

Vijay path

News & Topical views : V-Trans World

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A RAINBOW OF SERVICES. A SPLASH OF JOY.

Happy Holi!



FROM THE DESK OF THE CMD

Dear Friends,

I hope this message finds you well.

We are now in the final quarter and the closing month of the financial year. Overall, the business trajectory is moving in the right direction; however, it is important to acknowledge that sustained effort and consistency will be critical to finish the year strong. The last two months of the quarter January and February were slightly below expectations, while March is projected to deliver ever highest volumes. With strategic discussions concluded and the Annual Operating Plan (AOP) finalized, our complete focus is now on disciplined execution. The business mix has been realigned to strengthen our bottom-line objectives, and I am confident that both Corporate and Regional teams have aligned their plans and actions accordingly.

Growth and change are no longer choices they are essential to staying relevant. Traditional management approaches are being reshaped by rapid technological advancements and evolving customer expectations. As we move toward 2026, V-Trans (India) Ltd. remains firmly committed to embracing both growth and transformation. The coming financial year will be a pivotal one for us, with a renewed focus on restoring growth momentum. This will be supported by comprehensive improvements across operations, process adherence, technology adoption, and overall business execution.

Our other divisions V-Xpress and V-Logis are also expected to close FY 2025–26 on a strong note, with an even more encouraging outlook for FY 2026–27. These businesses continue to demonstrate resilience and potential, and they will play a significant role in our broader growth journey.

At the macro level, India is steadily strengthening its position in the evolving global order. Recent developments such as free trade discussions with the European Union and revised tariff arrangements with the United States are clear indicators of this progress. These positive movements reaffirm the belief that the Indian economy is poised to become a major global growth engine. For us, this presents a valuable opportunity to aim higher, expand our ambitions, and accelerate business growth.

Our Quarterly ECM was held on 13th and 14th February, bringing together the leadership team from across the country along with the Corporate team. The objective was to align on the AOP, including targets, priorities, and execution plans. My address during the meeting, along with key discussions and takeaways, has been captured in the following pages of this issue.

On a personal note, last month I had the opportunity to attend a reunion at my alma mater, Sydenham College, marking 50 years of our batch. It was truly heartening to reconnect with old friends and learn about their professional journeys.

As we approach the close of the financial year, I wish you all the very best in achieving strong results. I am confident that with close coordination, strict adherence to SOPs, and consistent follow-through, we will not only meet but surpass our targets. The initiatives implemented over the last 18–24 months will continue to support our efforts.

Warm regards,
Mahendra Shah



PEOPLE PROFILE



In this edition of the People Profile, we feature Mr. Vineet Sharma, National Manager – Sales, V-Logis, a division of V-Trans Group. He has been associated with V-Trans in senior roles, including Deputy RSM, RSM – North Region, and Senior Manager – Corporate Key Accounts, and currently heading the Sales function at V-Logis.

With over 25 years of rich experience in Logistics and Supply Chain, Mr. Sharma brings deep expertise across Transport, Courier, Cold Chain, and 3PL segments. He is a graduate of Kashi Vidya Peeth, Varanasi, and has held key roles at TCI, AFL, TNT, and RK Foodland. Currently overseeing Pan-India Sales operations for the 3PL vertical, leading a team of 8 Regional Sales Managers. He strongly believes in positive thinking, smart execution, and delivering best efforts at all times.

Resides in Greater Noida with wife, Mrs. Monika Sharma, a homemaker, and two sons Ujjawal Sharma, appearing for the 10th CBSE Board examinations this year, and Sanchit Sharma, studying in 2nd grade.



PARTNERS IN PROGRESS



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. Kesarsingh Ramsingh Patial, associated with us as a dedicated Vendor since July 1983. With an extraordinary association of 43 years, Mr. Patial has been a steadfast pillar of support since the inception of his business, currently contributing with 7 attached vehicles and playing an important role in strengthening our logistics network.

Reflecting on his long-standing journey, Mr. Patial shares, “Being associated with V-Trans since 1983 has been a proud and fulfilling experience. Over the decades, I have seen the company grow with strong values, transparency, and ethical practices. The consistent support and cooperation from the management team have helped us expand our operations and build confidence in our partnership. I truly feel valued and

consider myself an integral part of the V-Trans family, and I look forward to many more years of continued growth together.”

CMD ADDRESS ON CUSTOMER EXPERIENCE

On 2nd February, our CMD addressed leadership and branch teams, underscoring the critical importance of strengthening the retail business as a pillar of sustainable growth. He emphasized the need to build a strong and diversified retail base, prioritizing customer retention alongside new customer acquisition. In a competitive and price-sensitive logistics environment, he reiterated that long-term stability depends on consistent engagement, service reliability, and disciplined follow-up across all branches.



