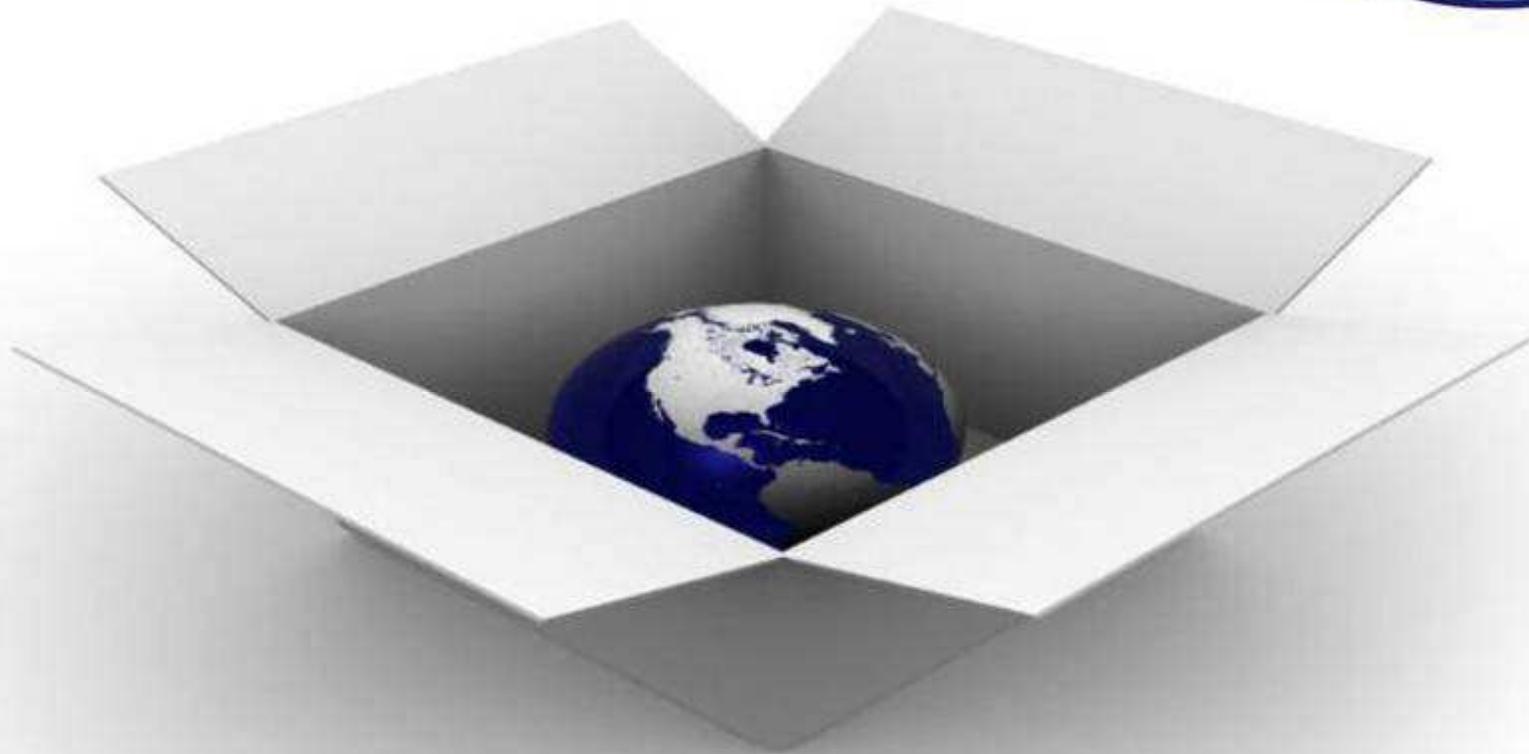




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Atlas Insight

MAY 2010

Atlas Flashes

ATLAS CARGO MOVERS

Atlas Cargo Movers has launched as a different entity and capable of providing Ground Logistics solutions. The Newly inducted Trailers were commissioned in a ceremony on May 2010 at Chennai. Mr. Venkatesh Rao HR, Chairman and Managing director of Atlas Logistics has blessed the ceremony with his sheer presence.

Atlas Cargo Movers(ACM) is a hybrid creation, harnessing the experiences, value and blending it with the modern advances in Management, Technology, Freight Transportation and business practices to create a reliable and efficient entity. ACM will be the flexible partner for road freight transport. It ensures reliable and efficient international transportation for customers of all sizes, all supported by Global Logistics expertise.

Atlas Insight wishes all the very best for Atlas cargo movers and the euphoria generated on the initial operation is definitely indicating very better prospects .

