

TRANSPORT EXCELLENCE AWARDS 2013

CONSUMER CONNECT INITIATIVE

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ADVERTORIAL & PROMOTIONAL FEATURE

AN ODE TO THE UNSUNG HEROES

To recognise and reward the contribution of the many unsung heroes who make the transport ecosystem what it is today, the third edition of the Mahindra Transport Excellence Awards was organised in New Delhi

YASMIN TAJ

After having begun in 2011 and having rewarded outperformance for 2 years, the third edition of the Mahindra Transport Excellence Awards was finally here to witness and celebrate eminent and gifted individuals of the Indian transport industry - the true and unsung heroes who have touched millions of lives from behind the scenes. From a fleet owner to a fleet driver, from the owner of a *Dhaba* to a mechanic and a financier, the evening was dedicated to the shining stars of the Indian transportation industry, who have changed the face of the entire industry.

The who's who of the transport sector were under one roof to applaud the unsung heroes of the Indian transport industry. The function was graced by dignitaries from the government and from the industry itself. The awards this year were supported by the Ministry of Road Transport and Highways, Government of India. The chief guest of the evening was Oscar Fernandes, union cabinet minister, Government of India. Dr Pawan Goenka, executive director and president, Automotive and Farm Sector, Mahindra & Mahindra Ltd; Rajan Wadhwa, chief executive - technology, product development and sourcing, Automotive & Farm Equipment Sectors, director and head of Mahindra Trucks and Buses Limited; and Nalin Mehta, managing director and CEO, Mahindra Trucks and Buses Limited were also present in this glittering evening.



TOWARDS BETTER ROAD SAFETY: Eminent panelists discuss various ways to make the roads of India safer, during the panel discussion on Road Safety

It was a gathering of over 600 people from the transport ecosystem, which included dignitaries from Ministry of Road Transport & Highways, eminent grand and expert jury members, all drawn from transport world, media delegates, top fleet owners and transporters of India, dealers, and senior members of team Mahindra. The evening also had a lot of fun and entertainment in the form of a skit, a dance performance and a musical treat.

This time around, the event was started by a special panel discussion on Road Safety. The panel discussion was presided upon by Dr Rohit Baluja, president, Institute of Road Traffic Education (IRTE); Anil Shukla, additional commissioner of Police (Traffic), Delhi; Rajeev Lochan, director (Road Safety), Ministry of Road Transport and Highways, Govt of India; Sanjay Bandopadhyaya, the hon'ble joint secretary of Ministry of

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Government of India

Road Transport and Highways, Govt Of India; Dinesh Tyagi, director, International Centre for Automotive Technology (ICAT); Rakesh Batra, partner, Ernst & Young (EY); and Pirojshaw Sarkari, chief executive officer, Mahindra Logistics Ltd.

This year, the awards received a whopping number of entries, more than double the numbers of entries received in the first year. The highlight of the evenings included the launch of Saarthi Abhiyaan, a scholarship scheme for daughters of truck drivers; the felicitation of Yogita Raghuvanshi, an inspiring lady truck driver; and the launch of MPOWER War Room.

The awards were divided in 7 categories, with 42 winners - 27 regional and 15 national. Excellence in the transportation industry was rewarded by the means of awards in various categories, which included Commercial Vehicle Financier, Fleet Owners, Fleet Drivers, Highway Dhaba, Highway Mechanic, Youth Transport Personality and Lady Transport Personality. Adding an interesting and exciting twist to the awards procedure, the winner of the Super

Outperformer Driver was decided by an audience poll. The categories were based on the three Rise Pillars of - Accepting No Limits; Alternative Thinking; and Driving Positive Change. The awards were executed in a very rigorous way and Ernst and Young were the process advisors and process validators.

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Catch the Awards telecast on ET NOW on January 25, 2014 at 2000 hrs and repeat telecast on January 26, 2014 at 1700 hrs

QUOTE UNQUOTE

Oscar Fernandes
hon'ble minister of Road Transport and Highways, Government of India



Mahindra Transport Excellence Awards are an opportunity to think about the transport industry and how to take it forward. Mahindra has worked a lot towards bringing innovations to the industry. This is also an opportunity to create awareness and talk about road safety. A driver and a mechanic are perhaps the most important people in the transport ecosystem because they manage our show. We must salute them.

Anand Mahindra
chairman and managing director, Mahindra & Mahindra Ltd



When we, in business, sit in our offices and boardrooms, looking at Excel sheets and budgets and profits and volume figures, we tend to forget that business is not just about numbers. This ceremony is one of those rare occasions when the power and the quiet heroism of the *aam aadmi* is acknowledged by business. For me, all these awards bring out very clearly the positive impact that business can have on transforming lives.

Dr Pawan Goenka
executive director and president - Automotive & Farm Sector, Mahindra & Mahindra Ltd



The winners of these awards have achieved so much in spite of so many difficulties. So many people work so hard in the transport ecosystem, which is the backbone of India, and these awards are a great opportunity to salute them. It is our third year of the awards and we are pleased to see the growing participation and acceptance from the industry. This only motivates us further, to take our commitment to the next level.

Rajan Wadhwa
chief executive - Technology, Product Development & Sourcing, Automotive & Farm Equipment Sectors, director and head of Mahindra Trucks and Buses Ltd



This is one of the biggest and most glittering nights of the Indian transport sector. The who's who of the transport sector are under one roof to applaud the unsung heroes of the Indian transport industry. The transport community is a very resilient one - hardships and tough times are not new to the people of Indian Transport fraternity. The Mahindra Transport Excellence Awards are a story of such resilient people.

