

January 24, 2012

VRL Logistics awarded Apollo Fleet of the Year

Apollo's initiative to recognise, encourage and share best practices in the transportation sector

In an award ceremony, held late last evening, **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd**, gave away the trophy for Apollo Fleet of the Year to VRL Logistics in Large Operator and Sangha Freight Carrier in Medium Operator category. For the 1st edition of Apollo Fleet of the Year awards, the organisation received an overwhelming response from over 5140 valid entries from fleet operators across India. The complete list of winners is attached at the end.

Apollo Fleet of the Year awards gives importance to initiatives taken by fleet operators towards Safety, Technology, Sustainability and Customer Service, unlike other awards in the genre, which place size and scale of operations above institutional leadership factors.

VRL Logistics based out of Hubli, Karnataka in the southern part of the country, with a fleet size of 3000+ vehicles, has a record 98% customer complaint resolution. It has conducted around 550 safety trainings resulting in lower accidents per truck. These proved to be the critical deciding factors for the judges and validating agency in awarding VRL as India's Fleet of the Year. What also went in VRL's favour was the level of radialisation, a high 60%, in comparison to 20% in commercial vehicles in India.

Speaking on the occasion **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd** said, "These awards are Apollo's recognition of the best practices that exist within the Indian commercial transportation segment. It is a much more progressive and modern sector of the economy than it gets recognition for. We have found that a vast majority of the operators conduct safety trainings for their drivers, fitters, mechanics and employees, resulting in lesser road accidents. The other surprising area was the high value put on GPS usage, technology deployment and fuel saving. I think we are literally witnessing a silent revolution in this segment, and fleet operators -- large or small -- should be lauded for it."

Leadership in Safety has been evaluated on the basis of the number of safety training programmes conducted, along with the rate of accident per vehicle and the insurance claimed. M M Roadways from Chennai, Tamil Nadu won the Leadership in Safety award in the large fleet operator category for having conducted more than 200 safety trainings, as a result of which there was only 0.10 accident/truck. Similarly, Sri Balaji Transport from Chennai won the award in the medium category for having a 0.04 accident/truck in the past 12 months.

Leadership in Technology and Sustainability takes into account the level of radialisation and the fleet age -- both translate into lower spends on fuel and maintenance; along with investments in technology deployment in vehicle tracking to improve on customer service, cost and safety parameters. All of these elements are critical in the long-term success of operators, in an increasingly technological world. ABT Ltd from Coimbatore, Tamil Nadu with 100% of its fleet connected with GPS received the honour in the large category of fleets, while Madanshree Bulk Carrier, from Indore, Madhya Pradesh, with 80% radialisation and 43% of its vehicles connected with GPS, received it in the medium fleet category.

In **Leadership in Customer Service**, the number of customer complaints resolved was tracked along with growth in the customer base, the number of offices and non-vehicular staff, all of which help an operator provide better service to customers. DARCL Logistics based out of Gurgaon, Haryana with a 100% complaint resolution record won the Leadership in Customer Service award in the large operator category, and New Raipur Roadways,

Bilaspur, with large and growing customer base and having resolved 78% of the customer complaints successfully, won in the medium category.

Leadership in Operations was evaluated on the basis of growth in fleet size in the last year and the compounded revenue growth in last 2 years. So, VRL Logistics, Gurgaon, in the large fleet operator category, R R Logistics, Indore, in the medium and SRS Travels in the passenger carrier category won, based on the growth in their fleet size in last 2 years. The 3 witnessed growth ranging from 12 to 28% between 2010 and 11.

Satish Sharma, Chief, India Operations, Apollo Tyres Ltd further added, “Seventy per cent of the goods transported in India are by road, making it the lifeline of the economy where millions of people and businesses rely on these fleets, and the quality of the nominations and the enthusiasm shown by the nominees show that the sector is truly in good hands. We are in the process of collating and creating small, and easy to understand, case studies of some of the best fleet operators. We intend to share these with the industry at large to enable others to follow some of the best practices already in place.”

An independent jury consisting eminent personalities from the commercial vehicle industry with a cumulative experience of nearly 100 years -- across planning, operations and customer service -- screened and judged the winners based on the quantitative and qualitative evaluation done by Deloitte Touche Tohmatsu India Pvt Ltd.

List of winners:

Fleet Operator Size	Award Category	Winner	Winner Location
Large (More than 50 vehicles)	Apollo Fleet of the Year	V R L Logistics Ltd	Hubli, Karnataka
	Leadership in Customer Service	DARCL Logistics Ltd	Gurgaon, Haryana
	Leadership in Technology & Sustainability	ABT Ltd	Coimbatore, Tamil Nadu
	Leadership in Safety	M M Roadways	Chennai, Tamil Nadu
	Leadership in Operations	V R L Logistics Ltd	Hubli, Karnataka
Medium (Between 10 – 50 vehicles)	Apollo Fleet of the Year	Sangha Freight Carrier	Delhi
	Leadership in Customer Service	New Raipur Roadways	Bilaspur, Chattisgarh
	Leadership in Technology & Sustainability	Madanshree Bulk Carriers	Indore, Madhya Pradesh
	Leadership in Safety	Sri Balaji Transports	Chennai, Tamil Nadu
	Leadership in Operations	R R Logistics	Indore, Madhya Pradesh
Small (Less than 10 vehicles)	Fleet of the Year – North	Choudhary Transport	Shahpura, Rajasthan
	Fleet of the Year –East	Royal Rajdhani Travels	Imphal, Manipur
	Fleet of the Year –West	Orient Mail Speed	Indore, Madhya Pradesh
	Fleet of the Year –South	Shree Enterprises	Mudhol, Karnataka
Private Passenger Carrier	Leadership in Operations	SRS Travels	Bangalore, Karnataka

(Ends)

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About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance tyre manufacturer headquartered in India. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has four manufacturing units in India, four in Southern Africa and one in the Netherlands. Apollo's subsidiary companies are Apollo Tyres South Africa Pty Ltd (previously known as Dunlop Tyres) and Apollo Vredestein BV in the Netherlands. India, South Africa and Europe are the company's three domestic markets from where products are exported to over 70 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets.

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