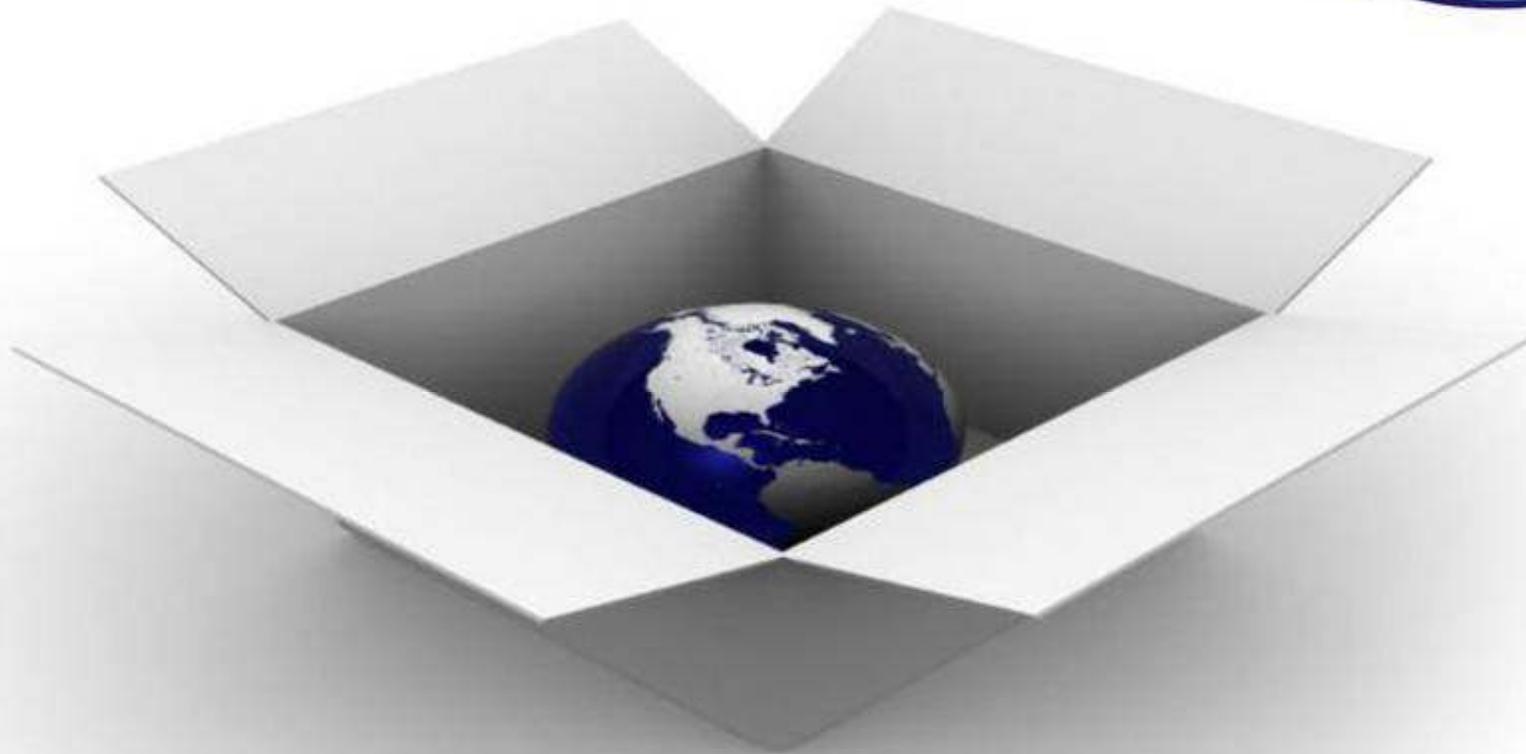




ATLAS LOGISTICS PVT LTD

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

DECEMBER 2009

Atlas Flashes

Atlas Logistics UK was incorporated during the second half of 2009 and started trading from its Birmingham office in October 2009.

Atlas Logistics UK is the result of Atlas initiative to have global foot print in all strategic locations.

Mr.Ian and Ms.Tanana who are handling and coordinating all the shipments. Mr. Gavin is expected to join full time from early 2010.

Mr. Nikhil Sachdev, Director- Marketing is in Atlas is staying in U.K. to facilitate and coordinate the expansion plans in U.K,. Atlas UK will open another office in London by January 2010. Atlas Birmingham will coordinate all Sea Import/Air Import and Sea Exports. Atlas London will handle Air Exports. In the interim period all module s would be handled by the Atlas Birmingham office.

