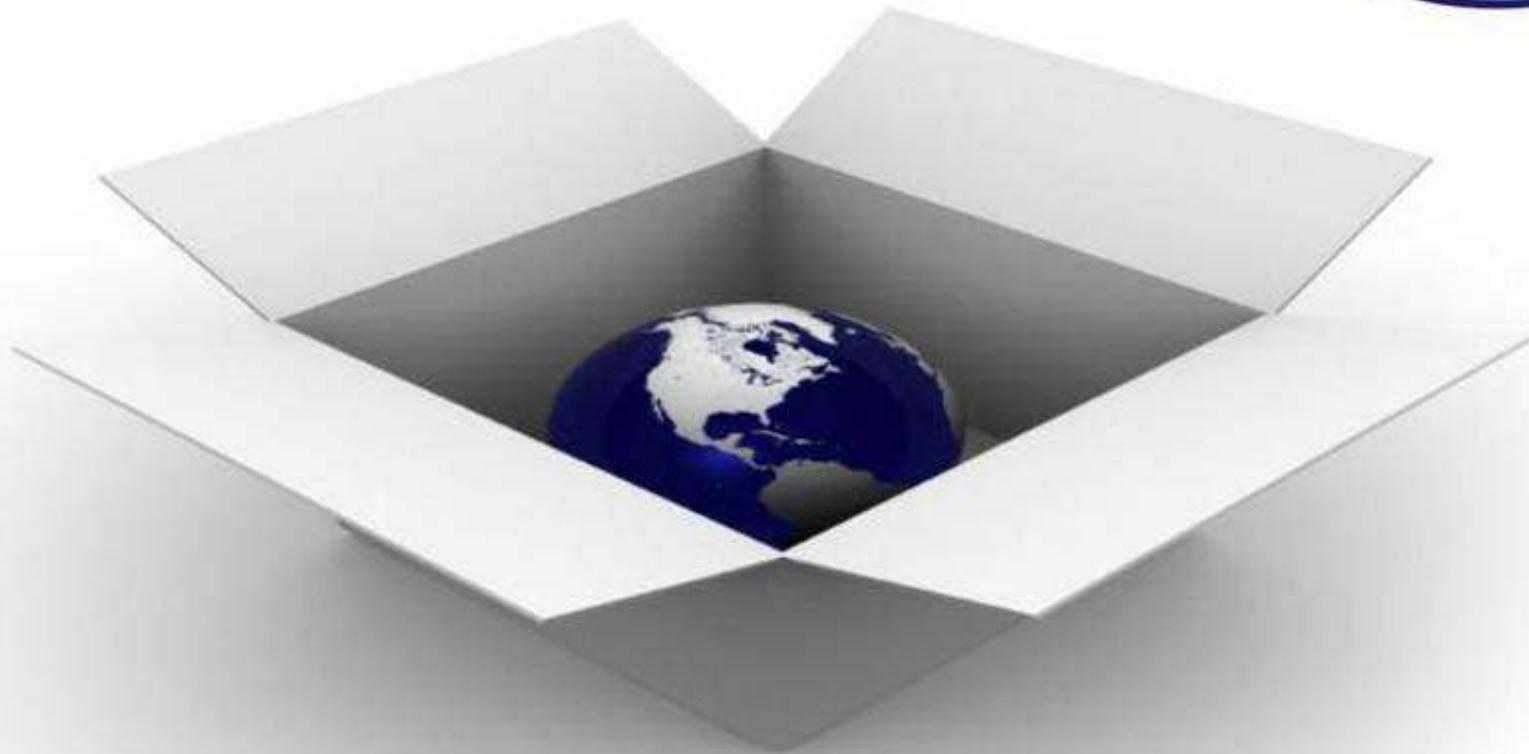




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Atlas Insight

OCTOBER 2009

CMD GREETS ON OCCASION OF ATLAS 10TH ANNIVERSARY

Atlas Insight

October 2009



Mr. Venkatesh Rao.H.R.

Chairman and Managing Director

Today I want to look at our first ten years, and a bit at the next ten years.

It is also an occasion to convey my deep appreciation to our customers, our agent's friends from overseas and people in Atlas overseas family. Our employees and their families together with promoters family has greatly contributed for this success. Many customers are grown along with us during these periods. I believe that is the true testimonial of our quality of services.

Another point which I would like to take into account is the retention of employees which also assures a quality and continuation of our service standards to our customers and agents.

Despite the competition from Global MNC, Atlas was able to compete with them and successfully bagged many big contracts and expanded from mere freight forwarding to almost all vertical of Logistics ranging from warehousing to transportation. During these periods we have expanded our global footprint by having established own offices in 23 strategic locations in India and 14 overseas offices in major logistics routes.

October 01, 1999 is the date that Atlas (Previously known as DRH) was officially launched.

We are pleased to announce an important milestone of Atlas 10-years anniversary.

Acquired own assets in buildings and added fleet of vehicles and trailers to cater to the demand of customers. During much of our first ten years people knew that our goal was to create a niche in the market and we try to secure it. From that perspective we have achieved fairly moderate success. It certainly wasn't easy, but for you and your support to the organization.

Next ten years

The challenges before us are great. But the opportunity is many times larger. We have the ability to elevate Atlas into a truly global logistics conglomerate. To achieve that we need to acquire skills & to ensure that Atlas is a company with a history of innovation and creativity that can deliver value to shareholders, customers while responsible to work hard to make "Atlas as global player and recognize the company as synonym as another Global logistics solution provider" which is our goal.

I am confident that we will work together for achieving the same.

Kindly convey my best wishes to all your family members for extending that morale support to you. Their contributions has played a vital role for our successes."

I remain.

Atlas Achievements

Ms. Manisha, Business Development Manager-Gujarat Region along with her team successfully bagged the ocean freight import tender for M/s Gujarat Narmada Fertilizers & Valley co , Ltd new plant at Dahej which is about 45km away from Baroda for imports into 40'HC containers. The entire project consists of 26 x 40'HC from Hamburg Seaport to Nhava sheva.

Followed with another Tender for Molesive project is also bagged which consists 12 x40'HC from Hamburg to Nhava Sheva. GNFC is 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.



The team of GNFC Ltd had been invited to Atlas Mumbai office for setting-up the SOP as shown in the photographs.

Atlas Insight October 2009



Apart from adhoc projects it's a feather on our cap, with incessant efforts & cut throat competition Baroda with help from Mumbai has bagged the prestigious Yearly contract for customs clearance Air & Sea Imports from M/s GNFC Ltd for period of Aug 2009 to Sept 2010.

Let us congratulate Ms. Manisha, Mr. Vijay Chikne , Baroda and Mumbai team for their successive efforts to make this a reality and Let this be the beginning of bringing more such government contracts in Atlas Kitty.

Atlas Celebrations

Atlas Insight
October 2009



Atlas Mumbai celebrated the 10th Anniversary at their office. Mr. Nikhil Sachdev , Director- Marketing lit the candle and Mr. Ozzie, president Atlas overseen the celebration.

They have pledged on the occasion to strive hard to imprint the Atlas stamp on global Logistics map by providing quality services to our customer and adding up many more client.



LOGISTICS UPDATE

BRIGHT OUTLOOK FOR SHIPPING INDUSTRY IN SRILANKA WITH CONSTRUCTION OF HAMBANTOTA PORT

Atlas Insight
October 2009

There is a bright outlook in the Srilanka shipping industry with the construction of the Hambantota Port. The first phase of the construction is due to be completed by 2011 with an investment of US \$ 450 million and the Port will be one of the best Port Cities in the world, said Chairman, Shipping, Ports and Aviation Committee of the National Chamber of Commerce of Sri Lanka Sujeiva Samaraweera. He is the Managing Director of Atlas Srilanka.



The Hambantota Port will have a total capacity of 20 million TEUs annually and will be an industrial port. It will concentrate on five areas - gas powered power plant, ship repair unit, container repair unit, oil refinery and bunker terminal to add value to the port.

The port construction will open an avenue for development in the areas of generating employment, act as an entry point to the country, increase economic activities and uplift living standards of people in Hambantota, Matara, Moneragala, Ratnapura and the Eastern Province would benefit from this development project.

Around 100,000 direct and indirect employment opportunities are expected to be created when the project is completed. There will be freight forwarding companies set up in the area and there will be a demand for technically skilled people to facilitate the services. The port is set to be the best regional port in the country..

