

Shri Nitin Gadkari & Mahindra Logistics unveil 'Desh Chaalak': A book honouring Indian Drivers

~ The book is a collection of short stories that showcases life of drivers on the road, challenges they face, and the continuing optimism the community demonstrates in the face of many difficulties ~

~ Mahindra Logistics extends support to drivers by awarding scholarships to their children ~


New Delhi, June 19, 2023: Shri Nitin Gadkari, Hon. Minister of Road Transport and Highways, Govt. of India and Mahindra Logistics, one of India's largest integrated logistics solutions providers, unveiled a stirring book titled '*Desh Chaalak*' at an event in New Delhi today. Authored by Ramesh Kumar, a prominent journalist and an industry veteran with a deep understanding of the driver community, the book serves as a tribute to the unsung hero community – the drivers of India.

'*Desh Chaalak*' acknowledges and honors the silent contribution of India's drivers to the growth of the country. The book also highlights the life on the road for these drivers, and their trials and tribulations that they overcome in the multitude of journeys they undertake. Comprising a collection of 30 stories based on real-life experiences, '*Desh Chaalak*' is a captivating account of their journey on the road.

Speaking at the book launch, **Hon. Minister of Road Transport and Highways of India, Shri Nitin Gadkari**, expressed his admiration for the drivers of India and the vital role they play in the country's economic progress. He stated, "*As we gather today to launch the book 'Desh Chaalak,' I commend Mahindra Logistics for taking this initiative to honour these silent warriors of India. These tireless drivers are the true backbone of our nation, steering the country towards growth. With world-class roads and accompanying infrastructure, we are attempting to make the lives of these drivers better. 'Desh Chaalak' is a step in the right direction to make more people aware of the contributions made by the driver community for India.*"

Mr. Ramesh Kumar, Author of the book 'Desh Chaalak' said, "*This book touches upon an aspect of our nation that often remains overlooked. It is an attempt to direct this spotlight on the extraordinary working lives of India's drivers and their untold stories. I am deeply grateful to Mahindra Logistics for their support in this endeavor, to bring these inspiring and emotional stories to life, and help bring attention to a community that deserves its due recognition.*"

Mr. Rampraveen Swaminathan, Managing Director & CEO, Mahindra Logistics, said, "*At Mahindra Logistics, we firmly believe that our drivers are not just the backbone of our operations but also the driving force behind the entire logistics industry. In recognition of their remarkable contribution, the book 'Desh Chaalak' serves as a heartfelt tribute to our drivers highlighting their resilience that keeps the wheels of the industry turning. The book stands as a symbol of our deep admiration*

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and gratitude and aims to bring greater recognition to the drivers' tireless efforts, ensuring that their indispensable contributions are acknowledged and valued by all ".

The launch event also witnessed Mahindra Logistics awarding scholarships to the children of drivers, further emphasizing their commitment to the welfare of the driver community.

Mahindra Logistics is dedicated to empowering communities by enhancing the livelihoods of their driver-partners, improving access to essential resources, and promoting hygiene and safety awareness. It consistently strives to exceed expectations in fostering equitable development within societies.

About Mahindra Logistics

Mahindra Logistics Limited (MLL) is an integrated third-party logistics (3PL) service provider, specializing in supply chain management and enterprise mobility. MLL serves over 400+ corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an “asset-light” business model, providing customized and technology enabled solutions that span across the supply chain and people mobility services.

For more information, visit www.mahindralogistics.com

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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