Atlas Logistics UK Ltd.,

Garretts Green Freight Depot

Bannerley Road

Garretts Green

Birmingham B33 0SL

Tel : +44(0)121 783 6564

Fax: +44(0)121 783 0908

Email id of Director Mr.Ian Baynham is ian@lon.atlaslogistics.co.uk and email id of Senior Operations Clerk Ms.Tanana Youngsam is

tanana@lon.atlaslogistics.co.uk.

Atlas Insight wishes all the best for Atlas UK team for hoisting Atlas Flag high .

Atlas Insight December 2009



Atlas Flashes



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December 2009*



ATLAS OPENED OFFICE IN TAIWAN

Atlas Logistics is expanding its global footprint by opening its own office in all globally strategic locations.

Recently we have opened office in Taiwan. Mr. David (Hsiao Liang Cheng) is the Managing Director of Atlas Taiwan.

Atlas Logistics (Taiwan) Ltd
STARBURST LOGISTICS.

2F, No.51, 188 Lane, Rui Kuang Rd,
Nei Hu District, Taipei 114, Taiwan
Tel# +886-2-26577676
Fax # 886-2-26579191

Email Id is david.hsiao@atlaslogistics-tw.com.

Atlas Insight wishes all the very best for the Atlas Taiwan team for a great success in Taiwan also. With the opening of Atlas Taiwan, we are sure that Atlas will firmly imprint itself in the entire far east.



Atlas Flashes



LARSEN & TOUBRO LIMITED

Power Campus, Sakinaka Road, P. O. Box 8901, Mumbai-400 072 • Tel : 022-6705 0022

*Atlas Insight
December 2009*

E-Mail :

23rd Nov 2009

Ref. :

TO WHOMSOEVER IT MAY CONCERN

M/s. Atlas Logistics Pvt Ltd Baroda Team, under the leadership of Mrs Manisha Thaker has been undertaking various Logistics assignments for L&T since 2006. As a leading Indian forwarder, they have been serving all Divisions of L&T for :

- Imports from Europe, USA, Far-East &
- Air, Sea & Multimodal transportation from Japan

This includes a number of critical project shipments which are mainly ODC and requires understanding, planning and execution not only by Break-Bulk, but also use of special equipments for movements of plates, forged rings, test coupons and heavy machinery. This also includes Air freight by freighters and carried all types of cargoes.

M/S. Atlas Logistics Baroda have exhibited timely help including, planning and execution at competitive prices and been a preferred freight forwarder in the L&T system and among the TOP THREE LSPS.

We shall continue to give them all support in the future and have no hesitation in recommending them for all types of international shipments.

For Larsen & Toubro Limited

G. KANNAN
Head - Logistics



Regd. Off. : L & T House, Sakinaka Road, P. O. Box 276, Mumbai - 400 001 • Tel : 022-6702 8000 • Fax : 01-22-6702 9559
Website : www.larsentoubro.com



L&T and Atlas had a meeting at Atlas Mumbai office on 23 November 2009 . The meeting was attended by L&T Logistics team headed by Mr. G Kannan. They handed over a certificate to Atlas Logistics as a testimonial to the quality services provided without any interruption during the long mutual association. Mr. Venkatesh Rao, Mr. Ozzie, Mr. Prabhanjan, Mr. Jude and Ms. Mansiha represented Atlas and L&T represented by Mr. G Kannan, Head- Logistics, Mr. Swapnil N and Mr. Jai Desai. In the testimonial, they made a special mention about Ms. Manisha Thaker.

Atlas Flashes

*Atlas Insight
December 2009*



Atlas Logistics relationship with air lines is well known in the aviation circle. We have been awarded regularly by almost all major airlines. Gulf Air is one of the major global airlines and both have been enjoying a valuable relationship since long.

Atlas Logistics services in the Air Cargo for Gulf Air has been recognized by awarding Gold award to Atlas Kochi, Silver Award to Atlas Bangalore and Bronze award to Atlas Trivandrum.

Atlas Insights congratulate Ms. Letha Vasudevan and Team in Kochi, Mr. Ramachandra Kulal and team in Bangalore and Mr. Narayanan and team in Trivandrum for their consistent performance.



Atlas Flashes

Atlas Insight
December 2009

ATLAS CHINA SHIFTED TO NEW OFFICE

Shanghai's representative office of Atlas Logistics Pvt Ltd in China has shifted to new premise with effect from 23 November 2009.

The address and contact details are mentioned below.

