

BLR Logistiks' Quarterly Newsletter

From the MD's Desk

To my dear BLR family members,



My father started our trucking business in 1968. I joined the business in the 80's. We decided to get into a corporate structure in 1989. Accordingly, Bombay Ludhiana Roadways Private Limited was incorpo-

rated on 10th July, 1989 and, we complete 25 years of corporate existence on 10th July, 2014.

This is a significant "silver" milestone in our journey. I look back at these 25 years with a great deal of satisfaction. God's grace has been in abundance on BLR and each day in every BLR office starts in an unique way with all the staff members assembling for the morning prayer so that we offer our gratitude to the Almighty for showering his blessings on us.

25 years is a long period and we have had both good times and bad in this journey, but I am happy to note that the good times have been more than the bad and we had more glorious finishes than unfortunate stoppages.

We started as a one route one office company offering road transportation services between Bombay and Ludhiana. Today, we are amongst the few logistics companies in India which have a turnover of ~ INR 300 crores, a network of 80 + branches all across the

country, own fleet of 300 + vehicles, market engagement of 2500 + vehicles offering integrated transportation and logistics services to our clients. We have a niche clientele which spans across industry segments and some of our clients have been with us since our inception. We were amongst the first logistics company in India to get private equity infusion way back in 2007.

Several people need to be thanked for partnering us in our journey. Employees have been a source of strength and each of us take pride in being part of the BLR family. Our customers, vendors, bankers, investors have enabled this company to grow to its present stature and size.

We look forward to exciting times ahead. With the new political dispensation at the Centre and the general hope and optimism which it has generated, we are confident of changing industrial fortunes for the better and logistic companies are also bound to get the gains of the same.

Our motto reflects what we believe in "Creating Value by Simplifying Supply Chains". I am sure that we will continue on this path and with the support and blessings of all, we will reach more glorious milestones in the future.

Sincerely yours,

Ashok Goyal

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From the Editorial Team

They say that you can't keep a good thing down for long. It has been some time since we came out with an issue of BLR Connect. But, being in the 25th Silver Year of BLR, BLR Connect came back on our horizon and we were inspired to come out with this Silver Jubilee Issue. In line with the times, we have shifted our avatar from a paper issue to an e-issue. contributions in the form of articles, essays, poems, short stories etc. The only requirement is that these should be your originally written work. You can also share with us any happy events in your family like Birth, Engagement, Marriage, educational performance of yourself or any family member or any other achievement. We will be glad to include the same in future issues of BLR Connect.

BLR Connect is a great platform for all members of BLR family to know more about the industry, our company and each other. We thank all the employees who responded to our appeal and shared with us pictures and news of achievements and events in their and their family members lives. Happy Reading!!

We wish all our readers the best of times. We hope you like this newsletter. You can give us suggestions and feedback by sending us a mail on blr_connect@blrlogistics.com. Do keep sending



Uday Malya



Vandana Chaudhary



Avani Gupta

Editorial Team

Our Inspiring Leadership

LEADER

“SOMEONE WHO KNOWS THE WAY

SOMEONE WHO GOES THE WAY

SOMEONE WHO SHOWS THE WAY.

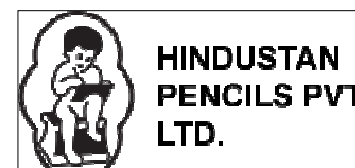
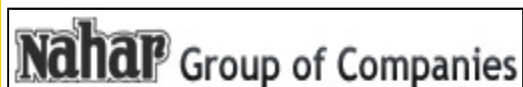
”

BLR couldn't have reached where it has today, without the leadership, motivation and guidance of the “Top management”, the strong pillars of BLR Logistics. We extend our sincere gratitude to-

Mr. Ashok Goyal (MD), Mrs. Nilu Goyal (Director), Mr. Mohan Menghani (Director), Mr. Purshottam Sharma (Director), Mr. Sanjay Rane (Director) and Mr. Uday Malya (CFO)

The clients who have trusted us over the years

Since its incorporation BLR's efficient service has earned the trust of many clients, who have been with us for years, creating a bond which has helped both sides prosper. On the occasion of our 25th Anniversary we would like to thank all our valuable clients. And here are a few of the clients who have been with us over the years.



