



Atlas Insight

October 2011

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Message From CMD

Dear colleagues,



October and November are the months of festival in India. My belated wishes to all my colleagues and family a very happy Dussehra and ADVANCE wishes for Deepavali .

Likewise I think there are festivals occurring in other countries, so I wish our overseas colleagues and family the good luck.

Finally, I'm pleased to say that SBS board members have taken their positions in Octo-

ber .On behalf of Atlas Colleagues I welcome them and promise to extend full co-operation.

Atlas is a group slowly emerging as a world player in logistics sphere. Time has merged all of us to move from our traditional service to specialized services. More focus should be put on specialized services like projects, ware housing, transportation, distribution etc. This would give us good margin provided we work as a unit together. I am sure my colleagues will rise to this challenging task. Wish you all good luck.

Atlas UK Celebrating 2nd Anniversary –Gavin



It is with great pleasure that I would like to announce the UK offices of Atlas Logistics have been trading **for two years** .

In this time we have faced some challenges with the Global economy but I feel we have achieved some really significant milestones, a few of which are mentioned briefly below.

Birmingham Office
London Heathrow Office
Lincoln Office
IATA accreditation
FIATA Membership
Section 5 licence to move firearms etc.

Without the support of my colleagues here in the UK who took the gamble to join a fledging operation, and that of all my colleagues and

friends around the Atlas group Worldwide we could not have achieved the strong position we are in today. For that I would like to add a huge personal thank you from me to all concerned. Attached is a brief presentation on the UK for your perusal which I hope illustrates what we are all about.

Atlas Logistics UK Ltd is now a strong part of the Group which I believe can play an important part in the future. We can offer you all opportunities to grow your respective business in the UK market. I believe we here in the UK can provide the service needed to handle any business opportunity (air, road or sea) and we welcome the chance of building business together with you all in the future. Very best wishes to you all and we look forward to a long and prosperous future together.

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 Japan

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). Gangavaram 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 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

Logistics Updates

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

OECD statistics shows 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."

Logistic Integrators creates history by transporting temperature-sensitive cargo in RKN Opticooler

Opening new doors in the Indian logistics domain, Lo-

gistic Integrators, in association with Lufthansa, recently transported time- and temperature-sensitive pharmaceutical cargo in a special container called the RKN Opticooler in the form of BUP or 'built up pallet'. This first-of-its-kind commercial operation was an end-to-end shipment from the manufacturing point to the eventual consumption point, while maintaining temperature at prescribed limits throughout the journey and thus creating a new benchmark in the Indian logistics space.

"In Indian circumstances where temperature and climate are extreme and the road conditions can throw up surprises, this transportation technique comes a long way as a key saviour to the pharmaceutical companies." The company is optimistic about more successful operations with the RKN Opticooler, which gives pharma products stability, ensuring that the optimum temperature is maintained from point to point.

STRESS IN WORK AND LIFE

Once we all gang of friends visited to our old university professor. Our conversation soon turned into complaints about stress in work and life.

Offering us coffee, Professor returned from kitchen with a pot of coffee and an assortment of cups- porcelain,

glass, crystal, some plain looking, some expensive, some exquisite - telling us to serve hot coffee.

When all we had a cup of coffee in hand, the professor said:

"If U noticed, all the nice looking expensive cups were

taken up, leaving behind the plain ones. While its but normal for U to want only the best, that's also the source of Ur stress.

What U really wanted was coffee, not the cup, But U still went for the best cups and was eyeing each other's cups!"

Moral: If life is coffee, then jobs, money and status in society are the cups. They are just tools to hold and contain Life.

Don't let the cups drive U...

Enjoy the coffee

Karakal Port Private Limited Raises Rs 200 Crores

Karakal Port Private Ltd ("KPPL"), a subsidiary of MARG Ltd ("Marg" or "Promoter"), operates a deep-water port at Karaikal located on the Eastern coast of India in Karaikal District of Puducherry state, at a distance of around 320 Km along the coast south of Chennai Port. The port is envisaged to have a total of 9 berths capable of handling 47 MTPA. The port is to be developed over 3 phases with the final phase getting operational by 2016.