*Atlas Insight
May 2010*



Atlas Achievements

Atlas Bags MRPL Tender

Atlas bags the prestigious annual work order of Mangalore Refinery and Petrochemical Limited (MRPL) for the customs clearance and forwarding of their imported cargo like chemicals, catalysts, equipments, spares, etc. from Mumbai Sahar airport and Navsheva seaport.

MRPL has a design capacity to process 9.69 million metric tonnes per annum and is the only Refinery in India to have 2 Hydrocrackers producing Premium Diesel (High Cetane). It is also the only Refinery in India to have 2 CCRs producing Unleaded Petrol of High Octane.

Atlas Insight congratulate the team strived for getting the MRPL contract.

Atlas Bags Vizag Steel Tender

Atlas Bags the total consolidation work including air freighting Clearing, Forwarding, Transportation and door delivery at VSP stores, Visakhapatnam Steel Plant, Visakhapatnam of overseas Consignments of two vital sectors for two years.

Rashtriya Ispat Nigam Limited, Visakhapatnam Steel Plant is a shore based Integrated Steel Plant built with an annual production capacity of 3.0 Million Tons, has been operating now at 120% of its capacity.

Atlas Insight congratulate the team strived for getting the Vizag Steel contract.

Atlas Insight May 2010



Atlas Budget Meeting

The Budget meeting for the current Financial year held at Bangalore Corporate office on 01 May 2010. Mr. Venkatesh Rao HR chaired the meeting and Mr. Anand, CFO presented the budget.



BREAK-BULK CARGO OF BHUSHAN POWER & STEEL



Atlas Logistics has successfully undertaken critical shipment of machinery equipments for **Bhushan Power & Steel Limited** for their upcoming project in West Bengal. The break-bulk cargo volume was of 1400 CBM and having weight of 600 M/T. The shipment was from Shanghai to Gangavaram Port .

Bhushan Power & Steel Limited, a fully integrated 1.5 Million TPA Steel making Company with turnover of INR3873 Crores (USD 950 Million) and 7 World Class ISO 9000 Certified State of the Art Plants at Chandigarh, Derabassi, Kolkata and Orissa in India.

A leading manufacturer of flat, rounds and long products including value added products with total steel value chain right from Coal Mining, Billets, HR Coils, Pig Iron, CR Coils, GP/GC, Precision Tubes, Black Pipe/GI Pipe, Cable Tapes, Tor Steel, Wire Rod and Special Alloy Steel.

The successfully undertaking such mammoth project consignments including large over-dimensional cargoes on a door-to-door basis and from ports to inland locations is reiterating Atlas capability in providing End to End Logistics with utmost customer satisfaction.

Atlas Insight heartily congratulates Ms. Surekha for undertaking the critical job under the guidance of Mr. Prabhanjan.

BREAK-BULK CARGO OF RASHMI METALIKS



Atlas Logistics undertaken the critical shipment of around 1200 CBM of **RASHMI METALIKS LIMITED** which is four years old company in the State of West Bengal for setting up steel plant and also take up trading of iron ore, coal and other mineral products.

They are eon the verge of setting up a set up an integrated steel plant to produce 2 million t.p.a. at Gokulpur in West Midnapore district of West Bengal in India.

Atlas Logistics worked as a single source of a range of comprehensive value added services necessary for the efficient and safe transport of project cargo - an advantage for our clients.

The shipment originated from Interior China to Kolkatta. All odd dimension cargoes and logistics from the hinterland. The expertise and experience to move large, diverse and unusual materials between worldwide locations will definitely substantiate Atlas as first amongst the equals in Project Logistics.

Atlas Insight heartily congratulates Ms. Surekha for undertaking the critical job under the guidance of Mr. Prabhanjan.

Logistics Updates

ANTWERP CONTAINER TRAFFIC SURGES 15.9%

Container traffic in the port of Antwerp surged 15.9% in the first quarter compared with a year ago., consolidating its position as Europe's second largest box hub.

The Belgian port handled .013 million 20 foot equivalent units compared with 1.737 million TEUs in the first three months of 2009.

Antwerp is keeping pace with Rotterdam Europe's top container port which also boosted first quarter traffic by 16% to 2.6 million TEUs.

ICELAND VOLCANIC HITS LOGISTICS, EXPORTS

Airlines were struggling to get back to normalcy after weather global recession, the volcanic ash from Iceland another jolt while also affecting countries export.

The whole problem began when Iceland volcano with the tongue twisting name " Eyjafallajoekull " began to erupt throwing material ash particles into the air. These particles have the potential of damaging airlines engines and leading to air crashes . In fact the sudden shutdown of European airlines hit logistics exports of other continent harder than the aviation industry itself.

Marseilles Break bulk increases

The rebound in break-bulk traffic increases in Marseilles due to re-activation of steel industry in the adjoining areas. Container traffic also increases by 17%. Marseilles is the largest port in France.