Employees who have worked in BLR for over 15 years

We value our employees as much as we value our clients and we appreciate the dedication and efforts they put in to make BLR a successfully running company.

Here is a special mention of all employees who have been with us for more than 15 years, along with their current location and years of service in BLR Logistiks.





BLR TIMES

Logistics Division, Mumbai Office, shifts to Belapur

Belapur has emerged as an important address for logistics companies in Mumbai. Its proximity to the port, its connectivity to the road and rail network and the potential which exists after the commencement of Navi Mumbai International Airport has made it the preferred choice for logistics companies to set up their offices.

Considering all the above advantages, BLR shifted its logistics division office from Goregaon to Belapur. A pooja was held on Monday, 16th June 2014, to give an auspicious start to the new office. We attach herewith some photos of the same.

Team BLR Connect wishes the Logistics Division all the very best in its new office.



अशोक गोयलजी नाशिक ट्रांसपोर्टे एशोसियेशन के सांस्कृतिक कार्यक्रम में उपस्थित हुए



प्रस्तुत झलकिया 24 जून, 2014 को नाशिक के महाकवि कालीदास मंदिर में नाशिक ट्रांसपोर्टे एशोसियेशन द्वारा आयोजित सांस्कृतिक कार्यक्रम की है। इस कार्यक्रम में BGTA की तरफ से हमारे MD अशोक गोयल जी उपस्थित थे। इस कार्यक्रम में एशोसियेशन ने मेधावी छात्रों का सम्मान किया गया।



जल-सेवा बहुत बड़ी समाज-सेवा है

जल मानव-जाति के लिये प्रकृति के अनमोल उपहारों में से एक है और जल-सेवा करना तो जैसे किसी पुण्य से कम नहीं है। इसी विचारधारा से प्रभावित हमारी कंपनी में काम करने वाले 70 वर्षीय राजकुमार सिध्दानिया उर्फ "राजूभाई" करीब पिछले 25 सालों से मुंबई की लोकल ट्रेन में अपने सहयात्रियों को जल-सेवा प्रदान करते आये हैं।



हम इंसानों को ऐसी सेवा के लिये सदैव तत्पर रहना चाहिये।

BLR TIMES

Abhishek Goyal opens Boveda

Our MD's son **Abhishek Goyal**, is now the proud co-owner of Boveda, a happening new resto-bar, at Andheri West, Mumbai.

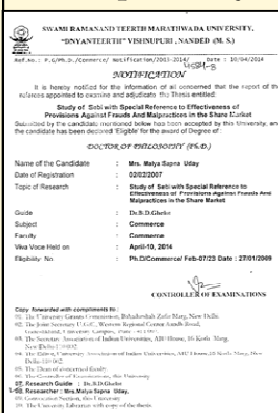
Abhishek along with his partner Yasho Sonthalia launched the resto-bar on the 20th September, 2013. The inaugural night saw the likes of Anil Kapoor, Alka Yagnik, Manasi Scott, Narayani Shastri among others.

Team BLR Connect wishes them luck for their ambitious venture!



Heartiest Congratulations to Dr. Sapna Malya

Mrs. Sapna Uday Malya, better half of our CFO, was awarded the degree of Ph.D. on 10th April 2014, from Swami Ramanand Teerth Marathwada University, Nanded. Her topic of research was "Study of SEBI with Special Reference to Effectiveness of Provisions Against Frauds And Malpractices in the Share Market."



Sapna says "I had registered for my Ph.D. in 2007. These 7 years have been a great learning experience. I met with several investors, share brokers, regulators to get a deeper understanding of the problems faced, especially by small investors. I also got a perspective on how these functions are regulated in other countries."



Sapna adds "There are several people who helped me in this journey. I would like to make a mention of some of them here. My guide, Dr. B. D. Gahelot was a constant source of guidance, support and motivation. My parents instilled the value of education in me. My family believed in me and their faith and constant support helped me immensely in completion of my work."

