

transVIEW

Newsletter of the Transworld Group

transworld
GROUP

Issue 12 : July 2013



04

Awards



06

Reefer Trucks



08

Transworld Projects

Tranings and Workshops

Staff Contributions

CSR (Corporate Social Responsibility) Activities

We are delighted to inform you that our Chairman Mr. Ramesh S. Ramakrishnan has won the prestigious Forbes Middle East Top Indian Business Leader in the UAE Award at an exclusive award ceremony held at the Oberoi Dubai on 25th June 2013.

The Management and staff take this opportunity to congratulate our Chairman on this well deserved accolade and wish him the very best for many more in the future.

Editorial

Dear Readers,

Trust all is well at your end.

We trust you all enjoyed reading the last issue of Transview for the month of March 2013.

In our unceasing journey forward, every year is a milestone that means a lot more than a mark on the way, but a measure of the progress we have accomplished.

Every milestone that we have passed is an acknowledgement of our confident strides and tireless spirit to stay ahead and well in sight of the distant goal.

This journey that we as the Transworld family have undertaken will never be over and we all need to put our best foot forward together. It's through curiosity and looking at opportunities in new ways that we've always mapped our path at Transworld Group.

There's always an opportunity to make a difference. No opportunity must pass by us without knowing about it. Only if our thoughts and attitude are positive we will be able to recognize these opportunities and make the best use out of it.

This year will be more challenging for us but we as a team will demonstrate our commitment, integrity & passion to achieve our goals and overcome any difficult situation. We all cherish success but what we must remember is that success is a blend of drive, determination and dedication.

We would like to acknowledge every one of the Transworld Group family as a significant contributor towards achieving our goals and success.

From the entire editorial team at Transview we wish you all the very best.

Happy reading.

Regards,
Amit

Editorial Team :
Ritesh S. Ramakrishnan, Sanjit Roy & Amit Powar

All emails for Transview to be sent to :
transview@transworld.co

(This article featured in quarterly newsletter of PKF – Accountants & Business Advisers, Vol 15, Issue 2, April 2013).

Ramesh S. Ramakrishnan, with over 25 years of entrepreneurial experience including hands on experience in ship owning, chartering and ship management, he is the Chairman and the driving force behind the Transworld Group of Companies.



Presently, the Group is headquartered in a sprawling location in the Jebel Ali Free Zone, Dubai, with the Indian headquarters in Mumbai to oversee the Indian operations.

Ramesh is a noted philanthropist who supports many charitable trusts and worthy causes, and considers charity as a very personal and important part of his life. His love for culture and the arts prompted him to organize events that showcase seasoned performers, as well as upcoming talent in Indian music as he believes that it is his social obligation to promote his cultural heritage.

How does your vision for Transworld in 2013 compare with your father's vision in 1977, considering that the challenges in TWG's various lines of business have only spiraled upwards?

My father died at the age of 57 which was very untimely, but he left the company with a strong foundation and a powerful vision and when I took over my ambition was to take the organization to greater heights keeping in mind his vision .Over a period of time I am happy to see the growth we have achieved and can confidently say we have achieved this keeping our vision in mind viz. "To be a premier organization, which offers total shipping solutions by providing high quality innovative services", and through our people who have worked with the organization.

What would you define as your cutting edge in this competitive world?

The continuous challenge for the shipping industry has been its cyclical nature. A major challenge presented itself during the global financial debacle of 2007.

Transworld has always been very prudent, conservative and forward thinking and its innovative methods have always helped tide over various global crises. Most of the businesses we have are integrated with the logistics segment and by virtue of this we are able to insulate from any potential decline or downturn.

How important have your employees and management team been in the group's success?

Transworld has always encouraged every individual to make decisions confidently. Transworld started off as a family business and has now grown to be one of the largest logistics companies in the region. This has been made possible by adopting an ethos wherein we have empowered our people to make strategic and timely decisions. CEO's are empowered to carry out the business of their respective units. And over the years each unit has evolved into a well-oiled, professionally run outfit. Each company in the Group is a profit centre and is given clear targets which are periodically reviewed. This has enabled us to identify synergies within the group and develop on opportunities that arise from there. Once a person is employed he becomes a member of the Transworld family and from then we trust him completely, until he proves us wrong, and this has been a winning formula for us.