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SHIPPING LINES SHIFTING FOCUS FROM ASIA-EUROPE TRADES TO APPLY EXTRAS LOW STEAMING ON TRANSPACIFIC

There are now 15 strings applying the extra slow steaming technique, connecting ports in the far east to the US west coast and accounting for 39% of all services on the transpacific route to the US west Coast., according to a survey.

8 out of 19 far east – US East Coast services are now applying extra slow steaming to absorb surplus tonnage and reduce fuel expenses and emissions, representing 42% of total service string.

The moves add between one and three extra days to the east bound transit time from the Asia to the US.

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 Fables

Compass or Clock?

Our struggle to put first things first can be characterized by the contrast between two powerful tools that direct us : The Clock and The Compass.

The Clock represents our commitments, appointments, schedules, goals, activities-what we do with and how we manage our time.. The Compass represents our vision, values, principles, mission, conscience, direction-what we feel is important and how we lead our lives.

The struggles comes when we sense a gap between the clock and the compass-when what we do doesn't contribute to what is most important in our lives.

For some of us, the pain of the gap is intense. We can't seem to walk our talk. We feel trapped, controlled by other people or situations. We are always responding to crises. We're constantly caught up in 'the thick of thin things' -putting out fires and never making time to do what we know would make a difference. We feel as though our lives are being lived for us.

For others of us , the pain is a vague discomfort. We just can't get what we feel we should do , what we want to do and what we actually do all together. We are caught in dilemmas. We feel so guilty over what we're not doing, we can't enjoy what we do.

Some of us feel empty. We've defined happiness solely in terms of professional or financial achievement , and we find that our `success` , did not bring us the satisfaction we thought it would.

We've painstakingly climbed the 'ladder of success' rung by rung-the diploma, the late nights, the promotions-only to discover as we reached the top rung that the ladder is leaning against the wrong wall.

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Absorbed in the ascent, we've left a trail of shattered relationships or missed moments of deep, rich living in the wake of the intense, overfocused effort. In our race up the rungs, we simply did not take time to do what really mattered most.

Others of us feel disoriented or confused. We have no real sense of what 'first things' are. We move one activity to another on automatic. Life is mechanical. Once in a while, we wonder if there is any meaning in our doing.

Some of us know we're out of balance, but we don't have confidence in other alternatives. Or we feel the cost of change is too high. Or we're afraid to try. It's easier to just live with the imbalance

WAKE UP CALLS

We may be brought to an awareness of this gap in a dramatic way. A loved one dies. Suddenly she's gone and we see the stark reality of what could have been , but wasn't, because we were too busy climbing 'the ladder of success' to cherish and nurture a deeply satisfying relationship.

In the absence of such 'wake-up calls', many of us never really confront critical issues of life. Instead of looking our deep chronic causes, we look for quick-fix Band-Aids and aspirin to treat the acute pain. Fortified by temporary relief, we get busier and busier doing 'good' things and never even stop to ask ourselves if what we are doing really matters most.

Atlas Learning

Sanitary and Phytosanitary Measures

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The **Agreement on the Application of Sanitary and Phytosanitary Measures** (the "SPS Agreement") entered into force with the establishment of the World Trade Organization on 1 January 1995. It concerns the application of food safety and animal and plant health regulations.

This introduction discusses the [text of the SPS Agreement](#) as it appears in the [Final Act of the Uruguay Round of Multilateral Trade Negotiations](#), signed in Marrakesh on 15 April 1994. This agreement and others contained in the Final Act, along with the General Agreement on Tariffs and Trade as amended (GATT 1994), are part of the treaty which established the World Trade Organization (WTO). The WTO superseded the GATT as the umbrella organization for international trade.

IPPC(International Plant Protection Convention) is an international treaty that aims to secure coordinated, effective action to prevent and to control the introduction and spread of *pests* of plants and plant products.

The standards of **Phytosanitary is set by ISPM (International Standards for Phytosanitary Measures)** . **The first ever ISPM standards were set in at Food and Agricultural Organization (FAO) conference in November 1993 in consultation with its arm IPPC..**

The Phytosanitary inspection intended to prevent the spread and the introduction across national boundaries of pests of plants and plant products.

All Consignments packed in Wooden Boxes/Pallets Imported into India by Air/Sea would require a Phytosanitary Certificate issued by the Plant & Quarantine Department and a Fumigation done by Methyl Chromide by the Pest Control Operators of the Country Of Origin. The Fumigation would have to be done in presence of the Plant & Quarantine Department & the Fumigation performed details Endorsed on the Phytosanitary Certificate additionally.

At the time of Out of Charge the Customs would refer the shipment to the plant & Quarantine Department for a N.O.C. & on checking the Phyto & Fumigation Certificate the P & Q Dep would issue a release order for Out Of Charge .

