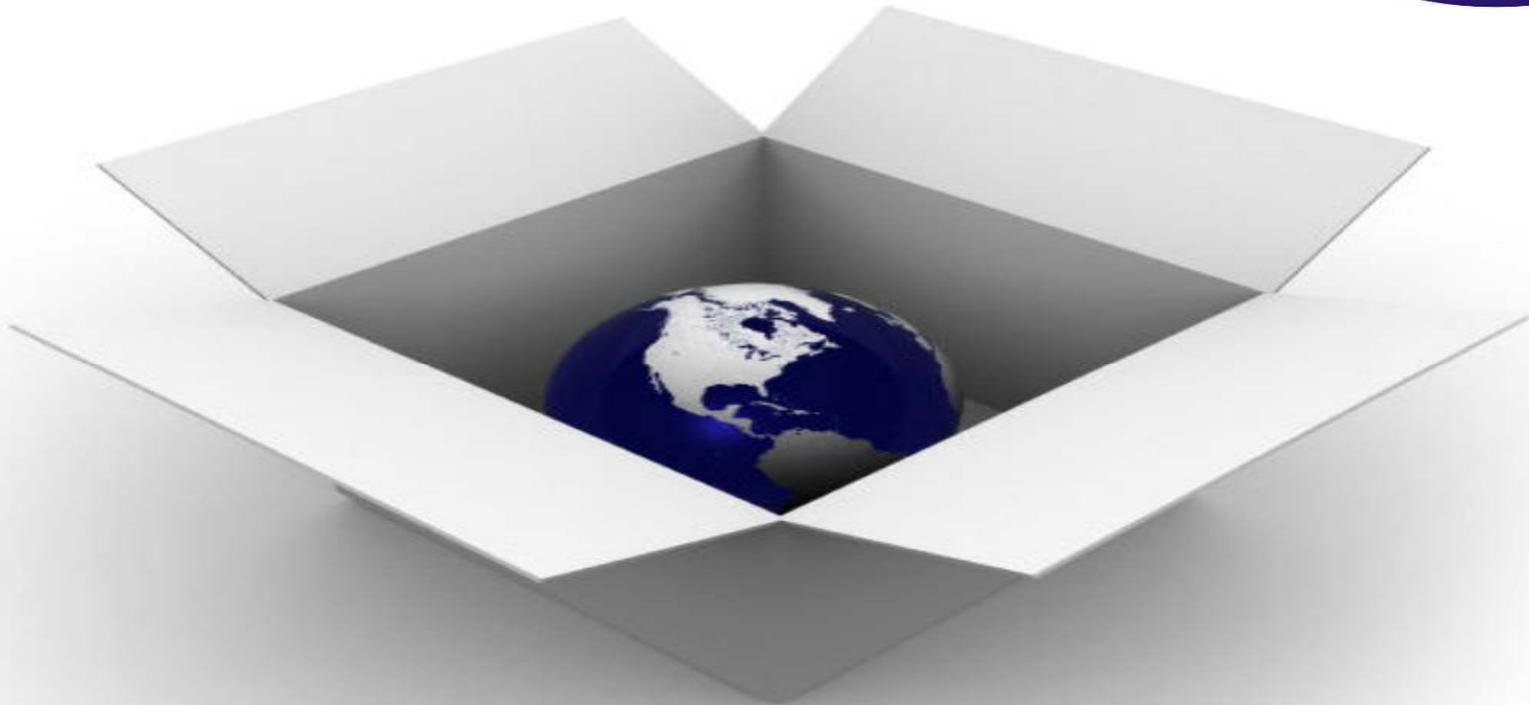




ATLAS LOGISTICS PVT LTD

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

January 2009



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Foreward

Atlas Logistics had ventured to new verticals of transportation and it is reaping benefits now. Photo of our Truck proudly displaying the services offered to the customers is attracting attention of every one.



The management has decided to re-launch the magazine “Atlas Insight” as an interactive platform where in the employees can exchange their creative mind do the talking. Every effort is being made to ensure that the e-magazine would be published in the second half of every month.

As our Atlas is growing in leaps and bounds, a platform for interaction among the employees need to be evolved out and that is the genesis of re-launching the magazine “Atlas Insight”. Every effort is being made to ensure that the e-magazine would be published in the second half of every month.

All employees are requested to contribute their bit to ensure that our magazine is laced with information, entertainment and dissemination of various management policies.

