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## VAYUDOOT ROAD CARRIERS



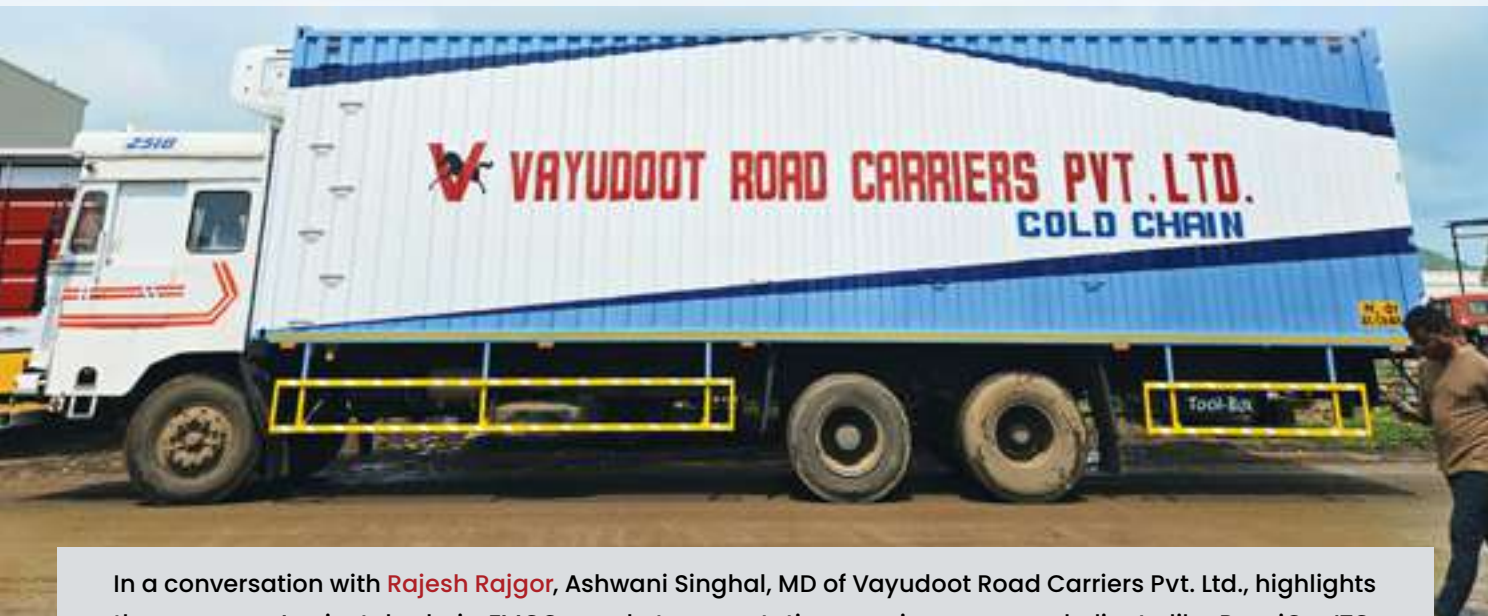
### Riding **Cold Chain Logistics Wave** with Stellar Service

"We are committed to meeting the increasing demand for cold chain services while maintaining our competitive edge and benchmarking against global standards."

- Ashwani Singhal, MD, Vayudoot Road Carriers

# VAYUDOOT ROAD CARRIERS

## Riding cold chain logistics wave with stellar service



In a conversation with **Rajesh Rajgor**, Ashwani Singhal, MD of Vayudoot Road Carriers Pvt. Ltd., highlights the company's pivotal role in FMCG goods transportation, serving renowned clients like PepsiCo, ITC, LG, and Samsung. Singhal underscores Vayudoot's commitment to technology-driven operations and efficient temperature-controlled logistics services, ensuring seamless operations across India. The company's strategic investments and customer-centric approach position it as a leader in the industry, with plans for future growth including expanding warehousing space and doubling the fleet of refrigeration containers to meet escalating demand.

Vayudoot Road Carriers Pvt. Ltd., a prominent player in FMCG goods transportation, boasts nearly four decades of experience in the industry. With its corporate office in Pune and a pan-India network of 28 branches, the company ensures seamless operations and efficient logistics solutions across the country. Its client base includes renowned FMCG companies like PepsiCo, ITC, Mondelez, Ferrero and Samsung, among others.

