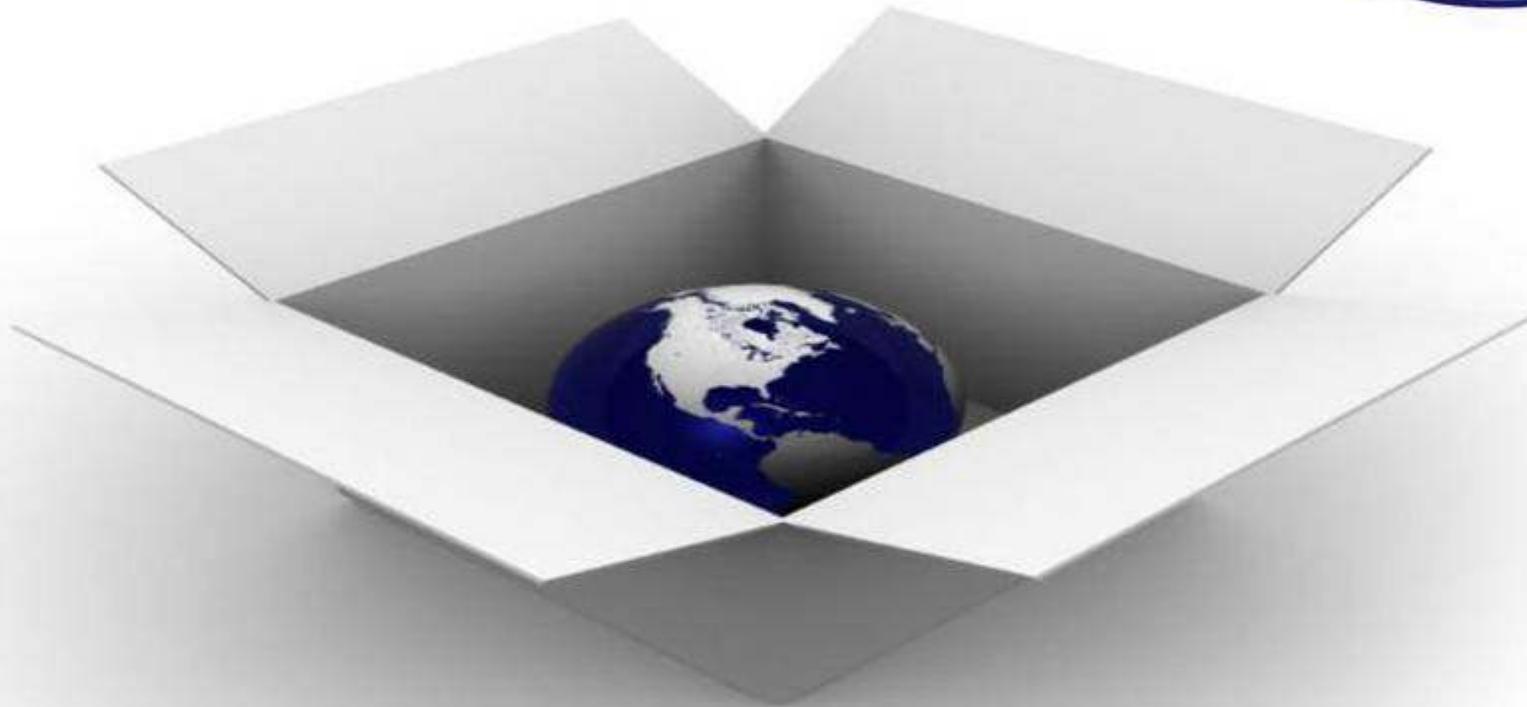




ATLAS LOGISTICS PVT LTD

Regd. Office : # 777-B, 100ft Road, HAL II Stage
Indiranagar, Bangalore - 560 038 India.
Ph : +91 80 4198 5000
www.atlaslogistics.co.in



Atlas Insight

April 2009

Atlas Flashes

ATLAS RECEIVED UPDATED ISO CERTIFICATION

Atlas Logistics has renewed and received the updated certification of ISO 9001:2008 for the Quality Management System which is compliant with the requirement of ISO.