Phase 1 is currently operational with a capacity of 5.2 MTPA and Rs 1,570 crores. Phase 2A is currently under implementation.

Phase 2A is expected to be operational by October 2011 and will increase the capacity of the port to 21 MTPA. Project Phase 2A Extension is expected to further increase the cargo handling capacity of the port to 28 MTPA and involves a capex of Rs.600 crores.

KPPL has entered into a definitive agreement

with Ascent Capital Advisors India Private Limited ("Ascent") for an investment of Rs. 200 crores.

As per the terms of the definitive agreement, Ascent would invest Rs. 200 crores in two tranches, partly by way of secondary purchase of Promoter equity shares amounting to Rs. 150

crores and balance Rs 50 crores as primary infusion of capital into KPPL by subscribing to Compulsorily Convertible Preference Shares ("CCPS").

Ascent has completed the first tranche of its investment by purchasing Rs. 125 crores worth of equity shares of KPPL from Marg and by investing an amount of Rs. 32 crores into KPPL.

KPPL has earlier raised Rs.150 crores from IDFC Project Equity in March 2010.

As advisors to KPPL and Marg for the transaction, Spark Capital Advisors (India) Private Limited ("Spark Capital") was involved in:

- Preparing the business plan and marketing the deal opportunity with potential Investors
- Advising on configuring the transaction structure
- Negotiating the price and structure of the primary and secondary components of the transaction, between Marg, KPPL, the existing Investor and the new incom-

ing Investor

- Managing the due diligence process
- Assisting in drafting of definitive documentation

Spark Capital is one of South India's leading investment banks providing a full suite of services encompassing Corporate Finance advisory services and Institutional Equities. With 50+ professionals across the organization, Spark Capital's

Corporate Finance division has advised on a total equity fund raise of over US\$ 1.25 Bn and has completed Strategic/M&A transactions aggregating US\$ 2.5 Bn till date; and Spark Capital's Institutional Equities division covers over 90 stocks under research and enjoys empanelment with over 50+ institutional clients across FIIs, DIIs and Family offices. Spark Capital is headquartered in Chennai and has offices in Bangalore, Hyderabad, Mumbai and Singapore.



BREAK-IN SUGGESTIONS FOR A NEW ENGINE

There's been some debate recently in regards to the correct 'Break-in' procedure for a new car. The 'Break-in' period of a car is, simply put, the method in which a new engine is conditioned so as to make

point out that while engine construction has improved, you still need to seat the piston rings, and in order to do this they suggest a 'hard Break-in,' which is to say they recommend a few runs to the upper limits of the rev

out that modern engine construction ensures a healthy working life, and hence no 'Break-in' period is required. None the less it would still be better to drive carefully at all times.

Vary your engine revs

Experts recommend that drivers make an effort to constantly vary the engine revs during the 'Break-in' period or the first 1000km. For instance, driving on the highway at a constant speed is not ideal for a new engine. Essentially, it boils down to this – drive as you normally would, but be sure to vary engine revs and shift between gears as much as possible. Occasional high revs won't necessarily hurt but when accelerating, do so gradually, don't just step on the acceleration pedal with force. Ensure that the engine is fully warmed up before you display any signs of enthusiasm whatsoever in fact, this holds true well past the engine 'Break-in' period as well.



sure it has a smooth working life. Traditionally, the recommendations for 'breaking-in' a new engine were to ensure no more than 1/4 throttle and gentle revs for at least 1,000 kilometers. However, now that engine construction is highly advanced and tolerances are much more precise, this isn't required quite so much anymore.

