



ORIENT EXPRESS LINES LIMITED



TRANSWORLD FZE  
LOGISTICS PARK



BALAJI SHIPPING (U.K.) LIMITED



SEA BRIDGE SHIPPING CO.(LLC)

**TRANSWORLD**  
GROUP OF COMPANIES

We bring you the world

Issue 3: Aug 2008

the newsletter of transworld group of companies

# transview

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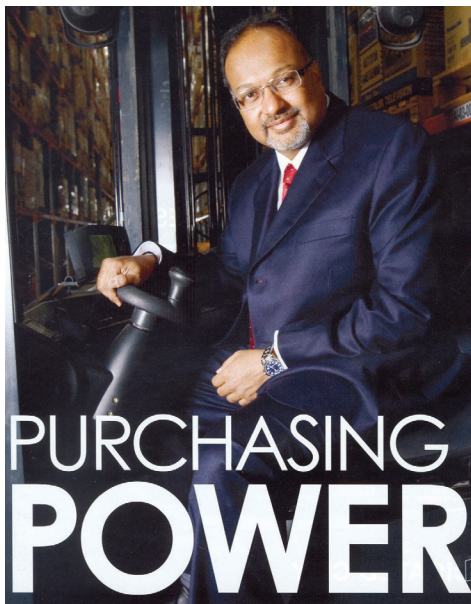
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## Ramesh. S. Ramakrishnan, chairman of Transworld Group of Companies (TGC), remains humble when discussing his success in creating a shipping empire.

(Source: Seafreight Magazine, April 2008)

**T**he company has insightfully diversified to provide a range of shipping related services including ship owning, shipping agencies, ship management, freight forwarding,



# PURCHASING POWER

logistics, marine and container repairs, container and inland storage. Although the group is constantly strengthening its operations, the acquisition of ships is a big driver for TGC. The company has recently expanded this division by purchasing two new vessels to propel them further in the region as leading supply chain provider.

“The huge drive in acquiring more ships was part of an important business strategy. We realized that having just one entity alone in Dubai would not allow the company to grow,” reports Ramakrishnan. “The company’s increase in ownership has resulted in the business having a broader base. We have attracted more companies as we are able to offer more cost effective solution to our customers.”

While external factors in the region do contribute to the company’s productivity, also integral to its success, is the dedicated team that works alongside the chairman. The group has over 4000 employees, 200 of which are based in Dubai. “The greatest asset that we have is our people. Our workforce is extremely talented and they add to the dimension of the group. We invest in training and hands on job experience, which is very important,” emphasis Ramesh. S. Ramakrishnan.

Transworld delegates responsibilities to teams, which are monitored through weekly and monthly meetings that outline a clearly laid out growth strategy. Not only does Transworld invest a lot of money in human resources, but the quality and standard of the ships it owns.

Demonstrating its faith in the market, the company has no current plans to stray away from the region. “We are focusing on the Middle East, India and South East Asia. At the moment we have so many opportunities in the region, if we don’t utilize them then there is no point in looking at other parts of the world,” unveils Ramesh. S. Ramakrishnan.

Transworld will continue to grow and improve in the industry to capitalize on the economic boom

“we have so many opportunities in the region, if we don’t utilise them then there is no point in looking at other parts of the world...”

in the region. “We are keeping our eye on other possibilities, as after all like any good company, you need to have a vision to be global. In a few years that will become a reality but for now we want to gain enough muscle in the region to be recognized as international contenders,” he concludes.



for more information log on to  
<<http://www.twgrp.com>>

Dear Colleagues,

This year the seasonal effects have not been any different. Congested ports, slower terminal operations and extended sea passages are causing major delays to our usually prompt and efficient feeder services. In these trying months leading to October, the feeder division have their task cut out. As the saying goes.. “when the going gets tough, the tough get going!”..

