

CUSTOMERSPEAK

SUCCESS THROUGH INNOVATION

Reema TRANSPORT

Meeting Mr Dilip Naik, Managing Director of Reema Transport Pvt Ltd, at his Andheri (Mumbai) office was an exhilarating experience. Simple, courteous and always cheerful, Mr Naik has steered Reema Transport from its humble beginning 25 years ago to a highly reputed and reliable name in pharma transportation. Eicher trucks being the backbone of his business, he acknowledges Eicher as a partner in progress. In fact, the first Eicher truck acquired by Reema way back in 1991 (then Eicher Mitsubishi Canter) is still with them in excellent condition. Mr Naik has a flair for writing which is evident from his meaningful and thought-provoking articles published in trade magazines from time to time. Talking to Mr Dilip Naik was really interesting and enriching. Excerpts:

About Eicher Fleet

Our total fleet strength is about 40 own vehicles and another 80+ attached to us. We have 21 reefer trucks out of which 18 are Eicher, mostly Eicher 11.10 and a few Eicher 20.16. Phasing out old vehicles and acquiring new ones is a continuous process at Reema.

About Performance of Eicher Trucks

We are very happy with our Eicher fleet. Especially Eicher 11.10, which is extremely good. Eicher vehicles are best suited for our kind of "JIT service" to customers. For our future requirements we will go for Eicher and only Eicher.

About Eicher Service Support

We get very good response from Eicher. In fact, prompt service support is one of the major factors for us to stick with Eicher. We also deal with all the three Mumbai dealers of Eicher and they are very supportive. I am particularly happy with the service support by Fort Point Automotive.



Mr Dilip Naik

Mr Vishwas Naik

About Eicher People

When Eicher people say something they mean it and they deliver, whereas others promise but don't fulfill. Responses from Eicher's local sales and service people are faster and it is a delight to deal with them. Though people at Eicher change frequently, for me, they are all equally excellent.

About Reema's Business

Our major (almost 80%) business is transportation of pharma products. We are the preferred transporter for some of the major pharmaceutical companies in Goa, Maharashtra, Gujarat and Madhya Pradesh. We also do transportation business with a few FMCG companies. We pioneered the concept of containerised movement of pharma products on Mumbai-Goa route. In the year 2004 we have started cold chain transportation and our first refrigerated truck was an Eicher.



About Reema's Origin

Reema Transport is a perfect example of two families – the Kotharis and the Naiks – joining together to start a business from scratches and take it to greater successes. It all started in September 1983. After graduation, I along with senior partner Mr Ashok Kothari entered into transportation business with just two Matadors. We had late Mr B T Kothari (father of Ashok Kothari) as our mentor and guide. We were fortunate to have the patronage of some ph,arma majors from the initial stages itself. Since then, there was no looking back. With hard work and hard-earned reliability and reputation, our business expanded and so was our fleet strength.

About Reema's Cutting Edge

At Reema we believe and implement new ideas and innovation in our service to our customers. This keeps us always in business. As I already said, we were the first to start containerised transportation of high value pharma products on Mumbai-Goa route. We also offered JIT (Just-in-Time) deliveries which proved to be a runaway success and gained popularity amongst our customers as it enabled them to save on inventories, thereby reducing cost. Thereafter, we have introduced reefer trucks. All our reefer trucks are fitted with GPS. All these gave us the cutting edge and we are preferred by our customers over others.

About the Reema Management Team

The top team consists of Mr Ashok Kothari, Chairman; myself, Managing Director and my younger brother Vishwas Naik, Director who is based in Goa. Besides we have highly dedicated teams of staff at headquarter and branches.

About Reema's Philosophy

We are committed to provide the best service to customers to their utmost satisfaction and always strive to delight them with innovation and value additions.

About Reema's Network

Currently we operate 21 branches spread across Maharashtra, Gujarat, Goa, Madhya Pradesh and Daman.

About Eicher's Initiatives in Road Safety and Training

Very welcome initiatives. Especially trainings to drivers will certainly add to their knowledge, create awareness on road safety and safe driving, thereby reducing accidents as well as result in savings on fuel. A truly professional organisation like Eicher should come out with more such activities.

(As told to V K Stephen)