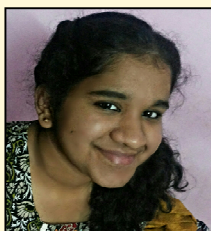
Team BLR Connect congratulates Dr. Sapna Malya on this super-fabulous achievement.

Young Achievers make us proud

Mr. Ramswaroop Sharma's (Goregaon office) grandson **Master. Arsh Shaikh**, studying in class 6th, has passed the ICT-scholarship exam 2014-2015. He received a gift voucher of Rs. 3000 along with a certificate.



Mr. Krishna Murthy's (Goregaon office) daughter **Kum. Rajlaxmi Iyer**, studying in Mahila Samiti English High School Thakurli, appeared for the SSC Board Examination, Pune (10th std) and passed with 91.6%. She stood 2nd in her school.



Master. Shubham Singh, son of Mr. Shiv Kumar Singh (Bhiwandi branch), studying in Devi Dayal Hindi High School (Kalyan), scored a commendable 85.20% in his SSC Board Examination, Pune.

Master Ashutosh Shrarma son of Mr. Hariom Sharma (Jaipur office) won a Silver Medal in Boxing Jammu Frontier (BSF).



Master. Chetan Sharma son of Mr. Jaibhagwan Sharma (Dronagiri Office) won Bronze and Silver medals in 'Boxing Under 14' State Level (Haryana).

Are You Aware??

Are you aware
that **SAP Global
Logistics**,
a BLR group company,
has its own CHA licence?



Rajbir Singh's
(Ahmedabad
branch) sons, Dhiraj
Choudhary and Kar-
tik Choudhary
turned **seven** and
two respectively this
year .

Our Best Wishes
the tiny tots!!



Mr. Mukul Sharma's
(Visakhapatnam) son
Ayush Sharma turns **four**
this 1st of August. We all
wish Ayush a very Happy
Birthday!

Corporate humour :)



"Our e-mail is down."

कलाकृति

जानकारों का कहना है कि
अपने व्यस्त जीवन में से कुछ
समय यदि Hobbies को दिया
जाये तो हमारे मन को शांति
मिलती है। ऐसा ही कुछ रवि
हेलगांवकर (गोरेगांव ब्रांच में
कायेरत प्रजा हेलगांवकर के
पति) का मानना है। यह चित्र
उनके शौक को दर्शाता है।



BLR quiz

1. किस वर्ष में, BLR 100 करोड़ रुपए के कारोबार
पहुँची ?

- A. 2002-2003 B. 2005-2006
C. 2008-2009 D. 2011-2012

2. किस वर्ष में Reliance ने BLR में निवेश किया था?

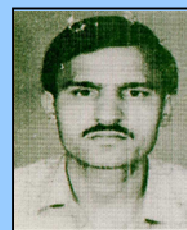
- A. 2005 B. 2007
C. 2009 D. 2011

3. निम्न में से कौनसी Branch हमारी सबसे पुरानी
Branch है?

- A. लुधियाना B. फैसी चैम्बर्स
C. द्रोनागिरि D. नई दिल्ली

4. स्थापना (Incorporation) के वक्त हमारी कंपनी का
नाम क्या था ?

5. पहचान कौन?



Please send the correct answers to
blr_connect@blrlogistks.com at the earliest.

Names of the **first five** employees sending correct
answers will be published in the next issue.

Stay healthy this monsoon

- Drink warm beverages. Add mint or ginger or dry ginger powder to tea and hot milk.
- Avoid street and junk food
- Wash all fruits and vegetables thoroughly, especially leafy ones and cauliflower.
- Eat moderate quantities of food, as the body finds it hard to digest food during the monsoon
- Use plenty of garlic, pepper, ginger, *hing*, turmeric, coriander and *jeera*, all of which enhance digestive power and improve immunity.
- Eat foods that are dry in nature. The most popular are *makka* (corn), *chana* (chickpea), *besan* (gram flour) and *jow* (oats).
- Eat light foods like vegetables, fruits, cereals etc and reduce consumption of meat or fish.
- Avoid sour foods like tamarind (*imli*), chutneys and pickles as they promote water retention.
- Drink only boiled or filtered water and drink plenty of water to avoid dehydration.
- Honey is an excellent tonic that helps keep the intestines sterile. It also assists in digestion.
- Eat bitter vegetables like *karela* (bitter gourd) and herbs like *neem* (basil), *methi* (fenugreek) seeds, *haldi* (turmeric) as they prevent infection.
- Fresh is the best for monsoon, so eat freshly cooked food.
- If you have stored cooked food in the fridge, heat it gradually and thoroughly before eating.
- Consume lots of Vitamin C through *amla* and citrus fruits to boost immunity.



