



Atlas Insight

July 2014

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Dear Colleagues,

The winds of change driving the Indian economy helped us sail steadily, across districts, across cities and across states and today, we're proud to say that we serve every square inch of our country and Globe. Since the time, the new government was formed, we have been seeing good growth in our economy. This is the time for us to grab this opportunity and make full use of this situations. But I see, that there is still something lacking in our efforts which needs to be improved. So, I would request all my dear colleagues to be more serious and concentrate on making high margin business, both in local as well as nomination biz to cover up the loss we made in the last couple of

years.

Our first associates be the customers, employees or vendors continue to be a part of our success story. The last few years has brought us laurels and recognition from customers, peers, industry associations. As these continue to inspire us, we have miles to go, and promises to keep. The expectation of consumers has risen exponentially. We have to be geared up all the time towards keeping our customers totally satisfied. The business processes have to begin and end with the customers. Most employees are capable of working at a far higher strategic level, developing even greater returns on their own efforts. Going forward we have to be globally competitive and exceed customer 's expectation.

Wishing you all a Happy Raksha Bandhan & Happy Independence Day



ATLAS RECEIVED UPDATED ISO CERTIFICATION

Atlas Logistics has renewed and received the updated certification of ISO 9001:2008 for the Quality Management System which is compliant with the requirement of ISO.

Briefly about ISO :-

ISO (International Organization for Standardization) is the world's largest developer and publisher of International Standards. ISO is a network of the national standards institutes of 159 countries, one member per country, with a Central secretariat in Geneva, Switzerland, that coordinates the system. ISO is a non-governmental organization that forms a bridge between the public and private sectors. On the one hand, many of its member institutes are part of the governmental structure of their countries, or are mandated by their government. On the other hand, other members have their roots uniquely in the private sector, having been set up by national partnerships of industry associations. Therefore, ISO enables a consensus to be reached on solutions that meet both the requirements of business and the broader needs of society.

Certificate of Registration



This is to certify that the quality management system of

Atlas Logistics Pvt. Ltd.

Corporate & Registered Office: No.138, 2nd Floor, 'MARUTHI TOWER',
HAL Airport Road, Kodihalli, Bangalore - 560008, Karnataka, India
 Site 1: 'Venkateshwara Nialaya' Amruthnagar, "A" Sector, Sahakara Nagar Post,
Bangalore - 560092, Karnataka, India
 Site 2: "Sahar Classique" Building, Opp. A.A.I. Colony, Sahar Road,
Next to Atlanta Tower, Andheri (East), Mumbai - 400099, Maharashtra, India
 Site 3: #14/15, 3rd Line, Beach Road, Chennai - 600001, Tamil Nadu, India
 Site 4: # L-20, Mahipalpur Extn, New Delhi - 110037, India
 Site 5: 4A, Gopal Banerjee Street, Police Station-Bhowanipore,
Kolkata - 700025, West Bengal, India

has been assessed and registered by Intertek as conforming to the requirements of:

ISO 9001:2008

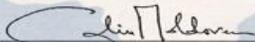
The quality management system is applicable to

International & Domestic Forwarding, Customs Brokerage and Total Logistics Solutions.

Certificate Number:	IBA-0257.09-01
Original Issue Date:	03 March 2009
Issue Date:	28 April 2014
Certificate Expiry Date:	06 June 2015



014



Authorised Signature: Colin Moldovean – President, Business Assurance
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Logistics Updates

Ports

Goa's ports record highest iron ore export volume in 2010-11

GOA'S two ports, the Mormugao Port Trust (MPT) and Panaji minor port, registered the highest volume of iron ore exports during the last fiscal. Being a major iron ore-producing state, Goa's ports exported a total of



54.45 million tons (mt) of the mineral, which is in huge demand in the steel industry.