He further highlighted that superior customer experience including seamless booking, timely pickup, safe transit, on-time delivery, accurate invoicing, and professional conduct must remain non-negotiable standards throughout the network. With focused monitoring of key retail branches, he urged teams to actively reconnect with inactive or down-trading customers and align retail performance with overall business targets.

TRANSLATING CMD'S DIRECTION INTO RETAIL ACTIVATION PILOT IN NORTH I REGION

Taking this direction forward, the first strategic Retail Activation was conducted on 5th & 6th February across two strategic locations in Panjabi Bagh and Roshanara Road (North-I Region). In close coordination with the regional team, dedicated activation stalls were set up at the branch level to enhance visibility and direct customer engagement. Sales teams and senior leaders jointly participated, interacting with customers, introducing exclusive retail schemes, and reinforcing our value proposition. The initiative clearly demonstrated how the CMD's strategic push on retail was translated into structured, collaborative, and impactful on-ground execution.



Retail activation at Roshanara Road Branch

Key highlights from the Drive: Around 250 customers were approached and many spot booking converted during the two days, showcasing strong initial momentum at both branches.



Retail activation at Punjabi Bagh Branch



ECM 2026: GROWTH RESTORATION & STRATEGIC DIRECTION- DIRECTOR'S KEY ADDRESS

At the Quarterly ECM, which also served as the Annual Budget Meet, the CMD described the budget not merely as a financial document, but as a strategic roadmap that defines direction, aligns teams, enforces cost discipline, and builds accountability across the organization. While some regions perceived the targets as demanding, he clarified that the budget remains largely in line with last year's expectations and emphasized that a strong budget must be challenging because ambitious goals are what ultimately drive productivity, efficiency, and sustained long-term growth.

Reflecting candidly on the past two years, the CMD highlighted the shortfall in revenue and profitability and clearly outlined the key reasons behind it to the team. He also shared practical guidance on strengthening the top line while safeguarding a healthy bottom line, reinforcing that improvement is both achievable and within our control.

He noted that significant corrective actions have already been taken over the last two years, and stressed that the single most critical factor now is the collective effort of the team. Expressing strong confidence in the organization's ability to deliver, he reiterated that with the right focus and disciplined execution, the annual plan is well within reach. Among the key success drivers, he underscored the importance of robust processes and called for 100% adherence to SOPs by the field teams. Highlighting the role of technology, he stated that Vijayant is now fully operational and performing at par with and in many aspects better than the earlier ERP. He further shared that the organization is making significant progress in automation and actively leveraging AI, which is expected to become a strong competitive advantage in the near future.

Describing the proposed budget as the "Growth Restoration Budget," the CMD emphasized a clear shift toward a performance-driven culture centered on results, accountability, and recognition of excellence. He outlined three critical priorities for success: sharper sales focus, stronger service excellence, and uncompromising cost discipline.

Concluding on an inspiring note, he reaffirmed confidence in the organization's capabilities, market standing, and, most importantly, its people. "What we lost was not our strength, but our momentum," he remarked, adding that the year ahead is about reclaiming that momentum restoring growth, improving profitability, and rebuilding pride in performance.



CMD Mr. Mahendra Shah - Beyond Numbers, Toward the Future, sharing his vision.



Executive Director Mr. Rajesh Shah - Strengthening focus on performance and growth.

At the ECM, Executive Director Rajesh Shah spoke about India's emergence as a global growth engine and emphasized that this momentum presents significant opportunities for the organization. He underscored the importance of teamwork, noting that results multiply when teams operate in alignment and with a shared purpose. Reflecting on past performance, he urged all team members to introspect, identify gaps, and take timely corrective actions. He also pointed out that the underperformance of certain regions is impacting overall national results, and called upon leaders to prioritize efforts to strengthen these areas.

focused on the bottom line, and stressed the need to pursue only sustainable and profitable business.

Similarly our Executive Director of V-Trans, Mr. Viral Shah also shared his view on collective focus on disciplined execution and sustainable growth.

In closing, he reiterated that V-Trans has always remained



Executive Director Mr. Viral Shah - Translating strategy into impactful execution.

ECM MEET – LEADERSHIP SPOTLIGHT

CORPORATE LEADERSHIP AT THE HELM



Leadership setting the direction for excellence

ZONAL HEADS ON THE STAGE



Zonal leaders sharing ground-level insights

SENIOR RMS & RMS WITH THEIR REGIONAL TEAMS



Regional leaders with their powerhouse teams

ECM MEET – LEADERSHIP SPOTLIGHT

ATTENDEES ENGAGED WITH THE SPEAKERS



Fully engaged audience tuned to insights

SADAK SURAKSHA – JEEVAN RAKSHA: V-TRANS ROAD SAFETY DRIVE

Road safety starts with awareness and responsibility. V-Trans (India) Ltd., partnering with Henkel and other companies, championed "Sadak Suraksha – Jeevan Raksha" through a meaningful awareness event at Chemstore by V-Logis located at Bhiwandi location.

