

# “At Menzies Aviation Bobba, it is feeling of both challenge and fulfillment”



## How has been your journey in the air cargo industry and particularly in Menzies Aviation Bobba?

The journey of last 26 years in cargo industry is quite fulfilling. It has been a wonderful journey all through with a lot of learning and networking. Menzies is a great company with values and I am enjoying my stint here. At Menzies Aviation Bobba, it is feeling of both challenge and fulfillment. MABB cargo facility is one of the first cargo facility built under the airport privatization policy. In a very short span, Menzies Bobba could implement world-class practices which are otherwise not widely implemented in India in spite of the air cargo industry in existence for quite some time.

## Tell us something about your first job?

My first assignment was with sales & marketing of DHL Express (a Division of Airfreight) in December, 1985 at Hyderabad. It was quite challenging and enlightening as the market was nascent and the potential was neither known to marketers nor the public.

## Which is your favorite domestic airport? And why?

Hyderabad Airport (Rajiv Gandhi International Airport). It has state-of-the-art facility which is truly international and a well planned airport with abundant greenery and connectivity to the city.

## Which is your favorite international airport? And why?

Being in cargo industry, I feel Memphis International Airport is a super cargo-hub for domestic and international cargo. This airport is referred in cargo industry circles as the Mecca of cargo and most of the premium business schools make a case study of the airport. One should witness the operations to realize its real potential.

## Describe one proud moment in your career?

I cherish the award presented as 'Sales Samrat of the year 1997' by then Chairman of DHL worldwide and the president of AFL.

What is the mantra behind success? What kinds of skill sets are critical to be successful in the air cargo industry?

Express/Cargo industry being part of service sector is people centric. One will be always

watched for his commitment for service, to the people and for honesty and integrity and be a consistent performer. One has to grow along with the organization and some time one need to be contended in spite of personal growth. These qualities are needed over and above being a thorough professional. One should be always willing to learn everyday as this industry has a lot to offer.

## Would like to share something beyond cargo – about personal life and interest?

Socializing, networking and reaching out to people within and outside industry is the passion which carried me over the past so many years.

## What are some specific beliefs or values that you live and work by?

My personal belief is organisations are above individual. If one keeps this in view and align personal goals with organizational goals success comes on its way.

## Any message for Gen next?

Walk the talk. Be realistic but aim high. Temper the ambition with contentment.

A proponent of technocracy **Venkata Reddy, CEO, Menzies Aviation Bobba** enjoys every stint to create a difference in the cargo handling services at Bangalore airport. He treasures the honour of being the “Sales Samrat of the Year 1997”, as a proud moment in his career.