Despite all the development work of pest control, one aspect of plant quarantine remains largely overlooked. That is the use of wood or timber as a form of packaging. However all the 173 signatories are not adopted ISPM 15.

More and more countries are now insisting ISPM -15 and the status of countries implemented the ISPM - 15 may be find out from www.ispm15.com.

Atlas Wellness

Drink Hot Water and Stay Healthy

Water is same if you try to differentiate between hot and cold water. However, life is all about learning good things. So why not try out hot water too. Probably it must have something good to offer to our healthy health. As such drinking cold water doesn't have any bad impact either.

Nevertheless let's venture out what is there in drinking hot water. It has been found that hot water improves blood circulation. If you add honey and lemon, it makes the taste tastier and also it boost your body immunity.

It is proven that too much cold water can stimulate your kidney problems. So replace it with hot water, it makes thing easier. Your body mechanism reacts in a positive way. Try to drink different bottles of water and see how your body responds to it. Take the closer to your heart which means, that do not create any problem.

Try to drink at least extra pint of hot water if you are going to perform physical work or exercise. It is the perfect guard to your body. Increase your drinking water in a day at least drink 8 glasses. It will purify your body and also improve to remove that unwanted materials from the body.

Make it a habit to drink a glass of water as soon as you get up; it restores lost moisture while sleeping you must have lost it. Drinking a mug of hot water with a lemon before breakfast is the perfect solution to cleanse your system. This will count your daily requirement of water.

Try to offer someone a drink of hot water or a herbal tea. Hot water makes your digestive system work smoothly. Try to drink a glass of hot water in the morning before taking anything. This may help you retain good skin. This is also advised to those weight or figure conscious people because it decreases fats from your body. Hope you like the journey of trying out hot water.

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Water is not the life source without good reason.

Without it our body's fine tuned engine runs less efficiently, & parts of it may even pack up working properly.

Drink about 3-5 pints (about 2 litres) a day .

If you have 4-5% less than the recommended daily amount of water, it can affect your mental & physical performance by up to 20-30%.

Water flushes out the toxins in our bodies, which if they accumulate can cause dehydration which in turn causes tension, aches, pains & headaches.

Water helps keep our joints well oiled, helping prevent joint disease such as arthritis in later life.

Water helps our gut work more efficiently, helping prevent constipation, irritable bowel syndrome & many other related diseases.

Water hydrates your skin. Drinking enough water can help avoiding skin disorders such as eczema, psoriasis, dry skin, wrinkles & spots.

Roll-on/roll-off (RORO or ro-ro)

Roll-on/roll-off (RORO or ro-ro) ships are vessels designed to carry wheeled [cargo](#) such as [automobiles](#), [trucks](#), [semi-trailer trucks](#), [trailers](#) or [railroad cars](#) that are driven on and off the ship on their own wheels. This is in contrast to lo-lo (lift on-lift off) vessels which use a [crane](#) to load and unload cargo.

RORO vessels have built-in [ramps](#) which allow the cargo to be efficiently "rolled on" and "rolled off" the vessel when in port. While smaller ferries that operate across [rivers](#) and other short distances still often have built-in ramps, the term RORO is generally reserved for larger ocean-going vessels. The ramps and doors may be stern-only, or bow and stern for quick loading.

Various types of RORO vessels include [ferries](#), [cruiseferries](#), [cargo ships](#), and [barges](#). New automobiles that are transported by ship around the world are often moved on a large type of RORO called a Pure Car Carrier (PCC) or Pure Car Truck Carrier (PCTC). Unlike elsewhere in the shipping industry where cargo is normally measured by the metric tonne, RORO cargo will typically be measured in the more convenient unit of lanes in meters (LIMs). This is calculated by multiplying cargo length in meters by the number of decks and by its width in lanes

ISO Containers

ISO containers are used for the intermodal transport of freight. They are manufactured according to specifications from the International Standards Organization (ISO) and are suitable for multiple transportation methods such as truck and rail, or rail and ship. ISO containers are manufactured in many sizes. The standard width is 8 ft. The most common lengths are 20 and 40 ft. Other lengths include 24, 28, 44, 45, 46, 53 and 56 ft. All ISO containers include a container safety certificate (CSC) issued by the manufacturer that must be renewed every 30 months by a certified inspector. If necessary, an approved continuous examination program (ACEP) can be used in place of this procedure.

ISO containers are available with many special features. Some containers are airtight or stackable. Others are designed for storing and moving flammable, corrosive, explosive, or other hazardous materials. Containers that are shielded against electromagnetic interference (EMI) and radio frequency interference (RFI) are often used in the transportation of electric and electronic products. Vented ISO containers with ducts along the side panels and top and bottom rails are suitable for replacing warm, moist air with colder, ambient air. Often, desiccants such as silica-gel are used in the transportation of high moisture products such as coffee beans or other foodstuffs.