especially in the Kutch region. Their contributions often go beyond mandated CSR efforts. Recently, the promoter family and the directors were felicitated at the native village, Patri in Kutch. At the renowned Bidada Hospital, our Executive Director, Mr. Rajesh Shah, made a generous donation towards a naturopathy college named "Prabhav," in memory of his parents. The Shah family & V-Trans was warmly recognized as among the most generous supporters of the president award-winning award winning, Bidada Servodaya Trust.

As we continue our journey, let us remain disciplined in execution, focused on operational efficiency, and committed to service excellence. Supported by the legacy of trust built over decades, our collective efforts will guide us forward.

Wishing you and your families a joyful and safe Diwali, and a bright and successful year ahead.



# **PEOPLE PROFILE**



Senior Regional Manager – North I, V-Trans (India) Ltd., Delhi

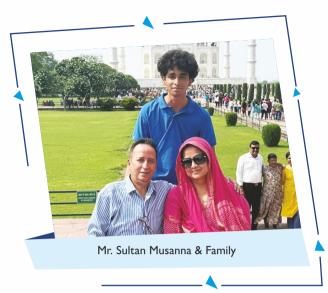
In this edition of People Profile, we feature Mr. Sultan Musanna, Senior Regional Manager – North I at V-Trans.

A Silver Medalist in M.Sc. (Geology) and an MBA from Aligarh Muslim

University (AMU), Mr. Musanna has over 28 years experience while he began his career with Gati, where he spent 18 years in multiple leadership role. He later worked with V-Xpress and RCPL before rejoining the V-Trans family in July 2023.

Based in Delhi, he leads the North-I team, overseeing operations across Delhi, Haryana, Punjab, Himachal Pradesh, and J&K. Known for his team spirit and focus on results, he has driven many successful initiatives including the "Abki Baar 600 Pages".

driven many successful initiatives, including the "Abki Baar, 600 Paar" campaign that achieved record revenue.



On the personal front, Mr. Musanna is supported by his wife Ms. Kiran Abidi, a former teacher, and their son Sameer, who is pursuing B.Tech in Computer Science (AI) at Bennett University.

He believes that "Talent without hard work, passion, and commitment has no value." His people-oriented approach and strategic mindset continue to drive growth for V-Trans in the northern region.

# **PARTNERS IN PROGRESS**



In this edition of Partners in Progress, we are delighted to feature Mr. Satnam Singh, Proprietor of M/s. Dasmesh Road Carrier, who has been associated with V-Trans for over 10 years. Since starting his journey in 2015, Mr. Singh has built his business on the pillars of commitment, reliability, and steady growth.

With a fleet of six attached trucks operating across the V-Trans network, Mr. Singh continues to deliver dependable logistics solutions marked by timely service and consistency. His disciplined work ethic and collaborative approach have made him one of our valued and trusted partners.

Reflecting on the journey, Mr. Singh shares, "Our association with V-Trans has been built on mutual trust and growth. The company's professionalism and transparent dealings have always inspired confidence." We take pride in partners like Mr. Singh, who embody the spirit of partnership and progress.

# **LEADERSHIP MEET Q2 2025**

#### **DRIVING QUALITY GROWTH**

The Q2–2025 Leadership Meet, held on 11<sup>th</sup> & 12<sup>th</sup> November at Hotel Emerald, Mumbai, brought together V-Trans Group leaders, including all Zonal Heads, Regional Heads, and the Senior Leadership team, for an engaging and collaborative review of performance, strategy, and future goals. The discussion was focused on aligning collective efforts toward enhancing quality, driving profitability, and fostering sustainable growth across all business verticals.







Our Executive Directors, Mr. Rajesh Shah and Mr. Hasmukh Shah, share powerful perspectives on driving synergy across business verticals and elevating organizational performance







Collaborative moments from the Q2-2025 Leadership Meet

# **SOCIAL CONTRIBUTION - THE SHAH FAMILY**

#### HOLISTIC HEALTH INSTITUTE "PRABHAV" AT BIDADA HOSPITAL

In an age where urban lifestyles have led to increasing challenges such as stress, pollution, and lifestyle-related ailments, the need for holistic, preventive healthcare has become more pressing than ever. Addressing this, the Bidada Servodaya Trust (BST) has established "Prabhav" a Holistic Health Institute at Bidada Hospital, Katch a first-of-its-kind initiative in Gujarat, focused on promoting wellness through traditional and natural healing systems. Affiliated with Kachchh University, the institute will soon launch diploma programs in Yoga, Naturopathy, and Nutrition & Dietetics, aimed at nurturing future wellness leaders through structured, one-year courses blending education, practice, and community health awareness.

As part of the commitment to community welfare and holistic well-being, Mr. Rajesh Shah, Executive Director, V-Trans (India) Ltd., made a generous contribution to support the development of this Naturopathy College. The inauguration event, graced by dignitaries including Mr. Vijay Chheda (Chairman, BST), Mr. Hemant Kumar (MD, BST), Mr. Bipin Gala (Director, Navneet Education), Mr. Praveen Chheda (MD, SPM Group), Smt. Malati Maheshwari (MLA, Gandhidham), and Shri Mohan Patel Vice Chancellor of Kachchh University, underscored a shared vision to promote sustainable and holistic healthcare. This initiative reflects V-Trans' ethos of giving back to society and its ongoing efforts to support causes that create long-term value for communities and the environment.







