

The History & Growth of Reema Transport Pvt Ltd



This is the REEMA of Reema Transport & the 'Ladli' of the founder Mr Balwantrai Kothari.

On this very memorable occasion of the Silver Jubilee celebrations of Reema Transport Company, let us travel down memory lane to relive each of those moments in the life of RTPL that contributed in no small measure to the growth and success that the company has witnessed during these 25 eventful years. It gives us great pleasure to recall those events and to dwell upon the milestones RTPL has achieved in the course of traversing this hard but nevertheless exciting journey.

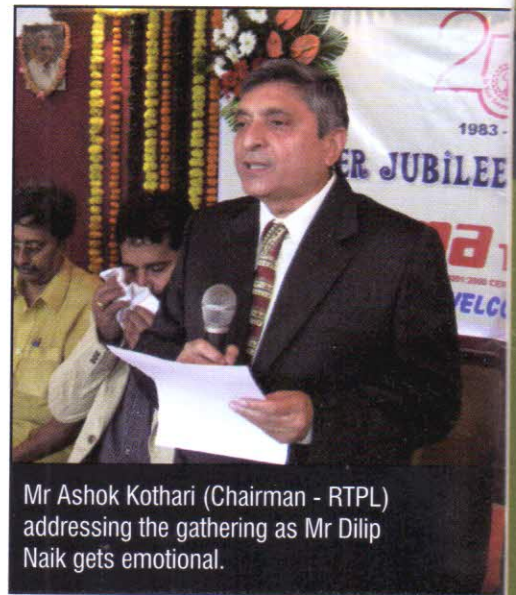
It all began one fine day on 23rd September 1983, when late Shri Balwantrai Tulsidas Kothari assisting in setting up a small time business of local

transportation and provided Mr Ashok Kothari a small cabin in an Industrial Gala being run by him at Andheri West, Mumbai. Reema Transport was duly born with the very able and experienced guidance of its Chairman – Mr Ashok B. Kothari and this business was actively run by its Managing Director (Mr Dilip Naik) who took the initiative with just two Matador vehicles at their disposal. RTPL was very fortunate to have the active support and blessings of customers such as NELCO, JOHNSON & JOHNSON (PERMASEL DIV), N. R. JET, MELTRON to

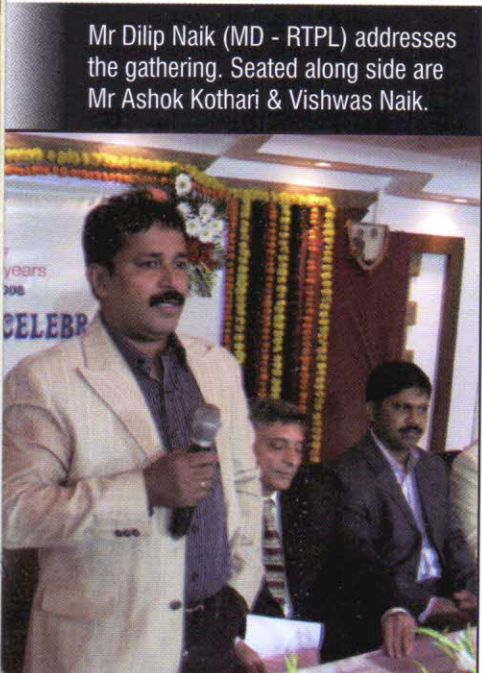
name a few, who stood by the company during its infancy and helped it gain a foothold on the business.

This was the beginning of a very successful story.

1989 – During these six years from 1983 to 1989 the business grew steadily with the vision of the company's Founding Father and the initiative and untiring hard work of the entire team. What began as a Proprietary concern developed into a Partnership firm. The first major venture came during this year with the commencing of services to and from Goa. The decision to start operations on this sector was a



Mr Ashok Kothari (Chairman - RTPL) addressing the gathering as Mr Dilip Naik gets emotional.



Mr Dilip Naik (MD - RTPL) addresses the gathering. Seated along side are Mr Ashok Kothari & Vishwas Naik.



Mr Ashok Kothari (Chairman - RTPL) addressing the gathering as Mr Dilip Naik gets emotional.



Mr Dilip Naik gets some last minutes arrangements in place. Seated on the dais alongside are (R-L): Mr Vishwas Naik, Mr Ashok Kothari,

conscious one and was taken more out of compulsion and necessity than out of sheer desire to diversify. This decision had the backing and support of Mr Balwantrai Kothari who was keener that this route be tapped. His continuous encouragement and unstinted moral support was an important factor in taking this first major step forward. An added advantage that also contributed to this decision was that Mr. Dilip Naik hailed from Goa and Mr. Vishwas Naik, his brother was also based in Goa itself and he was instrumental in the setting up of an operational base there. Ponda was the first branch office of Reema Transport in Goa which was later to become a major hub. Thus began the Mumbai-Goa-Mumbai Saga that was to become the core route of operations of Reema Transport.