How crucial is Dubai to the present and future of your group?

Dubai has provided us with everything. It is the place where we started our operations and has given more than what we wanted. With UAE being a very strong contender to host the World Expo 2020 in Dubai, there are plenty of opportunities to look forward to from Dubai for the growth of the Group.

The one question always at the back of the mind of anyone who has been a keen observer of Transworld's rise / race from one milestone to the other is: "What next?"

We have now forayed into bulk carriers and special project verticals. We believe these expansions will add great value to our core business within the umbrella of container shipping.

What is common between numerous container-feeder ships plying the deep seas and exclusive classical music evenings for Dubai's art connoisseurs? The answer is Mr. Ramesh Ramakrishnan ! How does this diversity in interests come about? Does it help keep a work-life balance?

In our endeavour to promote Indian culture we bring to Dubai many concerts featuring Indian artists. In a tradition truly started by my father which we have religiously continued, Transworld has been one of the pioneers in promoting local talent and allowing it to be showcased and this is related to Transworld's long-standing commitment to promote Indian culture, music and arts in numerous ways. A standing example of

Transworld's passion for music and arts is the Sivaswamy Auditorium at the Fine Arts Society in Chembur in Mumbai which houses various musical events, plays and dance recitals all through the year. Transworld's dream was not just corporate success but also a dream to support the freedom of artistic creativity, and to help in the collaboration and exploration of world music and performing arts, and work for universal peace and harmony. Music helps decrease stress and helps one find balance.

It must be fun when corporate social responsibility (CSR) is a passion rather than a task! Talk us through your Group's or your personal endeavors in this area.

Companies in every sector of the economy practice CSR which of course differs from region to region. At Transworld we go about various CSR activities in India as well where we engage in numerous activities for villages, orphanages, old age homes, and offer project training opportunities to unemployed youth fresh from colleges, organize yoga/physical fitness camps and organize various rural camps as well.

As an experienced businessman in the UAE, what message would you like to convey to budding entrepreneurs in the region?

The entire business and growth we have achieved has stemmed from this region. This is an amazing place of rejuvenation where the government and the people co-operate distinctively though expats come from various nationalities and cultures. Room for opportunities are endless and much more than what was available to us years back so budding entrepreneurs should take advantage of the opportunities that they are now provided with by thinking out of the box, investing right and making timely decision.

A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it ourselves.

~ Lao Tzu

Forbes ME Announces and Honors Top 100 Indian Leaders in the UAE

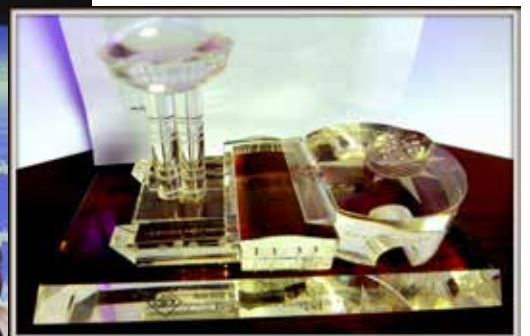


The Forbes Middle East Award is an acknowledgement of the success of some of the top Indian business leaders who have made both their success and their homes in the Emirates. Recognizing their passion and contribution to the advancement of the Arab region, Forbes Middle announced the Top 100 Indian Leaders in the UAE at an impressive ceremony hosted on Tuesday, June 25, 2013 at The Oberoi, Dubai, Business Bay, UAE.

Guests of honor at the event were H.E. Dr. Shashi Tharoor, Minister of State for Human Resource Development, Government of India, H.E. Mr. M K Lokesh, Ambassador of India to the UAE and Dr. Nasser Bin Aqeel Al Tayyar, President of Arab Publisher House, the publishers of Forbes Middle East.



H.E. Dr. Shashi Tharoor, Minister of State for Human Resource Development, Government of India, and Dr. Nasser Bin Aqeel Al Tayyar, President of Arab Publisher House, presenting the award to Mr. Ramesh S. Ramakrishnan, Chairman of Transworld Group.



