



Atlas Insight

April 2011

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Logistics Industry Set To Touch \$90b Revenues in 2011—G Balachandrar

The Indian logistics industry is likely to continue its growth momentum in 2011 as in the previous year and the sector is forecast to witness a consolidation wave in the coming months in view of the reviving fortunes of the sector with booming end-user industries.



witnessing a growth of about 9.2 per cent over the previous year, driven by strong growth of key manufacturing industry sectors,” according to VG Ramakrishnan, senior director of transportation (South Asia, West Asia and north Africa), Frost and Sullivan said in his report.

The growth trend will continue in 2011 also as in 2010 and the total revenue is expected to reach \$90 billion. For the period 2010-2020, the Indian logistics market is likely to witness consistent annual growth of around 8-9 per cent and reach to the revenue level of about \$190-200 billion by 2020. This will be fuelled by the consistent growth of the economy and key industries such as automotive, engineering, pharmaceuticals, and food processing, among others.

“The Indian logistics sector reported revenues of about \$82.10 billion in 2010,

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Editorial - “Life is 10% what happens to us and 90% how we react to it.”

The longer we live, the more we realize the impact of attitude on our life.

Attitude is more important than facts.

Attitude will make or break a company...a church...a home...

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change our past... we cannot change the fact that people will act in a

certain way. We cannot change the inevitable.

The only thing we can do is play on the one string we have, and that is our attitude...

If we compare attitude to swimming, which are we doing?

Are we swimming - even against the currents and the waves we keep going, we see our destination and we are taking action to reach it.

Are we floating - just allowing the waves to carry us, we end up where ever the water takes us.

Are we drowning - we see the waves and the currents as difficulties we can not over come

Life is 10% what happens to us and 90% how we react to it.”

Maharashtra To Invest Rs 827 Core In Port Development

The Maharashtra government will spend Rs 827 crore on developing ports along the western coast with Ratnagiri port being built as a test case, Maharashtra governor K Shankarnarayan said in the state assembly on Monday. Speaking on the inaugural day of

the budget session, the governor spoke about various achievements of the government and some proposed plans.

He said apart from developing ports, the state will invest in coastal security. The government has set up

12 special coastal police stations and will build seven more to provide protection along the coast and establish a marine security academy at Raigadh. The governor said the state will ensure funds for Naxal-affected areas are utilised.

MoS To Disinvest Stake In Cochin Shipyard, Ennore Port

The Minister of Shipping, Mr G. K. Vasan, has said that his Ministry intended to disinvest its stake in Cochin

Shipyard and Ennore Port.

"However, no final decision has been taken about timeframe and quantum of disinvest-

ment," Mr Vasan informed the Rajya Sabha.

In response to another query, Mr Vasan replied, "there is a proposal for structural reorganisation of

Major Port Trusts through corporatisation and it envisages converting them into a company under the Companies Act, 1956".

Service Tax On Rail Freight Deferred By 3 Months

The Union government has once again deferred a decision on levying service tax on transport of goods by rail, this time to July-1.

According to sources, pressure from the Railway Minister, Ms Mamata Banerjee, and concerns over rising inflation prompted the

decision. This is the fourth time that the government is postponing a decision on service tax on rail freight, which was to be first implemented from April 1, 2010. The last date fixed for levying the tax had been April 1 this year.



New Mangalore Port Handles Largest-Ever LPG Vessel

New Mangalore Port last week received a very large gas carrier (VLGC), m.t. Maharshi Bhardwaj, of 44,000 tonnes capacity. The vessel docked at Berth No.12 and discharged liquefied petroleum gas (LPG) meant for distribution in Karnataka and neighbouring states.

This was the largest LPG ves-

sel handled at the Port, surpassing the previous best of 33,000 tonnes capacity.

The entire consignment, which came from Port Yanbu in Saudi Arabia, was meant for Total Oil India, a subsidiary of Total France.

New Mangalore Port is the number one LPG-handling facility in the country. It has till date handled a rec-

ord 1.87 million tonnes of LPG in 2010-11, as against 1.63 million tonnes in the previous fiscal, registering a growth of 11 per cent. Of this, 1.61 million tonnes was for HPCL.

Mr P. Tamilvanan, Chairman of New Mangalore Port Trust (NMPT), attributed this record to the Port Trust allowing Total Oil India to install LPG-handling facilities at Berth No. 12 two years ago.

Giant Freight Carrier Makes Historic Visit To Port Talbot Harbour

PORT Talbot harbour has been paid a historic visit by TATA Steel's first cape size vessel. The Frontier Explorer, which is on long term charter with joint venture partner NKY, was also on its first voyage.

