



Atlas Insight

February 2015

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Message from MD & CEO



“The only thing that is constant is change” – Heraclitus

Dear Colleagues,

The financial year is coming to close and the yearend pressure is again on. February was luke warm for us but I am sure March would bring on the right numbers. Kerala continues to lead in sales and Bangalore in GP but Mumbai is close on heels. Please do not pay any heed to rumours and focus on the job which is on hand. SBS has long term commitment in India and very deep commitment to Atlas.

I take this opportunity to introduce Mr. Dinesh Tarachandani who has just joined as Chief Operating Officer (COO). Some team members have already met & interacted with him. We will be visiting other areas soon.

Most of all keep the momentum going feel free to reach to us for any suggestion or feedback.

I also take this opportunity to wish all of you very happy and colour full Holi & a very happy Ugadi

Induction about our new Chief Operating Officer Mr. Dinesh Tarachandani



We are happy to inform you that Mr. Dinesh Tarachandani has joined our Company Atlas Logistics Pvt Ltd as “Chief Operating Officer” with effective from 1st March 2015, who will be based in our Atlas Corporate Office, Bangalore. With his rich experience and qualification we are promoting his new vision in terms of improvement towards business development. Please utilize this opportunity by taking his guidance, views and his vast experience.

He has a vast experience of 18 years in freight forwarding field. We're proud to say that he is an alumni of IIT Kanpur and IIFT New Delhi.

Mr. Dinesh is 44 years old and has a family with 2 young boys. We kindly request you all to support him & let us welcome Mr. Dinesh Tarachandani to the Atlas Family. His contact details as follows:

Full Name- Mr. Dinesh Tarachandani

Designation: Chief Operating Officer

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JNPT bags award for donations to Maharashtra economy

Jawaharlal Nehru Port Trust (JNPT) was recognized for its "Contribution to The Maharashtra Economy" at the recent conference on 'Vision for Port-led Development of Maharashtra' organized by the Maha-rashtra Chamber of Commerce, Industry & Agriculture (MACCIA).

While delivering the keynote address at the event, Mr. L. Radhakrishnan, IAS, Chairman of JNPT, outlined the way forward for the development and promotion of ports in Maharashtra, coordination by the state government, and recent Special Economic Zone (SEZ) land policies.

Diesel price hike unlikely to hamper box trailer movement at cochin port

The hike in the price of diesel is unlikely to hamper container trailer movement at Cochin Port, with operators not willing to risk increasing rates at present. While officials of the trailer operators association felt the rates would be upped in due course, the newly-formed Vallarpadam Trailer Owners Association ruled out any immediate hike, as the prevalent rates were under-quoted.

However, the Cochin Container Carrier Owners Welfare Association said the actual impact of the diesel price hike on cargo movement can only be gauged after a meeting of the stakeholders. Sources in the shipping fraternity said an immediate hike in transportation cost was unlikely as the trailer operators association was dealing with some internal problems among its members.

Dubai international Airport Opens A380 Facility

Dubai International Airport has opened four out of 20 gates at the world's first A380 facility in Terminal 3. EK 003 scheduled for departure at 14:30 today (January 2) from Dubai to London Heathrow became Concourse A's first flight.

Paul Griffiths, CEO of Dubai Airports, said: "We are opening Concourse A in stages with more gates coming online in each successive phase. "We believe that this approach of gradual transition will enable us and all our partners to ensure smooth operations and help us to deliver on our customer service commitment."

He added that as the world's first A380 facility Concourse A was a "huge achievement" for Dubai Airports. A critical element of the \$7.8 billion 'Strategic Plan 2020', Concourse A is part of the Terminal 3 complex built for Emirates. Dubai International's annual passenger capacity will increase from 60 million to 75 million when Concourse A is fully operational, while traffic for 2012 is expected to reach 57 million.

Knowledge

..... EVERYTHING IS JUST A THOUGHT

Wake up and realise that everything is made up of thoughts, just thoughts. Your appreciation of beauty is a thought; your aversion to an object that is ugly is a thought. Your craving or aversion is nothing but a passing thought in the mind. Realise this is just a thought and you will be free.

