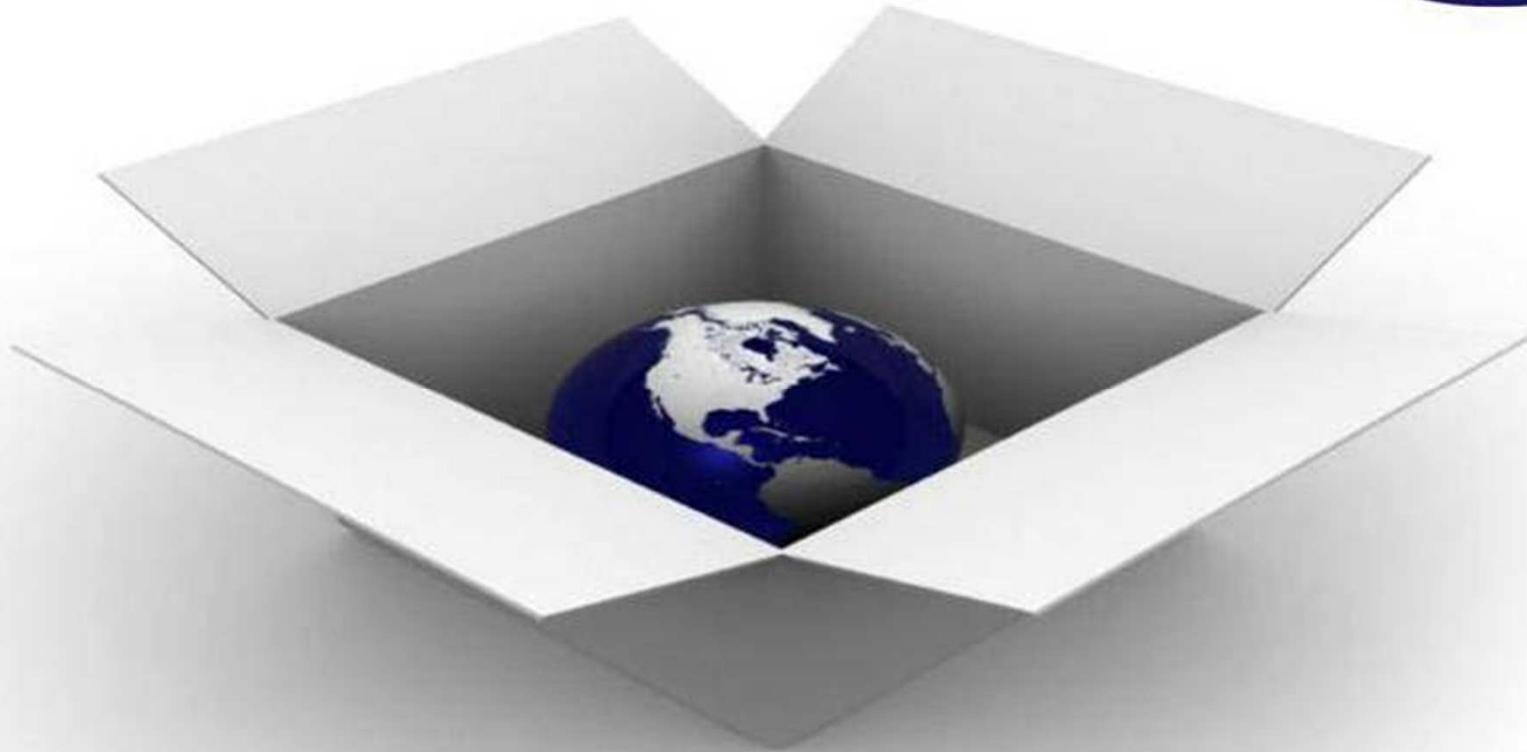




ATLAS LOGISTICS PVT LTD

Regd. Office : # 777-B, 100ft Road, HAL II Stage
Indiranagar, Bangalore - 560 038 India.
Ph : +91 80 4198 5000
www.atlaslogistics.co.in



Atlas Insight

NOVEMBER 2010

Atlas Flashes



STUPENDOUS PERFORMANCE FROM DELHI AIR EXPORT TEAM

Delhi International air port has witnessed unprecedented traffic and tight security due to commonwealth games. Because of the same, export air cargo shippers has reposed faith in Atlas Logistics , who can deliver in even in utmost worst business environment .