Mr. Ramesh. S. Ramakrishnan  
Chairman



We’ve had an interesting period of activity in OEL inc, with the company successfully concluding two sales and two purchases of container vessels in the past three months. This now brings the average age of the fleet down to 11.5 years.

Balaji Shipping Ltd., have upscaled their services another notch by launching their transportation division under “Bitcom Balaji Transport and Logistics LLC” This is a big step towards their goal of offering total transportation to their customers, and we wish them the very best.

The logistics and warehouse division is also experiencing a very promising phase. The efforts to enhance the efficiency has certainly paid dividends, and the achievement is indeed laudable. The warehouse is now operating ‘round-the-clock’, and the utilisation has reached record levels.

I am pleased to note that our entire team have completed their BMI test and the individual results are indeed self explanatory. I trust you will put in the desired effort to maintain your BMI in the safe and acceptable limits.

The training room is being refurbished to serve a two-fold purpose, to host staff training sessions, and showcase the events that have graced the Transworld Group in the past, see you there soon.

Take care & Happy Holidays!

Mr. Ramesh. S. Ramakrishnan  
Chairman



**Transworlds OEL undertakes another voyage**

Orient Express Lines (OEL), the flagship company of the Transworld Group recently deployed their newbuild, the 1030 TEU m.v. OEL Dubai on Cochin-Colombo sector.



**Mr. L.B. Culas**, Managing Director, Transworld addressing the gathering

Among those who graced the launch function were Mr. Ramesh S. Ramakrishnan, Chairman of the Transworld Group of Companies, Capt. Subhash Kumar, Deputy Chairman, Cochin Port Trust, Mr. Suresh Joseph, General Manager, India Gateway Terminals Pvt. Ltd (IGTPL), the company developing the Vallarpadam international container transshipment terminal, Mr. V. Ramnarayan, Vice-Chairman of the Transworld Group, Mr.L.B. Culas, Managing Director of OEL, Mr. Anil Devli, Executive Director, Shreyas Shipping and Logistics and Mr. Sukumar Mony, Vice President, OEL in addition to a number of senior officials from the Transworld Group, Cochin Port and IGTPL and other invitees.



for more information log on to  
<<http://www.oeline.com>>



*Mr. Sukumar Mony (OEL Ltd Vice President), speaking at the inaugural voyage of OEL Dubai in Cochin*



*DP World awards memento to the Master of OEL Dubai*



*"Heart to Heart" plays at the launching in Cochin*

A common carrier feeder operator with registered office in Mauritius, OEL operates services covering the three main transshipment hubs of Dubai, Colombo and Singapore.

Its container throughput has grown steadily over the years and, in 2007, it moved close to 500,000 TEUs. With the growing trade between the Indian Subcontinent and the Arabian Gulf, OEL sees its role as a regional carrier in the future.

Besides, with the Vallarpadam terminal scheduled to

become operational in 2009, OEL expects to increasingly feeder cargo to and from Cochin.

The company's future plans include commencing feeder services from Cochin to the Gulf and from Jebel Ali to Umm Qasr (Iraq).

Currently, the Group owns 16 vessels and operates 13 feeder services, and has recently placed an order for 2 more newbuilds (of 1,800 TEU capacity) in China.



### TRANSWORLD FZE... ON THE GO!!

Transworld FZE is leading the march in development of the supply chain industry in the UAE, by providing the customers "Complete Logistics Solutions". Services offered by Transworld FZE are Warehousing, Distributions, Third Party Logistics (3PL) and value added services e.g.- palletizing, packing, labeling, bar coding, kitting, customer service, documentation and customs clearance.

### STORAGE HANDLING OF MATERIALS

With around 23,500 pallets open space in its warehouse, each pallet location has a capacity of 1.8 CBM. The overall cargo capacity at the facility is in excess of 1620 teu's (40,500 CBM). The warehouse has been designed to provide ease of storage and handling of the pallets. Latest handling equipments from LINDE and installation of Bar Coding and RFID now completes the 'state of the art' warehouse.