Brief about ISO

ISO (International Organization for Standardization) is the world's **largest developer** and publisher of **International Standards**.

ISO is a **network** of the national standards institutes of **159 countries**, one member per country, with a Central Secretariat in Geneva, Switzerland, that coordinates the system.

ISO is a **non-governmental organization** that forms a bridge between the public and private sectors. On the one hand, many of its member institutes are part of the governmental structure of their countries, or are mandated by their government. On the other hand, other members have their roots uniquely in the private sector, having been set up by national partnerships of industry associations. Therefore, ISO enables a **consensus** to be reached on solutions that meet both the requirements of business and **the broader needs of society**.

Atlas Insight
April 2009

Certificate of Registration



This is to certify that the
Quality Management System of :

ATLAS LOGISTICS PVT. LTD.

- Corporate & Registered Office: # 777-B, 100 feet Road, H.A.L II Stage, Indiranagar, Bangalore – 560 038.
- 'Venkateshwara Nilaya' Amruthnagar, "A" Sector, Sahakara Nagar Post, Bangalore - 560 092.
- "Sahar Classique" Building, Opp.A.A.I.Colony, Sahar Road, Next to Atlanta Tower, Andheri (East) Mumbai – 400 099
- #14/15, 3rd Line, Beach Road, Chennai - 600 001
- # L-20, Mahipalpur Extn, New Delhi – 110 037
- "Chatterjee International Centre" 33 A, J.L.N.Road, 13th Floor, Room No A-6, Kolkata – 700 071

has been assessed and found compliant with the requirements of :

ISO 9001:2008

Approval is hereby granted for registration on the proviso that the certification rules and conditions are observed at all times.

Certification Scope:

International & Domestic Forwarding, Customs Brokerage and Total Logistics Solutions.

Certificate No.: **IBA-0257.09**

Issue Date: 3 March 2009

Expiry Date: 2 March 2012

Authorised Signature

Moody International Certification Ltd.

www.moodyint.com



014

The use of the Accreditation Mark indicates accreditation in respect of those activities covered by the Accreditation Certificate 014. The certificate remains the property of Moody International Certification Limited to whom it must be returned on request.

Atlas Achievements



Mr. Ozzie and team undertook and successfully executed a mammoth task of a time-bound Air shipment from Milan (Italy) to Mumbai for Oil and Natural Gas Company (ONGC), one of the major public sector limited in India engaged in Oil Exploration through DOLPHIN Offshore. The shipment was consisting of 32929 kg consisting in 7 pallets. Length of each pipe was of 12 meter. There was no agency willing to undertake the time bound operation since DOLPHIN had clear mandate. Mr. Ozzie undertook the task with an assurance of timely completion and with his business acumen and foresight, found a viable solution by coordinating the task with our vast overseas agents and completed before time. Entire operation took only a total of three days.

Not to forget, three days includes transit shipment at Paris (France), since there was no airline willing to undertake the shipment as both ALITALIA & 2G had stopped operating their Freighters from Milan.

Dolphin appreciated ATLAS efforts and have given us another 18 tons & 72 tons from Italy to Mumbai.

Pallet Normally found as a wooden platform without sides, which is used for stacking a number of packages on in preparation for loading and distribution to their destination. It is common to find that the pallets have space underneath so that they can be lifted by mechanical equipment such as forklift trucks.

Atlas Insight
April 2009



Atlas Achievements



Ms. Manisha, Business Development Manager-Gujarath Region along with her team has successfully executed a project cargo of M/s Larsen and Turbo from Antwerp Port (France) to Mumbai. 40'Flatrack containerized shipment had a dimension of 5750 X 2875 X 2550 16573 KGS/PIECE. The project Cargo of M/s Larsen and Turbo is an ongoing project.

Pictures are of head shells used for the preparation of plates at L&T works in Hazira.

