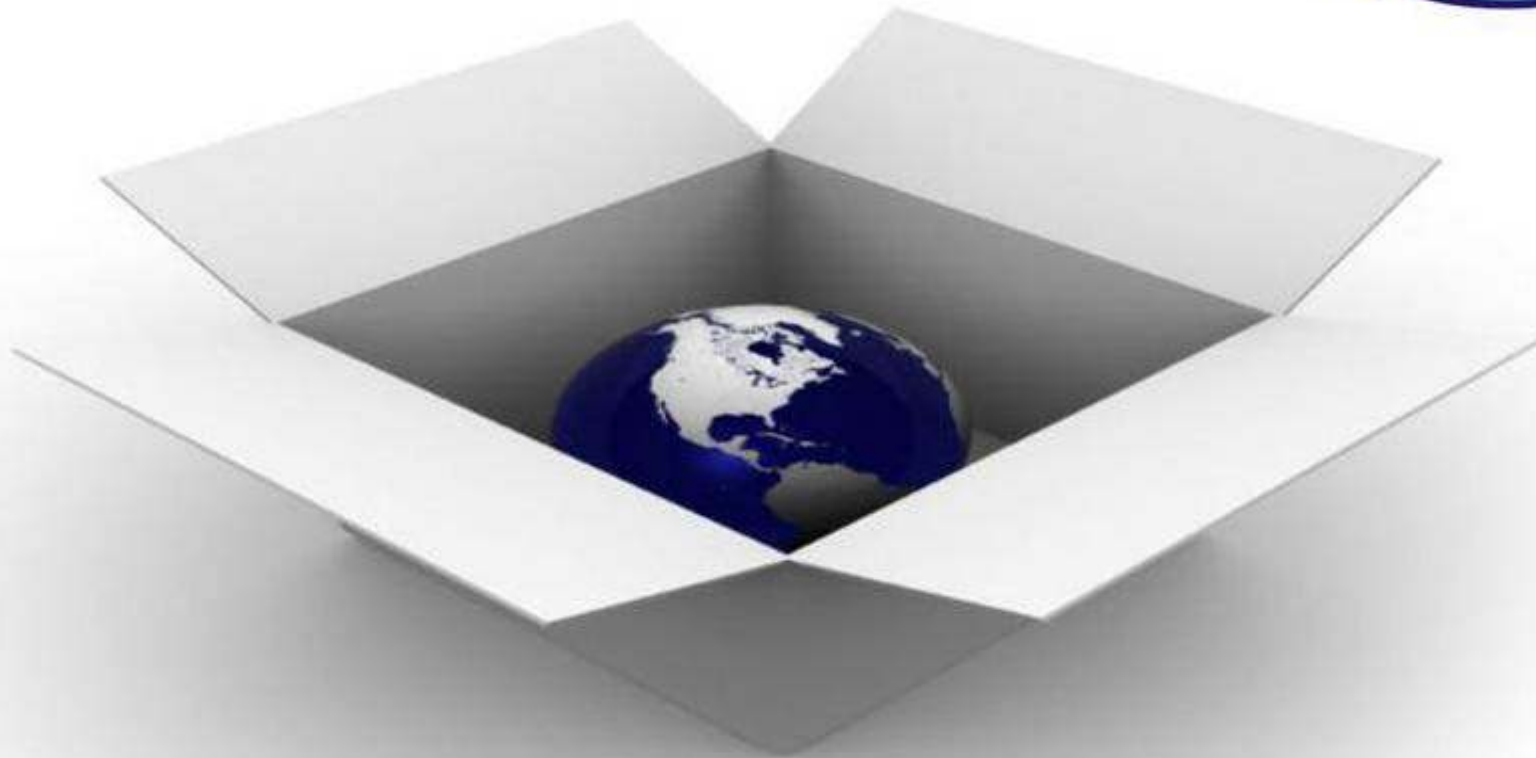




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Atlas Insight

SEPTEMBER 2009

Atlas Achievements



Mr. Hridaya



Mr. Santanu

Mr. Hridaya Narayanan, BDM of Eastern Region-India successfully carried out customs clearance and Forwarding of 175 containers from Kokatta port to Xingang. The customer has decided to mutually work with Atlas since it will ensure value addition to their Supply Chain.

