



# Bheema Tolling & Traffic Solution

*A Toll Management, Traffic Solutions, Security and Services Provider  
Company*

**Our People** are **Your Strength**

Bheema Tolling & Traffic Solution Pvt. Ltd.  
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## Who We Are

**Bheema Tolling & Traffic Solution Pvt. Ltd. (BTTS)** is an end to end Toll Management & Traffic Solutions Company who in last one decade plus have diversified and progressed from merely a tolling operations enterprise to multifaceted operational fields including handling traffic **management in lanes of highways**, providing **security** personnel both armed and unarmed, **house keeping services, ambulances and crane** services with all associated equipment and personnel including drivers, medical assistant, housekeeping or other staff, crane operators etc. **Bhim Security and Intelligence Pvt. Ltd.** is our sister company which is currently having license to operate in states of **Delhi, Himachal Pradesh, Rajasthan** and we are in process of obtaining license in the states of **Madhya Pradesh, Haryana, Gujarat and Maharashtra**. Our clients include eminent conglomerates to include **NHAI, Irrigation Department of Delhi Govt., L&T, Pink City Expressway Pvt. Ltd. (PCEPL), KMC Constructions, ESSEL Infra, Sadbhav Engineering Ltd.** etc. We have a history of having continued working relations with our clients over long period once given an opportunity essentially due to our committed dedication and living up to Client satisfaction. Once assigned, we undertake complete responsibility for all facets of toll operations, route, maintenance, ambulance, cranes, house keeping and other services keeping the larger interest of our esteemed clients in mind and keeping them free from the daily minor issues. We have a history of having continued permanent, long, and a win-win relationship with our clients and have an excellent and enviable track record where our clients have expressed faith, continued with us for many years and we, on our part have accepted challenges and found amicable solutions to existing difficult environments in most challenging situations at **Shajahanpur, Manoharpur, Daulatpura Toll Plazas (PCEPL), Samakhiali Toll Plaza (L&T), Panihar and Mudkheda Toll Plaza (ESSEL) and Border Check Posts of M/s. Sadbhav in Maharashtra**. Our team accepts challenges and takes them head on to resolve and has been ever successful in managing difficult situations or notorious environment. Our present commitments include: -

1. **NHAI** – We are operating the Ramnagar Toll Plaza (tolling, housekeeping, lane and security management) on behalf of the National Highway Authority of India.
2. **Irrigation and Flood Control Department, Govt. of Delhi** – Bhim Security provides services to the Govt. Department in form of security and supervisory staff at their office complex since 2019.
3. **M/s Larsen & Toubro** – BTTS commenced **tolling operations at Samakhiali Toll Plaza (SGTL) in Gujarat in January 2017** and within six months increased revenue by 50 percent. Our performance and continued faith of the Client enabled us to further undertake **traffic control operations** at Samakhiali Toll Plaza from **October 2018** onwards and is continuing. In the last three years, the revenue collections have increased and almost doubled from the daily average of 2016. **Recently we have been awarded tolling and traffic management at the prestigious project VBTL (Karjan Toll Plaza, 20 lanes, Vadodara – Mumbai (NH-8) and commenced operations there from 15 Jul 2020.**
4. **Essel Infra** – We undertook **Incident Management and Emergency Services** operations to include **Ambulances (drivers, medical assts., equipment etc.) and 30T crane services (along with operators and helpers)** on the **Western Peripheral Expressway** between Kundli-Manesar-Palwal (83 km stretch) from Nov 2018 till 31 May 2020.
5. **KMC Constructions** – We have a very long association with the pioneer infrastructure company since 2009 and have been operating at various levels at their projects at Allahabad (UP), Shahpura (Rajasthan) and Mandi (HP) and still providing our security services at Shahpura (Rajasthan).
6. **Sadbhav Engineering Ltd.** – Since January 2020 we have undertaken full management of seven border check posts on Maharashtra border with other states including lane management and housekeeping.
7. In addition, we run other business ventures such as ‘Shagun Farm’ (one of the premium event management venues in NCR of Delhi), restaurants, sand mining and such other enterprises.