During the same period Atlas Logistics has handled more than 200 M/T General cargo only for air export. Due to tight security scenario, customs has changed the timing for accepting the cargo , the procesing formalities and our staff need to toil even the late night and early morning to ensure the cargo clearance.

Literally Delhi Air export team were on the field 24X7 to ensure the smooth processing of the cargo and in the bargain, they become the top forwarder for the month in Delhi.

Atlas Insight congratulates Air export team lead by Mr. Jiwan for the appreciable efforts .

Atlas Insight *November 2010*



ROBOT SHIPMENT

Atlas Chennai has undertaken the entire shipping requirement related to pre-production, post production and film distribution to all overseas destination accurate and timely distribution of Super Duper Hit “ Robot”.

Endhiran/*Robot* is Produced by *Sun Pictures*, the film production arm of *Sun TV* had starred by Rajani Kant Aishwariya Rai Bachchan,. *Endhiran/Robot* is the highest grosser ever in International standards by an Indian Movie and roaring business in overseas too.

Mr. Arunachalam and team had coordinated the films technical requirement and proved that Atlas Logistics ahs arrived as a sole Logistics company who can undertake end to end logistics requirement of a film of International scale.

Atlas Insight congratulated Mr. Arunachalam and team for the achievement.

Logistics Updates

Atlas Insight
November 2010

LATIN AMERICA A LUCRATIVE EXPORT MARKET:

Indian exporters should focus on the emerging economies, especially Latin American countries, to sustain growth.

India is planning to augment textile exports to Latin American countries as they are vibrant economies and offer big opportunities," Minister of State for Commerce and Industry Jyotiraditya Scindia said.

As per him, advanced nations would show an import growth of 0.9 to 1 percent while developing economies would exhibit import growth between 4.5 to 5 percent.

The minister informed that Announcement on "Reduction of Transaction Cost" would be issued .

Minister also states that the new and untapped markets were helping maintain export momentum despite moderate growth in traditional markets. "The market diversification strategy has started yielding result and will help to expand India,s export base

NEW EU CUSTOMS REQUIREMENT – IMPORT CONTROL SYSTEM (ICS)

The EC Commission Regulation 648/2005 will take effect from 01 January 2011. This regulation mandates that Pre-arrival information for shipment entering the EU must be provided to the customs authorities at the first point of entry for safety and security purpose. This applies to all shipment entering the EU from outside of the EU territories.

The carrier will electronically file shipment data on Master Air Way Bill level and list each House Air Way Bill as a line item to the Customs office of the first entry point at EU. This data will be transmitted electronically by way of an Entry Summary Declaration (ENS).

ENS is the common electronic declaration for the EU member states, with agreed datasets, rules and conditions. ENS will be required for freight carried on board any inbound flight into the EU.

Freight Destined for EU

Freight Transit in EU

Freight remaining on Board (FROB) during a stopover In EU

The carrier is responsible for filing of the ENS. However it is the customers obligations to provide correct and timely data to the carrier.

Management Lessons

Atlas Insight
November 2010

WHAT IS ATTITUDE?

Understanding the connotation of attitude is a complex task. Attitude is our acceptance and reactions of certain ways of life which stems from our individual mindset, which again develops from various factors which can be family and upbringing, environment experiences in human relations etc. Attitude could be rigid, flexible or moderate. The rigidity leads to becoming pessimistic or negative in approach.