Transworld FZE is now working on a plan to expand its warehouse capacity in its efforts to extend its service to the increasing demand for space.



for more information log on to  
<<http://www.twfze.com>>

### SAFETY MANAGEMENT

Transworld FZE is committed to providing a healthy and safe work environment for all its employees. The management team provide the necessary resources to render appropriate care to the employees to work safely.

First thing that should be in place is the Operational Safety. Transworld FZE ensures that all activities undergo risk management prior to establishing controls and this is cascaded right down to the very last level on the shop floor.

Keeping pace with the ever changing hues of the logistics industry in the region, is no 'small task'. Transworld FZE have recognized the fact that innovation and alignment to the changing needs is the key to success. Transworld FZE have laid great emphasis on development of its team, to meet the challenges and not lose focus on improving its service levels.





**BROADENED OUR HORIZONS**



The Balaji Agents Meet 2008 was held from 5th to 8th May 2008 at the Savoy Hotels, Ooty, India.

As expected, the conference have provided its attendees, a fantastic opportunity to meet, discuss & interact with all agents to further enhance business and seek new areas for growth. Each location have identified their potentials and those were presented in the conference and strategies were formulated to reap maximum amount of these. Also the management have reassured their full commitment to procure the infrastructure required to support the growth globally.

The idyllic setting of the Ooty hills and the perfect weather not only made the visit memorable, but

**the trendsetters and bigtime performers, were appreciated with awards of different categories**



also gave everybody much needed unwinding time away from their hectic daily schedules. All worked hard during the day time and partied even harder in the evening.

The bonfire & smiling faces were clear indications of the joy of being together. The energy levels from all delegates were very high and the BSL team has come away with a long list of business opportunities and areas for improvements on all fronts. The active participation was evidenced by the detailed inputs received, after the brainstorming sessions.

The air which everybody breathe was sweet with the pride, to be a member of the Balaji Team, was cool with satisfaction of achievements and was warm with the intentions to take the Balaji brand higher in the coming years.

When the delegates parted, their minds were filled with the valued moments they have shared with the network partners and were making preparations to meet the challenges in 2008.



for more information log on to <http://www.balajiship.com>



**SEABRIDGE EXPANDS OPERATIONS TO RAS AL KHAIMAH PORT**

Seabridge has added another feather to its cap by registering with RAK customs which will enable them to operate from / to Ras Al Khaimah. The first lot of 30x20 Balaji units ex Jnt carrying Fly Ash has reached RAK, the second lot of 30x20 enroute. This makes Balaji the second NVOCC operator to reach RAK



 for more information log on to <http://www.sbshipping.com>



**JEBEL ALI PORT RECEIVES THE 8200 TEU "GRETE MAERSK"**

DP World's flagship port, the Jebel Ali Port, recently welcomed "Grete MAERSK", one of the biggest ships ever handled by the port in its 30 year history. Representatives of DP World and MAERSK shipping line held a ceremony aboard the ship to celebrate its maiden voyage to Jebel Ali Port.

"Grete Maersk", 367 meters in length is the longest ship to arrive at the Jebel Ali Port. The ship, with a width of 43 meters and draft of 15 meters, has a capacity of approximately 8200 TEUs (20 foot equivalent unit) and a Gross Register Tonnage (GRT) of approximately 98 thousand tons. The ship berthed at quay 4 at Jebel Ali Port and was handled by four of the port's largest tandem lift gantries, the biggest of their kind in the world.

**H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai acknowledges the contribution made by TGC and OEL Inc towards the "DUBAI CARES" programme.**



# Tiffin Logistics



For most of the people working here it's either a packed lunch or junk food grabbed from a fast food outlet. Unless you live in Mumbai, that is, where a small army of 'dabbawalas' picks up 1,75,000 lunches from homes and delivers them to harried students, managers and workers on every working day. At your desk. 12.30 pm on the dot. Served hot.