Knowing a thought as thought brings the freedom. When you know a thought as a reality, that is when you are stuck.

RELATIONSHIPS

The strength of a relationship lies in the ability to accommodate rough patches. How well you handle it gives you skills. Otherwise, how will you get to know how accommodating, understanding and considerate you are? These virtues come up only when you have rough patches.

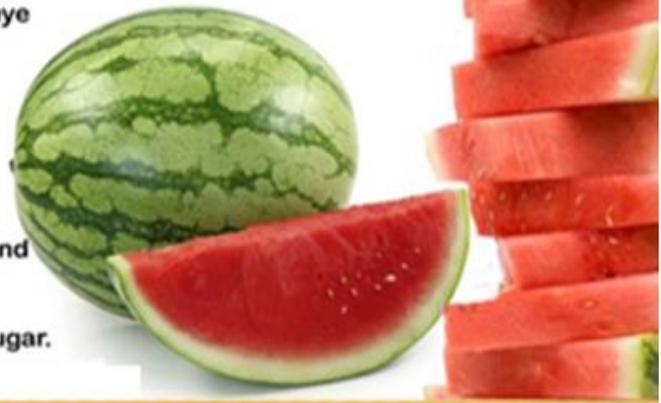
See the situation as an opportunity to learn how to adapt and how to be accommodating, understanding and considerate. Learn to excel in exhibiting your character rather than changing somebody else.

Health Tip



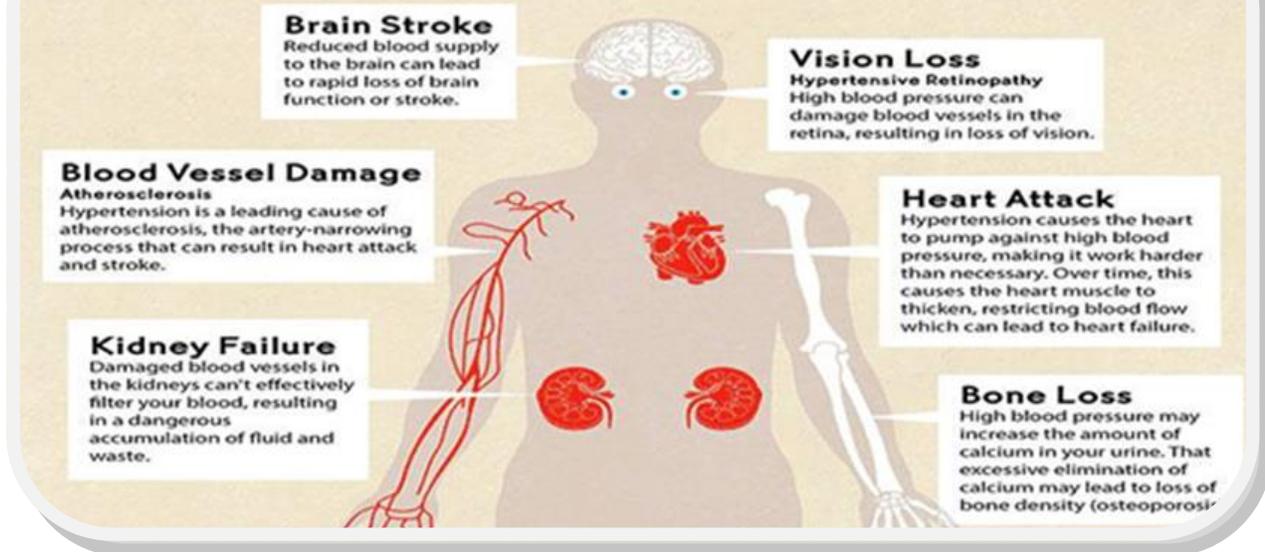
5 Good Reasons to Eat Watermelon this Summer

- Helps in water balance in the body and can help alleviate muscle cramps as well as regulate blood pressure.
- It contains Beta carotene which helps in vision and eye related problems as well as fighting various cold and infections.
- Help with healthy flow of blood which can reduce the chance of certain cardiovascular problems.
- It also reduces water retention, balance hormones and strengthens your immune system.
- 90% water with the remaining less than 10% being sugar.