REQUIRED AT WORKPLACE:

Flexibility in your attitude results in optimistic or positive approach. It is this positive approach that employers seek in their employees. They want to hire people who take the initiative and have the motivation to get the job done in a reasonable period of time. It is this passionate employee who creates an environment of good will and who provides a positive role model for others.

A positive something that is most valued by supervisors and co-workers; and it also makes the workplace more pleasant and fun to be in each day.

BETTER WORKPLACE SKILLS:

Research has shown that employees with a brighter outlook tend to demonstrate better workplace skills, simply because:

1. Positivity and optimism develop strong ties with others – employees who are happy spread cheer.
2. Positive people are good communicators and thus the work gets done without much effort.
3. Optimists tend to develop better coping skills and a more supportive social network.
4. Positivity wards off stress.

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 Lessons (Cont,d)

Atlas Insight
November 2010

DEVELOP POSITIVE ATTITUDE:

The process of developing positive attitude is gradual and a conscious effort. There are no easy answers to how you can build one, but the following suggestions do stand the test of time.

1. Know yourself – which means you need to be aware of your strengths and weakness.
2. Draw a balance between your outer and the inner self.
3. Appreciate your positive qualities and work on rectifying the negatives.
4. Contemplate upon the futility of negative thinking and worries.
5. Do not be critical of others. Instead be appreciative and respectful
6. Associate yourself with happy employees
7. Respect relationships at work and never take either your seniors or your juniors for granted.
8. Be self-reliant
9. Meditate if required.

DEALING WITH NEGATIVE CO-WORKERS:

Always remember, negativity mongers need a new job, a new company a new career, a new outlook, or counseling. They don't need you. You need to deal with genuinely negative people by spending as much time as possible. Here are some tips that will come to your rescue:

1. Restrict befriending a negative co-worker.
2. Refrain from providing a sympathetic audience to the negative conversations.
3. Suggest the negative person seek assistance from human resources or their supervisor.
4. Persistent negativity, that impacts co-workers' work is a work behavior that may require disciplinary action. Speak to your in charge or HR department about it.

There are people who are always complaining either about their boss, their work, their home or social life. At the same time, we also see people who are perpetually smiling and are happy. Does this mean that they are blessed in life with no problems or difficulties? Or is it just a positive attitude?

Satisfied employees are more productive, work more diligently and enhance the organization's brand value. Satisfied employees demonstrate commitment to service with every customer/client.

Well, positive attitude is rated as one of the best traits. Being positive puts a person in command of his entire faculties.

HOW TO READ PEOPLE WHEN MEETING THEM IN THEIR OFFICE

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.

Logistics Updates

Atlas Insight
November 2010

AIRFREIGHT IS TURNING 100.

What would the world be like without airfreight? Unthinkable? Indeed. Our modern, networked world is inconceivable without airfreight. No other means of transportation has gained more in importance over the past century. And no other means of transportation links the world as quickly and completely

But airfreight does more than just link economic centers and enable technological progress.

On November 7, airfreight has turned 100. On this day in 1910, the first shipment was sent by air in the US. Lufthansa was then first airlines to start international airfreight in 19 August 1911 the Berliner Morgenpost News paper was shipped by air.

100 years later ,now, one can't imagine any more air cargo not being a part of the modern logistics economy. Although less than one percent of all goods worldwide - measured in the weight - are transported by airplanes: measured on their commercial value, the goods transported by air cargo constitute 35 percent. This shows that predominantly by airplane valuable and urgent and/or perishable goods are transported



During the hundred years of its existence air cargo has achieved a great deal - among other things, the greatest logistics-humanitarian achievement in history.

100 years of air cargo give occasion for a retrospective view: and for gratitude.

Atlas Logistics , being one of the leading logistics company with considerable international freight volume takes pride and joining the year long celebrations along with international air cargo community.