Don't be too Gentle

Nevertheless, how you treat your engine in the early stages can determine its long term health and is therefore still important

Some new-age experts suggest that by being gentle you could actually cause more harm than good. They

range in order to generate engine pressure to effectively seat the piston rings.

Drive more carefully

Technical experts at VW point out that no special care is needed to 'Break-in' a new VW. On the other hand, they do mention, "The customer should always drive more carefully in the initial weeks till he or she is totally accustomed to the new car and its controls." And like practically all other manufacturers, they encourage reading and understanding the Owners Manual, which is an important but largely ignored practice by most new car buyers. Most experts at the manufacturer's end point



Festivals– Dasara and Deepavali

Dasara

Dasara is celebrated on the tenth day of the Hindu autumn lunar month of [Ashvin](#), or Ashwayuja which falls in September or October of the Western calendar, from the Shukla

Paksha

Pratipada,

or the day after the new moon which falls in

Bhadrapada, to the Dashami,

or the tenth day of Ashvin.

The first nine days are celebrated as

Maha

Navratri

([Sanskrit](#): नवरात्रि, 'nine nights') or Sharada Navratri (the most important [Navratri](#)) and culminates on the tenth day as Dasara.

In [India](#), the harvest season begins at this time and so the [Mother Goddess](#) is invoked to start the new harvest season and reactivate the vigor and fertility of the soil. This is done

through religious performances and rituals which are thought to invoke cosmic forces that rejuvenate the soil. Many people of the Hindu faith observe Dasara through social gatherings and food offerings to the gods at home and in temples throughout

ism, and Jainism, It is widely celebrated in India. Adherents of these religions celebrate Diwali as the

Festival of Lights. They light diyas—cotton string wicks inserted in small clay pots filled with oil—to signify victory of good over the evil within an individual.

Diwali is the abbreviation of the Sanskrit word

"Deepavali" Deepa meaning light and Avali, meaning a row. It means a row of lights and indeed illumination forms its main attraction.

It symbolizes that age-old culture of India which teaches us to vanquish ignorance that subdues humanity

and to drive away darkness that engulfs the light of knowledge. Diwali, the festival of lights, even today in this modern world projects the rich and glorious past and teaches us to uphold the true values of life. Festival celebrated on 26th October 2011.

Snap shot of Dasara Pooja held at corporate office



Nepal and India. It is believed that the present day Nepal was never ruled by outsiders as Gorkhalis are known as best fighters of the World as they're a true devotees of Maha-Kali, one of the incarnations of Durga (Shakti).

Deepavli

Diwali or Deepavali is a significant festival in Hinduism, Buddhism, Sikh-

Atlas Insight Congratulates Team Atlas!!!!!!!!!!

Chennai Achievement

Last month Chennai Branch has added M/s. Sara group as our new customer. We have rendered our service in the area of customs clearance for 500 MT of steel coils arrived in 20x20ft containers originated from china.

Short note on Sara Group

Sara Group is India's leading business conglomerate with interests in commodities, textiles, infrastructure development and ports. With a dedicated team of over 1500 employees and offices in Beijing, Dubai, Zagreb, Belgrade, Cleveland and Johannesburg, the company is continually identifying new business opportunities in India and the world over. The years the group has built on its strengths and transformed itself into a powerful commodities trader. Today specialized and professional teams manage its portfolio ranging from ores and minerals, steel and metals, coal and energy to agriculture.

Having had a sizeable presence in the textiles business for over 15 years, it is today one of the top three terry towel producers in India. Under Sara Textiles Limited, the group is a dominant exporter of home furnishings to Eastern Europe, making it one of the group's key markets.