1990 – With the support and patronage of its valued customers, business on the

Mumbai Goa sector grew steadily, despite all the hurdles and hardships. This growth was the result of uncompromising quality of service, dedication to work and attention to customer care and it paved the way for extending the services to and from Bhiwandi on the insistence of the company's valued customers.

1991 – The company acquired its first Mitsubishi Eicher Mini Truck.

1992 – Several Customers / Vendors had shifted out of Maharashtra and moved to Vapi / Daman / Silvassa due to the tax holiday and it was imperative for RTPL to cater to the movement of their products such as Plastics, Bulk Drugs, Packing materials etc., and this could best be achieved only by having RTPL's own representative office. Thus a new branch was established at Vapi.

1993 – The company completed a decade of undivided and uncompromising attention to satisfying

customers. Much had been achieved during these ten years but a lot more needed to be done in the years ahead.

1994 – The hard work and dedication paid rich dividends. Business was growing and so was the confidence and trust of the customers in RTPL's ability to deliver on time, every time. Reaching that all important material to the customers' manufacturing/distribution location was the essence of the service and therefore time bound delivery was most crucial. RTPL's reliability had already been established and recognized so much so that the company put this reliability to test by introducing the concept of 'Just-in-Time' deliveries. This concept proved to be a runaway success and gained popularity amongst the customers as it enabled them to save on inventories; thereby reducing cost. To them it was a boon and to the company - it gave the much needed platform to consolidate and strengthen its position.

The year also witnessed the introduction of small containerized vehicles on this route, mainly to cater to Pharma companies like MERCK, GERMAN REMEDIES for carrying their high value Pharma products under lock and key arrangements.

The concept of containerized movement of goods on Mumbai-Goa route was pioneered by Reema.

1995 – These twelve years had stood RTPL in good stead. With



Reema
TRANSPORT PVT. LTD.



The special guests at the function being felicitated. They are: Mr Rajendra Gharse, Mr D N Kumtha & Mr Raju Azgaonkar.

assured services and time bound deliveries, the company's clientele was increasing by the day. One segment of the industry that was particularly drawn towards RTPL was the Pharma Industry. The company had been catering to many Pharma companies from earlier days and the improvisation carried out by the company in its services was particularly beneficial to Pharma companies. Goa by then was becoming a Pharmaceutical manufacturing hub with several major Pharma players choosing to set up manufacturing units spread across the various industrial belts of the state. This development came as a boost to RTPL's services. The 'Just-in-Time' concept together with RTPL's proven reliability was precisely what these companies were looking for and resultantly it was only natural for them to avail RTPL's services. Before long the company had established themselves as specialized carriers of Pharma goods. The company entered into long term contracts with several Pharma companies.

1996 – This was a very sad year for the company. After guiding

and steering the company for 13 long years, with his sense of dedication, vision, humility and above all moral fortitude, RTPL's Founding Father Mr Balwantrai Tulsidas Kothari left for his Heavenly Abode on 17th March 1996. It was a severe loss not only to his near and dear ones, but also to everyone in the company, for he was a fatherly figure to any and everyone who knew him. In that sense, his passing away was a personal loss to everyone who knew or worked with him. He will continue to be a source of deep inspiration to all of the members at RTPL.

With the untimely demise of Mr Balwantrai T. Kothari, Mr Ashok B. Kothari, who was then running an independent Transport Company effectively stepped into his father's shoes and became more involved in the working and running of the company. With his vast and varied experience in the transport industry he gave the company the much needed impetus and direction.

The events of the last 13

years finally culminated in the company becoming a private limited entity in the year 1997. Reema Transport Pvt Ltd had come to stay.

2000 –A Pioneering concept. With specialization in Pharma transportation came the added responsibility of being able to meet the stringent requirements of these companies in terms of meeting their day to day dispatch schedules and to be capable of moving any given quantity. There was no way the company could default on this. It was a challenge that the company decided to meet head on. The carrying capacity had to be enhanced if RTPL was to effectively meet the demands of its customers particularly the Pharma customers and it was then that the company introduced Trucks and Containerized vehicles. This was just one more example of RTPL's determination to succeed against all odds.



Reema
TRANSPORT PVT. LTD.



Seated on the dais is the leading management of RTPL (L-R): Mr Dilip Naik, Mr Ashok Kothari, Mr Vishwas Naik & Mr Sunil Kanaiya.

