

# transVIEW

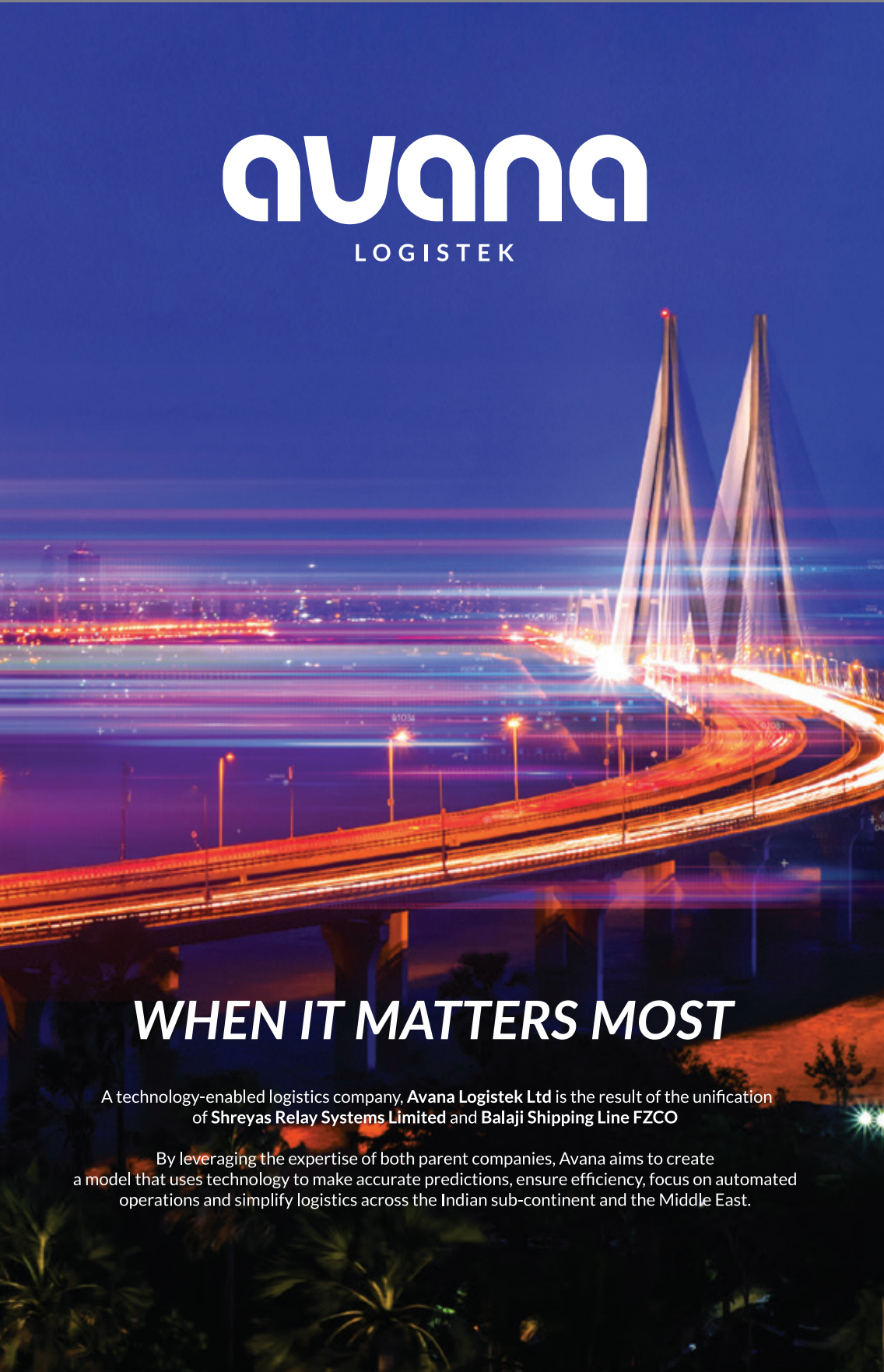


transworld  
GROUP

Issue 30, April 2018

# avana

LOGISTEK



## WHEN IT MATTERS MOST

A technology-enabled logistics company, **Avana Logistek Ltd** is the result of the unification of **Shreyas Relay Systems Limited** and **Balaji Shipping Line FZCO**

By leveraging the expertise of both parent companies, Avana aims to create a model that uses technology to make accurate predictions, ensure efficiency, focus on automated operations and simplify logistics across the Indian sub-continent and the Middle East.