Commodity ,being Iron Ore, is usually transported as Break Bulk. However with his negotiation skills with shipping lines, we converted this break-bulk movement into container movement where in the Iron ore was loose loaded into container with Plastic covered on the walls of the container.

Carrying out the mammoth shipment with limited resources was not a mean task. Mr. Santanu Ghosh with his dedication and hard work towards rate negotiation with the shipping line helped to bag the shipment.

Customer is so pleased with the services and assured to offer all his future business to us.

Let us wish Mr. Hridaya Narayanan and Mr. Santanu Ghosh for their successful execution of big container movement.

Atlas Insight September 2009

CUSTOM HOUSE AGENT(CHA)

Customs House Agent (**CHA**) is a person who is licensed to act as an agent for transaction of any business relating to the entry or departure of conveyances or the import or export of goods at any Customs station.

Section 146 of the Customs Act is the enabling provision, which allows agents of importers and exporters to act on behalf of importers and exporters. This is necessitated by the highly involved and technical nature of the work to be done in connection with clearance of imports into and exports out of country. The importers and exporters themselves may have neither time nor the requisite knowledge on their own. Therefore, agents are allowed to act on their behalf. The work of the agents is governed by the [Customs House Agents Licensing Regulations, 1984](#) framed under this section read with Section 157.

There are certain liabilities fastened on the agent of the importer or exporter under Section 147. Some of these liabilities are in the nature of extension of and exceptions to the liability of an agent under the Indian Contracts Act, 1872. Sub-section (1) empowers the agent to do everything that an importer or an exporter can do. Filing a bill of entry, shipping bill, submitting supporting documents therewith, helping in examination of goods, payment of duty on behalf of the principal, warehousing of goods, removal from warehouse and the like. The common law principle that an agent's actions bind the principal is given the status of a legal presumption.

Atlas Achievements



Mr. Thiva of Chennai Branch executed a project Cargo for Mali government. The consignment was a Hydraulic Truck Mounted Access Platform Ariel Hoist Fitted in to TATA Truck . The Tata Truck itself has been exported from Tuticorin of India to Mali port.

It was a difficult shipment, not due to volume but the intricacies associated with the shipment. Mr. Thiva with the able support of Tuticorin staff headed by Mr. Alwar has beautifully executed the shipment.

Mali government has expressed satisfaction of the hassle free shipment and assured that it was trail shipment and such convoy of shipment is in the pipeline in coming months.

The photos of the shipment would itself will authenticate the Planning and execution undertaken behind the success of the shipment.

Atlas insight congratulate Mr. Thiva for venturing into such a typical shipment and then executing it smoothly.

ACAAI CONVENTION

36th Air cargo Agent Association of India (ACAAI) convention to be held in Goa from 03-06 December 2009 . Apart from the issue sin the backdrop of recession, Customer EDI procedures, forwarders bonded terminals, air port infrastructure for cargo and master cargo policy from government would be discussed. This is the first time in s seven years, ACCAI convention is being conducted in India.

Atlas Insight September 2009



Atlas Achievements



Our Air Export Executive Mr. Ramji Gupta of Delhi Branch had participated on behalf of Atlas Logistics, in the on line quiz conducted by Air France/KLM Cargo and answered all the correct answers and eventually adjudged as the Master of Aviation.

Very few people around the globe could answer the correct answers.

Let us congratulate Mr. Ramji Gupta for his achievement.

Mr. Ramji Gupta's achievement is once again vindicating Atlas claim that we have skillful resources who knows every nitty-gritty of the trade to meeting customers aspiration without any hassles.

Atlas Insight September 2009



ATLAS KIDS

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September 2009

SCOTT ON THE ROCKS

Mr. Scott D'Souza, son of Mr. Ozwald D'souza, President Marketing is becoming the harbinger of Indian Soccer revival.

Mr. Scott D'Souza well built physic and towering frame is giving nightmares to the defenders of under-16 soccer football league in Mumbai. His vital contribution by scoring a decisive second goal helped his club, Basco to clinch the under 16 football league, conducted by Mumbai School Sports association (MSSA).