Atlas Insight
April 2009



Incoterms (International Commercial Terms)

rules which set out the delivery terms for goods which are traded internationally

Mutually agreed and confirmed

Atlas Achievements

Atlas Insight
April 2009

Ms. Manisha, along with her team had successfully executed movement of one of the huge and most critical & expensive break bulk cargo (Acetic Acid Reactor) for an autonomous government company named **Gujarat Narmada Valley Fertilizer Co. Limited** (GNFC) Jointly promoted by Government of Gujarat and the Gujarat State Fertilizer Company Ltd. It is located in Bharuch, Gujarat. The shipment was an Ocean imports through Breakbulk from Kobe port (Japan) to Mumbai port. Volume of GNFC shipment was of 88 cbm.

Mr. Suzuki of Atlas Japan has successfully negotiated the Break-bulk freight through NYK s/co.

Pictures of acetic acid reactor from barge to mother vessel and then , loading and sitting on the mother vessel with properly lashed will reflect the Atlas way of handling the break bulk shipment.

As always, it got the appreciation form the business fraternity.

EXW (Ex Works) (.....named place) means that the seller delivers when he places the goods at the disposal of the buyer at the seller's premises or another named place (i.e. works, factory, warehouse, etc.) not cleared for export and not loaded on any collecting vehicle. This term thus represents the minimum obligation for the seller, and the buyer has to bear all costs and risks involved in taking the goods from the seller's premises



Atlas Achievements



Atlas Truck division had executed shipment from Shimoga (Karnataka) to Tuticorin (Tamil Nadu). Our vehicle moved with full load on stretch of 18 hours journey. Further the shipment moved to New York. This is the first long trip journey of our newly launched truck division.

The shipment is an eco friendly organic product called as bio plate and produced from waste of Areca nut tree.

Mr. Ravindra is handling the shipment from Shimoga to New York on regular basis.

The shipment was testimonial not only for the quality services assured but also underlines the values cherished by Atlas for fulfilling green initiatives as a responsible corporate entity.

Atlas Insight April 2009



Atlas is proud to announce that we have brought property in Nagpur for developing warehousing space. It will help us to have adequate warehousing in view of Nagpur becoming a central hub of logistics.

Logistics Update

BALTIC DRY INDEX

The **Baltic Dry Index** (BDI) is a measure of commodity shipping costs and global seaborne trade and the index is issued daily by the [London](#)-based [Baltic Exchange](#). The index provides "an assessment of the price of moving the major raw materials by sea. Taking in 26 shipping routes measured on a time charter and voyage basis, the index covers [Handymax](#), [Panamax](#), and [Capesize dry bulk](#) carriers carrying a range of commodities including [coal](#), [iron ore](#) and [grain](#). The index originated in way back 1744.

Methodology of BDI

Every working day, the Baltic canvasses brokers around the world and asks how much it would cost to book various cargoes of raw materials on various routes (e.g. 100,000 tons of iron ore from San Francisco to Hong Kong, or 1,000,000 metric tons of rice from Bangkok to Tokyo). The index is made up of an average of the Baltic [Supramax](#), [Panamax](#), and [Capesize](#) indices. These indices are based on professional assessments made by a panel of international [shipbroking companies](#).

The index can be accessed on a subscription basis directly from the Baltic Exchange as well as from major financial information and news services such as [Thomson Reuters](#) and [Bloomberg L.P](#)

Atlas Insight

April 2009

Importance of BDI

Most directly, the index measures the demand for shipping capacity versus the supply of [dry bulk carriers](#). The demand for shipping varies with the amount of cargo that is being traded or moved in various markets ([supply and demand](#)).

The supply of cargo ships is generally both tight and [inelastic](#) — it takes two years to build a new ship, and ships are too expensive to take out of circulation unlike airlines. So marginal increases in demand can push the index higher quickly, and marginal demand decreases can cause the index to fall rapidly. e.g. "if you have 100 ships competing for 99 cargoes, rates go down, whereas if you've 99 ships competing for 100 cargoes, rates go up. in other words, small fleet changes and logistical matters can crash rates..." The index indirectly measures global supply and demand for the commodities shipped aboard dry bulk carriers.

