



cause of concern. Despite adhering to the rules, organised players face the heat owing to the various loopholes in the industry which are exploited by unorganised and unethical players.

Unique policy

When it comes to targets and plans, VRL is a company which has its own unique way of operation. In fact, the company does not have huge business targets and turnovers. The main targets are fixed for its drivers who are given an incentive bonus for every punctual trip. The reward increases if he manages to cover the distance before the stipulated time. The company operates on a strategy of catering to the logistics requirements of clients in different fields which reduces the risk of high dependence on a particular sector.

A fleet of over 3,500 vehicles calls for around 7,000 drivers. Though VRL has rarely faced driver shortage, thanks to its high salary pack-

VRL is currently the largest private fleet owner in India with a fleet size of 3860 vehicles which includes 550 tourist buses and 3310 goods transport vehicles. The company finds mention in the Limca Book of Records as the single largest fleet owner of commercial vehicles in the private sector in India. The passenger carrier fleet includes 130 Volvo coaches while the cargo carrier fleet includes nearly 2500 Ashok Leyland vehicles, which reflect its trust and confidence on the Ashok Leyland and Volvo brands.

The company has recently bought 20 BharatBenz trucks which are currently plying between Mumbai and South India. It has a good number of Tata Aces for last mile transport and is likely to place an order for some Ashok Leyland DOST vehicles soon. With 85 per cent of its total turnover coming from goods transportation, the company is looking to consolidate its presence in the segment, while continuously expanding its passenger carrier fleet.

VRL has also entered the car-carrier segment and currently has 102 car carriers in its fleet. Though

initially the segment attracted good response, owing to the slump in car sales off late, the demand has slowed down. The car-carrier segment though being a very important one reveals some shocking numbers. Out of the 14,000 car carriers in the country, less than 500 are in compliance with the Motor Vehicles Act. Legally speaking, the car carriers should at most be 18.75 metre long, while most of the carriers are over 22 metre long which is a huge

'An entrepreneur in his own right'

Mr. Anand Sankeshwar, Managing Director, VRL Logistics Ltd. is an entrepreneur in his own right. A multi-faceted personality, he has been recognized as a 'Youth Icon'. A man of vision, well-tuned to changing times and emerging trends in the publishing world, He has been instrumental in scripting the success story of a popular Newspaper.

Major achievements:

- Mr. Anand Sankeshwar's landmark achievement is in print media. In testimony, he was honored with the prestigious 'Youth Icon Award' by ABCI of Mumbai, which reads: "He never had legacy of Newspaper industry passed on. To him the creation of Newspaper is entirely his own. He has set an example of a youth icon".
- He was honored as the 'Marketing Professional of the year' by the Indira Group of Institutes, Pune.
- He was also honored by TIE as the 'Best IInd Generation Entrepreneur' from Mr.Gururaj Deshpande, Trustee for Deshpande Foundation in Hubli.