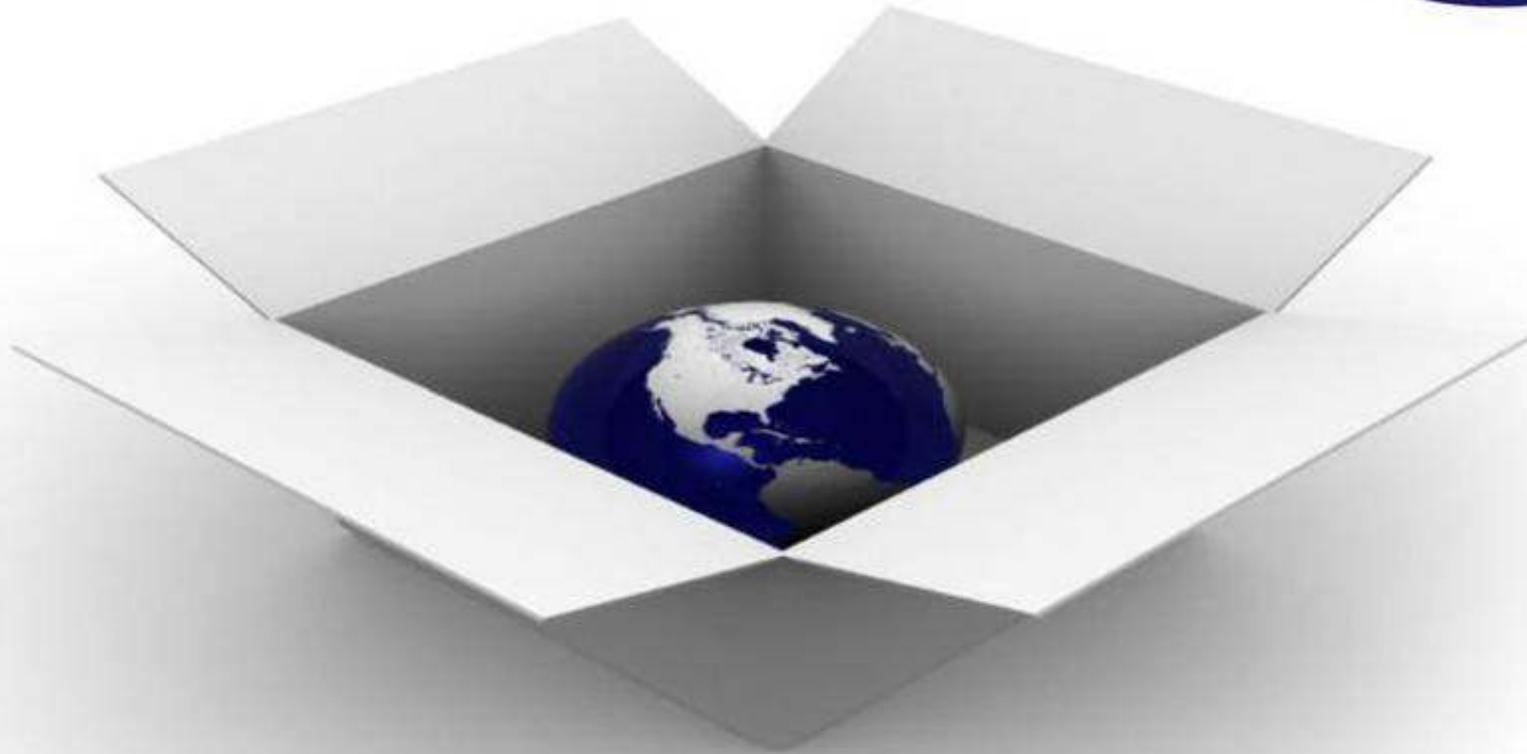




ATLAS LOGISTICS PVT LTD

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Atlas Insight

JULY 2010

Atlas Flashes



Ms. Devi

L&T Break-bulk

Atlas Logistics successfully undertaken the break-bulk cargo of 1049 M/T from Shanghai, China to Haldia, India. The commodity was of sheet piles and consignee was Engineering, Construction and Contract Division of Larson and Turbo limited.