Our colleagues actively participated, promoting safer road practices and responsible behavior. Protecting lives is our shared daily commitment.



Sadak Suraksha – Jeevan Raksha: Driving awareness, protecting lives

INDUSTRY ENGAGEMENTS & GLOBAL REPRESENTATION

V-TRANS AT GLOBAL ECONOMIC COOPERATION 2026

V-Trans (India) Ltd. participated in Global Economic Cooperation 2026, held on February 17 in Mumbai, where leading policymakers, diplomats, and industry leaders gathered. The forum featured addresses by S. Jaishankar, Hon'ble Minister of External Affairs, Government of India, and Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra.

Our Executive Director Mr. Aditya Shah, along with General Manager Mr. Ajay Kumar, represented V-Xpress, gaining valuable insights into emerging trade trends and future-ready supply chain strategies.



V-Trans Group leadership engages with global policymakers and industry leaders

PHARMACONNECT 2026: TRANSFORMING PHARMA LOGISTICS

V-Trans (India) Ltd. proudly participated in Pharma Connect 2026 on January 16 in Mumbai, with Executive Director Mr. Aditya Shah leading the ceremonial lamp lighting. The forum highlighted critical needs in pharma logistics real-time visibility, predictable transit, compliance, and tech-driven express solutions. National Sales Manager Mr. Kapil Dwivedi represented V-Xpress as a panelist, sharing actionable insights on building intelligent digital supply chains for the pharma sector.



V-Trans at Pharma Connect 2026 - Powering intelligent, compliant pharma logistics

INTERNAL EVENTS & LEADERSHIP ENGAGEMENTS

V-XPRESS OPERATIONS LEADERSHIP MEETS: DRIVING OPERATIONAL EXCELLENCE

Hub managers and regional operations leaders united for comprehensive performance reviews, process discipline, and strategic alignment. Our key Leadership addresses by Mr. Aditya Shah (CEO, V-Xpress) and Mr. Manmohan Jha (National Manager - Operations) emphasized operational excellence, team coordination, accountability, and data-driven decision-making.

The meets concluded with clear action plans, reinforcing unified commitment to service standards and consistent execution across the entire VX network.



VX Hub Managers' Meet – Jan 16 & 17 (Club Emerald, Mumbai)



Pan India Regional Operations Meet – Jan 22nd (Royal Garden, Mira Road, Mumbai)

V-XPRESS CRM & OPERATIONS LEADERSHIP MEETS: CUSTOMER EXCELLENCE FOCUS

Pan India branch managers, CRM teams, and leaders united for skill-building, process optimization, and strategic alignment. Key addresses by Mr. Aditya Shah (CEO – V-Xpress), Mr. Shiv Rawat (Group CHRO), and Mr. Bhavin Shah (Head – CRM) emphasized accountability, customer-centric growth, seamless coordination, and best practices. Sessions concluded with clear action plans, reinforcing unified commitment to enhanced engagement and service excellence across the VX network.



Operations / CRM Training – Jan 22, 2025 (Royal Garden, Mira Road, Mumbai)



CRM National Meet – Jan 24, 2025 (Royal Garden, Mira Road, Mumbai)

INTERNAL EVENTS & LEADERSHIP ENGAGEMENTS

V-LOGIS AOP MEET 2026 – CONQUER

The V-Logis AOP Meet 2026, themed "CONQUER," united leadership to align on growth, cost efficiency, service excellence, and scalable execution. Executive Director Mr. Rajesh Shah of V-Trans (India) Ltd. provided clear direction for the year, setting defined performance expectations and accountability across all leaders.

Mr. Ronak Shah, CEO – V-Logis & Executive Director of V-Trans, joined by Mr. Jay Shah and senior leaders, strengthened discussions toward execution excellence. Certificates of Appreciation recognized consistent contributions, reinforcing our commitment: together, we CONQUER.



Leadership team assembled for a formal moment of alignment



Leadership in deep discussion, shaping the road ahead

V-TRANS LEADERSHIP CONNECT WITH KARNATAKA REGION: STRATEGY IN ACTION

On January 3, 2026, V-Trans conducted the Samanvay Leadership Engagement Program in Bangalore, bringing together key leaders for strategic alignment and performance focus. The session commenced with an inspiring address by Executive Director Mr. Rajesh Shah, emphasizing collaboration, clarity of vision, and disciplined execution as essential drivers for sustained organizational growth.

Group CHRO Mr. Shiv Rawat delivered an insightful session on people alignment, accountability, and effective leadership behaviors. The engagement reinforced V-Trans' commitment to strengthening leadership capabilities and driving strategy through cohesive team action.