Transworld Shipping, Trading and Logistics, Services LLC, received an Award from Port Sultan Qaboos, Muscat for our contribution to the overall business of the Port for the

year 2012 is thoroughly outstanding and in recognition of this, our company received an AWARD for "ACHIEVING SIGNIFICANT GROWTH AT PSC" for the year 2012.

Balaji Launches SwiftTank



First 'Tank Container Line' in the region, to have our 'own' tank containers loaded on our 'own' liner ships.

At Balaji Shipping, innovation and constantly moving ahead, is the key philosophy that drives our efforts. Over the last 25 years Balaji Shipping, this region's leading Shipping Line, has earned a reputation for delivering reliable and efficient services to a diverse set of businesses, through a varied container fleet. Carriage of liquid cargo in ISO Portable Tank Containers is one of the many products on offer by BSL. The 'SwiftTank - Tank Container Solutions' come with a vision to simplify the liquid transport chain by carrying our own tank containers on our own liner services thereby improving both service quality and reliability.

At Balaji Shipping, we understand the need to have swift transport solutions in order to enable an efficient liquid bulk cargo chain. We appreciate the need for our customers to have un-interrupted supply of tank containers in order to keep storage and transport costs reasonable. The BSL 'SwiftTank - Tank Container Solutions' come with a promise to provide safe, cost-effective and reliable transport solutions, keeping the ever-growing needs of our customers in mind.

BSL's ISO Tank Containers are built to the highest industry standards and maintained by qualified experts and contractors across the globe. The containers are tracked in real-time by our dedicated personnel, with the use of our in-house developed software that has the ability to provide on-line tracking information straight to your desktop, mobile devices or smartphones.



Alba launches Reefer Trucks



ASL launched 'Refrigerated Transportation' on 22nd June'2013, performed pooja at leased DC in Mumbai.

Vehicle Specifications

- Truck Type - TATA 3118
- Refrigeration – Carrier OASIS 350 (Temperature ranging from - 20 to + 20°C)
- Container – PUF Insulated body, with food grade steel, 150 mm PUF.
- GPRS – On line system to monitor temperature, vehicle tracking, speed, etc.,
- Vehicles with National permits. (To Move all over India)

Clients list :

- Godrej Agrovet – Frozen Chickens
- Switz International – Frozen RTE's (Ready to Eat)



Keel laying for TBC Princess



POOJA - KEEL LAYING CEREMONY

The keel laying ceremony for our second new build bulk carrier TBC Princess was carried out last month in the GWS Shipyard. The ceremony was attended by OESM's supervisory team who are onsite at the shipyard.



KEEL LAYING CEREMONY ACCOMPLISHED IN PRESENCE OF OEL SITE TEAM & GWS MARKETING DEPARTMENT



FIRE CRACKERS IN PROGRESS DURING BLOCK LIFTING

Transworld Projects: A Strategic Focus Product of the Transworld Group

In the very beginning of the start of the year 2013, our Transworld Group unveiled its new branding, created to symbolize the renewed vision and mission of the company, which is to focus on innovation, adapting new strategies and technologies and becoming a leader in the shipping and logistics industry.



While launching the Transworld Group new corporate identity as part of our 35th anniversary celebrations, our Chairman announced to the market about the expansion of our Group's foray into the non-containerized segments and so the incorporation of Transworld Projects division and Transworld Bulk Carriers came into force. In line with the vision of the Management, both Project Cargo and Bulk Carriers as new business verticals have been declared as Global Strategic Focus Products of the Group for the Year 2013. The mission of **Transworld Projects** was subsequently formulated to develop the product and offer reliable, effective and economical project logistics solutions to a wide range of heavy industries and Oil and Gas market segments.



About Transworld Projects:

Transworld Projects is an independent business activity within the Group, established to develop and strengthen the product within the Group by best utilization of the Transworld Group in-house resources including our own geared vessel options. The range of services being offered by Transworld Projects includes Project Freight scheduling, Ocean transportation of Heavy Lift and Over Dimensional cargoes, Transshipment & Multi-Modal Transport Solutions, Dry Cargo Chartering, Port & Site handling of Project Cargo and Onshore, Offshore Logistics services. In consultation with the Group's experienced specialists and master mariners, Transworld Projects division offers a comprehensive range of services for transportation of all types of Break Bulk, Ro Ro & Heavy Lift project cargoes, irrespective of volume and dimension.