### Our previous commitments include: -

1. **Pink City Expressway Pvt. Ltd.** – BTTS was associated with one of our most esteemed clients M/s PCEPL since 2009 and continued operations with them for nine years up to 2018. We operated at -
  - i. **Shajahanpur Toll Plaza (Tolling Operations)** at NH 8 with one of the highest daily toll collections between 2012 – 2018 and **Security Operations** from 2017 - 2018. We resolved local ‘forceful MAV exemption’ issue by extensive documentation and liaison and are proud to state that our revenue collections have not been matched till date by any other operator or even the client.
  - ii. **Manoharpur Toll Plaza (Tolling Operations)** from 2009 - 2010. Within one month we increased the revenue by 40%.
  - iii. **Daulatpura Toll Plaza (Security Operations)** from 2017 to Feb 2018.
2. **Essel Infra** - BTTS carried out the **tolling and security** operations and house keeping at **Panihar and Mudkheda Toll Plazas on NH 3** in MP since their commissioning in April 2018 to Oct 2019 with total dedication and commitment resulting in exemptions being kept to as low as 1.25% and meeting the projections of the client in the ideal manner.
3. **KMC** – We have provided **working manpower and security services** at KMC/KAE establishments at Allahabad (U.P.), Kota (Rajasthan), Shahpura (Rajasthan, still operating) and Mandi (H.P.).

**In complex environment of tolling, security, lane control, maintenance and emergency services, we provide comprehensive, custom built, integrated environment specific solution through innovation, commitment, training and efficient management at grass-roots level. We employ captive employees from rural areas of North India with some local representation and train them to strike balance between local support and efficiency, ensuring an uninterrupted environment with very high integrity and efficiency quotient.**

## Our Vision

**“To be the best toll operations and affiliated services providing organisation in India. Being the best means and implies providing exemplary quality, optimizing revenue, incident free, fully functional round the clock operations and services so that the client and customer are fully satisfied with best industry experience.”**

## Our Experience

“We have a unique experience of having undertaken extensive tolling operations and affiliated services in highways infrastructure sector and other enterprises which apart from tolling include, security both armed and unarmed, traffic control, lanes and operations management, maintenance, incident management services including ambulances and crane operations and liaison with local and state level govt. officials and NHAI authorities.”

The challenging environment faced by us includes most notorious plazas of the country and we are proud to state that we have managed them without any major untoward incident with our basically grounded approach and management skills.

- Tolling Operations** – In the last decade we have carried out extensive tolling operations including booth operation, environment & traffic management at Shahjahanpur (PCEPL) (continuously for six years), Manoharpur (PCEPL) (one year), Panihar and Mudkheda (ESSEL, NH 3, Gwalior Shivpuri) (one year), Samakhiali (Gandhidham) and Karjan (Vadodara) (L&T, SGTL) (three years and continuing) and Ramnagar (continuing), Shivpuri. In total we have more than 12 years of experience in tolling operations, have employed more than 500 persons at any given time and have unique experience of collecting more than Rs 3250 Cr from more than 6.00 cr vehicles, till date. Of these, Shahjahanpur, Karjan and Samakhiali toll plazas are one of the highest revenue earning plazas in the country and ill-famed for their notoriety. We stopped the local MAV nuisance at Shahjahanpur totally and enhanced daily revenue to the extent that it still remains unmatched; at Samakhiali the daily revenue average has increased almost 100% from 2016 when we took over.
- Lane Management and Traffic Control** – Although lane management is one of the important parts of tolling operations at the plaza and its booth and we have extensive experience in same, we have also been employed for specific traffic control and lane management operations at Samakhiali Plaza since 2018 as the localised problems were effecting operations. In the last one year this menace has been totally controlled and local vehicle exemptions has been brought under acceptable limits as prescribed by the Client.
- Security Operations** – We have been employed at Sahjahanpur, Daulatpura, Panihar and Mudkheda Toll Plazas for security operations (both armed and unarmed) and have more than five years of experience in the same. We have in the past also provided security cover and guard duties to various clients e.g. KMC at Allahabad, Kota, Mandi and Shahpura (still continuing from last eight years) and DLF Farms. We are also providing security cover to the **Irrigation Deptt. of Delhi Govt.** currently with help of our sister company **‘Bhim Security and Intelligence Pvt. Ltd’**.
- House Keeping** – We have extensive experience in the same having deployed the house keeping staff along with tolling operations at all plazas except Samakhiali and at selected Border Check Posts in Maharashtra.
- Incident Management (Ambulance Services)** - We continue to provide the ambulance and affiliated medical manpower on Western Peripheral in NCR as part of Incident Management at KMP Expressway for our client M/s ESSEL Infra for last one and half years.
- Incident Management (30 T Crane Services)** - We are providing the crane services along with affiliated manpower on Western Peripheral in NCR as part of Incident Management at KMP Expressway for our client M/s ESSEL Infra for last one and half years.
- Miscellaneous Enterprises** – Apart from the above, BTTs also engages itself in various business and entrepreneurship activities which include hospitality (restraunts e.g. in Supreme Court and other places), running of ‘Shagun Farm’ (for premium weddings and other events), sand mining and others.