3F, Rm.311

Shanghai Oriental Pearl Europe City
No.285 Luochuan East Rd,
Shanghai 200072

Telephone Number: +86 21 56382751
+86 21 56382752
Fax Number : +86 21 56382752
Email : max@atlaslogistics.cn

ATLAS KANDLA SHIFTED TO NEW OFFICE

Atlas Kandla office has been shifted to new premises with effect from 07 December 2009. The address and contact details are given below:-

Atlas Logistics Pvt. Ltd.
Office No: 202, 2nd Floor,
P&P Plaza.
Plot 314, Ward 12/B,
Nr. LIC Building.
Gandhidham (Kutch) 370 201
India
Phone : + 91 2836 324881
Telefax : + 91 2836 230864

Atlas Bags JNPT Tender

Atlas have successfully bided the work order of JNPT(Jawahrlal Nehru Port Trust) authorized clearance and forwarding of consignment at Air Cargo complex at Mumbai. Mumbai Port trust, Jawahrlal Nehru Port Trust at Navi Mumbai for three years.

Mr. Jude , Mr. Ozzie , Mr. Vijay and the entire Mumbai team worked as **Team Atlas** for winning the prestigious tender.

Atlas Insight congratulate all of them for the successful bidding of the tender.

Atlas Flashes

*Atlas Insight
December 2009*

Atlas Mumbai handled L&T Heavy Engineering Division consisting of various over dimensional cargos includes 40 Flat racks and Break bulk cargos from Mumbai to South Korea.

L&T has bagged power projects in South Korea and these shipments were part of exporting machineries and associated material for the said project.

Though they were few hurdles and challenges with great team efforts the shipments was handled smoothly .

Some of shipments were of HT/MT Vapour Trim Cooler weighing 37000 Kg having dimension of 1103 X 1750 X 260 CMS and H2 Preheat Exchanger weighing 31000 Kg having dimension of 1103 X 1750 X 260 CMS 614 x 175 x 270cms .

Ms. Shalini, Ms. Jyoti, Mr. Chandrakant of Mumbai works sincerely for the handling of shipment. To overcome the hurdles posed during the shipment, the towering presence of Mr. Ozzie and operational expertise of Mr. Nathan was handful.

It was an yet another example of “ **Team Atlas**”.



ATLAS AHMEDABAD HANDLED HIGH VALUE SHIPMENT

Mr. Eustace and Team in Atlas Ahmedabad had successfully handled a high value shipment of **platinum** for the first time in Gujarat Region in India. The shipment was from Ahmedabad to Brussels. Entire operation of cargo movement went smoothly as always with Atlas Stamping.

Atlas Flashes



Atlas Logistics provides customized solutions to the garment industry. We are fully equipped in improvising, tailor made solutions to our clients.

Atlas Logistics recently handled one cross country shipment from Hong Kong to London pertaining to garments. The specialty of the shipment was the type of container used is M1 which is specific to Garment On Hanging (GOH).

Mr. Ravindra coordinated the smooth shipment. Atlas Insight congratulates him for his innovative efforts.

Atlas Insight December 2009



Atlas Flashes

Achievement in Credit control



The internal credit control management by the finance team is a tough proposition in given market conditions.

Mr. Balvinder Singh Bhatia, Branch Accountant of Delhi is very good in following up the outstanding with customers.

With his superlative efforts, Atlas could collect considerable amount which could otherwise be fallen in Bad debts.

Additional efforts such as following with old outstanding during economic downturn is an admirable effort.

Atlas Insight congratulates him for his perseverance.

Atlas Insight
December 2009

TIPS TO ACHIEVE BETTER FUEL ECONOMY

Increase Engine Torque rating to decrease time spent in the high output torque ranges.

Decrease Gear ratio – Choose lower gear ratio to improve fuel economy

Stop speeding- Above 60 MPH, a tractor's engine works to overcome aerodynamic drag.

Idling- Idling uses 0.5 to 1 Gallon of fuel per hour.

Progressive shifting- Drivers shifting quickly in lower gears prevents over revving, which decreases fuel consumption.

Lower weight- New low weight materials allow for fuel economy gains.

Low profile radial or wide based tires- Research indicates that fuel economy can improve as much as two per cent to five per cent by using low profile and/or wide -based tires and wheels.

LOGISTICS UPDATE

Atlas Insight
December 2009

Nobel Prize to Economics goes to work on supply chain management

The Nobel prize for economic science for this year is shared by Ms. Elinor Ostrom and Mr. Oliver Williamson for their separate work how organization works.

Mr. Williamsons analysis of economic governance – focusing on the boundaries of the firm- is of special interest SCM scholars.