Of the total figure, 47.23 mt was obtained from Goa and the rest from Karnataka and Maharashtra. According to data compiled by the Goa Mineral Ore Exporters' Association (GMOEA), an umbrella organisation of ore exporters, about 46.84 mt of the mineral was exported from Goa ports to China, which made up for 90 per cent of the overseas consignments, followed by Ja-

High India coal stocks languish at ports

Over 12 million tons of thermal coal are stockpiled at India's ports, around 7-8 million of which is unsold, according to some of India's biggest importers. The tonnage of unsold coal already in India makes it unlikely that Indian buyers will be returning to the spot market for substantial fresh purchases anytime soon and helps explain why Indian buyers have been largely dormant for months.

"I have never seen port stockpiles so high, they are over 12 million tons and more than half is unsold," a source at one of the largest importing firms said. Other importers pegged the stockpiles at 10-12 million tons and added that they are struggling to sell this coal in the teeth of slow industrial and power generation demand. India's gross domestic product (GDP) growth in the April-June quarter was 7.7 percent, a disappointing level, Finance Minister Pranab Mukherjee said two weeks ago.

Vizag port tops ore traffic growth



Between April and July this year, the country's iron ore exports posted a 21.86 per cent drop at 25.29 million tons (32.36 mt in the same period of last year). During the period, at least Ennore, Belekeri, Karwar and Redi ports did not handle any iron ore traffic while four recorded significant drop in throughput — Krishnapatnam recording 98.54 per cent drop at 50,000 tons as compared to 3.41 mt in the same period of last year; Chennai 98.31 per cent at 29,000 tons (1.72 mt); Kakinada 77.72 per cent at 1.39 lakh tons (6.24 lakh); and New Mangalore 45.05 per cent at 5.72 lakh tons (10.41 lakh).

The four ports that did not export any iron ore traffic in first four months of the current fiscal together handled more than 3 mt in the same period of last year. By far the most successful growth story was scripted by Visakhapatnam port, which recorded 143.9 per cent growth at

2.49 mt (1.02 mt). Gan-gavaram posted 68.88 per cent growth at 9.66 lakh tonnes (5.72 lakh), Haldia grew 53.3 per cent at 1.97 mt (1.29 mt) and Paradip gained 18.67 per cent at 3.5 mt (2.95 mt).

Infrastructure

DMIC to boost investment in UP

Delhi Mumbai Industrial Corridor (DMIC) and Dedicated Freight Corridor (DFC) are poised to be among the biggest industrial development projects in India, which will immensely boost public and private sector investment in the state. Being strategically located between both the western and eastern DFCs, UP has the potential to attract large scale investment in future.

The state government has already planned over 3,500 acres of Special Economic Zone (SEZ), multiple railway terminals, container depots etc. DMIC envisages one industrial region (Dadri-Noida-Ghaziabad) and one industrial area (Meerut-Muzaffarnagar) within UP. These areas are proposed to be self-sustained industrial

Logistics Updates

townships with world-class infrastructure viz road, rail and air connectivity, quality social infrastructure and provide a globally competitive environment conducive for businesses

Need to promote investment in inland waterways: PM

Emphasizing the need to promote investments in inland waterways, Prime Minister Manmohan Singh today said good transport infrastructure is critical to making growth process more inclusive.

"In inland waterways we need to promote investments, particularly in the remote areas of our country, like in the north east," Singh said at the valedictory function to mark the Golden Jubilee celebrations of the Shipping Corporation of India here.

"A good transport infrastructure is critical not only for increasing the pace of our economic development but also for making our growth processes more inclusive," he said. "We should look seriously at coastal shipping and inland waterways as environment friendly and fuel efficient modes of transport for optimising the overall

logistics cost and reaching the hinterland," he said

Trade

India may become world's third largest economy this year

India could become the world's third largest economy by the end of 2011 by overtaking Japan in terms of gross domestic product (GDP) measured according to purchasing power parity. Numbers from 2010 show that the Japanese economy was worth \$ 4.31 trillion, with India at \$ 4.06 trillion.