Atlas Wellness

ACHIEVING OPTIMUM HEALTH

“Optimum health is not just the absence of disease but the presence of wellness in mental, emotional, physical, spiritual and social areas. Some would also include financial health.” Introduction. Optimum health is essential at all levels, from the individual to the society we live in to the environment around us. We have to start thinking of wealth not just in terms of possession of money and properties but also the possession of mental, emotional, physical and social well-being.

Mental Health : The truth is mind is the forerunner of all states. With a proper mindset, a poor man can still be happy. Conversely, if the mindset is not right, no matter how much material possessions you may have, you may still be a very unhappy person. Thus, Gandhi said, “The world has enough for everyone’s needs, but not enough for even a single person’s greed.” So a healthy mind is one that possesses a mindset that can lead to happiness and contentment with self and the world around us. It provides clarity of thoughts, good insight and the ability to see things through an unbiased mind. To be able to see things through an unbiased mind is no small feat. It is extremely difficult to note or observe the unfolding of events and phenomena without judging. We habitually associate emotions or feelings to events, and allow such emotions to direct our actions. Our likes for certain things and dislikes for others are closely associated with our emotions.

Emotional Health : It is our emotions that lead us to act impulsively at times. Thus a high level of self-awareness in this area is extremely useful. In fact, it is essential to our well-being. After all, things and relationships that may take us years to build can be destroyed in a moment of anger. There are positive and negative emotions. Positive emotions such as love, compassion and joy should be cultivated, while negative emotions such as fear, anger and hate need to be eradicated.

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When asked about this, a wise sage of India once illustrated with a story:

An old man said to his grandson, “Boy, I have two tigers caged within me. One is love and compassion. The other is fear and anger.”

The young boy asked, “Which one will win, grandfather?” The old man replied, “The one I feed.”

At times, it may seem that we have no control over our emotions. This is not true. The truth is how well we manage our emotions depends on how aware we are of our emotions, particularly on the arising of our emotions. The earlier we are able to note the arising of our emotions, the better we can manage them.

More and more researches are showing that our well-being is closely linked to our emotional and mental health. Our body’s immune system is generally enhanced by positive mental outlook and emotion. Conversely, it is depressed by negative mental and emotional states. Thus, stress, worry, anger and fear are some states that may lead to physical illnesses such as hypertension, cardiac diseases, peptic ulcers, depression and a host of other ailments.

Physical Health

To maintain an optimum physical well-being, therefore, requires us to focus not only on our body but also our mind and emotions. On a physical level, our body can be kept healthy through adequate sleep and rest, proper nutrition, regular exercises and a healthy environment that is free from pollution.

Atlas Flashes



The Photograph of our Chairman and Managing Director Mr. Venkatesh Rao along with Mr. Sebastian Schneider, Managing Director of Premium Logistics GmbH & Co. KG and his team during CMD's recent Germany visit is given above.

CMD also delivers a Lecture on Global Logistics scenario and the views, concern and suggested solutions were well appreciated by the Logistics community.

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MARRIAGE

Mr. M. Prasad Rao , Customer Executive of Atlas Kandla got married on 13 November 2010. Atlas Insight wishes happy married life to newly wed couples.

Mr Kuldeep Sharma,, Customer Coordinator of Atlas Jaipur is getting married on 27 November 2010. Atlas Insight wishes him happy married life.

ATLAS KIDS

Mr. Mubeen Ameen, Executive-Operations of Atlas Trivandrum is blessed with a baby girl. Atlas Insight congratulate him.

CHANGE OF ADDRESS - ATLAS LOGISTICS PVT LTD - QINGDAO BRANCH-CHINA

Please note , our Atlas Logistics Pvt Ltd – China (Qingdao Branch) office is moved to new location. The contact details are Atlas Logistics Pvt.Ltd. C/O Shanghai Rijin Top Logistics Co.,Ltd Qingdao Branch, Room 203, Building 1, No.123, Zhangzhou 2 Road ,shinan District,Qingdao City. Tel: 86 0532 68872060 ; 86 0532 68872052 and Fax: 86 0532-68872055

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