Shipment was of a complex nature because of the heavy weight cargo and pick up point in China. Very few global logistics companies have the capability to coordinate and move such a big vessel with cargo load to Haldia port. Atlas is consistently proving to be a name to be reckoned with break bulk cargos.

Coordination of the project was done by Ms. Devi with the able support of Mr. Prabhanjan, Ms. Surekha and Mr. Max of Atlas China. Due to frequent changes in cargo readiness, non availability of Vessel, the logistics planning keep changing from May to June, Ms. Devi meticulously monitored the development and ensured the smooth planning and execution.

L&T ECC division is so convinced by the Atlas capabilities and assured more and more support .

Atlas Insight congratulates Ms. Devi , Mr. Prabhanjan, Ms. Surekha and Mr. Max for their stupendous achievement.

*Atlas Insight
July 2010*



Atlas Flashes

Essar Break-bulk

*Atlas Insight
July 2010*

Atlas Logistics Successfully completed the critical task of undertaking the global project logistics of Machinery and eng goods , Inspection cum trimming In of Essar Group . The shipment was from Masan , south Korea to Mumbai. It was a break bulk shipment of 842 CBM.

The Essar Group is a multinational conglomerate and a leading player in the sectors of Steel, Oil & Gas, Power, Communications, Shipping Ports & Logistics, Construction and Minerals. With operations in more than 20 countries across five continents, the group employs 60,000 people, with revenues of about USD 15 billion .

The critical shipment was to reach in tight delivery schedule and Atlas Logistics could meet the just in Time delivery without any hassle.

Ms. Manisha Thaker , Business Development Manger was instrumental in providing Logistics support and relevant coordination with all associated agencies for the smooth shipment..

Project team of Atlas provided the support and expertise.

Atlas Insight congratulates Ms. Manisha, project team and Atlas Baroda for the successful shipment.



Atlas Flashes

L&T Break-bulk

*Atlas Insight
July 2010*

The shipment of Welded Tubular of 11.8 meters and OD 947 mm dimensions of quantity 130 is stuffing in 40 GP container is a tough proposition. Without shrewd supply chain planning, undertaking the complex logistics is difficult. Atlas Logistics undertook the shipment from Pasir Gudang, Malaysia to Nhava sheva, Mumbai. The consignment was belonging to Larsen & Toubro Ltd.

The entire activity right from ex-work to port including stuffing/lashing had been in the scope of the Atlas Logistics. Ms. Manisha has personally overseen the entire logistics planning and executions in shippers factory i.e., EEW, Malaysia.

Project Team, Atlas Singapore, Atlas Malaysia all contributed their roles in ensuring successful shipment.

Atlas Insight congratulates Ms. Manisha for the successful shipment and the efforts put in especially for undertaking in-situ operations.



Atlas Flashes

RICE MILL MACHINERY EXPORTS

*Atlas Insight
July 2010*

Atlas Logistics Kolkata branch is regularly undertaking break bulk shipment of Rice Mill Machinery Equipments to national bank of Pakistan. These shipment are of INDUSS FOOD PRODUCTS AND EQUIPMENTS LIMITED, Kolkatta,

INDUSS is the largest composite equipment supplier to the rice industry.

The scope of works was end to end logistics including sea freight from Kolkatta to Karachi, Customs Clearance and transportation. .

Mr. Hridaya Narayanan, Business Development Manager- Eastern Region and his Atlas Kolkatta team has handling this monthly export without any hassle.

Atlas Insight congratulates them for their consistent performance.



Management Fables

Playing to Win

When it comes to sports, even a corporate tycoon will behave like a school boy in love with television screen. Sportsmen are stars, they are the heroes, role models and entertainers. We have observed the same in recent world cup football too. We follow the game already and now follow our star to be one. Here are some tips we can use for our advantage.

Training: You enter the game when you invest time in solid training about strengthening your strengths and weaknesses, strategizing to win and understanding how to beat competition. Your training is a strategy to win the game and emerging a hero. It would be a smart thing for you to invest in one. Just academic information alone is not enough. Information does not push you towards success, Knowledge and training does. If your aspiration is to be a star then to invest a regular, personal and professional training is must..