Health Tip

Complications of Hypertension



10 Health Benefits of Cranberries

1. Treats Urinary Tract Infections
2. Fights Cancers
3. Fights Heart Disease
4. Helps Kidney and Bladder Problems
5. Prevents Dental Problems
6. Promotes Weight Loss
7. Anti-Ageing Properties
8. Improves Mental Health
9. Strengthens the Immune System
10. Relieves Skin Conditions

Health Tip

AN INDULGENT LIFESTYLE AND AN INADEQUATE DIET ARE TWO MAJOR CAUSES OF HEART DISEASE. TO STAY FIT HERE ARE A FEW MEASURES OF CARE AND CONTROL

Heart Diseases and Hypertension which lead to heart or other organ failures has been on the rise for the past 2 decades. People above the age of 40 have been suffering from such problems due to their unbalanced dietary habits. Its always advisable to control these factors if you want to reduce your risk.

Preventing Coronary Diseases

When there are excess deposits of fat, cholesterol or other substances in the inner wall of arteries, the arteries narrow and harden into a condition known as atherosclerosis the most common cause of heart trouble. A planned diet and regular exercise are the key to prevent atherosclerosis.

Friendly and Unfriendly FATS

FAT should not exceed 30 per cent of your total calorie intake, which includes a maximum of 10 per cent saturated fat and 10 per cent mono-unsaturated fats. Saturated fatty acids in full-cream milk and red meat increase your cholesterol level. Use non-fat or low-fat milk and milk products instead of full-cream milk and avoid sources of saturated fatty acids like butter, cream, palm oil, coconut oil, ghee and vana-spai

Mono-unsaturated fats that lower cholesterol as well as prevent formation of blood clots are present in olive, canola, peanut and mustard oils. It's best to use these while cooking.

Omega-3, a fatty acid that prevents atherosclerosis is present in foods like salmon, soyabean, walnuts and butternuts.

Take these regularly in small quantities to prevent atherosclerosis.

Cutting

Dietary cholesterol should be limited to 300 mg per day. Since it largely comes from animal products, consumption of non-vegetarian foods, whole milk and milk products should be restricted. For example, an egg has 250 gm of cholesterol and it is not advisable to take more than two to three eggs a week.

Take healthy alternatives like chicken, fish, beans, vegetable, fruits, bread, pulses, whole wheat flour, cereals, rice, millet, skimmed milk and skimmed milk products and vegetable oils like corn, soybean, sunflower, canola, olive and mustard.

Heart disease is less frequent among those who eat high carbohydrate and fiber rich foods. Carbohydrates should provide at least 55 per cent of your daily calories. Foods like bread, chapattis, cereals, rice and dals provide an adequate amount of carbohydrates.

How to control Chest Pain:

Boil 4-5 pods of garlic in a glass of milk and consume the garlic pods with milk daily to avoid chest pain.

Pound the dates with the seeds and eat them every day.

Increase the intake of ginger and lime in your diet.

Take a spoon of tulsi juice with honey in empty stomach every day.

Atlas Insight wishes Happy Birthday to
March

DALBIR SINGH	01 ST DEL
PALANI S	04 TH MAA
MIDHUN MURALIDHARAN	04 TH COK
SHAILESH KAKADE	08 TH BOM
N MAHESH	09 TH BLR
KANHU NAYAK	10 TH DEL
VINOD KAMBLE	12 TH BOM
SYED MURTUZA HOSSAIN	14 TH CCU
G BOOPATHY	15 TH MAA
VIVEK HEGDE	16 TH BCO
VIGNESH KUMAR K	20 TH CJB
SUBRAHMANYA	25 TH BCO
PRASANTH C P	26 TH COK
ROOP SINGH RANA	27 TH DEL
JANVI RAMESH KUNKUNKAR	29 TH BOM
STEPHIN JENSON	30 TH COK
ARUMUGAM P	31 ST BCO

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