Unlike stock and bond markets, the BDI is totally devoid of speculative content and people don't book freighters unless they have cargo to move.

Shipping Line prediction

BDI dive by as much as 40 per cent by mid-2009 as weak steel demand and falling grain shipments exacerbate a seasonal decline. Heading into the weak shipment season in mid-2009, the bulk freight rate is expected to soften. The BDI is expected to drop to between 1,000 and 1,500 points,

Atlas Insight

April 2009

EXCEL SHORT CUTS		
Action	Menu Equivalent	Comments
Shift +F5	Find	Edit, Find, Find Next
Shift +F6	Previous Pane	None
Shift +F8	Add to Selection	None
Shift +F9	Calculate Active Worksheet	Calc Sheet
Shift +F10	Display Shortcut Menu	None
Shift +F11	New Worksheet	Insert, Worksheet
Shift +F12	Save	File, Save
Ctrl+F3	Define Name	Insert, Names, Define
Ctrl+F4	Close	File, Close
Ctrl+F5	XL, Restore Window Size	Restore
Ctrl+F6	Next Workbook Window	Window
Shift+Ctrl+F6	Previous Workbook Window	Window
Ctrl+F7	Move Window	XL, move
Ctrl+F8	Resize Window	XL, Size
Ctrl+F9	Minimize Workbook	XL, minimize
Ctrl+F10	Maximize or Restore Window	XL, Maximize
Ctrl+F12	File Open	File, Open

CIF COST,INSURANCE AND FREIGHT (...named port of destination)

Cost, Insurance and Freight - means that the seller has the same obligations as under CFR or CF but with the addition that he has to procure marine insurance against the buyer's risk of loss of or damage to the goods during the carriage. The seller contracts for insurance and pays the insurance premium. The buyer should note that under the CIF term the seller is only required to obtain insurance on "minimum coverage". The CIF term requires the seller to clear the goods for export.