VT Samanvay 2.0 - Leadership aligned, strategy in action across the Karnataka region

NEW JOINEE



Mr. Matta Nageswara Rao
Designation: Deputy Regional Manager – Coimbatore
Joined on: 28th January 2026
Vertical: V-Trans
Location: Chennai (Regional Office)
Experience: 31+ years
Previous Organizations: Chakradhara Aerospace and Cargo Pvt Ltd (LCC), Agarwal Packers & Movers (DRS Group), Sibi Business Solutions Pvt Ltd, TCI Group



Mr. Surya Chandra Prakash
Designation: Senior Manager in HR Corporate
Joined on: 1st December 2025
Vertical: V-Trans
Location: Corporate
Experience: 12+ years
Previous Organizations: TCS, DTDC Express Limited, BYJU'S, Enhance Business Solutions



PATHWAY TO LEADERSHIP – TAKING THE NEXT LEAP

Building on the strong foundation laid in January 2025, V-Trans (India) Ltd. has elevated its flagship Pathway to Leadership - Part A initiative to the next level. Guided by the visionary leadership of our CMD, Mr. Mahendra Shah, who firmly believes that “sustainable growth is powered by continuously nurturing young talent and future-ready leaders,” the program has evolved into a strategic nationwide talent outreach reinforcing our commitment to shaping the future of India’s logistics leadership.

As part of this expanded vision, our CHRO, Mr. Shiv Rawat, and Vice President – Business Operations, Mr. Vinayak Mullick, recently led an engaging pre-placement session at Indian Institute of Management Sirmour. The session offered students a comprehensive perspective on the V-Trans journey, our performance-driven culture, and the wide spectrum of growth opportunities within the organization. In the earlier drive we picked talent from IIM- Jammu & Amritsar

With active engagement now extending to India’s top premier institutes including the Indian Institutes of Management V-Trans is strategically exploring the country’s best young talent. This initiative reflects our long-term vision: to identify high-potential professionals early, nurture them through structured learning, and empower them to become the logistics leaders of tomorrow.

At V-Trans, we firmly believe that leadership is not just hired, it is carefully cultivated through exposure, mentorship, and real-world responsibility. The enthusiastic participation and insightful interactions at these IIMs reaffirm that the next generation of leaders is ready and V-Trans is proud to be their launchpad.



VOICES OF OUR NEW JOINERS



Mr. Anchal Kumar Singh (IIM, Jammu) Senior Manager - Operations

Over the past year at the company, I've gained strong practical exposure to end-to-end logistics operations, including planning, coordination, and service-level management. The work culture is collaborative and performance-driven, which helped me improve both my analytical and execution skills. The top management is approachable and supportive, always encouraging process improvements and data-backed decision-making. Overall, it has been a great learning experience that strengthened my operational and professional capabilities.



Mr. Atharv Pandey (IIM, Amritsar)- Senior Manager - Operations

Working at V Trans group has been an enriching experience filled with learnings and practical implementation. The opportunity to work on initiatives that directly influence service reliability across the network has been both demanding and rewarding. It's an environment where collaboration across regions and functions truly shapes outcomes.



Mr. Lokesh (IIM Jammu) Senior Manager -Operations

Working at V-Trans (India) Ltd. has been a rewarding journey, offering continuous learning in a dynamic and fast-paced environment. The supportive culture and teamwork have helped me grow both professionally and personally. Each day brings new experiences that enhance my confidence and understanding of the logistics industry.



Mr. Raghuram S.P- (IIM, Amritsar)- Senior Manager - Corporate Sales

It has been indeed a great pleasure to work in V-Xpress. It has been 10 months since I joined the company and really had a great learning experience with a flexible environment. The people here as VX family is very much supportive and never hesitate when I ask them for any help. Especially I like the culture here which is more employee friendly and lays a platform for achieving greater heights.



Mr. Rishabh Jaiswal (IIM, Amritsar)- Senior Manager – Corporate Sales

My journey here has been truly enriching. Working in an environment that values collaboration, trust, and innovation has helped me grow both professionally and personally. The constant support from leadership, the enthusiasm of the team, and the opportunity to work with diverse clients have made this experience deeply fulfilling. I am proud to be part of an organization that encourages excellence and empowers individuals to deliver their best every day.

V-TRANS BENEFITS FOR WEDDING LOGISTICS



Racking arrangement for suitcases, bags, and other luggage



Apparel hanging solutions for ethnic and formal wear



Secure hanging system for garment bags



Suitcases and bags neatly organized in the rack system



*The Perfect **Logistics** Partner For Your Destination **Wedding***

Minimize the stress of organizing your destination wedding with V-Trans' end-to-end wedding logistics solutions. We ensure seamless transportation of wedding décor, outfits, furniture, food items, gifts, and event equipment.



Expert team and customized vehicles for flawless service



Secure lock-and-key system for the safety of your goods



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