His passion for excellence and learning curve has widely appreciated by his coach Mr. Leslie Machado.

The kind of promise, he gives to soccer fans In the budding stage of his career is nothing but a renaissance of Indian soccer.

Not surprising, all major dailies of Mumbai gives a prominent space of his contribution. The news published in the Times of India sports page is given for your appreciation.

Atlas Insight wish him all the very best for continuing the glory & success in the senior division and for wearing national jersey very soon.

against...

SCOTT ON THE ROCKS

Striker D'Souza scores in his first start this season to help Basco win their fourth title

AASHRAY HARIHARAN

MATUNGAS Don Basco emerged victorious in the Mumbai School Sports Association (MSSA) Under-16 football league, pipping defending champions St Stanislaus 2-0 yesterday, thereby winning the league for the fourth time in the last six years. Such was Basco's dominance, that even the defending champions, hitherto unbeaten in the league, resorted to hitting desperate long shots towards the goal. Basco scored early through Adnan Khan in the second minute and then doubled their lead, as Scott D'Souza scored ten minutes later. Scott, who started his first game yesterday, caused plenty of problems for the Stanislaus defenders with his well built physique and towering frame. Scott, who was a regular benchwarmer in the initial rounds, came on as a substitute against Bombay Scottish in their last league match to score the winning goal. A hat-trick followed in the Ahmed Sailor Cup and Scott's impressive run of form meant he was an automatic selection for the finals. "He is a powerfully built boy and I would often bring him on in the second half to take advantage of the opponents' tiring defenders. His recent goalscoring form made him impossible to ignore and I'm happy he vindicated my faith by scoring here," said Basco coach Leslie Machado. Scott for his part is just happy exorcising the ghosts that haunted him after he missed a penalty kick against Stanislaus in the finals of the U-14 league last year. "I'm happy I finally managed to score and make amends for last year's penalty miss against the same opposition," Scott said, adding that it doesn't make a difference whether he starts or comes on as a substitute as the way he plays remains the same.

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PHOTO: SURESH K. SHARMA

LOGISTICS UPDATES

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HIGHLIGHTS OF NEW FOREIGN TRADE POLICY

New Indian Foreign Trade Policy was unveiled by commerce minister Mr. Anand Sharma. The Highlights of the same is given below:-

- Duty entitlement passbook scheme extended till December 2010
- Extension of sops for export-oriented units till March 2011
- Export target of \$200 billion set for 2010-11
- Growth target of 15 percent for next two years, 25 percent thereafter.
- Inter-ministerial group to address issues raised by exporters
- Obligation under export promotion capital goods scheme relaxed
- Permission for tax refund scheme for jewellery sector
- No fee on grant of incentives to cut transaction costs
- Steps to help exporters reduce transaction costs
- Plan for diamond bourses in the country
- Single-window scheme for farm exports
- Re-export of unused leather allowed subject to 50 percent duty
- Minimum value addition for tea reduced to 50 percent from 100 percent
- Export units allowed to sell 90 percent of goods in domestic market
- Provision for state-run banks to provide dollar credits
- Twenty-six new markets added to focus market scheme
- Sops under focus market scheme hiked from 2.5 percent to 3 percent
- Number of duty-free samples for exporters raised to 50 pieces from 15
- New directorate of trade remedy measures to be set up
- Zero duty under technology upgrade scheme

LOGISTICS INFORMATION – MARITIME GEOGRAPHY

MALACCA STRAITS

From an economic and strategic perspective the [Strait of Malacca](#) is one of the most important shipping lanes in the world. The strait is the main shipping channel between the [Indian Ocean](#) and the [Pacific Ocean](#), linking major Asian economies such as [India](#), [China](#), [Japan](#) and [South Korea](#). Over 50,000 vessels pass through the strait per year carrying about one-quarter of the world's traded goods including oil, Chinese manufactures, and Indonesian coffee.

About a quarter of all oil carried by sea passes through the strait, mainly from Persian Gulf suppliers to Asian markets such as China, Japan, and South Korea. In 2006, an estimated 15 million barrels per day (2,400,000 m³/d) were transported through the strait.[.]

It is the shortest sea route between three of the world's most populous countries -- India, China, and Indonesia .