On hand to meet the crew was TATA Steel Europe's

chief technical officer, Mr Uday Chaturvedi who welcomed Captain Castillo into the port.

Mr Chaturvedi said that "We look forward to working together to make this vessel and those which will follow, a benchmark in safety and excellence

in bulk freight movement." Mr Chaturvedi then presented Captain Castillo with a Welsh dragon plaque to welcome the vessel to Port Talbot and commemorate the important occasion.

The Frontier Explorer's fuel consumption averages 100

liters per kilometer. To perform an emergency stop from normal cruising speed would take 2.6 miles or 17 minutes.

Over the 10 year charter, the ship will carry 14 million tonnes of cargo for TATA Steel.

GMR To Establish New Cargo Facility At Delhi Airport

GMR Airport, which operates the Hyderabad and Delhi airports, now plans to set up a modern cargo handling facility here.

It will come up on 25 acres and is likely to be operational by 2013. The facility will have cargo

handling capacity of one million tonnes (mt) and house a logistics park, exclusive facility for freight forwarding and warehouses, among others.

According to Mr P.S. Nair, CEO Corporate, GMR, the setting up of

such a facility near Delhi International Airport has been a long-standing demand. "We have engaged a global consultant and will have the architectural roadmap ready by next year," he affirmed.

He pointed out that the existing facility was a small

one being operated by the local chapter of the Air Cargo Agents' Association of India (ACAAI).

As regards cargo handling capacity, Mr Nair expressed confidence that it would touch one million tonnes by 2013, as against the current capacity of 6 lakh tonnes.

CWC, Concor To Join Hands For Developing Cold Chains

The Central Warehousing Corporation (CWC) has proposed to float a joint venture (JV) and a special purpose vehicle (SPV) shortly to develop a warehousing finance company and cold chain infrastructure, subject to the Union government's approval.

Although the JV will be with a bank or non-banking finance company, the SPV will be in alliance with the Container

Corporation of India (Concor) and the National Horticulture Board (NHB).

According to a senior CWC official, the Corporation proposes to build, in 2011-12, an added storage capacity of over two lakh tonnes, of which 1.5 lakh tonnes would be set aside for storage of foodgrains by the Food Corporation of India (FCI) and the remainder for other commodities. In this regard, the CWC and the

Ministry of Consumer Affairs, Food and Public Distribution have inked a memorandum of understanding (MoU), the official confirmed.

At present, the Corporation has storage capacity of 10.5 million tonnes (mt), of which it has built 8.32 mt and hired or leased the rest.

With increasing acceptance of warehousing receipts as negotiable doc-

uments, the CWC official emphasised that it saw ample opportunities in the field of warehousing financing.

He, however, pointed out that as per the law it did not have the authority to go ahead on its own. "We will ... need expertise from outside to handle warehousing financing in the most professional manner," the official explained.

Highest Ever Railway Rolling Stock Addition During 2010-11

Thursday, 07 Apr 2011 In a landmark achievement, Indian Railways recorded spectacular rolling stock acquisition/production of more than twenty thousand units during fiscal 2010-10 which is the highest in a single year since independence.

Indian Railways acquired 16,638 wagons, produced 3079 passenger coaches and 497 locomotives (267 diesel & 230 electric) which all total to 20214 rolling stock units in the year 2010-11.

The highlight of wagon procurement is that some upgrades in wagons that had eluded Railways for almost a decade have now been applied for the first time. The availability of sufficient number of wagons would help enhance and improve freight movement across Indian Railways thereby accelerating country's economic growth.

The highlight of diesel locomotive production is the focus on manufacturing most modern high

horse power (4500 HP) locomotives while in the case of electrical locomotives, modern green three-phase drive locomotives with regenerative capability of producing electric power during breaking of trains are being manufactured along with conventional locomotives. In case of passenger coaches, production of LHB type stainless steel modern coaches has been stepped up.

Indian Railways also geared up its efforts in a big way to achieve the

highest ever scrap disposal worth INR 4408 crore in the financial year 2010-11. The performance on scarp disposal is not only more than the annual target but is also 25% more than the previous best.

The highest ever performance since independence in the fields of rolling stock acquisition/production and scrap disposal, speaks volumes about vigorous efforts, capabilities and dedication of lakhs of railway men.