Practice: The sports star practice not only when he has to play the game, he does so even when there is no game to play. Practice is a daily thing, even if the match maybe once a month. A lot of people come to office and then practice their work. They do not invest time prior to at least sort out and organize their day. To rehearse your sales talk, to draft better emails, to make a plan with the points you learnt in the books you read, all contribute towards professional practice. DO IT.

Energy: Physical training is valid not just for sports. Anyone who is in the game of life needs stamina to get him by the whole day in good shape. Players invest in a physical regime and keep their bodies in optimum shape. Ask an overweight employee and he will tell you how his protruding belly is stealing his self confidence at work. I see employees walk around the like dead bodies with a heart beat. Get into shape, watch your health and that coupled with training and practice in your industry you are invincible.

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Passion: Its easy to be passionate when you have put in personal sacrifice and have personal stake. Sportsmen have personal stake in the game. Similarly, you may work in the world, but you have many eyes on your performance. When you lose or laze, you increase pressure and on the other players and colleagues to cover up for your lack. When you are passionate about your work, you inspire others around you too. People come together celebrate together work together when one man exhibit passion for his game; you can be that one man in your organization.

Profitable: You cant be a hero if you don't profit your investor. When a player brings his team to lose by his lack of performance, then the team suffers a loss, the country suffers a loss, the fans suffers a loss not just emotion ally, but also financially. When you do your work well and work to win you profit your team profit your investors profit and your consumers profit. A heroes debt to his investor is that he must play to win. Winning is a daily thing. If you keep outdoing your past performance everyday you will become a national champion at anything you do.

You could have given up the game back in the college but who can stop you from being a good sport at work?

Its all about training, practice energy and passion. Then winning or loosing does not define you. Your personality becomes the bigger than your achievement.

Communication updates

Tips to enhance the communication via email

Clear and concise message

Your recipient is likely to be a business professional, hard pressed for time. He/She appreciated short, clear message written in simple sentence without bombastic words. Ideally your message should have the following features.

Simple sentence

Use bullet points rather than long description

Well Structured in paragraphs

Not longer than half size of A4 paper.

Specific and meaningful subject

Arguably, the most important part of a business email is its subject line.

No shortcuts and abbreviations

Business communication should not contain shortcuts and abbreviations.

Irrelevant quote

Don't quote back entire message when only responding to one or two points.

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Email once sent can not be reversed

Read over email before you send it. Remember you can not stop a mail once. It is sent. So, check and re-check before you press the send button. Use a spell checker wherever possible.

Respond and follow up

You must respond to all email that need to be answered within 24 hours or maximum of 48 hours. If requested information can not be provided within 24 or 48 hours, send an interim response informing about delay and how soon you are expected to provide requested information.

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.

Logistics Update

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SUGAR EXPORT TO RESUME IN INDIA

India may resume annual export of 10,000 tones of duty free sugar to European Union following better crop prospects and a drop in domestic prices.

NOD TO TELECOM GEAR IMPORTS

Then Indian Government has agreed to allow import of telecom equipment certified by international security audit firm.

INDIA- BANGLADESH TRANSSHIPMENT PACT

Bangladesh signed a crucial transshipment agreement with India to allow Indian goods to be transshipped to Tripura through the Bangladesh territory.

The agreement declared that Ashunganj as a new port of call to transport Indian heavy consignment from their palatana power projects in Tripura.

SINGAPORE PORT SHINES

The Port of Singapore is witnessing strong cargo growth as world trade recovers and its tonnage is expected to rise by 7.9% to 509.71 tonnes. Growth in 2011 will be at a more moderate rate of 4.4%. POS should also remain the world's largest container port, with box traffic, which slumped by 13.5% last year, recovering by 7.6% in 2010 27.831mn TEUs, according to *Singapore Shipping Report*.

NEW TERMS FOR INTERNATIONAL TRADE

The International Chamber of Commerce (ICC) will introduce its revised Incoterms, trade terms accepted by governments, legal authorities and the logistics industry, on Jan 1, 2011.

ICC's American representative, the United States Council for International Business (USCIB), is to hold a series of seminars beginning in September to explain the changes.