A collective moment of pride Shah family, V-Trans senior leadership, and relatives united on stage for the ceremony



Senior directors Mr. Rajesh Shah inaugurate the event with the ribbon-cutting ceremony



Institute building view at Bidada



The Shah family gracing the ceremony

# **SOCIAL CONTRIBUTION - THE SHAH FAMILY**

#### PATRI FAMILY HONOURS V-TRANS LEADERSHIP

Recognizing the spirit of leadership and contribution, the people of Patri Village(Shah family's native) felicitated the V-Trans (India) Ltd. leadership team along with their families and other well-known guests during a grand community event organized by Shri Patri Mumbai Mahajan and Shri Patri Visha Oshwal Jain Mahajan on 4<sup>th</sup> November 2025 at Patri.

The ceremony reflected gratitude and mutual respect between the community and the business fraternity. The celebration beautifully captured the Patri family's deep-rooted commitment to Seva (service), Sanyam (discipline), and Sahyog (cooperation) values that resonate strongly with V-Trans' own culture of integrity and collective growth.

Further adding to the spirit of giving, Shri Jagshi K. Shah contributed to the Sadharmik Bhakti Fund (a charitable fund supporting the welfare of fellow community members), while Shri R. V. Shah made a donation towards mediclaim support in memory of his mother, Late Smt. Prabhaben Shah. Additionally, other senior directors of V-Trans extended their contribution in memory of their father, Late Shri K. K. Shah, towards Skill Development Support, reinforcing the group's commitment to community upliftment and empowerment.





The Shah family together at the inauguration ceremony, marking their generous contributions towards community welfare and skill development pands and shape and shape

#### CONGRATULATIONS TO OUR GROWING LEADERS

Heartiest congratulations to Mr. Himanshu Mirani, Sr. Regional Manager – Ahmedabad, and Mr. Manish Brahmbhatt, Area Manager – North Gujarat, for successfully completing the Advanced Certificate Program in Business Management from the Ahmedabad Management Association.









# **RECOGNITIONS & INDUSTRY ENGAGEMENTS**

#### **BRAND OF THE DECADE AWARD 2025**

With decades of trust, innovation, and reliability, V-Trans (India) Ltd. has established itself as a benchmark in the logistics industry. Recognizing this legacy, the company was honoured with the distinguished "Brand of the Decade Award 2025" by BARC ASIA and ERTC Media at a ceremony held on 21st September 2025 at the ITC Maratha Hotel, Mumbai.

The award was graciously received by the face of our brand, CMD Mr. Mahendra Shah. The award celebrates our commitment to continue delivering innovative, reliable, and future-ready logistics solutions, further solidifying our leadership in the industry.



Celebrity Mr. Nikhil Bopanna, along with Mr. Saimik Sen, CEO of BARC Asia & ERTC Media, presented the award to our CMD.

# V-TRANS GROUP SHOWCASES LOGISTICS EXCELLENCE AT FUTURE OF MANUFACTURING CONFERENCE 2025

Continuing the long-standing association V-Trans (India) Ltd. proudly participated once again as the National Logistics Partner at the 6<sup>th</sup> Edition of the Future of Manufacturing Summit & Awards 2025 in Chennai. The event brought together manufacturing and logistics leaders to discuss how seamless, technology-driven supply chains can power the next wave of industrial growth.

The summit began with the Lamp Lighting Ceremony, graced by our Executive Director of V-Trans (India) Ltd. and CEO of V-Logis, Mr. Ronak Shah, symbolizing our continued commitment to strengthening India's manufacturing ecosystem. Mr. Shah also joined an engaging panel on "Tech Transformation - Suiting up for Industry 5.0 with New Age Technologies", sharing insights on how automation, Al, IoT, and data analytics are revolutionizing logistics to deliver speed, reliability, and scalability for manufacturers of every scale.









Executive Director & CEO, Mr. Ronak Shah, leading V-Trans' presence with vision and thought leadership at the summit

Adding to the dialogue, Mr. Kapil Dwivedi, National Manager NAM Accounts, led a Partner Session on V-Xpress (a division of V-Trans), highlighting how data-driven logistics enhances visibility, delivery precision, and operational efficiency. Our regional and leadership teams from V-Trans, V-Xpress, and V-Logis actively engaged with industry peers, reaffirming our role in enabling the manufacturing sector to move faster, smarter, and sustainably.



# **THOUGHT LEADERSHIP & ACCOMPLISHMENTS**

#### IN CONVERSATION WITH FUTURE LEADERS - MR. RONAK SHAH AT SPISGM WITH FMB **BATCH 38**

Our Executive Director of V-Trans (India) Ltd. and CEO of V-Logis, Mr. Ronak Shah, was invited by S.P. Jain School of Global Management to address the Family Managed Business (FMB) Batch 38 during their Family Friday session. An alumnus of FMB Batch 16, he shared the inspiring journey of Vijay Transport's evolution into V-Trans, emphasizing the company's legacy, values, and forward-looking vision. He





Mr. Ronak Shah engages with FMB Batch 38 at S. P. Jain, sharing insights on V-Trans' journey, family alignment, and business growth.

spoke about family alignment through a Family Business Constitution, open communication, and balancing tradition with modern business practices. His insightful session left participants motivated and enriched.