Know your BLR-ite

Mr. B. Balakrishnan K Nair, Vice President, has been working with us for about 10 years at our Bangalore branch.

Mr. Nair was born in Kasargod (50 kms from Mangalore) in Kerala. He did his BA and got a DBM degree from Amravati university. He started his career in 1974 at Bangalore and later worked in Maharashtra (Mumbai, Nagpur and Amravati) for 21 years before shifting to New Delhi where he joined BLR in 2005. In November, 2009 he was transferred to Bangalore on request.

Mr. Nair's elder son Sanil is working with Doosan Seoul in South Korea as Senior Project Manager and his younger son Anil is a Technical Consultant in Buenos Aires (Argentina).

Mr. B. B. Nair's booming voice and passion towards work is legendary and known by all in BLR



From Left to Right: Daughter-in-law Sivapriya, son Anil, wife Ragini, Mr. B.B. Nair, elder son Sanil and daughter-in-law Sumita.



Left: Grandson Aahil (3 1/2 years old)



Right: Grandson Aarav (7 months old)

Truck drivers have a sense of humor too!

Newest Hero in Town!



In you we believe!



This is one ambitious goods carrier!



Everyone from Lucknow will agree!



What an Idea Sirji!



You do not want to "Falow" this one!



Not a very subtle warning for those whose overtake from the right!



Requesting for Fuel Efficiency!

5 quick tips— बिजली बचाइए हमारी पृथ्वी के हित मे हमारा योगदान



- जरूरत न होने पर लाइट्स बंद करें
- दिन के समय, जब भी संभव हो, प्राकृतिक रोशनी का लाभ लेना चाहिए
- दोपहर के भोजन के दौरान या जब उपयोग में नहीं हो, कंप्यूटर 'Sleep' मोड पर सेट करें
- शाम को दफ्तर से निकलते वक्त, सारे Copiers, Printers और अन्य उपकरणों को बंद करें और unplug करें
- स्क्रीन सेवर (Screen savers) का उपयोग नहीं करें क्योंकि वे बिजली का उपयोग करते हैं. स्क्रीन सेवर को "None" या "Blank Screen" पर सेट करें



THE PARADOX OF OUR AGE

WE HAVE BIGGER HOUSES AND SMALLER FAMILIES
MORE CONVENIENCES, BUT LESS TIME;
WE HAVE DEGREES, BUT LESS SENSE;
MORE KNOWLEDGE, BUT LESS JUDGEMENT;
MORE EXPERTS, BUT MORE PROBLEMS,
MORE MEDICINE, BUT LESS HEALTHINESS.

WE'VE BEEN ALL THE WAY TO THE MOON AND BACK
BUT WE HAVE TROUBLE CROSSING THE STREET
TO MEET THE NEW NEIGHBOUR;
WE HAVE BUILT MORE COMPUTERS
TO HOLD MORE INFORMATION,
TO PRODUCE MORE COPIES THAN EVER,
BUT HAVE LESS COMMUNICATION.

WE'VE BECOME LONG ON QUANTITY, BUT SHORT ON QUALITY
THESE ARE TIMES OF FAST FOODS AND SLOW DIGESTION;
TALL MEN AND SHORT CHARACTER;
STEEP PROFITS AND SHALLOW RELATIONSHIPS.

IT IS TIME WHEN THERE IS MUCH IN THE WINDOW
AND NOTHING IN THE STOREROOM

THE DALAI LAMA

BLR BLR Logistiks (I) Ltd

Transportation & Logistics
ISO 9001:2008 Company

Creating Value
by Simplifying Supply Chains

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A pan India network of 80+ branches