Nalin Mehta
managing director & CEO - Mahindra Trucks and Buses Ltd



The ministry has officially supported and encouraged the awards this year, thus encouraging us to make it bigger and better. These awards are meant to recognise excellence and outperformance in the transport industry and give it the prominence it deserves in our country. These awards are based on the RISE Philosophy of Mahindra and we want our philosophy to come together with the transport industry's philosophy.

HIGHLIGHTS OF THE EVENING

Enabling education for the girl child

With an objective to enable more truck drivers' children to pursue their dreams, Mahindra announced its new initiative - Saarthi Abhiyaan. A father, who has made the effort of educating his daughters up to 10th standard, has already gone beyond the ordinary and deserves encouragement. This is precisely why Mahindra has launched this initiative, which might be a small step but will make a large impact. Mahindra looks forward to the day when every truck driver's daughter will be highly educated and independent.



Saluting the power of a woman

The lady HCV truck driver, Yogita Raghuvanshi, who was recently gifted a Mahindra TRUXO 25 truck, narrated her story and the brave heart got an unprecedented and impromptu standing ovation.



A driver wins a brand new truck



A humble driver, Mahendra Singh Rajput of Santosh Gill Earthmovers, who salvaged the situation when his truck caught an ugly fire, won a brand new Mahindra TRUXO 25 truck through a vote-meter based selection process.

Mahindra launches MPOWER WAR ROOM

During last year's award function, Mahindra had announced the pioneering industry first initiative called 'MPOWER' for the young heirs of the Indian transport industry. To understand how the MPOWER learnings have helped the young transporters, this year, they announced the launch of 'Mahindra MPOWER War Room'. MPOWER War Room will be a platform that will engage and challenge the participants into sharing of - how did they implement what they learnt at MPOWER, the successes and the challenges, what worked and what didn't. The programme will encourage healthy competition, dialogue, enable cross learning and be a fitting conclusion to the implementation efforts of the participants. All this will be accomplished through a day long case study presentation and workshop format.



WINNERS OF MAHINDRA TRANSPORT EXCELLENCE AWARDS 2013

CV FINANCIER CATEGORY:
WINNER - ICICI Bank Ltd;
RUNNER UP - IndusInd Bank Ltd
FLEET OWNER CATEGORY:
AUTOMOTIVE SEGMENT:
WINNER - TCI Ltd;
RUNNER UP - Axis Carriers & Logistics Ltd
CEMENT SEGMENT:
WINNER - Saravanan Transports;
RUNNER UP - Vijay Roadlines;

DRY BULK SEGMENT:
WINNER - Associated Road Carriers Ltd;
RUNNER UP - Sravan Shipping Services Pvt Ltd
EXIM CONTAINERS SEGMENT:
WINNER - Maple Logistics Pvt Ltd;
RUNNER UP - Sravan Shipping Services Pvt Ltd;
FINISHED METALS SEGMENT:
WINNER - Siddhi Vinayak Logistic Ltd;

RUNNER UP - Dard Logistics Ltd;
REFRIGERATED SEGMENT:
WINNER - Reema Transport Pvt Ltd;
RUNNER UP - Sheetal Parivahan;
TANKER SEGMENT:
WINNER - Cargo Carriers (India) Ltd;
RUNNER UP - Indian Tankers (P) Ltd;
OPEN SEGMENT:
WINNER - Acid Chem Corporation;
RUNNER UP - Navata Road Transport

LADY TRANSPORT PERSONALITY:
WINNER - Dr Sakshi Gill, Santosh Gill Earth Movers Pvt Ltd (North);
REGIONAL WINNERS - Soma Maitly, Tamralipta Nirman Udyog Pvt Ltd (East); Ankitaa Baid, Siddhi Vinayak Logistic Ltd (West)
YOUTH TRANSPORT PERSONALITY:

WINNER - Dr Daksh Gill, Santosh Gill Earth Movers Pvt Ltd (North);
REGIONAL WINNERS - Indrajeet Mallick, Commercial Carriers Ltd (East); Suraj A Rajan, Suraj Forwarders Pvt Ltd (West); Rajesh Natarajan, Core Logistic Co (South)
FLEET DRIVER CATEGORY:
SUPER OUTPERFORMER DRIVER - Mahendra Singh Rajput, Santosh Gill Earth Movers Pvt Ltd;
RUNNER UPS - Ansar Ahmad, Navigators Logistics Co Pvt Ltd; Shailendra

Singh, Globe Ecologistics Pvt Ltd; Balraj Yadav, Dard Logistics Ltd
HIGHWAY DHABA CATEGORY:
WINNER - Laddi Dhaba (North);
REGIONAL WINNERS - Ghosh Dhaba (East); Shalimar Dhaba (West); Sahara Hotel (South)
HIGHWAY MECHANIC CATEGORY:
WINNER - Chacha Mistry (North);
REGIONAL WINNERS - Santosh Garage (East); Girdhari Garage (West); Afsar Garage (South)



REWARDING OUTPERFORMANCE: Dr Pawan Goenka, executive director and president - Automotive & Farm Sector, Mahindra & Mahindra Ltd; Rajan Wadhwa, chief executive - Technology, Product Development & Sourcing, Automotive & Farm Equipment Sectors, director and head of Mahindra Trucks and Buses Ltd; Nalin Mehta, managing director & CEO - Mahindra Trucks and Buses Ltd; Rajesh Mangal, sr vice president - Sales & Marketing, Mahindra Trucks and Buses Ltd; and Rajeev Malik, sr general manager - Marketing, Mahindra Trucks and Buses Ltd, with all the winners of the Mahindra Transport Excellence Awards 2013