Transworld Projects is also acting as the in-house chartering desk and commercial booking agents for fixing all types of Break Bulk and Project cargoes for Group owned Geared vessel options.





Backed by unparalleled in-house resources and more than 35 years of shipping experience behind us, Transworld Projects division is now fully equipped to embrace the challenges of Project Logistics Services. We have now established ourselves as one of the professional Project Cargo Solution Providers in the regional markets, and gained a credibility for our quality services among project cargo customers.

Transworld Group Inter PG Break Bulk Services – (An Innovative Product)

Under the guidance and support of the Group's Ship owning divisions, Orient Express Lines and Balaji Shipping Lines, Transworld projects has successfully developed an innovative product and branded as Transworld Group Inter PG Break Bulk Services. We are now promoting a regular Break Bulk service in the Inter Gulf region by employing our own geared tonnages, with which we provide regular sailing options from Jebel Ali port for carrying shipments of different types of Break Bulk and Project cargoes to all major Gulf ports especially Dammam, Jubail, Doha, Ras Laffan.



Transworld Group Inter P.G Break Bulk Services are now being recognised by the regional market as one of the most reliable service options in the gulf trade and our vessels are now loading various kinds of Break Bulk and Project cargoes

from Jebel Ali and other Inter Gulf ports on a regular basis. Since the commencement of services, Transworld Projects has fixed and loaded about 27000 Frt Tons of cargo by the direct employment of Transworld Group own vessels, OEL India and BSL India Express (Few pictures of our cargo fixtures are for ready reference) This new break bulk service is now giving firm sailing options for our Group companies and our carriers principals to work out any firm business opportunities of Break Bulk, Projects cargo to Gulf ports via Jebel Ali. We can perform the transshipment and carry the cargo on either one of our group vessels, to the designated Gulf Port subject to technical and commercial evaluation.



Transworld Project Cargo services include:

- Ocean Transportation of Heavy Lift Project Cargo
- Port Prefeasibility reports for handling Heavy, ODC cargo
- Multi-Modal Transport Solutions for Oil Field Equipments, Rigs and Industrial Project Cargo
- Port, Site Handling & Project Clearance Services
- Dry Cargo Chartering
- Onshore & Offshore supply logistics
- Heavy Lifts & ODC Inland Haulage
- Inter-Gulf Transshipment Solutions
- Barging & LCT (Coastal) Services



Corporate Social Responsibility

Women's Day

As part of the Women's Day celebration, all the ladies of Transworld had contributed and organized a breakfast sale and raised funds of Dhs.17,850. Ms.Geeta Ramakrishnan cut

the cake and initiated this sale. All the ladies actively participated in selling breakfast and snacks to the men. A cake auction was held and OEL took the cake.

The Fund Raised for women's day was used for a noble cause.

1. Dhs. 14,000 – Dr. M. L. Dhawale Memorial trust – Rural Health Services – Adopt a Village in India.
2. Dhs 3,850 – Light of Life – Supply groceries, toiletries to laborers of Sonapur camp in Dubai.



Save a Heart

Transworld staff was part of the Walkathon, a Chairty Programme, Save-a-Heart campaign held on May 03, 2013 at India trade & Exhibition Center (ITEC), Sharjah.



Corporate Social Responsibility

Labour Camp - Grocery Distribution

On May 17, 2013, many staff volunteered to come early morning to load their cars with grocery items and clothes and drove to Sonapur Labour Camp. Staff enthusiastically distributed grocery items and clothes to around 400 laborers. The event was organized by a charity group, Light of Life.



Environment Day

June 05, is World Environment Day. World Environment Day is a yearly event held to raise global awareness of the need to take positive environmental action.

This year, the World Environment Day theme is **Think. Eat. Save.** The aim is to encourage to reduce food waste by becoming more aware of the environment impact of food waste and loss across the food supply chain. The theme emboldens you to take action from your home and then witness the power of the collective decisions you and others have made to reduce food waste, save money and minimize environmental impacts. By celebrating World Environment Day, we remind ourselves and



others of the importance of caring for our environment.