Hope this small initiative will pave the way to instill your creativity and will result in initiative in your working domain.

Thanking You
Atlas HR

New Year Message from CMD

Dear all

Slowly and steadily Year 2008 is creating space for year 2009 to step in. People are ready to cherish the memories of 2008, learn from their mistakes and make resolutions of not repeating them in the coming year.

Our company Atlas Logistics had value addition and more importantly in enterprises value during the previous year 2008. Atlas has expanded the business to various verticals such as project cargo and road transportation. The effort of our company to provide logistics support for inland transportation by providing our own trucks to our customers is highly appreciated. We are in the process of adding a new dimension to this transportation by buying trailers and dedicating it to single customers which is a challenge by itself. We are confident with this profound success of our experiment that we would be able to entrench upon. I am very proud to say, this could be achieved only with the unstinted support from colleagues in all the departments.

Unfortunately the global recession and melt down in the economic activity has affected our industry like other industries. This would have an impact on our growth vision and revenue.

We are well aware of this situation and taken challenge to augment the loss by looking at new customers and adding new verticals and strengthening the revenue modules which are currently fetching better revenue and I am highly confident in the last quarter we would see some positive growth as compared to the third quarter.

As you are aware, we are also in the progress to expand our overseas offices in many areas, in the recent months we have added Atlas Japan, Atlas Hong Kong, Atlas China to our network. This would certainly give us an impetus to our growth.

I request all the Atlas member should take adequate security precaution to take care of our vital assets and ourselves in the wake of 26 November 2008.

Let us also pledge that in new year, there is no room for ego or prejudice among ourselves

It would not be out of place to mention that we will come stronger and stronger, in the midst of all adverse factors. Atlas traits such as fiery determination, resilience will help us to grow further and further as sky is our limit.

I personally wish you and all your family members a very prosperous happy new year.

Thanking You
Venkatesh Rao.H.R.

Logistics General Information

ASSOCHAM (Associated Chambers of Commerce and Industry of India) had invited Atlas to participate a national conference “Building Logistics for competitive Business” as a major Logistics player, on 18 th Dec 2008 at Hotel le Maeridian at Delhi. Mr. Inder and Mr. Jiwan Kumar Pandita had attended the seminar on behalf of us. There were many eminent personalities from the government as well as from industrial fraternity attended the conference.

The experience shared by them is being given below for general information.

Logistics is of fundamental importance to any economy. as India surges ahead a on transforming itself from a ‘developing’ economy to ‘developed’ economy. One of the core sectors that acts as a catalyst to growth is logistics. Logistics infrastructure is not advanced like in developed countries and becomes an impediment to Indians growth. Hence operating costs are exorbitant and costs are around 13% of GDP, compared with 8% in the US.

India has one of the largest road networks in world, yet less than half of them are paved and less than 2000 kilometers are express highways. These national highways accounts for less then 2% of the total road network, but carrying 40% of the traffic. The poor condition of road translates directly to longer time schedules and shorter vehicle lifespan, which increase operating costs and reduce efficiency.

In era of globalization, ports play a crucial role in keeping the economy moving. however India’s port system isn’t well utilized 70%of the seaborne trade is handled by two of its 12 major ports. As a result, turn around time far lags other global ports,. We also need to upgrade the facilities at tour 180 minor ports.

In the last decade, Indian government has accorded high priority to investment in infrastructure sectors such as the roads, railways, power, ports & the airports and has take appreciable initiative like building the golden quadrilateral but lot more needs to be done. As of now, India invests less then 4% of its GDP in infrastructure, compared to China’s 9%.

With globalization, India’s logistics, services provides need to upgrade themselves and benchmark against global standards thereby providing more value added services to the clients.

All participants of seminars are expected to share their experience/views in the platform of Atlas Insight for disseminating among the peers now on.

Logistics information (Continued)

In the context of the major contemporary relevance of the issues, the national conference of building logistics for competitive business assures major significance. It would enable the industry leaders to prepare a future action plan for implementation focusing on own core competence and efficient supply chain management.

Logistics cost is more in India than in other developing countries. We should cut cost for increasing our profit margin and it will help us in facing present market crunch.

1% decrease in shipping cost can increase sales by 5%

India lost Billion dollars just because of Check Post because it delay the means of transport due to there checking formalities such as Taxation [TAX], Different Taxation structures & Octroi in different states.