Therefore is considered to be the key check point in Asia.

Narrow channels, shallow reefs, thousands of tiny get-away islands, and slow traffic with some 900 commercial vessels passing through each day

The maximum size of a vessel that can make passage through the Strait is referred to as [Malaccamax](#). The strait is not deep enough (at 25 metres or 82 feet) to permit some of the largest ships (mostly [oil tankers](#)) to use it. A ship that exceeds Malaccamax will typically use the [Lombok Strait](#), [Makassar Strait](#), [Sibutu Passage](#) and [Mindoro Strait](#) instead. At near [Singapore](#), the Strait of Malacca narrows to 2.8 km (1.5 nautical miles) wide, creating one of the world's most significant traffic [check points](#).

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MARKETING CONCEPTS

SPIN SELLING

SPIN Selling is actually a very simple concept. SPIN is an acronym for S - Situation P - Problem, I - Implication, N - Need. It is a method of selling which helps the purchaser "sell" them self. The process is found to be most useful for people selling a higher dollar, bigger commitment product or service.

Neil Rackham, states that how classic sales techniques such as closing and objection-handling can actually reduce your chance of selling, especially in big business-to-business sales situations, where buyers are savvy to the classic tricks.

Overall, the method, like many other approaches, is a 'hurt and rescue' approach. You find their problem and 'hurt' them by exposing the terrible things that might happen. Then you rescue them with your product.

The four question types are described below.

Situation questions

In big sales, minimize the small talk and focus on finding background detail that can be used to make sense of the buyer's business situation. Context creates meaning. This is about understanding the wider context before you zoom into the details.

Problem questions

Ask questions to uncover problems which your product can address. If you are selling tractors, ask about maintenance costs, breakdowns and so on. If you are selling life insurance, ask about how many dependents the person has.

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A trap here is to dive straight into presenting the benefits of what you are selling. You may know the problem, but they do not! Going straight to the sales pitch will just get you objections.

Implication questions

Instead of telling them the problem they have (which is also likely to raise objections), the goal is now to get them to see (and feel!) the problem. By asking questions which draw out the implications of the problem, they get to feel the pain that will drive them towards your product. This is the 'hurt' of [Hurt and Rescue](#). For example, the person selling tractors might ask about implications of unplowed fields whilst the life insurance salesperson could carefully ask what would happen to the children if the target person died or became very ill.

Need-Payoff questions

Having hurt the target person with your implications, you now give them a straw to grasp at by asking how their pain could be resolved. With careful questions, you can get them to the state where they are asking for your product even before you show it to them. This is a very neat 'rescue' of [Hurt and Rescue](#), where they either rescue themselves or ask you to rescue them. For example, the tractor sales person can ask how much better the tractor was like when it was new, or whether any of the farmer's neighbors have solved problems of old and problematic tractors. The insurance sales person could ask questions that build pictures of the target person's children being safe and secure whatever curve-balls the world might throw at the family.

MARKETING CONCEPTS

SUCCESSFUL SELLING

Much of what we are taught about successful selling these days is overstated and it causes us to forget the key fundamentals that make selling what it should be - a tool that brings people the solutions they seek. The paradox of sales training is that the more methodology we learn, the less authentic we seem, and the less successful we tend to be.

It's usually the first thing to come up. "How much will it cost me?" asks the customer. We then dodge the question to avoid running them off before we have a chance to explain the value of the product.

Sure, there are those who pitch low prices and for them the price question is welcome. But regardless of where your price falls on the industry scale, it's not the cost that matters most to customers. Consider one auto insurance's bold message to their potential customers: Call us and we'll give you our rates and the rates of five of our competitors - even if they are cheaper. What message does that send if you are thinking about buying auto insurance? For starters, it tells you that the company is more interested in your satisfaction than in getting you to buy. Of course they don't want you to go to one of their competitors, but they're willing to bank on the fact that having a trustworthy insurance company is more important than a cheap one. So they're not afraid to offer you some helpful advice. "Here are your options," they say, "and we'll help advise you on which one is the best fit for your needs - even if that means introducing you to another company." It's an innovative way to highlight your intentions and, in the end, it builds trust.

