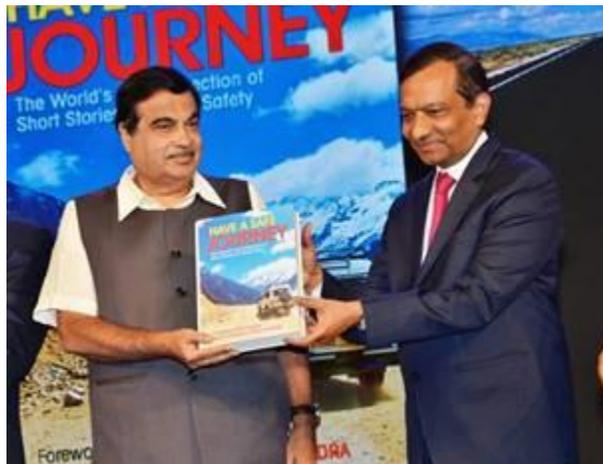


Mahindra Transport Excellence Awards Program 6th Edition: Awards Ceremony

Truck Drivers share platform with IIM Ahmedabad Professor and eminent panellists on “Road Safety” panel discussion;

Four truck drivers’ daughters make their fathers proud;

The world’s first collection of short stories on Road Safety, “Have a Safe Journey” launched innovatively!



Road safety and innovation were the mantras of an emotionally packed evening that marked the Awards ceremony of the 6th Edition of Mahindra Transport Excellence Awards (MTEA) program on the 3rd of February’17 at Hotel Ashok, New Delhi, where the who’s who of Indian Road Transport Sector gathered and honoured various Outperformers of Indian Transport.

Mahindra Transport Excellence Awards recognizes and rewards various stakeholders in the trucking industry on parameters like **Outperformance, Excellence, Innovation and Change Leadership**, judged against the backdrop of **RISE pillars** – Accepting No Limits, Alternative Thinking and Driving Positive Change. The initiative, with its **inclusive nature**, has set for itself high standards.

The 6th edition of Awards included many category innovations. Here’s what was new:

- Taking engagement of education of the girl child one step further, MSA (Mahindra Saarthi Abhiyaan) Outperformer Contest for MSA scholarship beneficiaries (2408 no.s)
- Short Story Contest on Road Safety “Have a Safe Journey” - harnessing power of stories to make roads safer

The popularity and equity of the esteemed awards has further gone up amongst the constituents of the transport community with significantly higher case studies collected – **6164 case Studies – 14% more than last year!**

Ministry of Road Transport & Highways have continued to **support MTEA program** for the **fourth consecutive year**. Besides higher numbers, the entries also exhibited better quality, more interesting stories and stronger pitch, giving us a feeling that the transport excellence awards have come of age.

Highlights of the Awards Ceremony –

- **Prof G. Raghuram - Public Systems Group, IIM, Ahmedabad, chaired the Panel Discussion on a very pertinent topic – Innovations in road safety in Approach, Processes, Measures and Perspective. The Panel discussion brought together the who’s who of the Transport Industry.**