#### DR. BALVINDER SINGH BANGA RECOGNIZED AS A "TITAN OF INDIA" BY THE ECONOMIC **TIMES**

Dr. Balvinder Singh Banga, Group CTO, V-Trans (India) Ltd., has been honored among the "Titans of India" by The Economic Times for his pivotal role in driving digital transformation. His leadership in advancing AI, Cloud, and Automation has strengthened V-Trans' technology framework, enhancing efficiency and shaping the company's digital growth journey in the logistics industry.



#### V-TRANS AT CHITKARA UNIVERSITY: LEADERSHIP & LEGACY SESSION

Mr. Shiv Rawat, Vice President & CHRO, V-Trans (India) Ltd., participated as a panelist in the Leadership and Legacy session at Chitkara University, Punjab. He shared insights on the evolving logistics landscape, emphasizing adaptability, continuous learning, and future-ready skills. The session reinforced V-Trans' commitment to bridging academia and industry, nurturing young talent, and shaping future leaders.



## INTERNAL HIGHLIGHTS

### **RECOGNIZING EXCELLENCE VX O2** (JULY-SEPTEMBER)

At V-Xpress, we take pride in celebrating those who go the extra mile. Our Q2 Rewards & Recognition Program honoured the exceptional contributions of our Corporate Team individuals who demonstrated ownership, dedication, and a relentless drive for excellence. Congratulations to all our Q2 achievers.



#### **BRANCH EXPANSION: INAUGURATION CEREMONY**

#### V-XPRESS EXPANDS IN BANGALORE

V-Xpress, a division of V-Trans (India) Ltd., has expanded its network with a new branch at Koraluru Village, Hoskote Taluk, Bangalore. Inaugurated by Our Executive Director of V-Trans (India) Ltd. and CEO of V-Xpress, Mr. Aditya Shah, the facility strengthens express logistics operations, ensuring faster and more reliable services across the region.



Hoskote Branch opening ceremony

#### V-TRANS & V-XPRESS STRENGTHEN PRESENCE IN LUCKNOW

We are delighted to announce the opening of our expanded 20,000 sq. ft. V-Trans (India) Ltd. & V-Xpress facility in the Nadargani Industrial Area, Lucknow. This strategic upgrade strengthens our presence in Eastern UP, enhancing service efficiency and supporting regional growth. The milestone was celebrated with a Pooja Ceremony and opening event.



# FESTIVE SPIRIT SHINES BRIGHT AT V-TRANS HEAD OFFICE

# **HEAD OFFICE DIWALI CELEBRATION GLIMPS**











## **BRANCH PREMIER LEAGUE**

#### V-XPRESS BPL - WHERE EXCELLENCE MEETS PASSION

In line with our focus on driving excellence across all business verticals, V-Xpress launched the Branch Premier League (BPL) on I<sup>st</sup> September a high-impact initiative celebrating the performance and dedication of our branch teams.

Built on a structured and transparent framework, V-Xpress BPL recognizes consistent achievement, teamwork, and service excellence that define our express operations. Through this program, we continue to foster a culture of healthy competition and customer-centric performance.





# **MOTIVATIONAL STORY**

#### THE WIND AND THE SCULPTOR

At the edge of a busy town lived a sculptor named Rakesh. Every morning, he went outside his small hut to carve stones into beautiful shapes. But his working place was very windy. The dust always blew into his eyes, and the strong wind made his work harder each day.

The villagers often told him, "Why do you work here? Go to the other side of the hill where it is calm. You can work better there."

Rakesh smiled and said, "The wind teaches me patience. It makes my hands steady and helps me improve."

Many months passed. Then one afternoon, a big sandstorm hit the village. The roofs were damaged, trees fell, and many people's art and tools were ruined. When the storm ended, everyone was shocked to see that Rakesh's sculptures were still standing strong.

The people asked, "How did your work stay safe when everything else was destroyed?"



Rakesh replied, "I learned to work with the wind, not against it. The same wind that tested me helped me grow stronger."

Years later, Rakesh's sculptures were placed in parks, schools, and city squares. People admired their beauty and strength. But Rakesh always said, "The true art is not what I made with my hands. It is what life made of me."

Moral: Life's difficulties can make us stronger if we learn from them and keep going.



Minimise your stress of organising any destination wedding with V-Trans' endto-end wedding logistics solution for seamless transportation of wedding decor, outfits, furniture, food items, gifts and event equipment.

# **V-Trans Benefits for Wedding Logisitcs:**



Expert team, customized vehicles for perfect service



Racking arrangement for suitcase bags and other luggages



Hanging solutions for Apparels & Dresses such as Sherwani & Lehenga, Chunni & Formal Blazer



Return Service



Lock and key for the safety of your goods



For any destination event logistics contact: