



Atlas Insight

December 2014

Contents:

Atlas Flashes	02 & 03
Logistics Updates	04
Health Tips	05
Holiday List	06
Birthday Wishes	07

EDITORIAL BOARD

Krishna Kumar. M.V

PUBLISHER

Atlas Logistics
#138, Maruthi Towers
HAL Airport Road, Kodihalli,
Bangalore -560 008
Tel. +91-80-41985000
Fax. +91-80-41153933

insight@atlaslogistics.co.in

www.atlaslogistics.co.in

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Dear colleagues,

Year is coming to an end and it was indeed your hard work and dedication which

has turned the company profits from negative to positive. Though we still carry the baggage of previous year's negative performances, the year so far is good and hope to continue to contribute.

Next financial year would extent a challenge to all of us and we all have to keep

same momentum to grow faster. Atlas logistics has faced many challenges which all are aware about and it is time for us to stand up for the challenge and face it with ease. The economic climate and political situation though seems to be better than what it was used to be in the previous years. But real economic activity has not had any impact on our businesses. Therefore the pressure to keep performing and the responsibility is all on us. I am sure we will all think on these terms and you will achieve better than what is expected. I personally wish you and your family the very joyful prosperous 2015.

Start again

If the day starts off with disappointment or frustration, start again. Take a few seconds to re-boot your attitude to a more positive and effective one.

What happened before does not have to drag down what is happening now. Look in the direction you wish to proceed and let go of everything else.

Plenty of people can be annoying but you don't have to be annoyed. All sorts of situations can be frustrating but you don't have to be frustrated.

Rise above all that. There is great, unique value in your life and that value deserves to be expressed and experienced by you, here, today.

You have love to give, joy to live, achievements to bring to the world, and a whole lot of other important things to do. Put your energy into what lifts you up and pushes you forward.

The world is as it is, and you can decide to be better for it, more motivated, more determined and more effective. As often as necessary, take the opportunity to start again, and bring your special goodness to all of life.

TEAM WORK BY OUR ATLAS COCHIN (COK)

Emirates' no. 1 agent for the FY 2013-14 has been awarded to Atlas Cochin.

From left - Mr. Shaheer, EK staff, Mr. Vasudevan, Mr. Satheesh, Ms. Letha Vasudevan, EK staff.



Congratulations to Ms. Letha Vasudevan & Team !!!!!!!!!!!

CCJ Branch has been awarded top Supporting Customer Agent for the FY 2013-14

TEAM WORK BY OUR ATLAS CALICUT (CCJ)



Congratulations to Mr. Asif & Team !!!!!!!!!!!

From left - EK staff, Mr. Asif, EK staff,

Logistics Updates

Antwerp - Fastest Route to Europe

Fastest route to Europe

For Indian exporters, Antwerp is the fastest route to Europe as 60 per cent of Europe's purchasing power can be reached in a day. No other European port can offer this, says Mr Bruyninckx. "For container traffic, India is in the top 10 of our most important regions and its position is growing".

Several shipping lines including Shipping Corporation of India operate regular services to Antwerp from Mumbai, Chennai, Mundra and Jawaharlal Nehru ports. Large Indian companies such as Reliance Essar and Jindal have been routing their goods to Europe through Antwerp.

Several Indian logistics firms already have facilities at Antwerp. Till date this year, Antwerp has handled more than six million tonnes of Indian cargo, which is 10 per cent more than the same period last year.

Antwerp Port, which has two offices in India — in Mumbai and Pune — expects to attract more exporters, logistics providers and investors from India.

"We are not just a transit port; we help value addition to the products we handle. We have large bonded warehouses with modern facilities for exporters to covert bulk and standard products to their customers' specification," said Mr Luc Arnouts,

Chief Commercial Manger of Antwerp Port Authority, giving an overview of the port prior to our guided tour to the terminals.

As our boat cruised along the calm waters of the Scheldt that flows across Belgium and into the North Sea, we witnessed a large number of ships berthed at terminals on either side of the river — a picturesque photo opportunity.

On one side, at the home terminal of the Mediterranean Shipping Company, four to five large container vessels were loading and unloading boxes.

On the other side, DP World's break-bulk terminal, the largest in Europe, was busy loading construction equipment on a ship bound for Africa. Ahead, on the same side as the bulk terminal, one could see a large quantity of coal which was awaiting quality inspection.

Value addition

At another end is an all-weather steel terminal with a large warehouse where exporters cut and shape their products to suit their buyers' requirement. We were told that some of the leading Indian steel producers have been using this terminal for exports to Europe.

There is also a large chemicals and petrochemical complex at the port which houses the pro-

duction facilities of large companies such as BASF, Bayer, Lanxess, Total and Exxon Mobil.

Last but not least are the nuclear power plants and wind farms near the port, which generate more power than what is locally consumed. No wonder, the port is now offering power through shore-to-ship connections. This helps reduce pollution as the ships can switch off their engines.

The Antwerp port is connected with the hinterland by road, rail and barges. What is interesting is that the port, with the help of the European Union, is trying to reduce the movement of cargo by road and replace it by rail to cut transport cost and environmental impact.

The EU has even provided a subsidy to an inland truck-rail terminal run by a private sector joint venture.

Recently, the port announced a direct rail link to the Chinese city of Chongqing, a distance of 10,000 km. A train trip from Antwerp to Chongqing will take 20 to 25 days; while by ship it takes 40 days to transport cargo from Belgium to Chinese ports.

Antwerp has the largest stock of coffee in the world — which has a determining effect on its price in the global market. The commodity comes from several

countries, from Brazil to Africa.

Largest warehouse

Antwerp has 5.5 million square meters of covered warehouse, the largest anywhere in Europe. Katoen Natie, the largest one, alone has a covered space larger than the entire warehouse facility at the rival port of Rotterdam.

On an average, Antwerp handles 15,000 ocean going ships and more than 65,000 inland vessels in a year. The port handles container ships that require a draught of 15.5 meters. Ships with capacity of 14, 000 TEUs now call at the port twice a week. The container terminal has one of the highest productivity rates of 40 moves per hour.

Health Tip

Calcium

Maximize calcium intake. Most recommendations are for 1000 milligrams of calcium per day for both men and women. According to the NIH, after age 50, both men and women should increase their intake to 1200 milligrams. Dairy products contain calcium, so do broccoli, almonds, and sardines. Calcium supplements are also useful.



BLOOD TYPES

TYPE	YOU CAN GIVE BLOOD TO	YOU CAN RECEIVE BLOOD FROM
A+	A+ , AB+	A+ , A- , O+ , O-
O+	O+ , A+ , B+ , AB+	O+ , O-
B+	B+ , AB+	B+ , B- , O+ , O-
AB+	AB+	Everyone
A-	A+ , A- , AB+ , AB-	A- , O-
O-	Everyone	O-
B-	B+ , B- , AB+ , AB-	B- , O-
AB-	AB+ , AB-	AB- , A- , B- , O-

New Joinees

MR. VISHNU A J

OPERATIONS EXECUTIVE (COK)

MR. AMIT KUMAR

ACCOUNTS EXECUTIVE (DEL)

MR. JITENDER KUMAR

SENIOR OPERATION EXECUTIVE

- Atlas welcomes the new joiners to our family.

Resigned Employees

MS. NEHA RUSTAGI (DEL)

MS. DEIVALAKSHMI. K (DEL)

MR. KANAGARAJAN T V (DEL)

MS. ANUPAMA C H (HYD)

MR. BALASUBRAMANIAN (BLR)

MR. SAGAR HULSOGI (BLR)

MR. BADARINARAYANA G GUBBI (BCO)

- Atlas wishes good luck for their future.

Atlas India Holiday List

Happy
Holidays!

January

26

Republic Day

Atlas Insight wishes *Happy Birthday to*

JANUARY

AMIT KUMAR SINGH	01 ST DEL
KRISHNA KUMAR M V	04 TH BCO
HRIDAYA NARAYAN	06 TH CCU
UJJAL CHAKRABARTY	07 TH CCU
MAMATHA M S	09 TH BCO
SAMBHAJI SHIVAJI SHIKARE	10 TH BOM
MAHENDRA GAUTAM	10 TH DEL
SADANAD RAGHUNATH K	11 TH BOM
TSUKASA HASEGAWA	11 TH BCO
PRAHLAD MANDAL	12 TH DEL
PARTHA MONDAL	13 TH CCU
K SURESH	14 TH CJB
SILUVAI MAHESH M	14 TH TUT
KIRAN K P	16 TH BLR
ANIKET AJIT GAVAS	17 TH BOM
SUMIT SADASHIV KAMBLE	18 TH BOM
RAJESHWARI M	18 TH BLR
ARJUN ASHOK LABDE	20 TH BOM
SHAMBHUNATH SHARMA	21 ST DEL
SRINATH N	21 ST BLR
MITHUN MUKUNDAN	29 TH CCJ
UMESH P	31 ST CCJ

Aspire

Transparent

Logistics

Accurate

Service

