



APOLLO - CV AWARDS 2021

The race has begun!

After 11 successful editions, Commercial Vehicle magazine, the voice of the Indian CV industry, is gearing up to bring you the 12th edition of awards dedicated to the industry. Yet again, we are delighted to partner with Apollo Tyres for this unique event. As would be evident from the past editions, these awards will not stop at recognising the efforts of CV makers, ancillary suppliers and application developers. Fleet operators will be accorded their due too – since they are the very basis for the CV industry to exist.

The background

Celebrating the performance of OEMs and ancillary manufacturers, it is our endeavour to commemorate the operational excellence demonstrated by fleet operators and dealers too. Last year would perhaps be fit to be adjudged as the toughest year in the history of the Indian CV industry ever. Apart from the transition to BSVI emission norms, the advent of Covid-19 virus laid bare even the best and

most robust growth plans chalked by CV OEMs, suppliers, dealers, transporters and other stakeholders. Unleashing a fury of unprecedented developments, the virus shook all that came in its path. It put to test the best plans concerning sustainability and competitiveness. It added to the lingering effects of demonetization and GST in India, pulling down business prospects like never before. Hammering the topline and bottomline, the virus had the same effect a sudden load application would have to an object in engineering terms. With significant changes to tackle, the CV industry made drastic changes to itself. It shed weight in a hurry, in terms of manpower, processes and more. It went back to the drawing board to redesign even the most shock-proof strategies. With the demand for freight dwindling, transporters found it difficult to sustain. Marking the arrival of technologically advanced CVs that supported better productivity and profitability, last year would be remembered for the fall in fleet utilisation. If a slew of new and smarter technologies on BSVI CVs made it clear that the transition was beyond an ordinary regulatory change, the overall atmosphere in the CV industry last year was subdued. Compounded by rising fuel prices, last year was also the time when transporters took to search for

alternate fuel options like biodiesel to keep costs down. New electric CV startups made news. They signaled an irreversible change.

Nuts and bolts

A jury made up of experts internal and external to CV magazine will evaluate products and companies and arrive at winners for all categories except those involving fleet operators. To determine the fleet operator category award winners, we have enlisted the services of Metric Consultancy, an organisation reputed for delivering quality solutions in the areas of research, mentoring, consultancy and strategic sourcing. We invite both truck and bus fleet operators to apply for category/categories that they think of as appropriate. Metric will then evaluate the self-assessment forms and post due-diligence, arrive at the final winners. Application forms for both fleet and non-fleet category of awards may be found at the end of this page.

The rendezvous

With the Covid-19 unleashing its fury the world over, we, for the first time in the history of the awards, would be holding a virtual event. We expect to host a galaxy of CV OEMs, ancillary makers and fleet operators at the awards. The awards will be held in March-April 2021. Watch this space for more!

Methodology

The evaluation process comprises of the following steps.

1. All the prospective candidates or their sponsors will fill in the 'Nomination / Application Form'
2. All the applicants will be given a self assessment form with the required guidelines. They will carry out self-assessment and submit it to CV / Metric.
3. Metric will study and compile all the self-assessment forms.
4. Metric will visit the top 10 applicants in each category of applicants to understand the merits of the self evaluation done by the applicants
5. Top performers will then be decided based on their self-assessment and independent assessment carried out by Metric using the BQF model for Journey of Excellence.

British Quality Foundation (BQF)

has been established by the British Government and large industrial and service organisations in private sector. BQF has had a long and successful record of grooming over 20,000 organisations on a Journey of Excellence. The entire process will be under active participation of experts trained by BQF.

Metric Consultancy Ltd.

(Metric) is the exclusive national partner of BQF in India. Metric is not new to the automotive sector, having become known as a premier research, training and consultancy firm. During its own journey of excellence spanning two decades, Metric has pioneered a number of initiatives starting with first time formal training of automotive dealers' staff, monitoring individual dealers' service delivery using CSI methodology, initial quality survey for two-wheelers in India, direct marketing of mopeds and scooters and professionalising the automotive aftermarket.

The BQF model for Journey of Excellence

To be successful, organisations need to establish appropriate management systems. The Excellence Model is a practical tool to help organisations do this by measuring where they are on the path to excellence; helping them understand the gaps; and then stimulating solutions. The Excellence Model is a non-prescriptive framework that recognises that there are many approaches to achieving sustainable excellence. The core part of the assessment framework will be the famous RADAR approach which examines applicants Results, soundness of Approach taken to achieve the results, the rigour with which the approach is Deployed and if systematic Assessment and Review is an integral part of management process to capture and institutionalise learnings on a continuous basis.

Organisations are evaluated, based on seven criteria. The marks allocated for each criterion is indicated in brackets against it.

Business Excellence is a non-prescriptive philosophy that recognizes there are many approaches to achieving sustainable excellence. Hence the assessment framework will endeavor to ascertain if the applicant organisation holds the following fundamental beliefs which underpin all the Excellence Models. These core beliefs are:

- Result orientation
- Customer Focus
- Management by processes and facts
- People development and involvement
- Continuous learning, Innovation and improvement
- Leadership and constancy of purpose
- Partnership development
- Societal responsibility

SN	Criteria	Marks
1	Leadership	120
2	Strategic Planning	85
3	Customer Focus	85
4	Measurement, Analysis, and Knowledge Management	90
5	Workforce Focus	85
6	Process Management	85
7	Results	450

Total marks in this evaluation are 1,000. The level of the organisation as indicated by the scores is as follows:	
1. 0 – 250	Early Development
2. 251 – 350	Early Results
3. 351 – 450	Early Improvements
4. 451 – 550	Good Performance
5. 551 – 650	Emerging Sector Leader
6. 651 – 750	Sector Leader
7. 751 – 850	Benchmark Leader
8. 851 – 1000	World Class Leader





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NOMINATION / APPLICATION FORM FOR FLEET AWARDS

Name of nominated organisation: (in capital letters)

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Contact Person 1

Contact Person 2

Mailing Address

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City State Pin

Phone Mobile

Email Id

Website (if applicable)

NAME OF NOMINATING ORGANISATION

Contact Person

Mailing Address

City State Pin

Phone Mobile

Email Id

CATEGORY NOMINATED FOR (TICK AS APPLICABLE)

- Small fleet operator of the year (50 - 99 trucks)
- Large fleet operator of the year (100 and above)
- Best CV Dealer of the year

Please complete the order form and mail it to us at commercialvehiclemag@gmail.com before February 25, 2021.



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NOMINATION / APPLICATION FORM FOR NON-FLEET AWARDS

Name of company: (in capital letters)

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Brief Profile:

Contact Details:

(a) Contact Person:

(b) Postal Address:

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City State Pin

Phone Mobile

(c) Email Id & Website

Please tick the category most applicable to you:

CV OEM Application Developer

Please list and briefly describe products/applications that you have commercialised during (December 16, 2019 - December 15, 2020).

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Please highlight key achievements by your company during the period (December 16, 2019 - December 15, 2020).

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You may fill in this form, scan it and send it across to commercialvehiclemag@gmail.com or fill the form online on our website: www.commercialvehicle.in

Hurry! The last date for sending applications is February 25, 2021.