But after March's devastating tsunami and earthquake, Japan's economy is widely expected to contract while India's economy will grow between 7 per cent and 8 per cent this fiscal. India is now the fourth-largest economy behind the US, China and Japan.

K" Line India to commence management of bulk carrier operations in India trade

Kawasaki Kisen Kaisha, Ltd, Tokyo ("K" Line) has announced that "K" Line (India) Pvt. Ltd will commence management of bulk carrier operations (post fixture) from India. Currently, five CVCs (Panamax and post-

Panamax) and one COA contract (Panamax) have been serving the JSW Group's coal requirements. All operational work of these bulk carriers, which was earlier handled by "K" Line in Tokyo, will now be handled by "K" Line India's staff effective October 1, 2011.

"K" Line has concluded both CVC and COA contracts with the JSW Group, the total now being fourteen. The vessels have been undertaking all marine transportation of Australian, Indonesian and South African coal bound to JSW Group's facilities in India. Management of these bulk carrier operations (post fixture) from India will greatly assist customers in the country. It also shows "K" Line's determination to extend customer-oriented services that provide prompt support and quick access to its esteemed customers.

Cargo

slow air cargo growth in 2011 first half

International trade statistics through the first half of 2011 reveal that "the overall picture for global freight is one of growth slowing down," the Organization for Economic



Cooperation and Development's (OECD) International Transport Forum (ITF) said in a new global trade and transport "statistics brief" released this week.

Airfreight is not immune to overall slowing trade. "The air cargo recovery ... has faltered and volumes are now only 9% above pre-crisis levels in the EU area compared to 15% in [February 2011]," ITF said. "External trade in tonnes of goods carried by air in the United States has shown practically no growth and total trade in tonnes is only 2% above the pre-crisis peak."

Motivation & Inspiration - Immersed in the wonder

At this very moment you are immersed in the wonder that is life. Feel the power, feel the possibilities, and live this day worthy of the greatness to which you are connected.

In even the smallest, most ordinary things there is amazing beauty and immense potential for joy. If you are bored or uninspired, you're simply not paying attention.

Take a moment to take a deep breath, to take it all in, and to marvel at your exceedingly good fortune. Remind yourself that you are rich beyond all conceivable measure.

If you happen to feel burdened by some particular situation or limitation, take a step back and reconsider. Whatever may be troubling you is small compared to the nearly limitless options you have for doing something about it.

Though there are many problems, there are always many more positive possibilities. To transform those possibilities into positive reality, it's up to you to take purposeful, focused action.

In this moment, feel the immensity of life's wonder. And find delight in making positive use of it.

Get up and get to work

If you're disillusioned with life, get up and get to work. Do something useful, get yourself busy making a difference, and you'll soon feel your faith in life being renewed.

If you're frustrated or angry about something, get to work. Before long, you'll find your focus shifting from the problems and frustrations to the possibilities and opportunities.

If you're tired and weary, stop and rest for a little while, but not too long. Then get back up, get yourself working on something meaningful, and you'll feel a renewed sense of energy.

It's natural to feel lousy when you're not making a contribution to life, but the answer is not to curse the lousy feeling. The answer is to get yourself doing something that will truly matter.

No matter how young or old or strong or infirm you may be, there's good and useful work you can do in your own special way. Assume that there's something valuable you can do, and from that perspective you'll discover new and energizing ways to lift up life.

If life is troubling you or even if it's not, get up and get to work. Make a difference with your efforts, and you'll make your own life immensely better.

WHAT GOES AROUND COMES AROUND...

One day a man saw an old lady, stranded on the side of the road, but even in the dim light of day, he could see she needed help. So he pulled up in front of her Mercedes and got out. His Pontiac was still sputtering when he approached her.