Infrastructure is one of the core areas of growth for the group as it is for India, and it plans to be a key driver in the industry through the development of world-class ports and rail infrastructure. Under a special purpose vehicle (SPV), Gopalpur Ports Limited, the group is modernizing, expanding and operating Gopalpur Port on the Eastern coast of India

Goa Achievement

Goa Branch handled shipments Ex Koper, Slovenia for the first time to start with 32 TUE'S

New customer - IFB Industries

Gained 32 TUE'S - EX KOPER PORT, SLOVENIA TO NAHVA SHEVA

& 10 TUE'S - EX VENICE PORT TO NAHVA SHEVA

Imports - Washing Machine, Microwave Oven, Kitchen Appliances

Good Job Tara & Anita for preparing the RFQ on time & coordination with customer well.

IFB industries Limited originally known as Indian fine blanks limited started their operations in India during 1974 in collaboration with Hienrich Schmid AG of Switzerland.

IFB Appliances is the best online shopping for Home & Kitchen Appliances in India.

They offer a market leading range of high temperature insulating fire bricks for use within a variety of insulating and structural applications.

Mostly the products we (Atlas Logistics Pvt Ltd) import are raw material & parts of washing machine.

Our major imports if from Supplier /GORENJE EX SLOVENIA KOPER and S/- Rosa Service Italy.

We have imported from Slovenia Koper for the first time.

IFB Washing Machine is truly freedom machine it just requires 30 seconds of your time in loading the fabrics and setting the programme as one of their chief executive states.

IFB WM does not require need any supervision anymore today.WM is modelled on the unique 'tumble wash' concept for superior fabric care and wash performance.The machine allows heavy wash, normal wash, delicate wash, quick wash and hot water wash.

10 Tips For Healthy Eating

Experts agree the key to healthy eating is the time-tested advice of balance, variety and moderation. In short, that means eating a wide variety of foods without getting too many calories or too much of any one nutrient. These 10 tips can help you follow that advice while still enjoying the foods you eat.

See Reference Guide for: [Vitamins](#) [Minerals](#) [Amino Acids](#) [Herbs](#) [Special Nutrients](#) [Anti-Oxidants](#) [Dietary Fibers](#) [Nutritional Greens](#) [Digestive Nutrients](#) also see [Nutritional Glossary](#) [INDEX](#)

1. *Eat a variety of nutrient-rich foods.* You need more than 40 different nutrients for good health, and no single food supplies them all. Your daily food selection should include bread and other whole-grain products; fruits; vegetables; dairy products; and meat, poultry, fish and other protein foods. How much you should eat depends on your calorie needs. Use the Food Guide Pyramid and the Nutrition Facts panel on food labels as handy references.

2. *Enjoy plenty of whole grains, fruits and vegetables.* Surveys show most Americans don't eat enough of these foods. Do you eat 6-11 servings from the bread, rice, cereal and pasta group, 3 of which should be whole grains? Do you eat 2-4 servings of fruit and 3-5 servings of vegetables? If you don't enjoy some of these at first, give them another chance. Look through cookbooks for tasty ways to prepare unfamiliar foods.

3. *Maintain a healthy weight.* The weight that's right for you depends on many factors including your sex, height, age and heredity. Excess body fat increases your chances for high blood pressure, heart disease, stroke, diabetes, some types of cancer and other illnesses. But being too thin can increase your risk for osteoporosis, menstrual irregularities and other health problems. If you're constantly losing and regaining weight, a registered dietitian can help you develop sensible eating habits for successful weight management. Regular exercise is also important to maintaining a healthy weight.

4. *Eat moderate portions.* If you keep portion sizes reasonable, it's easier to eat the foods you want and stay healthy. Did you know the recommended serving of cooked meat is 3 ounces, similar in size to a deck of playing cards? A medium piece of fruit is 1 serving and a cup of pasta equals 2 servings. A pint of ice cream contains 4 servings. Refer to the Food Guide Pyramid for information on recommended serving sizes.

5. *Eat regular meals.* Skipping meals can lead to out-of-

-control hunger, often resulting in overeating. When you're very hungry, it's also tempting to forget about good nutrition. Snacking between meals can help curb hunger, but don't eat so much that your snack becomes an entire meal.