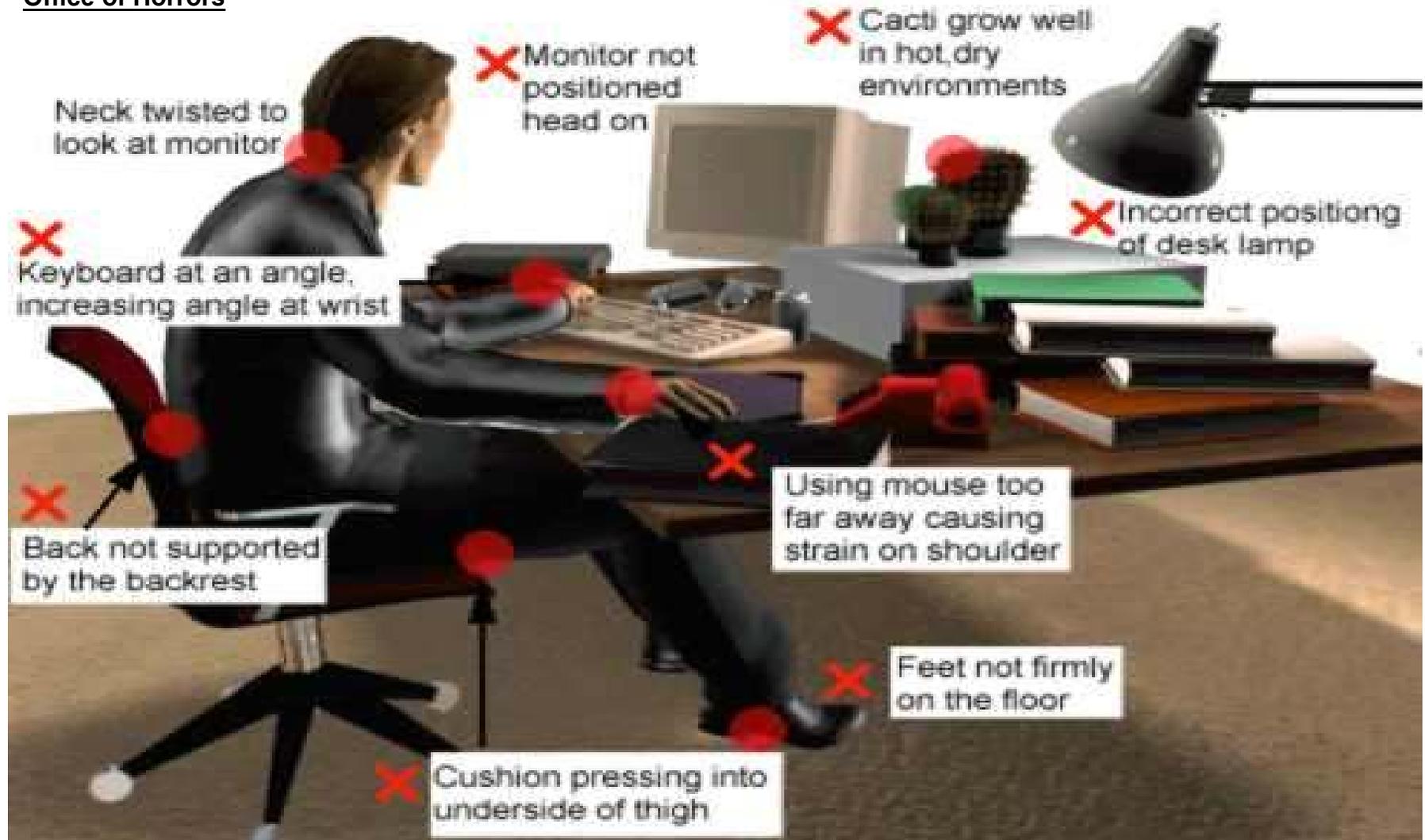
CPT CARRIAGE PAID TO (...named port of destination)

Carriage paid to.. - means that the seller pays the freight for the carriage of the goods to the named destination. The risk of loss of or damage to the goods, as well as any additional costs due to events occurring after the time the goods have been delivered to the carrier, is transferred from the seller to the buyer when the goods have been delivered into the custody of the carrier. The CPT term requires the seller to clear the goods for export.