The port will create numerous opportunities in the export and import sectors and related industries such as warehouse, packaging and storage with the latest technology in place. There will also be potential for tourism sector and its development..

The Government is not only concentrating on the development of Hambantota Port, but also on ports at Oluwil, Galle, Trincomalee and Colombo South Terminal. The chain of coastal harbours in the country will create a Southern-Eastern link.

The vision of the National Chamber of Commerce of Sri Lanka is to take development to rural areas to help set up industries. With development activities taking place it will increase economic activities and thereby support rural economic growth, he said. The Government's effort to formulate a national shipping policy is timely and commendable. All stakeholders were consulted and the policy document consists of new standards connected to sea industry.

The national shipping policy focuses on the huge potential for transshipment, bunkering, ship repair and ship building. The NCCSL, calls upon the Government to consider a downward revision of the Terminal Handling Charges (THC) to mitigate and help exporters.

LOGISTICS INFORMATION – MARITIME GEOGRAPHY

STRAIT OF HORMOZ

*Atlas Insight
October 2009*

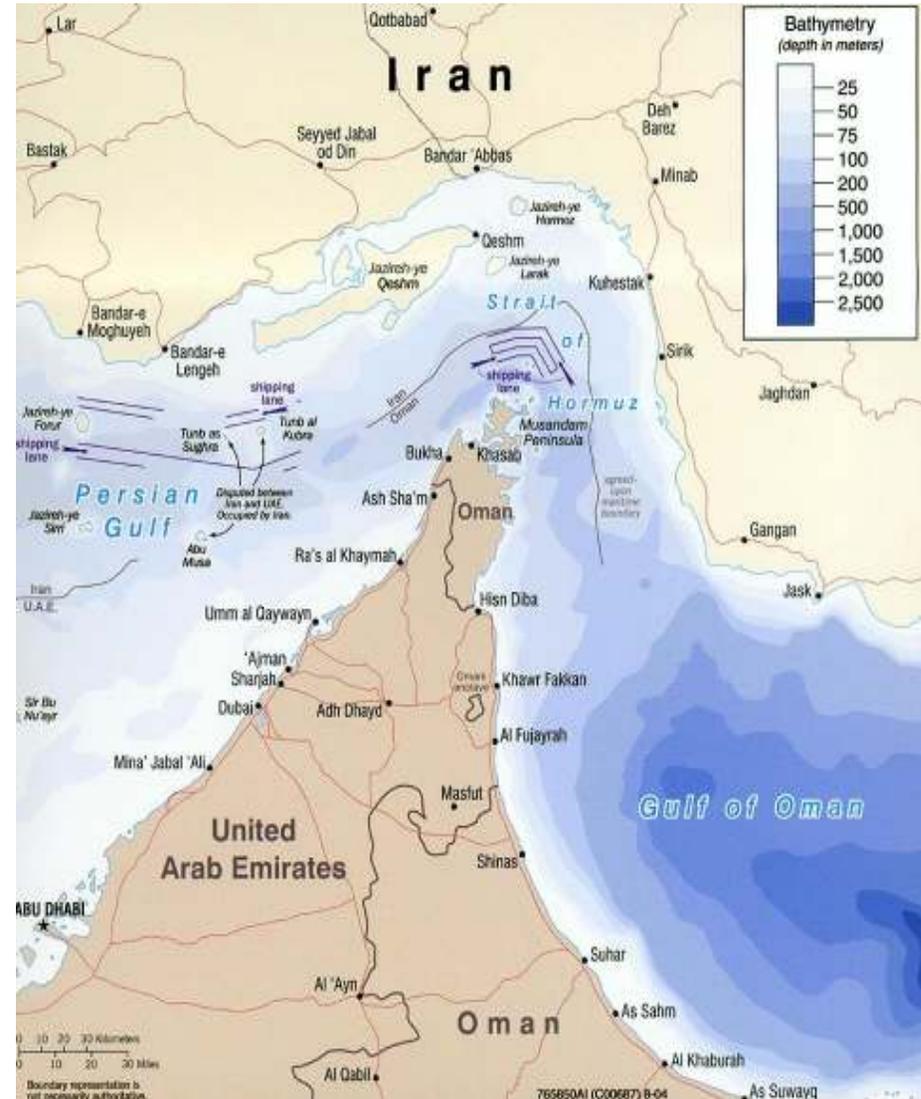
The Strait of Hormuz is a narrow, strategically important waterway between the [Gulf of Oman](#) in the southeast and the [Persian Gulf](#). On the north coast is [Iran](#) and on the south coast is the [United Arab Emirates](#) and [Musandam](#), an [exclave](#) of [Oman](#).