His work examines vertical exchanges within the firm, and in the market places and the way these exchanges have been shaping supply chain architecture.

He is also the economist who popularized the concept of transaction cost (The cost involved in any economic exchange)- a useful tool used in exploring supply chain collaborations, partnership and alliances.

Direct Taiwan- China Sea Cargo Route planned

Taiwan and China will open direct sea cargo routes through 14 ports as part of a landmark agreement, Two sides would decide on direct shipping links between 4 Taiwan and 10 china ports.

US Freight rates are likely to increase

A recent survey conducted by Transporters Capital partners (TCP) indicates that a bottom has been reached in the trucking industry.

The survey was conducted taking into account various matrices, including the economy, freight rates and business volumes, among others.

Usually volume (Rebounding) precedes rate increase by about six months. Another thing to consider is that no body is really buying trucks right now and instead they would raise rates and turn down loads than buy new trucks.

CRISIL analyzed immense growth for Indian Logistics

Crisil Research believes that Indian Logistics Industry is set for higher growth trajectory as a result of various government measures.

Introduction of Goods and Services Tax from 1 April 2010, greater thrust on the development of logistics hub, proposed investment linked tax deduction for setting up cold chain facility or an agricultural warehousing are seen by Crisil are the measures which will impetus the growth.

LOGISTICS LESSONS

GREEN LOGISTICS IN VIEW OF COPENHAGEN SUMMIT

Atlas Insight
December 2009

15th United Nations Climate Change Conference (COP15) taking place at Bella Center in Copenhagen from the 7th to the 18th of December, 2009 .

carbon footprint is "the total set of [greenhouse gas](#) (GHG) emissions caused by an organization, event or product" For simplicity of reporting, it is often expressed in terms of the amount of [carbon dioxide](#), or its equivalent of other GHGs, emitted. The concept and name of the carbon footprint originates from the [ecological footprint](#) discussion. The carbon footprint is a subset of the [ecological footprint](#) and of the more comprehensive [Life Cycle Assessment](#) (LCA).

An [individual](#), [nation](#), or [organization](#)'s carbon footprint can be measured by undertaking a GHG emissions assessment. Once the size of a carbon footprint is known, a strategy can be devised to reduce it, e.g. by technological developments, better process and product management, changed Green Public or Private Procurement (GPP), [Carbon capture](#), consumption strategies, and others.

Logistics, which involves the movement of goods from one destination to another, is a significant contributor to environmental degradation in terms of increase pollution levels and emission of green house gases.

Aviation industry aims at reducing carbon foot print by the year 2020. Airline companies are upgrading their fleet in an effort to meet this goal by improving transportation network investing in fuel saving technologies and adopting energy conservation practices.

Apart from the point , industries would adopt measures to reduce the carbon emission by adopting various methods such as investing in fuel saving technologies.

Atlas as a Corporate Social Responsibility (CSR) will initiate go green logistics by not only adopting green practices but helping companies to adopting fuel saving technologies by helping value added shipments.

Atlas Team need to look out for opportunities in view of our CSR and international conventions in vogue, to scout for companies in helping to adopt new technologies by bringing valuable shipment in most cost effective manner.

Articles Invited

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

Request forward your important station activities requiring special mention, any family members wedding, children's extra curricular achievements etc to email id:- jeevan@blr.atlaslogistics.co.in.

MANAGEMENT COCEPTS

GOAL SETTING

Goal

A specific, measurable occurrence, object, or accomplishment that I would like to achieve, or obtain in the future. One where I develop concrete action plans to take me to where and what I want in my future.

A key component in this definition is *it points to where you want to end up, not where you are today* .

Type of Goal

OUTCOME GOALS – The goals that are set to be achieved by performing certain tasks and actions; are easily measurable

PERFORMANCE GOALS – The goals that depend on the personal effectiveness of the doer and are subjective.

Why set Goals

You are focused on what YOU want to achieve.

Your self-confidence increases as you reach milestones along the way.

You are no longer confused about what action to take.

You are able to prioritize your time.

You can see possibilities you never saw before.

*Atlas Insight
December 2009*

You are able to accomplish more in a shorter time .

You have a clear vision for your future.

"The difference between a successful person and others is not lack of strength , not lack of knowledge but rather a lack of will."

-Vince Lombardi

Goal statement

A goal statement is thus an investment in yourself; it clearly identifies what you want, how you will get it, and when you will get it.

"An average person with average talents and ambition and average education, can outstrip the most brilliant genius in our society, if that person has clear, focused goals."