"We started investing in fleets in 2002 and now own a fleet of 500+ vehicles, including various models such as 34 Ft Single Axles, 34 Ft Multi Axles, and 32 Ft / 40 Ft / 24 Ft Refrigeration Cold Chain Containers," says Ashwani Singhal, Director and MD of Vayudoot Road Carriers Private Limited. The company operates from factories to CFAs/Distributors, providing end-to-end transport

solutions.

Singhal highlights Vayudoot's focus on technology, utilizing in-house transportation management software and mobile/web applications for streamlined operations. "All our vehicles are GPS enabled, ensuring real-time track and trace with exceptional MIS capabilities for clients," he adds.

Efficient temperature-controlled logistics services are crucial for Vayudoot's clients across various industries. "Our fleet of 100+ refrigeration vehicles and well-trained professionals ensure that perishable goods remain fresh and intact throughout their journey," Singhal explains. The company's seamless logistics operations and proprietary software solutions maintain product quality



“At Vayudoot, we are forging ahead with a diverse fleet to meet evolving demands. Our vision for OEMs is anchored in agility, responsiveness, and technology, ensuring seamless logistics solutions. While our largest share stands with Tata Motors at 393 trucks, we have 82 vehicles from Ashok Leyland and 25 from Eicher – both of which (Eicher and AL) are showing promising growth propelled by cutting-edge technology. We also have 2 vehicles from Mahindra in our stable.”

– Ashwani Singhal, MD,  
Vayudoot Road Carriers

and integrity from origin to destination.

### Efficient Fleet Management and Cutting-Edge Tech

In terms of facility and fleet management, Vayudoot prioritizes maximizing efficiency and utilization. “We optimize routes, minimize empty trips, and focus on maintenance and safety to ensure optimal performance and safety standards,” Singhal notes. The company’s customer-centric approach, combined with tailored logistics solutions, has enhanced operational efficiency and empowered clients to unlock new opportunities for growth.

Technology integration plays a pivotal role in Vayudoot’s operations, particularly in asset management and logistics execution. “Our GPS-enabled vehicles and proprietary software solutions streamline internal processes and provide actionable insights for informed decision-making,” Singhal highlights. The company’s mobile app-based solutions have revolutionized customer interaction and logistics management, ensuring transparency and accountability throughout the supply chain.

Relying on its robust infrastructure and cutting-edge technology, Vayudoot Road Carriers Pvt. Ltd. stands out as a key player in the logistics industry, ensuring

operational efficiency, security, and speed in its logistics operations.

“We’ve strategically invested in our Central Maintenance Hub located in Pune, complemented by smaller maintenance hubs in Bangalore, Kolkata, and Sonipat,” explains Singhal, “Our emphasis on controlling operating costs is paramount for maintaining competitiveness. We meticulously manage maintenance expenses by deeply understanding our maintenance costs and strategically procuring spare parts, tires, and oil at the best rates.”

Singhal underscores the significance of swift turnaround times and cost-effective maintenance practices. “Our operational strategy includes an order pooling system and the adoption of high-mileage oil and grease, which significantly contribute to cost reduction and the optimization of fleet maintenance,” he adds. “However, our most invaluable asset remains our team of dedicated staff and drivers, whom we support through comprehensive training, discipline, and assistance to their families.”

Customer validation serves as a cornerstone for Vayudoot’s operations, with Singhal emphasizing the importance of consistent service quality and client satisfaction. “Our focus is on creating an ecosystem



(Standing - from left) Aditya Singhal, Ankit Singhal, Pawan Gupta, Abhay Agarwal (Directors), Ashwani Singhal, MD, and (seated) Arun Singhal, Director & Chairman, Vayudoot Road Carriers

where clients experience seamless operations without the need to chase placements, tracking updates, or question the quality of goods delivery,” he notes. “The year-on-year growth we witness with our existing clients is a testament to the effectiveness of our efforts in meeting their evolving needs.”

### Temperature-Controlled Logistics Boom

Looking forward, Vayudoot is poised for substantial growth, particularly in the pharmaceutical and

e-commerce sectors. “We are committed to expanding our warehousing space to 1 million sq. ft. within the next two years, with a strategic focus on both ambient and cold chain warehousing,” Singhal reveals. “Furthermore, we plan to double our fleet of refrigeration containers to capitalize on the escalating demand in these sectors.”

With the burgeoning demand for temperature-controlled logistics services in India, Vayudoot is geared towards investing in state-of-the-art cold storage facilities