The [strait](#) at its narrowest is 54 kilometers (29 nmi) wide. It is the only sea passage to the open ocean for large areas of the [petroleum](#)-exporting [Persian Gulf](#). According to the U.S. [Energy Information Administration](#), an average of about 15 tankers carrying 16.5 to 17 million [barrels](#) of crude oil normally pass through the strait every day, making it one of the world's most strategically important [choke points](#). This represents 40% of the world's seaborne oil shipments, and 20% of all world shipments.

Vessels transiting the Straits of Hormuz, have to adhere to strict traffic separation schemes, 2 mile wide channels for inbound and outward bound vessels.

80% of the oil produced in the Persian Gulf is transported by tanker through the Straits of Hormuz, (over 13 million barrels of oil per day).

Such volumes make the Straits of Hormuz strategically vital, and at times of international tension in the Middle East, U.S. and British naval vessels are always present to ensure the continued flow of oil.



MANAGEMENT COCEPTS

POWER SKILLS THAT BUILD STRONG RELATIONSHIPS

Atlas Insight
October 2009

A strong, healthy relationship is one in which the partners show respect and kindness toward each other. The relationship forms a rewarding and enduring bond of trust and support. Here are seven power skills by Mr. Steve Brunkhorst that will help you form stronger alliances and bring more closeness, authenticity and trust to your relationships.

1. Relax Optimistically

If you are comfortable around others, they will feel comfortable around you. If you appear nervous, others will sense it and withdraw. If you are meeting someone for the first time, brighten up as if you've rediscovered a long-lost friend. A smile will always be the most powerful builder of rapport. Communicating with relaxed optimism, energy and enthusiasm will provide a strong foundation for lasting relationships.

2. Listen Deeply

Powerful listening goes beyond hearing words and messages; it connects us emotionally with our communication partner. Listen to what the person is not saying as well as to what he or she is saying. Focus intently and listen to the messages conveyed behind and between words.

Listen also with your eyes and heart. Notice facial expressions and body postures, but see beneath the surface of visible behaviors. Feel the range of emotions conveyed by tone of voice and rhythm of speech. Discern what the person wants you to hear and also what they want you to feel.

person's children being safe and secure whatever curveballs the world might throw at the family.

3. Feel Empathetically

Empathy is the foundation of good two-way communication. Being empathetic is seeing from another person's perspective regardless of your opinion or belief. Treat their mistakes as you would want them to treat your mistakes. Let the individual know that you are concerned with the mistake, and that you still respect them as a person. Share their excitement in times of victory, and offer encouragement in times of difficulty. Genuine feelings of empathy will strengthen the bond of trust.

4. Respond Carefully

Choose emotions and words wisely. Measure your emotions according to the person's moods and needs. Words can build or destroy trust. They differ in shades of meaning, intensity, and impact. What did you learn when listening deeply to the other individual? Reflect your interpretation of the person's message back to them. Validate your understanding of their message.

Compliment the person for the wisdom and insights they've shared with you. This shows appreciation and encourages further dialogs with the individual. A response can be encouraging or discouraging. If you consider in advance the impact of your emotions and words, you will create a positive impact on your relationships.

MANAGEMENT COCEPTS

POWER SKILLS THAT BUILD STRONG RELATIONSHIPS (Cont'd)

Atlas Insight
October 2009

5. Synchronize Cooperatively

When people synchronize their watches, they insure that their individual actions will occur on time to produce an intended outcome. Relationships require ongoing cooperative action to survive and thrive.

As relationships mature, the needs and values of the individuals and relationship will change. Career relationships will require the flexibility to meet changing schedules and new project goals. Cooperative actions provide synchrony and build trusting alliances. They are part of the give and take that empowers strong, enduring relationships.

6. Act Authentically

Acting authentically means acting with integrity. It means living in harmony with your values. Be yourself when you are with someone else. Drop acts that create false appearances and false security.