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Transworld Group acquires a vessel and christens her M.V OEL Shraavan



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Transworld Group launches its Digital Transformation Project – 'Innovation in Motion'.

Proud celebrations for Transworld Group family member Ms. Manu Bhaker, who brought laurels for India at ISSF World Cup and Common Wealth Games.

Avana Logistek Ltd - Transworld Group's new company gets awarded as 'The Smart Coastal Operator', Maritime Gateway Awards

## Editorial

Dear Readers,

Avana Logistek Ltd – a new next generation company within Transworld family is born. The Legacy of Transworld Group continues to evolve 'When It Matters The Most' for the market place. Avana is formed with an objective of redefining the industry landscape and is the result of the merger between Shreyas Relay Systems Ltd and Balaji Shipping Lines. As a result of the unification of Shreyas Relay Systems will now become Avana Coastal, Balaji Shipping Lines will be known as Avana Global and the new company will operate under the brand Avana Line.

In the beginning of the year, Mr Ramesh S Ramakrishnan, Chairman of Transworld Group gave visionary outlines of our 'One Transworld' strategy, which are being sincerely adopted by Transworld Family members. Our Chairman also emphasized Transworld Group's strategic plans for the future, specifying the business verticals we would focus. The One Transworld strategy also laid down the road-map and the key foundation pillars to make it happens and continuously paid focus on robust people, process, product and market penetration, with tenacity to change and capitalise on market disruptions. And we did.

While launching Avana Logistek Ltd, Chairman of Transworld Group Mr Ramesh S. Ramakrishnan said "It would be a technology-enabled logistics company that aims to deliver reliability through a well-established network and provide transparency and superlative service to our clients. The digital-first company will transform the sector with a unique operational model and cutting-edge technology to consistently provide timely delivery to the clients while continuing the pioneering legacy of our Transworld Group".

Mr Ritesh S. Ramakrishnan, Joint Managing Director of Transworld Group added "The aim is to be an integrated logistics service provider offering multiple solutions under one roof and one brand. The idea is to give the best possible service to our customers under a single brand so that our customers recognise that these key activities are part of one brand and one entity of our group. Under this brand and all its activities, we are offering integrated logistics solutions". Regarding the uniqueness of the name of the company, he further clarified "If you observe, there is Logistek in our name. It indicates that technology and distribution will play a major role in the services offered. All the group companies will offer the best available digitised solutions using state-of-the-art IT".

In April 2018, our Chairman announced Transworld Group's Digital transformation project, "Innovation in Motion". To this effect, Transworld Group signed an agreement with Oracle to develop an integrated technology platform to

provide the cloud-based technology platform that will improve operational efficiency across the shipping and logistics businesses and empower the employees to deliver heightened customer satisfaction to their customers and vendors.

On the momentous occasion, Transworld Group Chairman Ramesh S Ramakrishnan said, "The decision to partner with Oracle and KPIT has come after much deliberation. We want to digitally transform this industry with the intelligent use of technology that helps us not only to be more efficient, but also create more value for our shareholders, customers, and employees. We believe this can catalyse this transformation and is the way forward for our business."

With Customer Centrality as its core value and in line with the philosophy of customer first approach, Transworld Group of companies through this project will leverage technology enabled solutions and customer connect e-platforms to provide real-time information, swift business process and a digital customer interface. Additionally, the company would also be incorporating new emerging technologies like blockchain, adaptive intelligence and IoT, as they move forward on their digital journey and climb higher on customers value chain.