2003 – This was a very significant year for the company. With the increase in fleet of vehicles and expanded operations, the available office premises fell short of the required space required to cope with the ever increasing work load and the manpower. It became necessary to have a larger office premise. This necessity culminated in the construction of the first Company Building in Verna, Goa. Apty christened 'Reema House' this office complex was, in many ways, a precursor of things to come.

Diversification

With the inclusion of this asset, the company saw a distinct possibility of foraying into new avenues of business. The Complex, apart from housing the company's office had enough additional space by way of storage galas which could be put to profitable use. At the same time, some of RTPL's own customers were looking for either office premises or warehousing space for storage and

distribution of their products in the local markets. There could not have been a more opportune moment to diversify and venture into allied services. The company had the resources in the form of manpower to handle administrative work as also the infrastructure for local distribution. Business deals were struck with some customers for undertaking their C&F activity. This allied services also proved successful.

2004 – Another significant year. The policy of the company had always been to constantly innovate and provide add on services to the customers. Normal and containerized services were established. Export of Pharmaceutical products was gaining momentum and though cold chain was already in existence, the company saw

tremendous scope in this growing segment of transportation and it was felt necessary to make inroads into this specialized field. We had a distinct advantage in that we were already associated with most Pharma manufacturers and this gave us the edge. We also had the assured support of our existing Pharma clients and this support encouraged us to venture into cold chain transportation. The first refrigerated vehicle was acquired during this year.

2005 – Quality Recognition - The progress and growth achieved in these twenty two years was possible only due to sustained quality and reliability in the services rendered to all our customers. The company had by now gained wide acceptance as the most reliable carrier with an uncompromising attitude and an eye for detail, which gave RTPL an edge over its competitors and the unmatched status as the leading providers of surface transportation on the Mumbai Goa sector. RTPL's clientele had acknowledged the company's quality and this recognition needed to be endorsed at a higher level. The company

It is friends who made this journey pleasurable and memorable. Vijay Kachalia (Director - Navnit Motors) wishes Mr Ashok Kothari & Mr Dilip Naik.



decided to go in for ISO certification. The team worked very hard towards this end and on August 25th 2005, RTPL were awarded the ISO 9001:2000 Certification.

2006 – A second Asset & The Merger – This was probably the most eventful year in more sense than one.

In April 2006 the company acquired its second building, 'Reema Arcade' in Ponda, Goa. This was a bigger and a more spacious office complex housing the company's own regional office as well as that of several customers.

Towards the end of the year came the merger. Nothing succeeds like success goes the old adage. This can be said to be true of RTPL's success story. There was no disputing the fact that RTPL was leading the way in the sector it operated on, but one had to bear in mind the looming competition which could not be ignored. The business that had been developed with so much care had not only to be maintained, but also consolidated. It was also imperative to expand the

A view of the staff members of RTPL at the Silver Jubilee Celebrations.....



operational base and widen the network in order to get enough scope and leverage for new initiatives as also to serve the customers better on such extended routes. The company's sister concern M/s Transpack Carriers Pvt Ltd had been operating since long on industrially developed sectors such as Pune, Nasik and Aurangabad. It dawned on the management that there could not be a better way to expand their base than to bring this existing operational infrastructure under the umbrella of RTPL. Thus came the merger of Transpack Carriers with Reema on 1st December 2006 and the company commenced full fledged operations on the Nasik, Pune and Aurangabad sectors.

2008 – The Silver Jubilee Year

The company completes twenty five eventful years of service. A milestone is reached. It has been one long journey with its ups and downs, the moments of glory, joy and pride, at times a feeling of disappointment but above all a journey that will remain embedded in our minds and hearts. It is overwhelming when we look back on those twenty five glorious years and cannot help feeling a sense of deep satisfaction for what we have achieved and what we are today.

It is a time for introspection, a time to analyze what we have done and what needs to be done from hereon. Growth is a continuous process and we shall continue to grow bigger and better. We shall continue to strive harder in the coming years and on this very exciting occasion of our Silver Jubilee, we rededicate ourselves to the service of our valued customers and reiterate our commitment to the service of our Industry and to our Society at large.



Another section of the crowd showing the ladies at the celebrations.



Reema
TRANSPORT PVT. LTD.

Reema Transport Celebrates 25 Years

Focus on service brings laurels to company

Reema Transport Pvt. Ltd. (RTPL), a very popular transport company on the Mumbai – Goa route, completed 25 years of service and celebrated the occasion with its staff members and customers. The entire management of the company was present at the function, which was preceded by a Puja Ceremony at the office. The function was meant for rejoicement and to give its staff members a well deserved break.

