

BLR Logistics Bags Award For 'Customer Service'



BLR Logistiks (I) Ltd

Transportation & Logistics



Ashok Goyal (MD) & Mohan Menghani (ED) receive the award from Paras Choudhary & Ramesh Agarwal.

The BLR team at the awards function – Mohan Menghani, Ashok Goyal, Caroline Schneider (Business Development Manager).



Anxiously awaiting the results are (R-L): Mohan Menghani, Caroline Schneider, Ashok Goyal & Jeetu Parikh.

Knowledge & Expertise Of Staff Important

Ashok Goyal, MD, BLR Logistiks (I) Ltd.

TT: How does it feel receiving the first CIRTA Award?

AG: We are of course very happy with winning the award and we feel proud of this achievement. We commit to our clients and want to give them our best support. To see that this expert jury appreciates our inputs is a fantastic feeling.

TT: How significant is this Award as far as your company is concerned?

AG: We got rewarded for the attitude that has been part of our company for many years, we need to give what the client requires. This award shows that we are on the right path and that we have to continue with our mission to create value for our customers. The award is therefore of great significance to confirm that we need to maintain these service levels.

TT: What were the features / specialities of your company that you think got you the award?

AG: BLR has determined several key values that guides us in our work with customers; Integrity, Equality, Ambition, Honesty, Responsibility and Trustworthiness. We are straightforward about our service and don't promise to things we can't commit to. However, we will always try to think of the best transport solutions for our customers.



Our ambition and knowledge of the sector helps us to think of innovative and creative ideas. Ideas that we then can execute through the knowledge and expertise of our staff.

TT: What changes would you like to see in the road transport industry so that transporters can perform better?

AG: The panel discussion at the award ceremony showed that there are actually many issues that need to be discussed and changes need to be made. Examples are issues such as uniformity in toll tax, fuel to be brought under the VAT system, restrooms/ambulances for drivers every 50km on the highway etc. This is why in my opinion the first step should be that the various associations working on these issues should come together, form a unified block and discuss

these issues with the government. One of the changes I would strongly support is to make GPS systems compulsory for every commercial vehicle. This will not only prevent highway thefts but also increase the yield of the transporters.

TT: How do you see CEAT's role in organising these awards?

AG: CEAT provides a platform for this industry to come together. As one of the largest, yet one of the most underestimated economic sectors, this platform will help to create awareness for transportation amongst not only politicians and people linked to the sector, but also for the general public. It is important to stimulate awareness on topics in the industry such as safety, infrastructure, strategy and future development. CEAT should continue to stimulate these efforts and events.