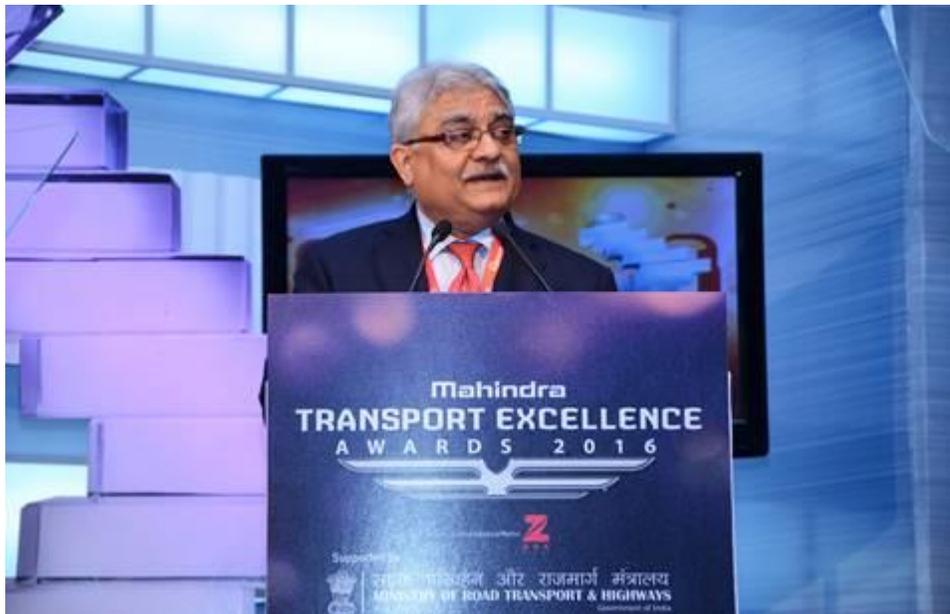
- The Eminent members of the panel were (L to R) **Ms. Yogita Raghuvanshi**, Lady Truck Driver; **Mr. Jay Prakash Singh**, Super Outperformer Driver (2016); **Mr. Ravi Prasad**, Chief Engineer – Road Safety, MoRTH; **Prof G Raghuram**, Professor - Public Systems Group, IIM, Ahmedabad; **Mr. Rajan Wadhera**, President and Chief Executive, Truck and Powertrain Division, Head – MRV and Member – Group Executive Board, Mahindra & Mahindra Ltd.; **Prof Tamorish Kole**, Chair, Academic Council, Society for Emergency Medicine and Advisor – Savelife Foundation and **Ms. Perna Arora Singh**, Road Safety Expert, Advocate and Educationist.
- The audience comprising of prominent truck fleets owners, transporters and logistics company heads and professionals, commercial vehicle financiers, dealers of commercial vehicles, and senior delegates from transport sector, faculty members from IIM, Ahmedabad, and delegates from Mahindra Group and heads of various agencies and select media delegates took immense interest and relished proceedings.



- The formal inauguration of the program started with lamp lighting followed by the “Rise for Good Act” performed by Ability Unlimited troupe - an act by the specially-abled, depicting the “Rise” philosophy and the three pillars of Mahindra Rise.



- **Mr. Nalin Mehta, CEO and MD, Mahindra Truck and Bus**, presented the report card of the awards program, reaffirming Mahindra’s commitment to continue, strengthen and make this RISE initiative more relevant. He shared with the audience, the fact that the awards program was becoming bigger and better with every passing year and was attracting better quality entries, which is a heartening news. **Mr. Bharat Rajamani, Executive Director, Ernst & Young** provided the customary certification for fairness, robustness and transparency from the stage.



- Thereafter, **Mr. Rajan Wadhera, President and Chief Executive, Truck and Powertrain Division, Head – MRV and Member – Group Executive Board, Mahindra & Mahindra Ltd.**, highlighted MTBD’s contributions towards knowledge power that is doing wonders to both the personal and professional lives of transporters through the initiatives under the umbrella of **LIGHT OF KNOWLEDGE** comprising of MPOWER, WAR ROOM and MENTORS’ SUMMIT in conjunction with the prestigious, **Indian Institute of Management, Ahmedabad** he also spoke about Mahindra’s CSR initiatives which revolves around girl child and education by highlighting the initiatives such as **Mahindra Saarthi Abhiyaan (MSA)** and how Mahindra has taken it forward by introducing the **MSA - Outperformers contest**. He shared the

encouraging figures about the educational achievements of the MSA girls. Over 2100 girls responded to the survey.

- More than 66% have pursued education beyond 12th standard
- 25% are studying professional courses



- Followed by Mr. Wadhwa's address, the four Saarthi Abhiyaan Outperformers were felicitated with their family members and Pooja Jakate was declared as the national winner of the Mahindra Saarthi Abhiyaan Outperformer for the Rise pillar driving positive change.



- 6 winners amongst **Fleet owner's** haulage for focus awards and 4 in Tipper category for mining and construction.

1. Large Fleet Owner Category -

- OUTPERFORMANCE IN GROWTH STRATEGIES - NTC Logistics Pvt. Ltd.
- OUTPERFORMANCE IN FLEET MANAGEMENT PRACTICES - NTC Logistics Pvt. Ltd;
- OUTPERFORMANCE IN DRIVER MANAGEMENT PRACTICES- - NTC Logistics Pvt. Ltd

2. Medium Fleet Owner Category –

- OUTPERFORMANCE IN GROWTH STRATEGIES - Sankari Roadways
- OUTPERFORMANCE IN FLEET MANAGEMENT PRACTICES- Sankari Roadways
- OUTPERFORMANCE IN DRIVER MANAGEMENT PRACTICES- Reema Transport Pvt. Ltd.