The Mumbai Tiffin Box Suppliers Association (MTBSA) is a streamlined 120 year old organization with 4,500 semi-literate members providing a quality door-to-door service to a large and loyal customer base. The key to their success lies in a twin process that combines competitive collaboration between team members with a high level of technical efficiency in logistics management. Here nobody is an employer and none are employees. Each dabbawala considers himself a shareholder and entrepreneur.

The entire system depends on teamwork and meticulous timing. Tiffins are collected from homes between 7.00 am and 9.00 am, and taken to the nearest railway station. At various intermediary stations, they are hauled onto platforms and sorted out for area-wise distribution, so that a single tiffin could change hands three to four times in the course of its daily journey. At Mumbai's downtown stations, the last link in the chain, a final relay of dabbawalas fan out to the tiffin's destined bellies. Lunch hour over, the whole process moves into

reverse and the tiffins return to suburban homes by 6.00 pm.

Each group is also responsible for day-to-day functioning. And, more important, there is no organizational structure, managerial layers or explicit control mechanisms. The rationale behind the business model is to push internal competitiveness, which means that the four Vile Parle groups vie with each other to acquire new customers.

Meetings are held in their office on the 15th of every month at the Dadar. During these meetings, particular emphasis is paid to customer service. If a tiffin is lost or stolen, an investigation is promptly instituted. Customers are allowed to deduct costs from any dabbawala found guilty of such a charge.

Logistics is the new mantra for building competitive advantage, the world over. Mumbai's dabbawalas developed their home grown version long before the term was coined.

Their attitude of competitive collaboration is equally unusual, particularly in India. The operation process is competitive at the customers' end but united at the delivery end, ensuring their survival since a century and more.

**Is their business model worth replicating in the digital age ? ....is the big question.**



Dear Editor,

Transworld group of companies once again hosted for the undergrad students of Bits Pillani – a Practice School 1 -, in the following areas of Shipping & Logistics.

1. Orient Express Line Ltd  
-Customer service market analysis, vessel scheduling and credit control.
2. Balaji Shipping UK Ltd  
-export/import market analysis
3. Transworld FZE  
-Supply chain management solutions and warehouse efficiency

The hands-on training was supervised by the dept head and the trainees (8) were assigned to the concerned TGC executive (depending on their allotted area of training) for the entire period of their training. The training commenced on 3<sup>rd</sup> Jun2008, and was successfully completed on the 28<sup>th</sup> Jul2008.

The Transworld team were given a detailed presentation by each student on their respective learning experience, and the hands on training that they received. Their keen interest and passion for learning, was admired by all.

Being entrusted with the co-ordination and organization of their training schedule, I interacted with them closely and came to know them well. We wish them the very best in their future endeavours, and trust they will cherish their training in Transworld.

Preetha S.  
OEL Ltd

Dear Editor,

This period of two months at Transworld, working in the sales and marketing department made me fully understand the concept of Direct Marketing and problem solving on a professional scale. Even though I was not required to apply any of my technical knowledge learnt back at college, as this was entirely different scenario. I have learnt a lot to make me understand how a professional life differs from a college life and I am sure that this experience would come in use in the future.

Thank you.

Sincerely,  
Suvankar Mishra

Dear Editor,

Being an engineering student, the classroom wasn't really enough for me. Eager as I was, stepping into Transworld for my internship was an amazing choice. I will always remember the two months that I spent here. Apart from the several skills I developed, the interpersonal skills are the ones I will always value as a professional later. Here I was provided with the perfect learning environment with an extra ordinarily supportive staff, a welcoming atmosphere and plenty of different yet simple tasks which have altogether given me a higher level of confidence and a boost of morale. At this point I would like to thank each and every person who I interacted with in this company and of course all the higher authorities who gave me a chance to pursue an internship here.