All staff gathered in our garden, the Chairman, Managing Director, Director along with the HOU's from each company planted a sapling and extended their support to World Environment Day to ensure a cleaner, greener and brighter outlook. All staff were given a sapling and later saplings were distributed to general public. It was a great initiative with the support of everyone.



HR Training - Saudi/Oman

Our HR Head, Mr. Sanjit Roy visited offices in Saudi and Oman and conducted training for staff.

Oman



Saudi



Customer Service Workshop

Ms. Rebecca Vijayapriya from Adroit Consultancy conducted the CS Workshop for our Customer Service Staff on May 24, 2013 at Holiday Inn Hotel in Bur Dubai.



Saudi - Reefer/Tank Training



Tank Container Training
Tank container training was conducted by Mr. Arco Verhoeven on 14/4/2013 at Dammam - Saudi Arabia.

Reefer Container Training
Reefer container training was conducted by Mr. Arnold Stout on 28/5/2013 at Dammam - Saudi Arabia.

Business Email Writing

The training was conducted for three consecutive weeks on June 13, June 20 and June 27, 2013 for about 65 staff. It was an interactive and informative training session.



Email Etiquettes



Training conducted by our IT Manager – Mr. Rijish Rajan on May 15, 2013.



Self Management

~ Contributed by Sanjit Roy

You are responsible for everything that happens in your life. Learn to accept total responsibility for yourself. If you do not manage yourself, then you are letting others have control of your Life.

These tips will help “you” manage “you.”

Here is a list of things that help you in self management and which will in turn lead you to the path of success: -

- Look at every new opportunity as an exciting and new-life experience.
- Be a professional who exhibits self-confidence and self-assurance in your potential to complete any task.
- Agree with yourself in advance that you will have a good attitude toward the upcoming task.
- Frequently ask, “Is what I am doing right now moving me toward my goals?”
- Do it right the first time and you will not have to take time later to fix it.
- Accept responsibility for your job successes and failures. Do not look for a scapegoat.
- Do not view things you do as a “job.” View all activities as a challenge.
- Use your subconscious mind by telling it to do what you do want. Instead of telling yourself, “I can’t do that very well,” say, “I can do this very well.”
- Give yourself points for completing tasks on your “to-do” list in priority order. When you reach 10 points, reward yourself.
- Practice your personal beliefs. It may be helpful each morning to take 15 minutes to gather your thoughts and say a prayer.
- Make a commitment to show someone a specific accomplishment on a certain date. The added urgency will help you feel motivated to have it done.
- Practice self-determination, wanting to do it for yourself.
- Believe that you can be what you want to be.
- Never criticize yourself as having a weakness. There is no such thing. You are only talking about a present undeveloped skill or part of yourself that if you so chose, you can change. You do not have any weakness, only untapped potential.
- Be pleasant all the time-no matter what the situation.
- Challenge yourself to do things differently than you have in the past. It provides new ideas and keeps you interested.
- Talk to yourself. A self-talk using positive affirmation is something that is common among all great achievers. They convince themselves that they can accomplish their goals.
- Create your own “motivation board” by putting up notes of things you need to do on a bulletin board or special wall space. It is an easily visible way to see what you need to work on. When an item is done, remove the note. Also keep your goals listed and pictured on your board.
- Stay interested in what you are doing. Keep looking for what is interesting in your work. Change your perspective and look at it as someone outside your job would.
- Establish personal incentives and rewards to help maintain your own high enthusiasm and performance level.

Complete the Phrases Given Only Their Initials

~ Contributed by
Rizza Landicho

eg: 24 H in a D answer: 24 Hours in a Day

1. 7 d a w _____
2. 12 m in a y _____
3. 2 w of a b _____
4. 9 l of a c _____
5. 3 h of a c _____
6. 7 d of s w _____
7. 9 m of p _____
8. 8 t of an o _____
9. 7 c of the w _____

10. 10 y in a d _____
11. 28 d in f _____
12. 6 s of a h _____
13. 10 c in a m _____
14. 7 w of the w _____
15. 5 f in a f _____
16. 366 d in a y _____
17. 7 c of the r _____
18. 60 s in a m _____
19. 26 l of the a _____
20. 4 c of a s _____

(One correct entry, by draw, from the correct answers will win a gift voucher of AED 100. The correct answer and the name of the winner will be published in the next issue of Transview.)