"The Incoterms 2010 rules represent a big change in many practical aspects of international sales and purchase transactions, It is critically important that longtime users get up-to-speed on the revisions. What's more, even those just getting started in international trade need to understand how to use these crucial rules in order to avoid disputes and unnecessary costs.

First introduced in 1936, Incoterms rules have been revised periodically in response to changes in usage and business practice. The revisions consider the post-9/11 cargo security regulations and new Institute Cargo Insurance Clauses. Delivery, so critically important for revenue-recognition compliance, is also addressed in far greater detail. Another important development is the increasing use of the Incoterms rules in domestic US commerce, especially since the elimination of shipment and delivery terms from the Uniform Commercial Code in 2004.

Atlas Wellness

ANTIOXIDANTS- THE NEW MANTRA

Atlas Insight
July 2010

We keep hearing a lot about anti-oxidants and some of us know that it is sort of useful so we pop anti-oxidant pills. [Antioxidants](#) have been linked to a variety of benefits starting from treatment of [arthritis](#), heart disease, Alzheimer's, [hypertension](#), asthma, infertility and the latest to create ripples is the [anti-aging](#) effects of anti-oxidants. So what is so special about antioxidants that they can cure so many diseases?

The common factor in all health problems and degeneration of the human body is a process called oxidation. What actually happens is that environmental toxins, radiation, pollution, emotional stress, bad diets, pesticides in food, all lead to a process in which a killer is released called a free radical and this is generated within the body, this free radical circulates in the body and destroys cells, [enzymes](#) and tissues wherever it travels. This process leads to a slow and progressive breakdown of the body.

In-fact in researches done on laboratory animals it has been well documented time and again that feeding an optimal calorie diet containing foods with antioxidant properties makes them live 40% longer and also has an amazing improvement in health.

Low levels of [vitamin A](#) and E is associated with Alzheimer's, lung cancer. Low [vitamin C](#) is associated with [cataracts](#). Low levels of vitamin C and E were associated with heart disease.

Antioxidants also boost the immunity and has shown promising results in degenerative diseases and fatal diseases like cancer and even HIV.

The star antioxidants are vitamin A, vitamin C, [vitamin E](#), [vitamin B](#), [selenium](#) and [zinc](#).

Sources of Antioxidants

The richest source of antioxidants are foods in their natural state.

Sprouts of mung, channa, lobhia, alfa-alfa, beans, (sprouts have been called the fountain of youth)

Green vegetables like broccoli, cauliflower, peas, capsicum, green leafy vegetables like methi, bathua, sarson (mustard greens).

Vegetable juices, fruits (should be eaten on an empty stomach to get the best benefit).

Good sources of vitamin E like walnuts, almonds and other oil seeds.

IATA HARMONIZES CONDITIONS OF CONTRACT

IATA has changed the air waybill conditions of contract with effect from July 1 to harmonize the application of the Montreal Convention liability limit.

The amendment to Resolution 600b standardizes the application of the 19 Special Drawing Rights (SDRs) per kilo liability limit to all routes worldwide.

IATA said the move will improve claims handling and service determination and increase accuracy for claims procedures.

The single global standard eliminates the uncertainty that existed where there was no applicable convention, or where existing conventions were out-of-date or required conversions from non-existing currencies, such as French gold francs.

AEA "CLOSE TO PRE-RECESSION LEVEL

International cargo traffic carried by members of the Association of European Airlines (AEA) increased in May by 17.3 percent year-over-year.

This was the highest monthly increase for more than 15 years, though the AEA pointed out that this should be seen in the context of the “near collapse” of business during the recession.

Seven member airlines, Alitalia, Finnair, Iberia, LOT Polish Airlines, Malev, SAS and Turkish Airlines, saw their May 2010 figures improve by more than 50 percent from May 2009.

The best performing trade lanes for the association’s 36 members were mid-Atlantic (+25.2 percent) and south Atlantic (+21.0 percent), with only two sectors, Europe to North Africa (-8.7 percent) and Europe to Sub-Saharan Africa (-2.0 percent), in deficit from a year earlier.

Although carriers’ freight total fell by 4.4 per cent from April to May, the cumulative January-May figure was up by 11 percent.