6. *Reduce, don't eliminate certain foods.* Most people eat for pleasure as well as nutrition. If your favorite foods are high in fat, salt or sugar, the key is moderating how much of these foods you eat and how often you eat them.

Identify major sources of these ingredients in your diet and make changes, if necessary. Adults who eat high-fat meats or whole-milk dairy products at every meal are probably eating too much fat. Use the Nutrition Facts panel on the food label to help balance your choices. Choosing skim or low-fat dairy products and lean cuts of meat such as flank steak and beef round can reduce fat intake significantly. If you love fried chicken, however, you don't have to give it up. Just eat it less often. When dining out, share it with a friend, ask for a take-home bag or a smaller portion.

7. *Balance your food choices over time.* Not every food has to be "perfect." When eating a food high in fat, salt or sugar, select other foods that are low in these ingredients. If you miss out on any food group one day, make up for it the next. Your food choices over several days should fit together into a healthy pattern.

8. *Know your diet pitfalls.* To improve your eating habits, you first have to know what's wrong with them. Write down everything you eat for three days. Then check your list according to the rest of these tips. Do you add a lot of butter, creamy sauces or salad dressings? Rather than eliminating these foods, just cut back your portions. Are you getting enough fruits and vegetables? If not, you may be missing out on vital nutrients.

9. *Make changes gradually.* Just as there are no "superfoods" or easy answers to a healthy diet, don't expect to totally revamp your eating habits overnight. Changing too much, too fast can get in the way of success. Begin to remedy excesses or deficiencies with modest changes that can add up to positive, lifelong eating habits. For instance, if you don't like the taste of skim milk, try low-fat. Eventually you may find you like skim, too.

10. *Remember, foods are not good or bad.* Select foods based on your total eating patterns, not whether any individual food is "good" or "bad." Don't feel guilty if you love foods such as apple pie, potato chips, candy bars or ice cream. Eat them in moderation, and choose other foods to provide the balance and variety that are vital to good health.

Atlas Learning

Poem For Air Cargo Employees

(I think we hv sent to you before also but still, its good to smile again)

Last night as I lay sleeping, I died.
or so it seemed,
then I went to heaven but only in
my dream.

I was greeted by St. Peter Standing
at the Pearly Gates.
He said: "I must check your rec-
ord..... Please stand right here and
wait."

He turned and said: "Your record is
covered with terrible flaws,
on earth I see you rallied for every
losing cause.

I see that you drank alcohol and
smoked and partied too.
Fact is, you've done everything a
good person should not do.

We can't have people like you
here... Your life was full of sin."

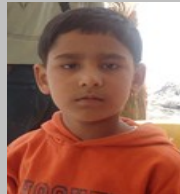
Then he read the last line of my
record, took my hand and said:
"Come in".

He led me to the Lord and said:
"We'll take him and treat him well:
he used to work for in air cargo.....

EXCEL SHORT CUTS

Action	Menu Equivalent	Comments	Version
Alt + F1	Insert Chart		Inset, Chart
Alt + F2	Save As		File, Save AS
Alt + F4	Exit		File, Exit
Alt + F8	Macro Dialogue Box		Tools, Macro
Alt + F11	Visual Basic Editor		Tools, Macro
Shift +F11	New Worksheet		Insert, Worksheet
Ctrl+Shift+F3	Create Name by Using names of Rows and Columns label		Insert, Name, Create
Ctrl+Shift+F6	Previous Window		Window
Ctrl+Shift+F12	Print		File, Print
Alt+ Shift+F1	New Worksheet		Insert, Worksheet
Alt+ Shift+F2	Save		File, Save
Alt +=	Auto Sum		No direct Equivalent
Ctrl+'	Toggle Value/Formulate display		Tools,Options,View
Ctrl+Shift+A	Insert Argument names into Formula		No direct Equivalent
Alt+Down Arrow	Display Auto Complete List		None

Atlas Kids



Master Vishal Krishna, son of Mr. RN. Alwar of Tuticorin branch received first from District Skating championship at 2nd standard level.