Sincerely,  
Zoya Kazi

Dear Editor,

My period as a trainee at Transworld Logistics commenced on the 4<sup>th</sup> of June and extended over a period of two months. In this time, my experience of a business environment was greatly enhanced, simultaneously furthering my knowledge on various warehousing activities as well; also, my problem solving skills in a practical scenario were brought to the fore. I thank Transworld for lending me this opportunity, which may serve to aid my academia as well.

Sincerely,  
Mukundh Vasudevan



Dear Editor,

My daughter Ms. Amla Ajit achieved the top scorer position with 98% in French in the CBSE Class X Exam in 2008, here in Muscat, Oman. It is a proud moment for us parents and would like to share it with my colleagues in Transworld.

Sincerely,  
Ajit PR  
Meridian Agency - Muscat

## VISITORS IDENTIFICATION CARD



A visitor's identification tag has been introduced, which will be issued at the gate. At the time that this ID is issued, the security personnel will note down the name, phone number, company, vehicle number of the person visiting. On the way out the visitor will hand over the tag back to the security personnel. All visitors are required to wear the tag while on the Transworld premises.

## Additions to the TGC Family

*Ajayakumar Pillai  
Muhammed Ali Kalathil  
Mir Mohammad  
Riyas Rahiman  
Kaliyaperumal  
Shubhangi Karbotkar  
Zaheer Ahmed  
Sudha Rajgopal  
Swathi Murali  
Auto Joseph  
Rowena Panabe  
Anish Kollara  
Nickki Sajjan  
Satyapal Kanakanaj  
Meera Sainuddin*

*We extend a warm welcome and wish them  
a successful career in  
Transworld Group of Companies.*

## MANAGEMENT TRAINING

A training program on Managerial effectiveness was conducted on 29th and 30th of May by Mr. D.R. Nagaraj, Director D2C Management Consultants at our office training center. The program covered topics such as 'Management & Manager', 'Defining essential managerial competencies' and 'Role of managers in Business Development'.

## EDITORIAL TEAM

**transview**

Capt. Leslie Reis - Editor at Large  
Vanessa Sabalbuo - Overall Co-ordinator

Co-ordinators:

OEL Ltd - Varghese Thomas  
TWFZE - Krystal Bustos  
Balaji - Karthik Nair  
Sea Bridge - Prajit Nair  
HR - Rishal Lobo



BMI (Body Mass Index) is a measure of body fat based on height and weight that applies to both adult men and women.

### What does your BMI mean?

Less than 18.5 =  
underweight  
Between 18.5 to 24.9 =  
healthy weight  
Between 25 to 29.9 =  
overweight  
Over 29.9 = obese

BMI of over 24.9 it is recommended you take advice from a health professional. You may have an increased risk of developing certain diseases, including:

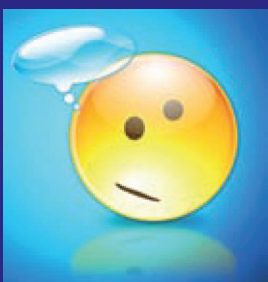
- Hypertension
- Cardiovascular disease
- Adult-onset diabetes (type 2)
- Sleep apnoea
- Osteoarthritis
- Female infertility

It's important to note that the BMI has its limitations because the calculations do not take the individual into consideration. Therefore athletes with higher amounts of muscle mass, women who are pregnant or lactating, growing children and the elderly who have lost muscle mass are advised not to use the BMI.

$$\text{BMI} = \left( \frac{\text{Weight in Pounds}}{(\text{Height in inches}) \times (\text{Height in inches})} \right) \times 703$$

or

$$\text{BMI} = \frac{\text{Weight in Kilograms}}{(\text{Height in Meters}) \times (\text{Height in Meters})}$$



“Walking your talk is a great way to motivate yourself. No one likes to live a lie. Be honest with yourself & you will find the motivation to do what you advise others to do.”

- -Vince Poscente

“The most important thing about our acts, is not whether we will be praised or punished, it's about whether we feel good or bad about ourselves acting the way we do.”

- - Anonymous