There is always the chance you will lose a customer on price; but why not make it about more than price from the beginning. Offer them advice that indicates you care more about their overall satisfaction than their money. If they still choose a competitor after all, be ready when that other company falls short because you'll be the first person they call. And you won't have to prove yourself twice.

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ATLAS HEALTH STRESS MANAGEMENT

ABC OF STRESS

Stress is a biological term which refers to the consequences of the failure of a human or animal to respond appropriately to emotional or physical threats to the organism, whether actual or imagined. It covers a huge range of phenomena from mild irritation to the kind of severe problems that might result in a real breakdown of health.

Always take time for yourself, at least 30 minutes per day.

Be aware of your own stress meter: Know when to step back and cool down. Concentrate on controlling your own situation, without controlling everybody else. Always take time for yourself, at least 30 minutes per day. **Be** aware of your own stress meter: Know when to step back and cool down.

Concentrate on controlling your own situation, without controlling everybody else.

Daily exercise will burn off the stress chemicals.

Eat lots of fresh fruit, veggies, bread and water, give your body the best for it to perform at its best.

MANAGEMENT FABLES

USE YOUR MIND TO GROW PROFESSIONALLY

Atlas Insight

September 2009

When I was a kid, I saw plenty of goldfish in the houses of my friends, and I remember wondering why so many people would want to keep such small, unexciting creatures as pets.

Then one day, when I was about ten years old, I went on a school field trip to a botanical garden that had a pond stocked with fish. One especially large, brilliantly colored fish stood out to me.

"What kind of fish is that one?" I asked our guide.

"That's a goldfish," she replied.

I was confused. "Aren't goldfish supposed to be small?" I asked with a note of 9-year-old sarcasm.

"Not at all," she replied. "Goldfish will grow even larger than these. It really just depends on the size of their environment."

I took in the information and determined to never again show myself so ignorant about goldfish, but it was years before I understood the broader lesson.

How often have I been like a goldfish in a fishbowl? How often have I limited myself by my perception of my world? Worse still, how many times have I put others in a small bowl in my mind? How many times have I written off someone as insignificant or unexciting? How many times have I failed to see others' potential to grow?

How much more could I achieve if I forgot my perceived limitations and dared to swim beyond the boundaries I've set for myself? And what would happen if I moved others from their small bowls into the ocean of limitless possibilities?

Just imagine a world full of people with that perspective, who truly believe that anything is possible and reach out to claim it. Together we could do astounding things. Apply this same principle to your professional life and see how things around you will suddenly start to bloom with more possibilities and success.

You are no goldfish. Even the world is not big enough to be your bowl. The limitation of your mind is the only thing that sets you apart from a successful achiever. Will you be one too? All you need to do is believe that you can.

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.

ATLAS TABLE

Atlas Insight
September 2009

FOR AIR SHIPMENTS

(1CBM) One Cubic Meter = 166.66 Kgs of Volume Weight

The weight / volume ratio is 1:6 ----
that means LXWXH /6000 is the volume weight calculation

CBM X 166.66 = Volume Weight

International Volumetric Weights are calculated using the formula below:

Length x Width x Height in centimeters / 6000 = Volumetric Weight in kilograms

HOW TO CALCULATE VOLUMATRIC WEIGHT

LXWXH /6000 IF CMS ‘
LXWXH /366 IF INCHES “

INCASE THE WETIGHT INDICATES IS LBS THEN

1 LBS = 0.454KGS

1 kilogram = 2.2046 lbs

To check the volumetric weight

CBM X 166.66 = Volume Weight

To check in inches CMS / 2.54 = inches

To check in cms INCHES X 2.54 = cms

MM / 10 = CMS

Basic Conversion Table

1 inch = 2.54 cm

1 foot = 30.48 cm

1 cubic foot = 1728 cubic inches

1 cubic meter = 35.31 cubic feet

1 kilogram = 2.2046 lbs

1000 kgs = 1 metric ton

1 cubic meter = 166.66 kgs of volume weight

How to find CBM

If measurements are in CMS LXBXH

divide BY 10,00,000

inches LXBXH divide BY 60480

DISM IN CMS 321 X 116 X 126 = 4691736 /

10,00,000 = 4.69 CBM

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