Going as per the visionary plans of business growth, Transworld Group has added yet another vessel to its fleet. The latest acquisition is M.V OEL SHRAVAN, a 22026 MT DWT, 1584 TEUs capacity vessel and is the 23rd vessel addition to the fleet of Transworld Group. As we celebrate 40 years anniversary, the legacy of Transworld Group continues to evolve to reach new milestones with strong commitment for the growth of the regional countries.

Congratulations Team Transworld, for all your dedication and hard work. We have once again resolved to make sure that our strength of commitment and power of hard work are harnessed to lead us to greater heights. Let us continue to commit ourselves for our vision and values which would lead us further to scale new milestones.

Best Regards,

B. Mannan

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All your valuable suggestions and contributions for Transview to be sent to: [transview@transworld.com](mailto:transview@transworld.com)

## Transworld Group's Chairman, Mr. Ramesh S. Ramakrishnan attends Indian Community Meeting, meets India Prime Minister Mr Narendra Modi during Dubai visit

Indian Prime Minister Mr. Narendra Modi visited the UAE on February 10th and 11th and addressed the sixth World Government Summit in Dubai. He addressed the group of special invitees on February 11th, at Dubai Opera. Transworld Group Chairman, Mr. Ramesh Ramakrishnan also attended the function, and participated in the summit.



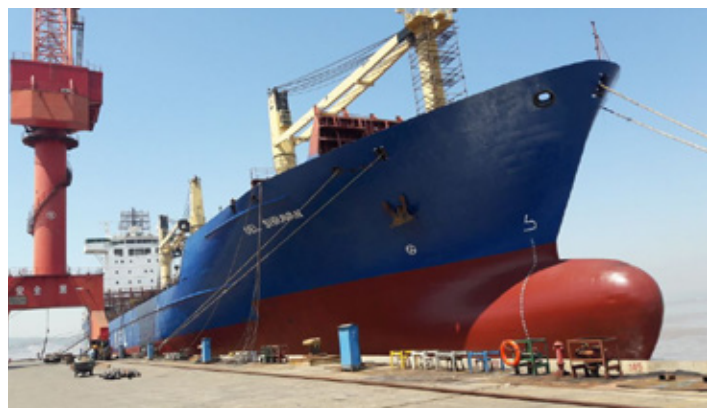
## Transworld Group acquires yet another vessel, Christens her M.V OEL Shraavan

Transworld group is pleased to announce the latest acquisition of the MV OEL SHRAVAN

at 1300 Hrs. German Local Time (1200 Hrs. BST/1100 Hrs. GMT), on 4th April 2018, whilst she lay safely afloat at Majhi Inner Anchorage, Zhoushan-Ningbo, People's Republic of China.

MV OEL SHRAVAN is the 23rd addition to the fleet of Transworld Group and has a TEU capacity of 1584.

With this acquisition, Transworld will extend its service network to cover strategic markets in South Asia to meet the needs of our customers. She will be deployed on the Chittagong and Colombo Sector.



## Transworld Group launches on its Digital Transformation Project – ‘Innovation in Motion’, signs collaboration agreement with Oracle India

### Selects Oracle India and KPIT to help drive its digital agenda

Global Shipping and Logistics conglomerate Transworld Group announced its Digital transformation project, “Innovation in Motion” on 26th April 2018 in Mumbai.

With Customer Centrality as its core value and in line with the philosophy of customer first approach, Transworld Group of companies comprising of Avana Logistek Ltd, Shreyas Shipping & Logistics Ltd, Transworld Feeders FZCO, BSL Freight Solutions Pvt Ltd, Transworld Logistics FZE and other Group companies, through this project will leverage technology enabled solutions and customer connect e-platforms to provide real-time information, swift business process and a digital customer interface. Additionally, the company will also be incorporating new emerging technologies like blockchain, adaptive intelligence and IoT, as they move forward on their digital journey and climb higher on customers value chain.

As Transworld Group celebrates its 40th successful year, the company today signed an agreement with Oracle India and

KPIT to help them develop an integrated technology platform. As part of this agreement, Oracle will provide the cloud-based technology platform that will improve operational efficiency across its shipping and logistics businesses and empower their 1000 + employees to deliver heightened customer satisfaction to their customers and vendors. KPIT will be the implementation partner, having expertise in implementing Oracle solutions for decades for customers around the world, from diverse industries, including shipping and logistics.