Kandla Port Emerges On Top For 4th Consecutive Year

Handles 81.88 million tonnes in 2010-11

It was a beaming Mr P. D. Vaghela, Chairman of Kandla Port Trust (KPT), Mr M. A. Bhaskarachar, Deputy Chairman and other senior KPT officials who announced to the media on April 5 that Kandla Port had for the fourth consecutive year emerged as the No. 1 cargo handling facility in the country.

The Port Administration under the leadership of Mr Vaghela and Mr Bhaskarachar, Kandla Port attained new heights in efficiency, productivity,

cost-effectiveness, transparency and customer focus to register a whopping throughput of 81.88 million tonnes during 2010-11, a growth of 3 per cent over the 79.50 million tonnes achieved in 2009-10.

The throughput was even more impressive, considering the fact that the Port utilised more than 95 per cent of its total cargo handling capacity of 85.80 million tonnes, Mr Vaghela stressed, besides rain affecting routine Port operations for as many as 46 days and cargo/liquid berths undergoing maintenance for

125 days during the year. Then there was the continuing impact of economic recession and industrial slowdown on the country's economy.



Mr Bhaskarachar emphasised that this achievement was commendable given the tough competition from private ports. It was highlighted that the trade prefers Kandla Port despite the fact that nearly 20 vessels were awaiting berths

at the time. One of the reasons attributed was its competitive tariff.

Capt. H. K. Sibal, Deputy Conservator and Mr H. C. Venkatesh, Traffic Manager also spoke on the occasion, in the presence of Capt. Balendu Tewari, Secretary, Mr R. Murugadoss, Chief Engineer, Mr Sanjay Bhaty, TP and PRO and In-Charge BDC, Mr Mohan Aswani, Union Representative, other Port officers and association representatives.



Not everyone can become an India player but that should not stop you from trying or make your achievements any less significant !!!

Sport is a terrific metaphor for life, and there are several useful lessons that cricket can throw up for all of us. Here then are three lessons from cricket for the larger game of life.



1. It's not what happens to you that matters: it's what you do about it that counts. He was a prince. Educated at Oxford. Handsome. And a terrific cricketer to boot. At 20 years of age, Tiger Pataudi had the world at his feet. Suddenly, disaster struck. In a tragic car accident, Tiger lost his right eye. Imagine! His world came crashing down.

He recalls trying to pour tea from a pot into a cup and spilling it all over. What chance would he have of ever holding a bat again? After all, keen eyesight was seen as an essential ingredient for success. Would that be the end of his cricketering career?

Tiger may have lost an eye, but instead of focusing on what he had lost, he chose to focus on what he still had: the determination to succeed,

the willingness to work hard – and the mindset of a winner. And of course, one good eye. For Tiger, losing an eye was only one more challenge to be overcome on the long road to success.

Tiger went on to play with distinction for India, became India's youngest captain – and remains one of the greatest names in Indian cricket. Setbacks are inevitable but how you respond defines your achievements. Next time adversity strikes don't wallow in self-pity. Be a Tiger!

2. Run your own race: Don't compare yourself with others; just aim to be the best you can be. Have you heard of Hokaito Zhimomi? Probably not. He is a cricketer his State has produced. Idolised by fans, he is an inspiration to young players in his homeland. His claim to fame? In 2008, he became the first cricketer from Nagaland to make it to the big league when he was selected to play for

the Kolkata Knight Riders in IPL. It doesn't matter that he's never played for India. He is a hero in his own right. A village lad who worked his way to the top and became an inspiration for sportsmen in the region.

Not everyone can become an India player. Or become CEO. But that should not stop you from trying or make your achievements any less significant. Run your own race. Don't com-



pare yourself with others. Doing well in class is important. You don't have to come first. Being a successful manager is big. You don't have to be CEO. Just as being Zhimomi is a big deal. Not everyone can be a Tendulkar!

3. An extra 30 minutes of effort every day can change your life! Until a few months back, Yusuf Pathan was just another big-hitting T-20 sensation with a not-so-successful

limited overs track record. Pathan's career had seen ups and downs. And then suddenly in the last few months, he seems to have changed gears, winning games from seemingly hopeless situations. He is a changed man now, and undoubtedly one of the most exciting prospects in the World Cup. How did the transformation happen? How did Yusuf do it?

In an interview with a newspaper, Pathan explained the secret: "I would always bat for that extra 30-40 minutes after others would leave and that would allow me some undivided attention in which I could pick the coach's brains." Easy



does it. Just an extra 30 minutes. That's all it takes. Hard work has its rewards. Just think. What can those 30 minutes do to your career? Make sure you spend an extra 30 minutes every day, getting better. Do the Pathan thing. And see the difference!