3. Tipper Segment –

- OUTPERFORMANCE IN MINING SEGMENT (National Winner)- PLR Projects Pvt. Ltd
 - OUTPERFORMANCE IN MINING SEGMENT (Runner Up)- Star Cement Ltd
 - OUTPERFORMANCE IN CONSTRUCTION SEGMENT (National Winner)- SCC Infrastructure Pvt. Ltd.
 - OUTPERFORMANCE IN CONSTRUCTION SEGMENT (Runner Up)- Star Cement Ltd
4. Prominent CV Financiers like **Cholamandalam and Axis Bank** take away the top honors in their category.



- National Winner of the Emerging Fleet Owner Award was given to Greenways Shipping Agencies Pvt. Ltd. and Runner up of the Emerging Fleet Owner Award was given to Suncity Transport Company.



- Dr. Goenka addressed the gathering about road safety and the initiatives taken by Mahindra like Zero Fatality Corridor and Have a Safe journey. In his speech, Dr. Goenka brought alive the role of every individual in road safety by asking the guests to hold the mirror to themselves to see the person responsible, figuratively speaking. He also applauded the role of MoRTH in promoting the cause of road safety and reaffirmed Mahindra’s commitment to the same. The issue of road safety was also brought into spot light by him through the film, “Main Sadak Hoon”:



- Top 2 Winners of the “Have a Safe Journey” Contest were felicitated and Mrs. Meera Rajagopalan was declared as the National Winner while Ms. Sahar Fatima was the Runner up.



- Innovation ran high at the ceremony with a Drone delivering the cover of the new book, 'Have a Safe Journey', aurally to the dignitaries on stage for the unveil ceremony. The first ever such book, which would feature 20 best stories by writers from the literary community, will also carry a foreword from Mr. Nitin Gadkari and a special message from Mr. Anand Mahindra.



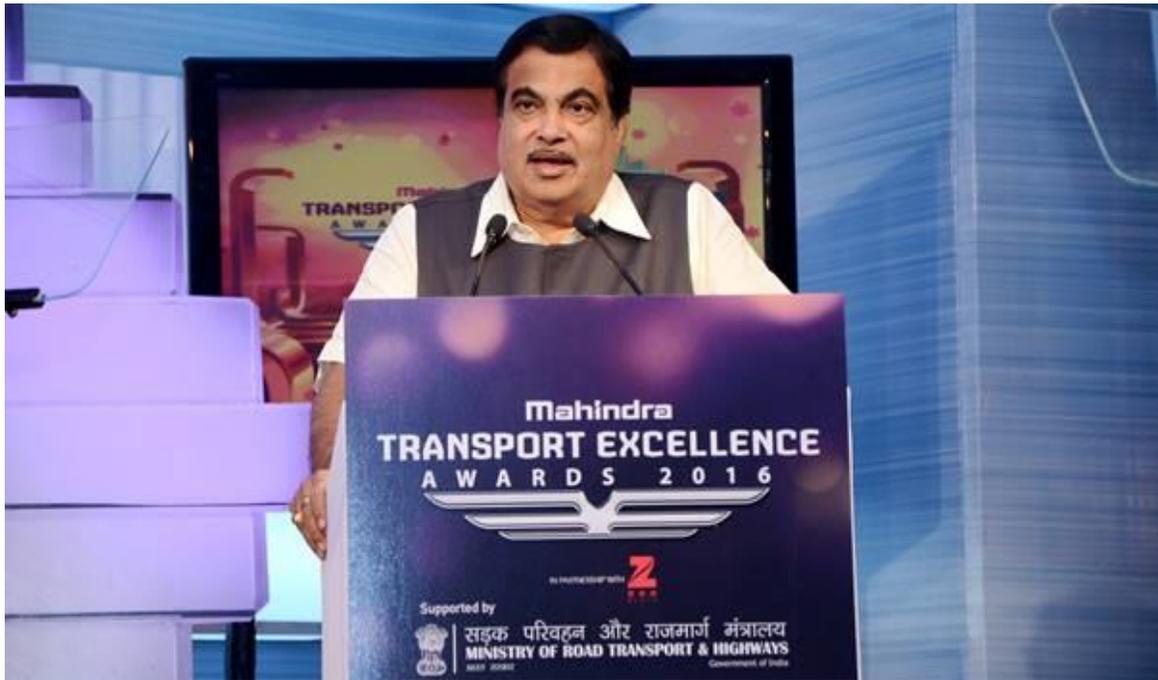
- Dignitaries (L to R): Mr. Abhay Damle, Jt. Secretary, MoRTH, Mr Anand Mahindra, Mr. Nitin Gadkari, Hon. Minister, MoRTH, Dr. Pawan Goenka, Mr. Rajan Wadhwa, Mr. Nalin Mehta, Mr. Tuhin Sinha, Media Advisor to MoRTH, Mr. Vikas Rakheja, Managing Director, Manjul Publishing House and Amaryllis (publishers of the book) and Ms. Richa Thakur, from Natural Habitat Preservation Centre, partners for the initiative, Have a Safe Journey.