The technology platform will enable standardisation of all key business functions across all the group companies. These include finance, operations, procurement, supply chain and even HR, to eliminate manual intervention and introduce far advanced operational efficiencies.

Transworld Chairman Ramesh S Ramakrishnan; Oracle India Managing Director, Shailender Kumar and KPIT Co-Founder, MD and CEO, Kishor Patil, signed the agreement in the presence of senior management team members from all firms.

Transworld Chairman Mr. Ramesh S Ramakrishnan said: “The decision to partner with Oracle and KPIT has come after much





deliberations. We want to digitally transform this industry with intelligent use of technology that helps us not only to be more efficient, but also create more value to our shareholders, customers and employees. We believe this can catalyse this transformation and is the way forward for our business.

Oracle India MD Mr. Shailender Kumar, said: "I'd like to congratulate Transworld on embarking on this major digital transformation project. Oracle's modern, connected cloud applications will deliver the necessary functionalities that will help Transworld achieve its goals for growth."

KPIT Co-Founder, MD and CEO, Mr. Kishor Patil said, "We are delighted to be chosen as the Oracle Cloud consulting and implementation partner for Transworld Group to help them in their digital transformation journey. Our deep competence in Oracle technologies, extensive experience in the transportation and logistics industry, and strong focus on cutting-edge digital technologies will enable Transworld to accelerate their business outcomes of achieving greater transparency, speed, and agility across its value chain."



## Transworld Group - 40 years celebrations at Kochi, India

In the series of celebration for the 40 years anniversary of Transworld group, A great music and DJ night was organized at Kochi, Kerala on 23rd March 2018. All the participants enjoyed the function.



## Transworld Group family member Ms. Manu Bhaker brought laurels to India

Congratulations to Ms. Manu Bhaker, on winning two Gold Medals for India in ISSF World Cup 10 meter Air Pistol Championship in Mexico. Manu who is only 16 years old, not only won the 10m Air Pistol gold medal, but also partnered Om Prakash Mitharval for the 10m Air Pistol mixed team gold on Monday. In the individual event, the Indian debutant shot a total of 237.5 to prevail over home favorite Alejandra Zavala Vazquez, who finished second with a total of 237.1

She also won the gold medal in women's 10 m air pistol event at 2018 Commonwealth Games just at the age of 16 in her maiden Commonwealth Games appearance.

Manu Bhakkar is a part of the Transworld family with her father Mr. Ram Kishen Bhaker, associated with Transworld Group as a Chief Engineer on board our vessels.

Our best wishes to Ms. Manu and her entire family. May she win more accolades and keep making India proud.



## EPL Cricket tournament

Transworld Group supported the Elite School League Cricket tournament organized by Robin Singh Sports Academy. On conclusion of EPL, the Joint Managing Director Mr. Ritesh Ramakrishnan, rewarded the winning team. Transworld group full heartedly supports initiative by renowned cricketer Robin Singh to identify and groom young talent in UAE.

## In Conversation with Capt. Leslie Reis

### A Mariner by profession... A Philosopher at heart



#### Capt Leslie Reis

Executive Director and CEO, Transworld Group

#### As the world knows him

Capt Leslie Reis is a Master Mariner and has served on various types of vessels during his tenure at sea. He has extensive knowledge in the management and operation of Feeder business and has honed his skills during the 27 years that he has been ashore. He oversees the operation of the company.

Behind the strong aura of professionalism and a no-nonsense personality, lies an avid golfer, and a 'would be guitarist', known to the world as Capt, or, Les

Our brief interaction with him brought out many shades of his personality. Presenting here some excerpts of our interaction with him.

#### Who is Capt Leslie?

He defines himself as a goal-oriented person, reserved by nature, a disciplinarian, and a champion of the underdog. Highly "spirited", and, loves a good laugh.