Even with the smile on his face, she looked worried. No one had stopped to help for the last hour or so. Was he going to hurt her? He didn't look safe; he looked poor and hungry.

He could see that she was frightened, standing out there in the cold. He knew how she felt. It was that chill which only fears can put in you.

He said, 'I'm here to help you, ma'am. Why don't you wait in the car where it's warm? By the way, my name is Bryan Anderson.'

Well, all she had was a flat tire, but for an old lady, that was bad enough. Bryan crawled under the car looking for a place to put the jack, skinning his knuckles a time or two.

Soon he was able to change the tire. But he had to get dirty and his hands hurt.

As he was tightening up the lug nuts, she rolled down the window and began to talk to him. She told him that she was from St. Louis and was only just passing through. She couldn't thank him enough for coming to her aid.

Bryan just smiled as he closed her trunk. The lady asked how much she owed him. Any amount would have been all right with her. She already imagined all the awful things that could have happened had he not stopped. Bryan never thought twice about being paid. This was not a job to him. This was helping someone in need, and God knows there were plenty, who had given him a hand in the past. He had lived his whole life that way, and it never occurred to him to act any other way.

He told her that if she really wanted to pay him back, the next time she saw someone who needed help, she could give that person the assistance they needed, and Bryan added, 'And think of me.'

He waited until she started her car and drove off. It had

been a cold and depressing day, but he felt good as he headed for home, disappearing into the twilight.

A few miles down the road the lady saw a small cafe鰻.. She went in to grab a bite to eat, and take the chill off before she made the last leg of her trip home. It was a dingy looking restaurant. Outside were two old gas pumps. The whole scene was unfamiliar to her. The waitress came over and brought a clean towel to wipe her wet hair. She had a sweet smile, one that even being on her feet for the whole day couldn't erase. The lady noticed the waitress was nearly eight months pregnant, but she never let the strain and aches change her attitude. The old lady wondered how someone who had so little could be so giving to a stranger. Then she remembered Bryan .

After the lady finished her meal, she paid with a hundred dollar bill. The waitress quickly went to get change for her hundred dollar bill, but the old lady had slipped right out the door. She was gone by the time the waitress came back. The waitress wondered where the lady could be. Then she noticed something written on the napkin.

There were tears in her eyes when she read what the lady wrote: 'You don't owe me anything. I have been there too. Somebody once helped me out, the way I'm helping you. If you Really want to pay me back, here is what you do: Do not let this chain of love end with you.'

Under the napkin was four more \$100.

Well, there were tables to clear, sugar bowls to fill, and people to serve, but the waitress made it through another day. That night when she got home from work and climbed into bed, she was thinking about the money and what the lady had written. How could the lady have known how much she and her husband needed it? With the baby due next month, it was going to be hard...

She knew how worried her husband was, and as he lay sleeping next to her, she gave him a soft kiss and whispered soft and low, 'Everything's going to be all right... I love you, Bryan Anderson.'

Health Tips

How Healthy eating of a Cucumber Really Is



A cucumber is a vegetable that is not only healthy, but very tasty too! There are many people who use this vegetable in their salads in order to enjoy a fantastic meal. It has Vitamins B1, B3, B2, B6, B5, and not to forget Vitamin C. It is high in Zinc, Iron, Potassium, Folic Acid, Calcium, Phosphorus, and Magnesium. It is this main ingredient that makes a salad so healthy foods and a good source of obtaining the right energy. There are so many healthy benefits of cucumbers that you probably didn't even know about. Once you find out you will realize how many vitamins and nutrients you have been missing out on.

The Healthy eating Benefits of a Cucumber:

1. -A cucumber has all the essential B vitamins along with necessary carbohydrates all of which are very important to revive your energy.
2. -If you are at work and just ate your lunch, but need a mint badly to cover up your bad breath, grab a slice of cucumber and stick it to the roof of your mouth for a while. Not only will the bacteria in your mouth be demolished by the chemicals that are present in a cucumber, but you won't have bad breath to worry about either!