ERGONOMIC TIPS FOR COMPUTER USERS

Atlas Insight
April 2009

Office of Horrors

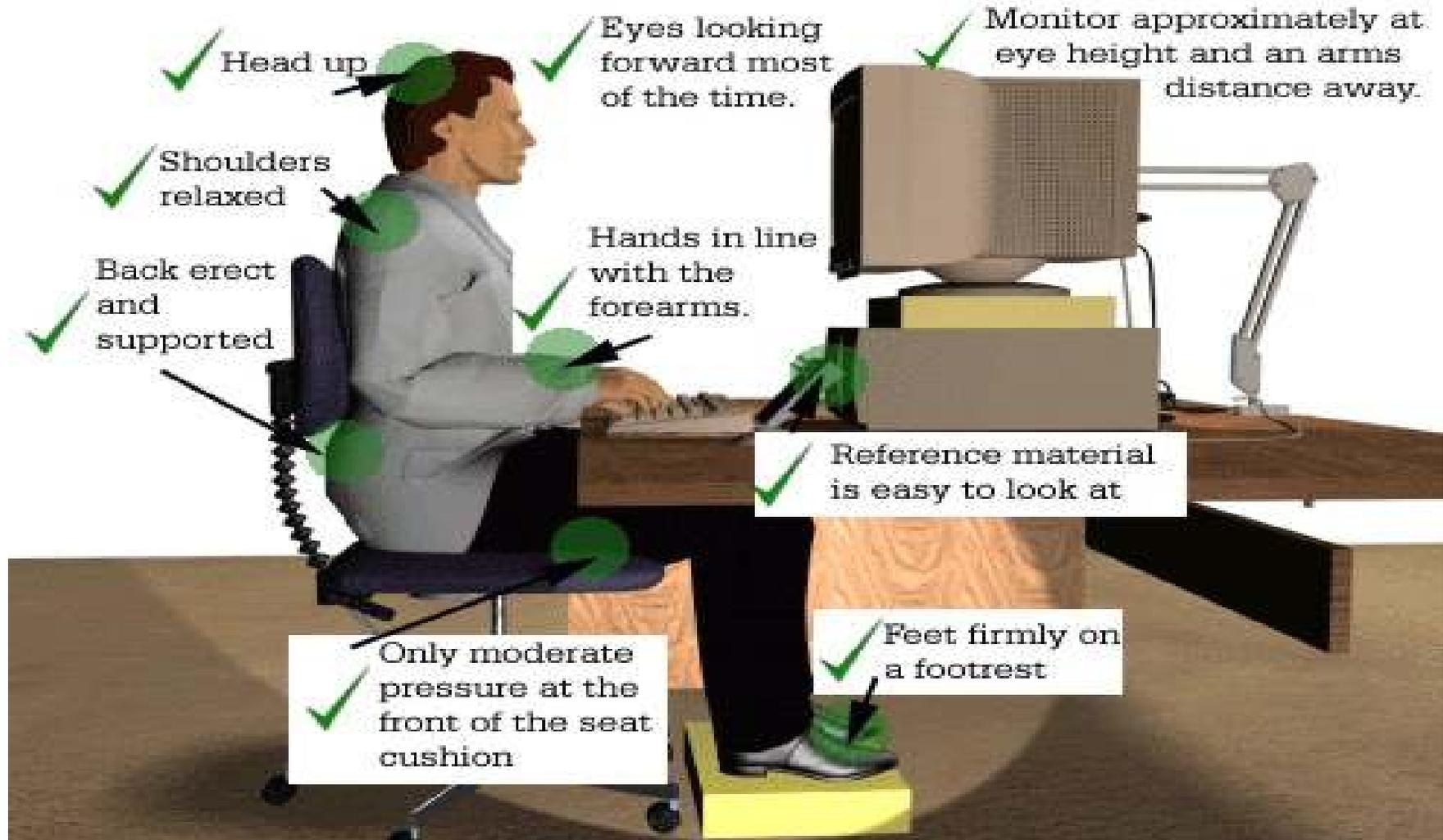


ERGONOMIC TIPS FOR COMPUTER USERS (Cont'd)

Atlas Insight

April 2009

Ideal Office



FOR EVERY DISCIPLINED EFFORTS, THERE IS A REWARD

People who have attained excellence follow a consistent path to success. The first step to this formula is to know your outcome, that is, to define precisely what you want. The second step is to take action otherwise your desires will always be dreams. You must take the types of actions you believe will create the greatest probability of producing the result you desire. The actions we take do not produce the results we desire, so the third step is to develop the sensory acuity to recognize the kinds of responses and results, you are getting from your actions and to note as quickly as possible if they are taking you closer to your goals or farther away. You must know what you are getting from your actions, whether it be in a conversation or from your daily habits in life.

If what you're getting is not what you want, you need to note what results your actions have produced so that you learn from every human experience. And then you take the fourth step, which is to develop the flexibility to change your behavior until you get what you want. If you look at the successful people, you will find they followed these steps. They started with a target, because you can't hit one you don't have one. They took action, because just knowing is not enough. They had the ability to read others, to know what response they were getting. And they kept adapting, kept adjusting, kept changing their behavior until they found what worked.

N.V.O.CC - Non vessel operating common carrier : A carrier issuing bills of lading for carriage of goods on vessels which he neither operates nor owns.