- Dr. Pawan Goenka further emphasized on Mahindra's commitment towards green technology by felicitating Mr. T.K. Balakumar, Sr. Vice President and National Head of Operations at BigBasket perhaps the first owner of an electric cargo fleet in India of 10 Mahindra eSUPROs for their vision in GOING GREEN!



- Followed by Dr. Pawan Goenka's address, **Hon. Road Transport & Highways Minister – Shri. Nitin J Gadkari**, who presided over this event that his ministry has supported, applauded the Mahindra CSR initiative, Saarthi Abhiyaan for Drivers' girl child education and the fact that besides scholarship, truck drivers were given an opportunity to own a new truck. He appreciated the initiative to develop eSupro leading to pollution free environment and stressed upon usage ethanol based alternative fuel in the future. He also applauded Mahindra's focus on road safety and recognizing outperformers across various ecosystem stakeholders. He spoke about Indian road transport growth and cited many reasons to believe in the growth story like scrappage policy, infrastructure growth.



- Another highlight was the **Safety Awards** instituted at the behest of MoRTH, for the promoting safe driving or in fact safe transportation across various terrains and climate. And prominent fleet owners like Sankari Roadways and Inland World Logistics bagged these most coveted awards.



- Krushna Bhojanalaya from West won the 'national winner' awards in Highway Dhaba category.



- And then came the moment of winning a Mahindra BLAZO 25 truck by Mr. Jay Prakash Singh, Bharti Bulk Carriers being the “**Super Outperformer Driver of the year**”. As a responsible driver and family man who not only saved many lives by using his presence of mind by shutting the safety valve of hazardous chemical tanker but also successfully passing each step of stringent driver jury process comprising of psychomotor & psychometric tests, traffic rules and medical tests. This was really a very emotional moment for him on stage.



- YOUTH TRANSPORT PERSONALITY OF THE YEAR Mr. Jeehan Adil Kotwal, Chief Executive Officer, JFK Transporters Pvt. Ltd. for the Rise Pillar Driving Positive Change.



- LADY TRANSPORT PERSONALITY OF THE YEAR Ms. L Arthi, Director – Finance, AST Group of Companies for the Rise Pillar Driving Positive Change.
- **Mr. Rajan Wadhera**, in his Concluding Address, further reinforced this year's award theme "Road Safety" and changing economic scenarios with future implications on road transport.



And then, the final RISE Moment!



MTBD's signature brand property, now 6 editions old, aimed at honouring the unsung heroes of road transport, Mahindra Transport Excellence Awards will continue to strengthen the brand while delivering respect, self-esteem and recognitions to multiple stakeholders of the Indian Road Transport Ecosystem.







Mahindra **GRAND JURY** Truck and Bus

<p>Mr. Akhoy Dandia Joint Secretary Ministry of Road Transport & Highways</p>	<p>Mr. Bhaskar Das President and Chief Growth & Innovation officer Zee Unimedia</p>	<p>Mr. Raveer Lachan Director, Road Safety Ministry of Road Transport & Highways</p>	<p>Prof. S. Raghavan Ph.D Professor (Public Systems Group) Indian Institute of Management Ahmedabad</p>
<p>Mr. Subramaniam Rajendran Director Society of Indian Automobile Manufacturers</p>	<p>Ms. Shikha Tyagi Consultant (Road Safety) Ministry of Road Transport & Highways</p>	<p>Mr. Vinod Mehta Director General Automotive Component Manufacturers Association of India</p>	