Apples Health Benefits and Tips

1. Contains Amazing Array Of Polyphenols
2. Provides Antioxidant Benefits
3. Provides Cardiovascular Benefits
4. Provides Blood Sugar Regulation Benefits
5. Provides Anti-Cancer Benefits
6. Provides Anti-Asthma Benefits



New Joinees

Mr. Milind V Rane
Operation Executive (BOM)

Mr. Kishore Vilas Gade
Operation Executive (BOM)

- Atlas Insight welcomes the new joiners to our family

Resigned Employees

Mr. Aneesh Krishnan (MAA)

Ms. Manisha V Thaker (BDQ)

Mr. Rupesh Arun Kamble (BOM)

Ms. Perpetua A Xavier (PNQ)
— Atlas Insight wishes good luck for your future

**Happy
Holidays!**

August 15 Independence Day (Pan India)

RECOGNITION

There was a farmer who collected horses; he only needed one more breed to complete his collection. One day, he found out that his neighbor had the particular horse breed he needed, he constantly bothered his neighbor until he sold it to him.

A month later, the horse became ill and he called the veterinarian, who said:- Well, your horse has a virus. He must take this medicine for three days. I'll come back on the 3rd day and if he's not better, we're going to have to put him down. Nearby, the pig listened closely to their conversation. The next day, they gave him the medicine and left. The pig approached the horse and said: - Be strong, my friend. Get up or else they're going to put you to sleep! On the second day, they gave him the medicine and left. The pig came back and said:- Come on buddy, get up or else you're going to die! Come on, I'll help you get up. Let's go! One, two, three...

On the third day, they came to give him the medicine and the vet said: - Unfortunately, we're going to have to put him down tomorrow. Otherwise, the virus might spread and infect the other horses. After they left, the pig approached the horse and said: - Listen pal, it's now or never! Get up, come on! Have courage! Come on! Get up! Get up! That's it, slowly! Great! Come on, one, two, three... Good, good. Now faster, come on.... Fantastic! Run, run more! Yes! Yay! Yes! You did it, you're a champion!!! All of a sudden, the owner came back, saw the horse running in the field and began shouting: - It's a miracle! My horse is cured. This deserves a party. Let's kill the pig! Points for reflection: this often happens in the workplace.

Nobody truly knows which employee actually deserves the merit of success, or who's actually contributing the necessary support to make things happen.

LEARNING TO LIVE WITHOUT RECOGNITION IS A SKILL!

Atlas Insight wishes Happy Birthday to

July

SANTHOSH KUMAR P	16 TH BCO
GEETHA LAKSHMI P	17 TH BCO
GURAV PRAKASH SAKHARAM	19 TH BOM
JITENDRA M JADHAV	19 TH BOM
AJAY KUMAR KAMRA	19 TH JPR
MANOHAR B	20 TH BLR
NAGARATHNA M S	22 ND BLR
MARI MUTHU K	22 ND MAA
RANJEET BHIMRAO ADHAV	24 TH BOM
SHINE K A	25 TH COK
SRINIVASA RAO KONERU	25 TH KDL
THIBORSIUS ANTONY ARUL M	26 TH MAA
N B S RAMA KRISHNA	30 TH VTZ

August

KISHORE NAGLE	01 ST NGP
MOHAN K	02 ND BLR
ANIL	02 ND BLR
NARENDRA R PARMAR	04 TH AMD
SACHIN SHANKAR THOMBARE	09 TH BOM
PRAKASH CHANDRAKANT SHINDE	10 TH PNQ
MANISH C RATHOD	11 TH AMD
ROMA HARISH GIANANI	12 TH AMD
GOVARDHANAN	15 TH BLR
RITA DEKA	15 TH BOM
SANTOSH SHETTY	15 TH BOM



Aspire

Transparent

Logistics

Accurate

Service