When you act authentically, you are honest with yourself and others. You say what you will do, and do what you say. Ask for what you want in all areas of your relationships. Be clear about what you will tolerate. Find out what your relationship partners want also. Being authentic creates mutual trust and respect.

7. Acknowledge Generously

Look for and accentuate the positive qualities in others. Humbly acknowledge the difference that people make to your life. Validate them by expressing your appreciation for their life and their contributions. If you let someone know that they are valuable and special, they will not forget you. Showing gratitude and encouragement by words and actions will strengthen the bonds of any relationship.

Don't forget to acknowledge your most important relationship: the relationship with yourself. Acknowledge your own qualities, and put those qualities into action. You cannot form a stronger relationship with others than you have with yourself. You will attract the qualities in others that are already within you.

Ask yourself: What thoughts and behaviors will attract the kind of relationships I desire? What is one action I could take today that would empower my current relationships?

Write down all the qualities or behaviors that you desire for your relationships. Select the power skills that will attract those qualities. Keep a journal of the actions you take and the progress you make. By turning these skills into lifelong habits, you will build relationships that are healthy, strong and mutually rewarding.

MARKETING LESSONS

HOW TO READ PEOPLE WHEN MEETING THEM IN THEIR OFFICE *Atlas Insight* *October 2009*

Adapted from 'What they don't teach you at Harvard Business School' by Mr. Mark H. McCormack

Where are you sitting?

The office of the most decisions makers can be divided into two areas: power desk or non power sofa. Where you are seated can determine the type of discussion that follows.

As a rule the conversation at the prospects desk tend to be all business. The good news is that the prospect is often ready to make the commitment.

Discussion around the sofa is more social, philosophical and less confrontational.

The deal will not be close but this might be the beginning of a profitable relationship.

Are you offered coffee or tea.

A small gesture, warm and socializing but quite revealing whether the host wants you to be relax and encouraging.

The host is favourable about you and you can utilize the time required e to finish your drink to meet your objective and never say no to the tea , coffee offered.

What's going on phone.

If the host instructs the secretary to hold all calls during your meeting. This means the host is warm, sensitive and polite. They are the best hosts The other better ones will take a call after excusing themselves.

The worst one are the ones who will take all the calls without any care . They might be the ones who are trying to get rid off you.

What's on the wall ?

The office desk or the wall communicate a lot about the host's personality, hobbies, interests. Does it contain the photos of the family members or of the top sports players or may be the host getting the awards- his/her achievements etc.

This information helps you in guessing whether the host is a family person or a keen sports player ..etc. This information can be used as an ice breaker and develop a personal bonding.

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.

Festivals – Deepavali

Diwali or Dipawali is a significant festival in [Hinduism](#), [Buddhism](#), [Sikhism](#), and [Jainism](#). It is widely celebrated in India. Adherents of these religions celebrate Diwali as the *Festival of Lights*. They light diyas—cotton string wicks inserted in small clay pots filled with oil—to signify victory of good over the evil within an individual.

Diwali is the abbreviation of the [Sanskrit](#) word "Deepavali - Deepa meaning light and Aвали, meaning a row. It means a row of lights and indeed illumination forms its main attraction. It symbolizes that age-old culture of India which teaches us to vanquish ignorance that subdues humanity and to drive away darkness that engulfs the light of knowledge. Diwali, the festival of lights, even today in this modern world, projects the rich and glorious past and teaches us to uphold the true values of life.

Festival celebrated on 17 October 2009.

Atlas Kids

Mr. RN Alwar Branch Manager- Tuticorin is blessed with a baby boy. Atlas Insight congratulate him.

Mr. Santosh Kumar , Customer coordinator of Hyderabad is blessed with a baby boy. Atlas Insight congratulate him.

Atlas Insight
October 2009

HEALTH AND FITNESS

Health and Fitness has now become one of the major concerns. Earlier humans used to hunt for their living, due to which their body had to undergo a lot of physical exercise. This made life active and alert. Now, life has become more simple and easy. Everything we need is just a phone call away. This easy life has restricted humans to do that bit of physical exercise which is required to keep the body fit and healthy. We get instant, spicy and variety of food which lose their nutrition during the process.

How do we ensure that we have all that we need to have a healthy living? This is a big question among everyone. We need proper nutrition and a fit and healthy body. Good Health is all that one craves for. Becoming healthier and fitter though not very difficult needs dedicated efforts.

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