Sangam

Event sponsored by Transworld



Poem

The spark of initiative. The courage to make your dream happen.
The hard work to see it through. There's only one strategy
for growth we can have now and that is rolling up our sleeves
and doing everything possible to make it easier for businesses to grow, to invest, to take people.

- Written by Gajendra Mendon

Thoughts

- 1] Prayer is not a "spare wheel" that you pull out when in trouble, but it is a "steering wheel" that directs the right path throughout the journey.
- 2] So why is a Car 's WINDSHIELD so large and the Rear View Mirror so small?
Because our PAST is not as important as our FUTURE. So, Look Ahead and Move on.
- 3] Friendship is like a BOOK. It takes a few minutes to burn, but it takes years to write.
- 4] All things in life are temporary. If going well, enjoy it, they will not last forever.
If going wrong, don 't worry, they can 't last long either.
- 5] Old Friends are Gold! New Friends are Diamond!
If you get a Diamond, don 't forget the Gold!
Because to hold a Diamond, you always need a Base of Gold!
- 6] Often when we lose hope and think this is the end,
GOD smiles from above and says, "Relax, sweetheart, it 's just a bend, not the end!"
- 7] When GOD solves your problems, you have faith in HIS abilities; when GOD doesn't 't solve your problems HE has faith in your abilities.
- 8] A blind person asked St. Anthony: "Can there be anything worse than losing eye sight?"
He replied: "Yes, losing your vision!"
- 9] When you pray for others, God listens to you and blesses them, and sometimes, when you are safe and happy, remember that someone has prayed for you.
- 10] WORRYING does not take away tomorrow 's TROUBLES, it takes away today 's PEACE.

- Contributed by Rajgopal

Alphabets are
so intelligently
arranged.....they
show you the way
of life...

"A"lways "B"e
"C"ool.

"D"on't have
"E"go with
"F"riends n family.

"G"ive up
"H"urting
"I"ndividuals.

"J"ust "K"eep
"L"oving
"M"ankind.

"N"ever "O"mit
"P"rayers.

"Q"uietly
"R"emember God.

"S"peak "T"ruth.

"U"se "V"alid
"W"ords.

"X"pres "Y"our
"Z"eal

- Contributed by
Rajgopal

Staff Lunch

In view of our Chairman being awarded the prestigious Forbes Middle East Top Indian Business Leader in the UAE Award, a special lunch was served to all staff to celebrate the occasion.



CERTIFIED FIRE FIGHTERS

- | | | |
|----|----------------------------|-------------|
| 1 | Mr. Shankar Narayanan | 055-2211024 |
| 2 | Mr. Balakumar Venkataraman | 055-4714018 |
| 3 | Mr. Manikandan Premkumar | 050-3451596 |
| 4 | Mr. Venkatesh Vallinaykam | 055-5572149 |
| 5 | Mr. Binod Bhaskaran | 050-2451557 |
| 6 | Mr. Jayantha Fonseka | 055-2073372 |
| 7 | Mr. Rastu Miah | 055-3100271 |
| 8 | Mr. Narahari Sangralou | 055-4176938 |
| 9 | Mr. Thanuja Roumal | 050-7099262 |
| 10 | Mr. Bishnu Thapa | 055-4749495 |
| 11 | Mr. Chura Bahadur Rana | 055-4213571 |

CERTIFIED FIRST AID PROVIDERS

- | | | |
|----|-----------------------|-------------|
| 1 | Mr. Resham | 055-9172610 |
| 2 | Mr. Mohan Kumar | 055-4714033 |
| 3 | Mr. Francis Xavier | 055-1070470 |
| 4 | Ms. Girile Arcilla | 052-9093053 |
| 5 | Ms. Amanda Cabral | 050-4578580 |
| 6 | Mr. Karathik | 055-6487298 |
| 7 | Mr. Veerapandian | 055-2185191 |
| 8 | Mr. Govinda Bhattarai | 055-9940120 |
| 9 | Mr. Bhesha Raj | 055-9854871 |
| 10 | Mr. Madhav Aryal | 055-2548595 |

HEALTH & SAFETY

Mr. Alagappan Solai 055-5512410

Ramadan Kareem