He is slow to make friends, but, is known to forge friendship for a life time. In his words "Your relatives are what you inherit, however, your friends, workmates, business acquaintances are made by choice."

Capt. Leslie is a strong advocate of goal-based aspirations, which he defines beautifully as - "By Forecasting the future, you only project a possible outcome. By setting goals, you CREATE your future"

The best example of this, is him attaining success, at the age of 27- by being given his first command of a newly launched vessel "Vishwa Pallav", (which was also a Cadet Training Ship), deployed on the India- US west coast service. This and many other challenges, were all in a day's work for him, as he pursued his goal and made the bold move of stepping ashore two years later... the rest is history.

His profound musings that define his persona:

**Life:** Life is all about the choices that you make.

"Remember you have the power to choose, but you don't have the power to escape from making a choice". If you sit on the fence, you are then making the choice of letting others choose- for you.

**Success:** It is a summation of the decisions/choices you have made.

#### My Inspiration:

He refers to Mr. Jack Canfield, co-author of the Chicken Soup for the Soul series, who mentions that a guiding force is very important.

As it is said "Everything that you want is on the other side of fear".

Capt. Leslie shared with us an event that impacted his life. In his early years as a 2nd officer, whilst on a journey from Kolkata to Mumbai on the Gitanjali express, he had the privilege to share the coupe with a high-ranking officer in the Army. They both conversed about everything under the sun, and generally shot the breeze. At one point, the steely eyed officer, stroked his grey moustache, and shot a question "Define 'Limit' he said "- As a young guy, Les expressed his line of thought.

After going back and forth, the Officer leaned over and snapped: "Limit is, what one puts on themselves, Don't you ever forget that".

#### His ultimate Coach Mantra:

With proper mentorship and coaching, people can reach great heights.

**"A Lot of people have gone beyond what they thought they could: because someone else thought they could"**

As a passionate golfer he also draws similarity between golf and life. Golf for him depicts life in many ways... "You are only as good as the last shot you made".

Last but not the least, his advice to youngsters is very simple yet thought provoking:

**"Make it a Goal and work towards it"**

The interaction with Capt. Leslie is full of information and enlightenment. The anecdotes that he shared, and the one-liners that he used to summarize his life events are mesmerizing.



## Transworld Group Corporate Responsibility Initiative – Spreading Colours

In line with our Core Value of Social and Environmental responsibility, members of Transworld Group has partnered with Integreat Center , an Institution that works with differently abled young adults and aims towards creating a center which is a safe, supportive and vibrant community, where they will gain transferable skills to sustain an independent life.

Transworld group donated container to take care of their logistical needs and desktops to take care of their cognitive and kinetic needs.

Transworld group staff members spent quality time in the center and painted the container along with them. The experience was very overwhelming and memorable for all the participants.





We are pleased to inform you regarding elevation in the role of **Mr. S. Varadarajan** as **Managing Director** for Avana Logistek Ltd.

This elevation of his role is an outcome of his hard-work, dedication and contribution to the organization.



We are pleased to inform you regarding elevation in the role of **Capt. V.K. Singh** as **Managing Director** of Shreyas Shipping & Logistics Ltd.

This promotion in his role is a culmination of his unstinted efforts, commitment and contribution to the organization.

Our congratulations and best wishes to Mr. Varadarajan and Capt. V.K. Singh on the achievement of this milestone.

## Transworld Group's new generation company Avana Logistek Ltd wins award - 'The Smart Coastal Operator Award' in Maritime Gateway Summit, Kolkata

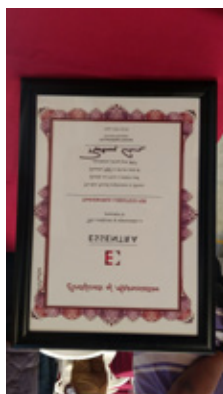


We are proud announce that Avana Logistek Limited, previously known as Shreyas Relay systems limited, has won first prize in the category of Smart Coastal Operator, by Maritime Gateway.

The award has been given on 27th February 2018, during the Smart Logistics Summit and Awards event, organized at Hotel Grand Oberai, Kolkata.