## MISSION

**BTTs along with its sister companies e.g. Bhim Securities and Intelligence Pvt. Ltd. will provide an honest, dedicated, efficient and incident free operations to all its clients ensuring maximum revenue and uninterrupted operational environment.**

## End to End Toll Operations Management



### Toll Revenue Cycle Management

24X7 operation of toll plazas for maximizing revenue and providing speedy service. The electronic surveillance coupled with physical checks and intelligence gathering ensures that system works with maximum efficiency.

### Plaza Security Management

We provide high quality comprehensive security service through a network of trained, reliable, bold and assertive personnel. Our Gunmen and supervisors are mostly ex-servicemen, who ensure discipline and accountability.

### Technological Support

An efficient electronic surveillance system coupled with intelligence gathering ensure optimum operational integrity.

### Incident Management

Selectively and judiciously use a balance mix of local staff with our core team which is fully trained to ensure maximum cooperation for the toll collection process and on the spot handling of local incidents. We maintain cordial relation with the local police and use judicial process to resolve complicated issues.

### Route Operations and Maintenance (Optional)

Proactive patrolling supported by centralized control room to optimize incident management, customer care and response, traffic guidance, improved 'on spot' identification, preventive maintenance and safety audits. We can also undertake route maintenance services as per Client's convenience.

### Other Operations

For our other operations e.g. traffic control, lane management, incident management (ambulance and cranes included), house keeping we generally follow the undermentioned modus operandi: -

1. Employing local personnel and resources.
2. Training of personnel under own supervision.
3. Supervision by own key personnel to ensure maximum efficiency and alacrity.
4. Supplement by own staff if local population unresponsive or not available.
5. In case of short duration agreement emphasis is on hiring of equipment, however for long term we can purchase vehicle, equipment and any other apparatus.

## Our Philosophy

### Address Center of Gravity (CG) and Concentrate at Critical Point (CP)

- The Center of Gravity is the booths and lanes at any toll plaza or the ground zero.
- Critical point is the revenue collection and speedy response by the toll collector and other staff.
- All efforts are directed to ensure maximum revenue collection, smooth operations and uninterrupted movement of traffic. Any interference has to be attended immediately.
- All supervisory appointments including the Senior Leader and Group Leader must focus at CG & CP at all times.

### People Centric

- Reliance on captive employee pool of 500 plus personnel from rural background. We judiciously hire people through internal references only.
- Certain representation from local population to ensure local liaison and support.
- Empower front end staff to deliver with utmost dedication and commitment.
- An unbiased and transparent reward system for result oriented encouragement.
- Formalized extensive training through well patterned block and detailed syllabi.
- Training and counselling to meet day to day challenges.

### Knowledge

- Extensive intricate know-how of traffic problems, challenges, and local pressures having operated at Shahjahanpur, Manoharpur, Daulatpura, Panihar, Mudkheda, Samakhiali Toll Plazas and other areas.
- Gather repository of past incidences and train each staff in dealing with it.
- Engage few local employees to get insight in local environment and problem solving.
- Use technology to streamline processes, identify loopholes and plug them.
- Our personnel can undertake any operational requirement for smooth plaza operations including overloading system and processes, RFID readers including hand-held etc.

### Process

- Detailed - meticulously planned processes with systemic functioning and built-in preventive checks and balances.
- Process honed and perfected with experience of over nine years in operation.
- An exclusive and independent audit team for financial accuracy and performance evaluation.
- Constant monitoring of processes and personnel with inbuilt checks and balances to ensure no pilferages.

### Integrity

- Captive manpower resource and swift punitive action to ensure highest integrity.
- Integrity is in our DNA and honoured by our entire staff.
- Multiple checks and balances in place along with audit team and offsite surveillance.
- Zero tolerance for any deviation or unscrupulous practices.