Yusuf's mantra: Batting for an extra 30-40 minutes after practice, gets you the coach's undivided attention.

**- Prakash Lyer,
MD, Kimberly-Clark, And
Executive Coach.**



Congratulation Baroda Team, Mr. David & Sandy Atlas Taiwan



Project cargo through Break Bulk successfully handled by Baroda Team with proper coordination with Atlas Taiwan Team

SHIPMENT: L & T - KRISHNA PATNAM PROJECT

SHIPPER: TECO ELECTRIC & MACHINERY CO. LTD

CARGO : ELECTRIC MOTORS FOR MOTOR DRIVEN BOILER FEED PUMPS

WEIGHT : 53600.00 KG

VOLUME: 88.52

Congratulation Mr. Eustace Kantharia & Ahmedabad Team

Testimony—Email

Dear Mr. Kantharia,

Thank you for your efforts in supporting our e-freight initiative from Ahmedabad and becoming 01st Forwarder to book e-freight shipment on our flight EK539/ 25th January, 2011 from Ahmedabad to Frankfurt.

As you know that 01st e-freight shipment was handled smoothly and transported without papers (accept GSP) on board and delivered at destination without any hassle. In order to continue this effort, we suggest you to encourage all your staff for using e-freight mode of transportation and do not hesitate in case you need any assistance from our side.

As e-freight is the future of air cargo industry, we are confident that jointly we will succeed and set example for others to follow.

Thank you once again for your understanding and support to drive e-freight from station.

Warm Rgds
Mahendra Pokhriyal , Emirates Air lines



Committing to inspire the environment.

Emirates SkyCargo wishes to express sincere thanks to

Atlas Logistics Pvt. Ltd.

for leading the implementation of e-freight shipment

on flight EK 539
from Ahmedabad
to Frankfurt
on 25th January 2011

Eran C. Menes
Divisional Senior Vice President Cargo

THOUGHT FOR THE MONTH

A small truth to make our Life 100% successful

If A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Is equal to 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Then H+A+R+D+W+O+R+K = 8+1+18+4+23+15+18+11 = 98%

K+N+O+W+L+E+D+G+E = 11+14+15+23+12+5+4+7+5 = 96%

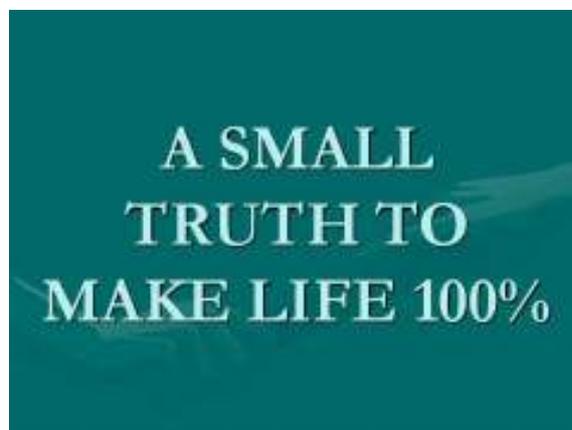
L+O+V+E=12+15+22+5=54%

L+U+C+K = 12+21+3+11 = 47%

(None of them makes 100%)Then what makes 100%

Is it Money? No!!!!

Leadership? No!!!!



Every problem has a solution, only if we perhaps change our "ATTITUDE". It is OUR ATTITUDE towards Life and Work that makes OUR Life 100% Successful..

A+T+T+I+T+U+D+E = 1+20+20+9+20+21+4+5 = 100

Health Tip: The Ten Golden rules for ideal control of Diabetes

Hundreds of millions of people worldwide have diabetes, with most living in low- and middle-income countries and middle-aged (45-64 years). In 2005, an estimated 1.1 million people died from the disease, more than half being women. Every 8 seconds someone somewhere in the world dies from diabetes. Diabetes is one of the commonest health problems of the present era, so as so the figure confirms to it as India has become the Diabetes Capital of the world. It is a lifelong disease and leads to serious complications

that include Renal failure, Blindness, Paralysis, Heart attack, Gangrene, Infections and Impotence.

The Ten Golden rules for ideal control of Diabetes:

1. Diet: It was advised that one should eat less and eat healthy, eat less means that the daily intake of meal should be divided into four or five small meals and one should avoid soft drinks, red meat, potatoes, alcohol etc. and take lots of salad and vegetables. One should try to take Dinner by 7:00 pm. Use

of natural antioxidants like Tomato, Sprouts, Tulsi leaves, Lemon and Amla is suggested.