## Accolade continues for Transworld Logistics FZE

Transworld Group company Transworld logistics FZE has been recognized with a certificate of appreciation for its outstanding contribution and excellence of services by Ms Essentra FZE, a global market leader in filtering segment. The award was handed over to Transworld Logistics team on the occasion of their annual celebrations on 25th January 2018 at Jebel Ali Free Zone, Dubai.





## Transworld Group's Chief Information Officer receives CIO 100 Award

Transworld Group CIO, Mr. Prabhakar Posom Awarded CIO 100 Award in the middle East region.

The CIO 100 Awards 2018, held at the Jumeirah Beach Hotel on 29th Jan 2018, honored 100 individuals who have demonstrated excellence and achievement in shaping the regional IT landscape.

Mr. Prabhakar Posom, Chief Information Officer, Transworld group was awarded during this ceremony.

## Transworld Group employee receives Appreciation Award

Ms. Kanchan Handge , an employee of Transworld Bulk Carriers (India ) Pvt Ltd, has successfully completed 2 years Post Graduate Diploma in Ship Management from Narottam Morarjee Institute of Shipping (an joint auspices of the Government of India and Indian Shipping Industry). The 39th Convocation & Prize distribution ceremony was organized by NMIS on 03-February'2018 at Shipping Corporation of India - Mumbai, where all successful students were awarded for their achievements in various areas. The event was honored by Chief Guest Shri Pradeep Trimbak Rawat – Chairman of National Shipping Board and other dignitaries from Shipping fraternity.

Ms. Kanchan was awarded with 1st prize instituted by DP World Pvt Ltd for ranking First in the subject "Liner Trade and Multimodal Transport" and another prize by A S Moolooobhoy & Son's for Ranking Second in the Combined Examination for Fellowship & Post Graduate Diploma in Shipping Management in Final Year.

Ms. Kanchan joined with M/s Orient Express Ship Management Ltd in 2005 in Fleet Personnel Department and after a short sabbatical of 10 months due to personal domestic commitments, rejoined with Transworld

Bulk Carriers (India) Pvt Ltd in 2013 in the Commercial Operations Bulk Carriers – Post Fixture.

According to her, she could achieve this success under continuous mentoring of Capt Milind Patankar - Executive Director and CEO – Transworld Bulk Carriers (India) Pvt Ltd and with support of her family.



## Spelling Bee Championship

Transworld Group proudly associated with the Spelling Bee Dubai Championship, which was held at Motion Gate Dubai on 10th February 2018. The spelling bee is a unique event, where the participants were asked to spell different words, with varying degree of difficulty.

The winners of the event Shaun Fernandes and first runner up Kevin Thomas Jacob were felicitated by Chairman of Transworld group with the winning prize.



## Transworld Group Book Fair

To encourage the culture of learning, a “Not for Profit” book fair was organized in the Jabel ali office compound in Dubai on 8th of Feb 2018.

Employee got the books upto 70% discounted rate. The Initiative was appreciated by one and all.



## A unique Leadership Training session

A very unique leadership session was conducted by Mr. Balmurali, Chief People Officer Transworld group. The sessions was very interactive without any slides. The learning are derived from hindi movie "laggan", to which all participants could relate the leadership aspects and group dynamics.

Each team member is different with own skill sets, strength and weekness. Leaders should identify and utilize the same for growth of both individual and enterprise. The experience was very enriching and entertaining for the participants.



## Trans-Life Programme

In continuation of the Translife programme, Dr. Kaushlaya have visited the Dubai office for one to one sessions with the participants. The personalised consultation has benefited many employees in attaining proper health balance.

Along with the same, regular yoga sessions are also conducted every week, to infuse happy and healthy life style.



## Transworld Group celebrates Harmony 2018 - The cultural gateway for the staff

On 22nd Feb 2018, in Dubai office "Harmony" - The annual Staff party was celebrated with lots of pomp and ceremony. In this occasion, the long-serving employees were also awarded to acknowledge their

long-standing commitment to the corporation. Cultural functions were performed by Transworld Group staff alongwith family members and the celebrations of Harmony 2018 was greatly enjoyed by one and all.