- Mary Kay Ash

Goal is Not.....

Goals are not get rich quick schemes

Goals are not instant success.

Goals are not New Years' Eve Resolutions

Goal is not a dream, or a wish

MANAGEMENT COCEPTS

GOAL SETTING (Cont'd)

*Atlas Insight
December 2009*

"Action may not always bring happiness; but there is no happiness without action."

- Benjamin Disraeli

Goals are important ----

People and organizations who set goals do better than those who do not.

People who set specific goals do better than those who set vague goals.

Difficult goals, if accepted, result in better performance.

Success in goal attainment is related to deliberate and conscious goal-setting.

High expectations of success are associated with high attainment and performance.

"Your goals are the road maps that guide you and show you what is possible for your life."

- Les Brown

How to set goals ?

S – Specific

M – Measurable

A – Achievable

R – Realistic

T – Time Bound

"Nothing can stop the man with the right mental attitude from achieving his goal; Nothing on earth can help the man with the wrong mental attitude."

-Thomas Jefferson

Goal Planning

What three things would I like to achieve in the next five years? Make sure your answers are specific and measurable.

Where am I today in relation to my three goals, and what actions do I need to take to get me from where I am today to where I want to be? The answer to this question will help you determine what steps you need to take to reach your goal.

What is the time frame required in order to complete each action step? Putting time frames for each action step allows you to monitor your progress, and helps to keep you on track.

MANAGEMENT COCEPTS

GOAL SETTING (Cont'd)

Goal Planning

State each goal as a positive statement: Express your goals positively - 'Execute this technique well' is a much better statement than 'Don't repeat this stupid mistake.'

Be precise: Set a precise goal, putting in dates, times and amounts so that you can measure achievement. If you do this, you will know exactly when you have achieved the goal, and can take complete satisfaction from having achieved it.

Set priorities: When you have several goals, give each a priority. This helps you to avoid feeling overwhelmed by too many goals, and helps to direct your attention to the most important ones.

Goal setting steps

- Identify your goal by writing it down.
 - Set a deadline for the achievement. Put a date on it.
 - List the obstacles to overcome in accomplishing your goal.
 - Identify the people and groups you need to work with to reach your goal.
 - List the skills and knowledge required to reach your goal. What do you need to know?
 - Develop a plan of action to reach your goal.
 - Write down the benefits of achieving your goal. ("What is in it for me?")
- Set performance goals, not outcome goals: You should take care to set goals over which you have as much control as possible. There is nothing more dispiriting than failing to achieve a personal goal for reasons beyond your control. In business, these could be bad business environments or unexpected effects of government policy.

Atlas Insight

December 2009

If you base your goals on personal performance, then you can keep control over the achievement of your goals and draw satisfaction from them.

Set realistic goals: It is important to set goals that you can achieve. All sorts of people (employers, parents, media, society) can set unrealistic goals for you. They will often do this in ignorance of your own desires and ambitions.

Alternatively you may set goals that are too high, because you may not appreciate either the obstacles in the way, or understand quite how much skill you need to develop to achieve a particular level of performance

People confuse goals with dreams and wishes, these are nothing than desires. Desires are weak and became strong when they supported by---

Direction
Dedication
Determination = GOAL
Discipline
Deadlines

“Do not confuse between motion and progress. A rocking horse keeps moving, but does not make any progress”

– Alfred A Montapert

Air Travel Health Tips

Most people don't have any problems when they fly, but it's possible to make airplane travel safer and more comfortable. Here are some tips:

Carry enough of all of your medicines in your carry-on luggage. Ask your doctor whether you should change your dosages if your eating and sleeping times will change at your destination. Bring enough medicine to last your whole trip. Take extra medicine with you in case your return trip is delayed.

If you have diabetes or epilepsy, carry a notification and identification card (such as the "Diabetes Alert Card" from the American Diabetes Association). Have the name and phone number of your doctor with you in case of an emergency. Remember to bring along the names and dosages of all of your medicines.

The air in airplanes is dry, so drink nonalcoholic, decaffeinated beverages and water to avoid becoming dehydrated.

Atlas wedding

Mr. Vijay of Atlas Baroda got married on 29 November 2009. Atlas Insight congratulates him and wishes them a very happy married life..

TOP OVERCOME JET LAG

Get plenty of sleep before you leave.

Don't drink a lot of alcohol.

Eat well-balanced meals.

Avoid overeating.

Exercise as much as you can on your trip.

Use sleep medicines for only a few days.

Get used to a new time zone by going along with the local meal and bedtime schedules.