2. Aerobics: Suggested one hour of aerobic exercise such as jogging, brisk walking, cycling, swimming, and dance, out-door games so as to come out of sedentary lifestyle and burn extra calories.

3. Yoga: 20-30 minutes of yoga on daily basis.

4. Daily Schedule: Disciplined lifestyle i.e. one should fix daily schedule.

5. Sleep: One should ensure, at least seven hours of sound sleep.

6. Mind: One should ensure to keep the stress

level low, by practicing positive attitude.

7. Blood Sugar Monitoring: Diabetic person should monitor Blood Sugar fasting / pp by Glucometer at least twice a week and keep a record.

8. Investigations: Get regular lab investigations done as per doctor's advice.

9. Doctor's Consultation: One should consult Doctor once in every three months for a routine check-up.

10. Follow Doctor's Advice: Always follow your Doctor's advice/ medication schedule.

- Compile By Sasidhar G, Vizag

Kids Corner

Painting on a Piece of Glass Slide



Harvi Thaker (11 years), daughter of Mrs. Manisha Thaker, participated 8th International child art exhibition. Now she is going further for the 9th International painting competition. Congratulation...!



Master VANSH PANDITA son of Mr. Jiwan Kumar Pandita stood first in singing competition in regional language [kashmiri] Congratulation...!



Atlas Insight wishes Happy Birthday to

S. Selvam - Blr (18th April)

Narayanan T - Trv (19th April)

Nagesh H K - Blr (20th April)

Madhusudana - Blr (21st April)

Rinson Jose - Cok (23rd April)

Anand N - Viz (23rd April)

D Appana - Del (24th April)

Bhimraj S Ghule - Del (24th April)

Venkatesh Rao H R - Blr (26th April)

Madhujith c - Blr (30th April)

Sandeep Yadav - Del (01st May)

Pramod Mane - Pnq (01st May)

Vilasini R Bangera - Bom (02nd May)

Ravi Kumar M - Blr (03rd May)

C Gopi Krishnan - Maa (06th May)

Dharamvir Singh Shakya - Del (08th May)

Varsha More - Blr (10th May)

Jayagopi V - Tpr (10th May)

Dennis Arroja - Cok (11th May)

Jagadish S Jathan - Bom (11th May)



Continued from page 1...

With India being one of the five fastest-growing economies in the world as of 2010, and likely to remain so for few more years, the logistics sector in the country has immense growth potential in fulfilling the rapidly-rising needs of industries for both domestic distribution as well as to reach

out to the targeted international markets.

Private equity and venture capital firms are eyeing a slice of the logistics sector, which saw testing times for the last 12-16 months.

The year 2010 saw a few notable acquisitions in the logistics Industry like FedEx's acquisition of AFL Logistics, and Transport Cor-

poration of India's (TCI) 51 per cent equity stake buy in Infinite Logistics Solutions. Besides, firm such as Toll Global Logistics, Allcargo Global Logistics, and FH Bertling have been actively looking to expand their size in India through the inorganic way.

In addition, private equity firms and leading finance organisations such as Inter-

national Finance Corporation have been actively investing in Indian logistics companies.

The total Logistics spend in India represents about 6.2 per cent of the country's total GDP. However, it represents around 11.6 per cent of services GDP (contribution of the services sector in the total GDP), the report said.

ATLAS ERP Core Module— Abbas Khan (Global Head- IT)



Atlas Logistics have been successful in implementing its in-house developed ERP (Core module), IT team and Accounts Team have been working together more than 2 – 3 years in understanding and developing the system to automate many aspects of an organizations operations, crossing traditional boundaries of finance, I am proud to say that we have been successful in phase 1 of developing and

implementing ERP (Core module)

ERP automates many aspects of an organization's operations, crossing traditional boundaries of finance. ERP implementation is always a strategic investment for an organization. Increased productivity, reduced operating expenses, improved information flow and enhanced performance management are some of the benefits that an organization can realize in short period of time



Few Highlights of Our ERP

1. Duplication of effort: The finance departments store and maintain details separately at station levels and corporate level. For Eg., At station level Sales Invoice, BPV and receipts which was re-entered in corporate accounting software Tally was a duplication with the help of Atlas ERP there won't be ne duplications.

2. The right information is accessible at the any time : You can access accurate data like month-end sales figures, collections, GP Level Reports and other required information on time.

3. Ability to forecast and plan: Management is equipped to forecast and plan future business strategies and does not need to rely on conventional methods.



Our Team is working towards Phase 2 and Phase 3 now which would make the ERP Core module more user friendly with lot of additional options including reporting.