Fermentation of road transport, Creation of logistics hubs and Planning to run private goods train could be some of the alternative solutions. On and average if economy is increasing by 1% that means there will be increase of approx. 2% in logistics.

In future, there should be around 12 Players who will provide services of train ex-origin port up to clearance sea ports. About 60% containers of total containers are handled by JNPT. India have take lot of measures to avoid delay and congestion in ports.

Hope the development of infrastructure will help the logistics industry by cutting the operational expenses and create more growth.

Articles Invited

All Atlas Family members are invited to forward their creative articles and photos of their children's achievements etc to HR on hr@atlaslogisitics.co.in

Air Waybill - A non-negotiable contract for carriage of air transportation between an air carrier and a shipper.

ATLAS RECEIVING RECOGNITION FOR THE QUALITY SERVICES PROVIDED

Our Atlas is staunch upon providing quality services in every domain, we are working upon. As usual, many international aviation players had recognized the same by handing over the trophies for the service par excellence. Some of them are Cathy Pacific Cargo, Dragon Air Cargo, Gulf Air and Oman Air etc. At this occasion, Atlas Insights joins in congratulating the recipients of Thiruvananthapuram, Kochi & Bangalore branches and hope this will serve as fillip for achieving many more laurels in years to come.



General Information's on Environmental Issues

**GLOBAL
WARMING**
THREATENS LIFE ON PLANET EARTH



**IF YOU LOVE THIS PLANET
IF YOU LOVE YOUR CHILDREN
AND THEIR CHILDREN
ACT NOW!**

What & How?

It's scorching hot today!" Do you find yourself, or other people around you, making this kind of statement frequently? If you do, well, you're quite correct. Existing data shows that the earth's average temperature has been rising year after year. Besides the weather getting hotter, surely you are also aware that there have been more occurrences of natural disasters and other controllable natural phenomena lately, such as floods, hurricanes, gas explosions, and unpredictable rainfall. These are all nature's way of telling us that our planet is being damaged and heading towards destruction. Global warming is nothing but the increase in the average temperature of the earth's surface.

The Cause of Global Warming

For the past few decades, research has shown that the rising temperature of the earth is directly related to greenhouse gases produced by human activities. The United Nations has especially appointed the International Panel on Climate Change (IPCC), a team of researchers, to monitor the causes and consequences of global warming. One of their earliest discoveries of the environmental scientist is that several types of greenhouse gases are directly responsible for the higher temperatures we are experiencing, and that humans are the largest contributor to the production of these gases. Most greenhouse gases are generated from the burning of fossil fuels in motor vehicles, modern factories, farms, and electrical generators.

Continued in next edition

Humour

God was in the process of creating the universe. And he was explaining to his subordinates "Look everything should be in balance.

For example, after every 10 deer there should be a lion.

Look here my fellow angels, here is the country of the United States.

I have blessed them with prosperity and money.

But at the same time I have given them insecurity and tension....

And here is Africa.
I have given them beautiful nature.

But at the same time, I have given them climatic extremes.

And here is South America.
I have given them lots of forests.

But at the same time, I have given them lesser land so that they would have to cut off the forests.....
So you see fellows, everything should be in balance.

One of the angels asked...
"God, what is this extremely beautiful country here?"
God said..... "Ahah...that is the crown piece of all."
"INDIA"

My most precious creation.

It has understanding and friendly People.

Sparkling streams and serene mountains.
A culture which speaks of the great tradition that they live.
Technologically brilliant and with a heart of gold.....

The angel was quite surprised:
"But god you said everything should be in balance."

God replied –

"Look at the **neighbours** I gave them."

All-Risk Insurance - The broadest form of coverage available, providing protection against all risk of physical loss or damage from any external cause. Does not cover loss or damage due to delay, inherent vice, inadequate packaging, or loss of market.



Our Chennai branch has recently relocated to new office premises as a part of Atlas constant strive for providing quality working environment to its family members and given an facelift. Hope this initiative will help them to generate more revenue for our Atlas.

Wedding Greetings

Mr. Madhujith, System Administrator of Bangalore Corporate office is getting married to Ms. Srilakshmi on 23 January 2009. Atlas Family jointly wishes all the best for happy married life.

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This e- magazine is meant for only Atlas employees and only through intra mail. No print out to be taken.