MANAGEMENT CONCEPTS

Atlas Insight
April 2009

ART OF MAKING PEOPLE FEEL GOOD

- a) *Be Alert* – Always be on the Lookout to Praise an Act of Others.
- b) *Be Alive* – Always Show Enthusiasm in your Dealings with Others.
- c) *Be Available* – Always show Interest in what Others are Doing.
- d) *Be Attentive* – Ask others @ their Families & Favorite Hobbies.
- e) *Be Appreciative* – Word of Appreciation can do Lot of Things
- f) *Be Approving* – Everyone wants to Support the Efforts & Endeavors.
- g) *Show Affection* – Affection helps People Relax & be Themselves.
- h) *Be Accepting* – Accept People as they are.
- i) *Be Affirming* – Laudatory in Praise & Silent in Negative Criticism.
- j) *Be a Friend* – To have a Friend, you First Must be a Friend.

Articles Invited

All Atlas family members are expected to contribute for the Atlas Insight.

It should serve as a platform to exchange innovating ideas and brain storming to improve our business and personal well being.

Also forward your important station activities requiring special mention, any family members wedding, children's extra curricular achievements etc to email id:-

hr@atlaslogistics.co.in.

CFR/CF COST AND FREIGHT (...named port of destination)

Cost and Freight - means that the seller must pay the costs and freight necessary to bring the goods to the named port of destination but the risk of loss of or damage to the goods, as well as any additional costs due to events occurring after the time the goods have been delivered on board the vessel, is transferred from the seller to the buyer when the goods pass the ship's rail in the port of shipment. The CFR term requires the seller to clear the goods for export.

HEALTH INFORMATION

Atlas Insight

PREVENTIVE MEASURES AGAINST BLOOD PRESSURE

April 2009

Blood pressure (BP) is the [pressure](#) ([force](#) per unit [area](#)) exerted by circulating [blood](#) on the walls of [blood vessels](#), and constitutes one of the principal [vital signs](#). The pressure of the circulating blood decreases as it moves away from the heart through [arteries](#) and [capillaries](#), and toward the heart through [veins](#).

The predominantly used unit for blood pressure measurement is mmHg ([millimeter of mercury](#)). For example, normal pressure can be stated as 120 over 80.

Low Blood pressure known as Hypo tension and High Blood pressure known as Hyper tension.

Dizziness, Fainting, Changes in mental status (difficulty concentrating, confusion) or a sense of "impending doom" or anxiety, Changes in breathing patterns (fast, shallow breathing is common during an episode of low blood pressure), Nausea, Suddenly feeling cold or clammy, or a rapid onset of pale skin could be symptoms of Low blood pressure.

The main high blood pressure symptoms are severe body pain (especially in the neck and the lower part of the head), nervousness, chest pain, high [sleeping](#) tendency, weakness, heavy bleeding from nose, inability to control emotions.

The following strategies may help to prevent high blood pressure and organ damage it may cause.

1. **Eat a nutritious, low-fat diet.**
2. **Exercise regularly.**
3. **Decrease salt (sodium) intake: Read food labels so you know the salt content before you buy a product in the grocery store.**
4. **Maintain a healthy weight: If you are overweight or obese, try to lose weight.**
5. **Use alcohol in moderation, if at all.**
6. **Stop smoking.**
7. **Get your blood pressure checked periodically. Consider getting an accurate and easy-to-use home monitor.**
8. **Take your blood pressure medications as directed, even if you're feeling fine.**
9. **Reduce stress and practice relaxation: Physical activity will help with this.**

General Information

Atlas Insight

Remedies of Global Warming (Continued from Previous Issue) *April 2009*

Simple thing that Everyone Can Do to Save the Earth

No radical changes are needed to make the earth a friendlier place for all species. Simply change some habits that can potentially reduce your “carbon footprint,” which in turn will help you save money. But most importantly, by implementing these simple changes we are giving our children and grandchildren a better place to live.