Leading the management at the function were Chairman of RTPL – Mr Ashok Kothari, Mr Dilip Naik (Managing Director), Mr Vishwas Naik (Director, Goa Region) and Mr Sunil Kanaiya (Regional Manager). Also present at the function were REEMA, the daughter of Mr Ashok Kothari after whom the company has been named and her husband Dhiraj Jogani.

The formal function was a very brief one and joining the leading men of RTPL on the dais were Mr Rajendra Gharse, Mr D N Kumtha and Mr Raju Azgaonkar. These three guests of honour have had a very special relationship with RTPL and have been instrumental in the growth

of the company.

The function began with the Chairman – Mr Ashok Kothari addressing the gathering and briefing them about the progress and growth of the company. He spoke of the modest beginning made by the company and the spurt in growth after the inclusion of Mr Dilip Naik. Mr Kothari said that customer service and customer delight largely attributed to the growth of the company. (Complete text of Mr Kothari's speech on page no 13).

Mr Dilip Naik in his address, thanked his staff members and friends for their continuous support. He said that the 25 year long journey was made easy and enjoyable because of the support of customers, vendors and staff members.

The guests of honour too appreciated the hard work put in by the company and praised their motto of customer service above all. Mr Rajendra Gharse said that the 4 important aspects for any company were customer focus, operational excellence, leadership and people. He said that RTPL had all these, which had led to the rapid growth of the company. Mr D N Kumtha said

that he had seen Mr Dilip Naik work in a 4 ft x 4 ft cabin with just a table and couple of chairs. He was very happy with the progress of RTPL and attributed the same to hard work and dedication. Mr Raju Azgaonkar said that RTPL had been referred to him by a friend in Goa some 25 years ago. He said that ever since he had been working with RTPL and was more than happy with their service and the progress they have made over the years.

Mrs Reema Jogani made a brief appearance on the dais and thanked everyone for making the progress possible and hoped that RTPL would continue to grow further.

RTPL's strength has been its service and the company has worked very hard in ensuring that their customers get the best service possible. The Naik bothers - Dilip and Vishwas, along with Mr Kothari have led the company to a stage where quality service is not an accident but a habit and their customers are now spoiled for this habit. Hopefully other companies will take a cue from RTPL and work hard on bettering

Dedication to customer service & delight

Our USP

Mr Ashok Kothari
Chairman, Reema Transport Pvt. Ltd.



Mr Kothari has every reason to be smiling and enjoying the success of RTPL.

Reema Transport or RTPL as we fondly call it has been built on the support of our valued customers, the tireless hard work of our staff and certain values that we cherish and uphold. I wish to talk a little bit about the most important values that have helped us reach where we have. The three values are:

1) first and foremost – our dedication to customer service and delight – when we first started RTPL, it was the transporter who was king – not the customer. Such was the transport industry in those days. However, we, at RTPL never believed that. For us it was always customer first. Our clients used to wonder and tell us that you at RTPL are not like most of the other transporters. You actually care about the customer. We took pride in that. Today, things have changed and in the era of competition, the customer is actually king. But we have been ready for this since our inception. As a result of our high customer

satisfaction, we continue to enjoy the support of all our original customers. We are proud of our customer-retention record.

2) The second value that sets us apart is our continuous desire to innovate – right from our core processes that help us to save time and commit fewer errors in each and every aspect of delivery to value-added services to our customers, we are constantly looking to improve every day – our 25th anniversary celebrations is testimony to the fact that we believe that every process and system can be improved no matter how good it is currently working.

3) Last but certainly not the least is integrity – integrity in our dealings with our customers, our employees, our vendors

I am confident that Reema Transport will continue to scale new heights in the years to come as the foundation on which we have built our success is deep

and strong and the values that protect the foundation are pure.

Just a couple of lines down memory lane – my father the Late Shri Balwantraji Kothari wanted to start a new line and we formed Reema Transport in local transportation. It was a proprietary concern at Ghanshyam Industrial Estate in Andheri along with his machine

workshop. Reema is the name of my younger daughter and my father's ladli. It was a fortunate turn of events that a bright and ambitious young chap by the name of Dilip Naik, with a lot of dreams in his eyes joined the business. We had no vehicles of our own and I still remember the first month when we calculated the profit on my dining table – it was a princely sum of Rs. 25.75.

We have come a long way since then but the enthusiasm still remains.

In the 1990's Dilip's brother Vishwas, a young, honest and hard-working guy joined us and we started the Goa line. He is today handling the entire Goa region. I am very proud of him.

I wish RTPL every success in the years to come.