## Transworld Group celebrates Women's day

To celebrate womenhood, on 8th of March, Transworld group celebrated International women's day across all locations. During this event all the lady staff members organized the " Breakfast sale"

The money generated during this event was donated for charity. On this day, an inspiring video was also shared with all the lady staff, to encourage and appreciate them.



## Transworld celebrates the Holi - Festival of Colours

Holi, the festival of colors was celebrated with lot of enthusiasm across all the Transworld locations. Staff members wished each other, and played with colours to mark the occasion. The day ended with hearty get together and snacks with the co-workers.

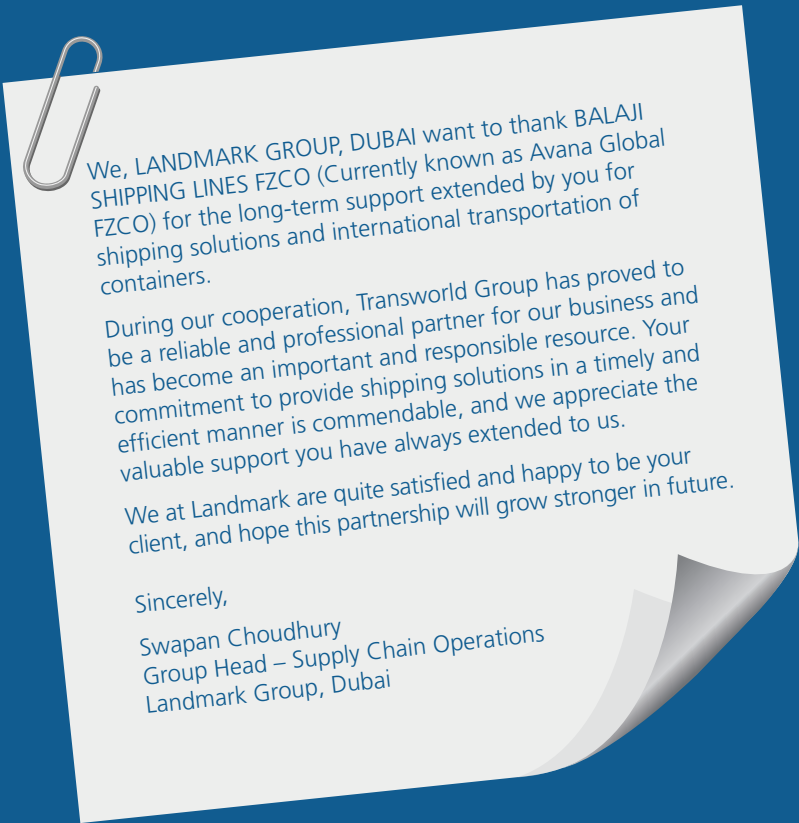


## Customer Spotlight

Company Names:  
**Landmark Group**

The Landmark Group is one of the largest retail and hospitality organizations in the Middle East, Africa and India.

The group is involved in retailing of apparel, footwear, consumer electronics, cosmetics & beauty products, home improvement and baby products. The group also has interests in hospitality & leisure, healthcare and mall management. The group has several in-house brands and also works with other brands, acting as a retailer



Respect is one of our Core values. We should display Humility, Courtesy and Politeness in our conduct and language. Our Values cannot be compromised

- Ramesh S. Ramakrishnan



## Scribe Surprise

Please send in your contributions to [transview@transworld.com](mailto:transview@transworld.com)  
Selected articles stand to win attractive prizes.

Get cracking, start capturing your innovative ideas and send them to the editorial team.

Winning has become so easy!

Thanks for sending in your articles, poems etc. but sometimes, due to space constraints, we are unable to carry your articles in a particular edition. But please bear with us, they will definitely be published. Keeping writing to us ! We treat your comments as a gift - Feedback is always positive, so feel free to drop us a line: email: [transview@transworld.com](mailto:transview@transworld.com).

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