Food and Drink

1. Reduce meat consumption – vegetarianism is the best option! Research shows that producing 1 kilo of meat takes up the same amount of resources needed to produce 15 kilos of wheat. Imagine if we can prevent famine simply by going vegetarian. Livestock also contributes to 18% of the world’s “carbon footprint,” more than the transportation sector (cars, motorcycles, airplanes, etc.). Then there is the additional danger of other greenhouse gases produced by other farming activities such as methane, which is 23 times more dangerous than CO₂, and NO_x, which is 300 times more dangerous than CO₂. Furthermore, there are many health and spiritual benefits to vegetarianism – it strengthens your constitution and builds your compassion.
2. Cook from fresh — Avoiding processed and packaged food reduces the emission generated by transporting multiple ingredients and products around the country or even the world, as well as in the production of packaging. Fresh is also better for your health
3. Buy local products — Local vegetation products are cheaper and save much energy from the transportation sector. Organics are environment friendly but don’t forget to check where they are from.
4. Recycle aluminum, plastics and papers. Much better if you can reuse. The energy saved by recycling one aluminum drink can is enough to run a TV for three hours.

General Information

Remedies of Global Warming (Cont'd)

5. Buy in bulk for everyday items. As well as saving money, this will avoid the emissions created when packaging individual items. If you don't use large quantities but still want to take advantage of the savings, share an order with a friend, colleague or neighbour.
6. Avoid fast food. Fast food is the major trash producer in the world. Besides, fast food is not good for your health.
7. Bring reusable bag to the market. Bring your own shopping bag. It helps to reduce using more plastic bags for your shopping goods.
8. Use glasses that can be washed. Like many others, you may be used to the modern habit of serving guests water or coffee individually packaged in disposable wrappings.
9. Shop at stores and markets near your living. This will save much of your transportation cost and fuel.
10. Plant trees whenever you can. It can be in your surroundings environment or by participating in plant trees program. You can provide the seeds, funds, etc depending on your affordability and chances.

Atlas Insight

April 2009

Festivals – Ugadi/Gudi Padva

The arrival of the New Year is an event fully celebrated by people of all religions and cultures across the world. The most widely accepted New Year Day according to the Hindu calendar is the first day of the month of Chaitra, celebrated in Karnataka and Andhra Pradesh as Ugadi (beginning of an era)

Brahma is said to have created the world on this day. Emperor Shalivahana is believed to have been crowned on this day. Consequently, this is called Shalivahana Saka.

The day is marked by an oil bath, new cloths, decorating the house, eating a mixture of jaggery and neem leaves. The jaggery –neem mixture is supposed to be an antidote for illness common spring.

It is also meant to indicate equanimity under all circumstances, whether they bring in pain or pleasure. In some parts of the country, especially in Maharashtra where the day is called Gudi Padva, bamboo shoots are decorated with silk and silver or copper vessel put over it. A garland of sweets and neem leaves is tied at the upper end.

Festival celebrated on 27 March 2009.

All rights reserved to Atlas Logistics.

This e- magazine is meant only for Atlas employees and to be disseminated only through intra mail. No print out to be taken and do not forward this mail to outside the Atlas domain.

Atlas Personal

Mr. S. Shiva Subramaniam, Regional Manager- Northern India is blessed with a baby boy. Let us congratulate him on the occasion.

Atlas couples, Mr. Boopathy, Asst Mgr-IT, Chennai and Mrs. Devi, Coordinator-Sea Import, Chennai is blessed with baby girl. Let us congratulate them on the occasion.

Mrs. Padmini, Account Executive of Blr Corporate office had been blessed with a baby boy on 12 April 2009. Let us congratulate her on this occasion.

Mr. Sayed Tausif, Sattar, Executive- Customer Service and Operation of Pune is blessed with a baby boy. Let us congratulate him on the occasion.

Atlas Insight
April 2009
Atlas Kids



Master Vishal Krishna, son of Mr. R.N. Alwar of Tuticorin Branch received second price in fancy dress competition at Vikasa school at Tuticorin. Atlas insight congratulate him for the outstanding performance.