## Our Unique & Differentiated Approach

Our unique approach is based on our belief that each plaza or set-up has its own set of issues which might appear similar but have area specific solutions. The aim is thus to understand the local phenomenon and arrive at such an area specific solution based on a firm and determined approach, legal provisions and optimizing solutions which is evident from the following diagram:

### Management Methodology



#### Revenue Augmentation

- **Pilferage:** Eliminate internal and external pilferages through continuous monitoring and multi-tiered checks.
- **Exemption:** Limit exemptions to gazette notification through intelligence and strict surveillance.
- **Detouring:** Proactive patrolling to eliminate any de-touring of traffic and enforce CA provisions.
- **Local interference:** Thorough check to eliminate any misuse of daily / monthly passes.

#### Efficient Operation

- **Waiting Time:** Minimize waiting time in peak hours in lanes through efficient planning and trained staff.
- **Accident Management:** Preventive measures to reduce accidents at booths/lanes for smooth traffic flow. Efficient signage posting.
- **Traffic Management:** Proactive patrolling and guidance to manage traffic throughout the day.

#### Local Area Management:

- **Local people:** Leverage local area information to eradicate any unscrupulous practice.
- **Police:** Utilize police support in dealing with undesirable incidences.
- **Partnership Approach:** Leading to a win-win situation for the client and vendor.
- **Aligned Interests:** Work with the Client as a partner and suggest and implement steps to achieve goals.

#### Continuous Audit:

- **Audit Team:** Rely on continuous hourly / daily/ weekly exclusive audits to avoid any surprises.
- **Electronic Surveillance:** On-site and off-site online surveillance to check any malpractices.

#### Reporting:

- **State of art MIS** and reporting system to aid business decision making



## Our Leadership

BTTS is a dynamic, young organization looking forward to expand its operational abilities and accomplishments. We have a highly professional, competent and experienced leadership which is capable of handling any critical plaza in India and abroad with its dynamic, realistic and holistic team work.

### Brigadier Umesh Kumar Rai, COO

**Brigadier Umesh Rai** is an ex-army professional, with sharp managerial capabilities and proven track record of handling complex and complicated problems. He has been in the toll industry for the last six years. The principle strategist and initiator of the local MAVs case at Shahjahanpur Toll Plaza, he singlehandedly engineered comprehensive documentation and incident reporting to ensure that the entire responsibility finally rested with local administration and State Govt. He is our Chief Operating Officer and responsible for providing oversight and managing all aspects of toll operations.

### Hare Krishna, Director, Strategy

A distinguished alumnus of IIT Kanpur and IIM Lucknow, he has more than 16 years of experience in real estate and infrastructure PE investment management along with problem solving expertise across various domains including tolling operations. He is responsible for strategic planning and monitoring.

## Our Major Achievements

**Revenue enhancement at Samakhiali by 50% within 11 months.**

**Keeping unauthorised exemptions at Panihar and Mudkheda at NH 3 below 1.25%.**

**Operating Shahjahanpur Toll Plaza continuously for six years.**

**Eliminating local MAV nuisance at Shahjahanpur completely and effectively.**

**Smooth uninterrupted operations of all booths and lanes at all times at all the plazas.**

**No major disruptions or influences at any plaza since undertaking operations there.**

**Minimizing local exemptions at Shajahanpur, Samakhiali and NH 3.**

**No major security or incident breach at any place in last decade of operations.**

**Continuous, uninterrupted housekeeping, staff and situation management at all locations.**

## Why Us?

### Successfully managing the largest toll in India for last six years

- Have consistently exceeded owner's expectations at STP and Samakhiali.
- Reduced incidences in otherwise considered to be a complex toll.
- Eliminate local MAV incidences in otherwise considered to be a complex toll.

### Proven track record of delivering high results

- Increased revenue by 40% and 05% in first month at MTP and STP.
- Increased revenue by 50% in eleven months at Samakhiali.
- Reduced exemptions to sub 5% at STP and sub 1.5% at MTP.

### Captive pool of experienced personnel

- Have access to trained and experienced pool of people.

### Superior results from industry peers

- Significantly improved revenue collection which were previously managed by Effkon, TBR, Feedback, Mark-o-Line and Teamlease.
- Our results at Shahjahnpur Toll Plaza still remain unmatched.

### Owner aligned operator

- An operator which always maintains strong alignment of interest with the Owner.

### Contact Details

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