—- Congratulations from Atlas Insight Team

Atlas Kolkatta shifted to new office

Atlas Kolkatta office has been shifted to new premises
The new address and contact details are given below.

Atlas Logistics Pvt. Ltd

4A, Gopal Banerjee Street (Near Harish Park)

Kolkata- 700 025

Ph: +91 033 2454 2375/76/77

Atlas India Holiday List

October 26	Diwali (Pan India)
October 28	Bhai Dooj (IDR)
November 07	Bakrid (Except IDR)
November 10	Guru Nanak Jayanthi (Except IDR,CCU)

New Joiners

Mr. Allu Syamalarao (VTZ)
Operation executive C &F.

Mr. Sree Ram V.P (TRV)
Operation Assistant.

Mr. Vikesh Ratnakar Mohite (BOM)
Runner Boy.

Mr. Adi Narayana. C.H (HYD)
Accounts Executive.

Mr. Seo Doo Man (PNQ)
General Manager.

Mr. Sandeep Mhatre (BOM)
Sea Export—Executive

*-Atlas Insight welcomes the new
joiners to our family*

Resigned Employees

Sunil Kumar (DEL)

Shameer.P.M (COK)

*— Atlas Insight
wishes good luck for your future*

We are people, not programmed devices - Beautiful Thought by Chetan Bhagat

Don't just have career or academic goals. Set goals to give you a balanced, successful life. I use the word balanced before successful. Balanced means ensuring your health, relationships, mental peace are all in good order. There is no point of getting a promotion on the day of your breakup. There is no fun in driving a car if your back hurts. Shopping is not enjoyable if your mind is full of tensions.

Life is one of those races in nursery school where you have to run with a marble in a spoon kept in your mouth. If the marble falls, there is no point coming first. Same is with life where health and relationships are the marble. Your striving is only worth it if there is harmony in your life. Else, you may achieve the success, but this spark, this feeling of being excited and alive, will start to die.

One thing about nurturing the spark - don't take life seriously. Life is not meant to be taken seriously, as we are really temporary here. We are like a pre-paid card with limited validity. If we are lucky, we may last another 50 years. And 50 years is just 2,500 weekends. Do we really need to get so worked up?

It's ok, bunk a few classes, scoring low in couple of papers, goof up a few interviews, take leave from work, Enjoy with your friends, fall in love, little fights with your loved Ones . We are people, not programmed devices.

Don't be serious, be sincere

- Chetan Bhagat at Symbiosis

Quotes

“ The wise sees knowledge and action as one; they see truly”

‘One who has control over the mind is tranquil in heat and cold , in pleasure and pain , and in honor and dis honour , and is constantly doing all the work using you as a mere instrument”.

Atlas Insight wishes Happy Birthday to

October

Srikara Tantri B 29th Oct BCO

S. Balasubramanian 28th Oct BLR

Jeazel Sandra D'Souza 23rd Oct BCO

Manisha V Thakar 30th Oct BDQ

Saravanan K 26th Oct MAA

Vasudevan Pillai N Oct 30th COK

Rajendra Singh 19th Oct JPR

Sanjib Paul 21st Oct CCU

Mangesh M Shedge 20th Oct BOM

Keith Buthelo 27th Oct BOM

Yeshwant Nimje 16th Oct NGP

Shekhar Mahdeo Dhangar 19th PNQ

Prabudh P Sreedhar 31st Oct TRV

November

Balaji 5th Nov BLR

Ravichandran D 01st Nov MAA

Shaheer A M 14th Nov COK

Vijay kumar 2nd Nov HYD

Thilakraj Shetty 12th Nov IXE

Asha Pandare 10th Nov BOM

Aarti chwda 01st Nov NGP



Aspire

Transport

Logistics

Accurate

Service