

An Effective Interface Between
The People Of Transworld Group

transview

newsletter of the Transworld Group of Companies

Welcome 2011.

Transworld looks forward to another amazingly successful year and all the opportunities to come. Happy New Year !!



Our Chairman Mr. Ramesh Ramakrishnan seen accepting the awards on behalf of the Transworld Group.

Transworld Group walks away with 3 top honours

DUBAI, 27th Oct, 2010: Transworld group, one of the leading names in the Shipping Industry, with operations in Dubai, India and Singapore, has bagged three prestigious awards at the recently concluded Maritime

The Maritime (MALA) And Logistics Awards are highly regarded for their systematic selection of awardees.

And Logistics Awards 2010 (MALA 2010) at a function held in Mumbai recently.

Our group companies have managed to put up a stellar performance. While Group company Orient Express Lines FZCO walked away with 'Shipping Line of the Year' award,

another Group company Balaji Shipping Lines took the 'NVOCC of the Year' award and the third - 'Shipping Line of the Year - Coastal Operator' award was clinched by Group company Shreyas Shipping & Logistics Ltd.

To summarise:

Orient Express Lines FZCO

Winners in the 'Shipping Line of the Year - Feeder Operator' category

Balaji Shipping Lines FZCO

Winners in the 'NVOCC of the year' category

Shreyas Shipping & Logistics Ltd

Winners in the 'Shipping Line of the Year - Coastal Operator' category

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Dear Colleagues,

A very Good Day to you.

Since my last message to you, there has been considerable improvements in trading conditions and it now seems that there will be a continual improvement. But this does not alter the fact that we have suffered very seriously from the crisis that has hit the world economy since the autumn of 2008.



I would like to thank you and each and every one in your team for the continuous and relentless support, which I strongly believe is the reason for us to have weathered the storm and see ourselves at the prominent position we are in today and can proudly say we are one of the leading shipping houses.

Today Transworld is recognized as the preferred business partner of numerous companies around the world because of the distinguished service that we provide our customer which has been possible because of the untiring work you have put in. We must continuously strive to maximize the value we bring to our

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Transworld Group walks away with 3 top honours

The winners were chosen by a experienced and professional jury chaired by Mr DT Joseph, former shipping secretary.



Our Chairman Mr. Ramesh Ramakrishnan announcing some of the awards at MALA 2010.

transview

Editorial

Dear readers,

I hope that all of you will enjoy reading the new edition of Transview, Transworld's internal publication. Although our last issue was some time ago it is our wish to make this a frequent occurrence. I hope that in future all of you will also contribute to the magazine in some way (articles are always welcome and encouraged). I would like to thank my entire editorial team and all those of you who have contributed in making this issue come to fruition with your articles and support! At this time of the year I will leave you with one thought in the form of a short story, I hope you find as much motivation from it as I do. Lastly let me wish you all Merry Christmas (well in advance) and a Happy New Year...

I'm sure you all would have heard about the Chilean miners. This is their story: On 5th August 2010 33 miners working at the San Jose mine at Copiapó got trapped while working in the mine more than 700 meters underground. Try and imagine yourself and 32 other colleagues being trapped in an area of just 550 square feet. Its dark as there is no contact to the outside world. You don't have much food or water but yet all you know is that you need to survive. This was the situation they faced for 69 days, yet every single one of the men fought hard till they literally saw the light at the end of the tunnel. It was the 13th of October when finally all the 33 miners were rescued safe and sound. This story draws a lot of parallels to the world we are in now, there was a time where we simply didn't know where the light at the end of the tunnel was, and we have all had to keep fighting sometimes in the darkness but now slowly like the brave men we too will definitely see better days ahead!

Editorial Team:

Ritesh S Ramakrishnan, Sanjit Roy, Amit Powar

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customers and I am aware each and everyone of you are continuously working hard towards realizing this task.

It is important to be sensitive to the changes that occur in the market and react quickly when we perceive that a change is occurring. Although the world economy seems to be showing signs of recovery, the recovery is still shaky and vulnerable. But, as ever, we all need to remain vigilant to threats until our economy firmly recovers.

It is important to ensure that information about our customers is shared between our different business units, which can then help each other create business opportunities. We should maintain corporate transparency and act ethically in all aspects of our business dealings.

Like all companies Transworld too faced one of the most challenging global economic environments ever. Yet in change and challenge we found opportunity - an opportunity to examine the incredible change around us and this has made Transworld a stronger company than ever before. We tactically navigated the past couple of years through an extremely challenging time and emerged a better and stronger company

As I said in my earlier communiqué I believe the need of the hour is to be more focused, proactive and cost efficient so that we are able to carry out our work diligently and work towards the common goal of the company keeping in mind the company's vision. Trying to navigate without a well-defined road map will most probably cost you a great deal in time and money. To avoid this problem you could ponder and improve on the following formula:

“Innovative Strategy + Knowledge & Expertise + Objectives & Action Plans + Management Courage & Commitment + Execution = POSITIVE RESULTS “

I must reiterate that it is with pride I stand at the helm of a team who have stood together and shown a great level of commitment and passion and as a result of which have successfully managed to steer ourselves out of troubled times. This has given me enormous confidence to look into the future and plan for further growth and consolidation.

Thank you and best wishes to you and your family.

Mr. Ramesh S. Ramakrishnan,
Chairman

Balaji Shipping – Learning as we go

By – Lawrence Fernandes



This is the motto which Balaji Shipping (proud member of the Transworld group) has followed to “keep moving” over the hurdles in 2008/2009 and into opportunities and strong recovery. Even the worst recession of the century could not stop our passion to “rise out” of every bottleneck and keep moving onwards.

Every successful business must combine two things - there should be a brand and

customers should trust the brand enough to do business. We have been striving to make sure that at BSL we take care of our customers and they in turn continue to do and expand business with us. We have faced our share of problems but have held on to the belief that each problem is an opportunity, each hurdle only a step to success. It is no wonder that in a short span of time BSL has managed to create a brand that endures and one that is trusted by our customers.

We at BSL are proud of being a “small” team who have “big” dreams and the energy and leadership to pursue them. Of course like everyone else we have our fair share of mistakes but then we manage to make the best of each crisis and emerge stronger and wiser.

We treat our business not as work to be done in the normal 9-5 routine but as a learning experience to get the best out of us and watch our business grow! There have been days when time has literally flown and we have been too busy to notice it, but

we are happy that we were able to set new milestones in 2010.

Milestones - 2010

- Becoming the no 1 NVOCC to offer Reefer carriage solutions between India / Pakistan and the Middle East (we have even given MEARSK a run for their money)
- Penetrated the difficult niche markets of Iraq and Afghanistan.
- Through a continuous process of re-strategisation, retained and surpassed performance levels and financials, despite an erosion in 90% of ocean freight revenues during recession.
- Retained all our key customers, that too at higher revenues (despite recession) and through dedicated customer visits and improved service and brand name.
- Secured a leading tender from three key semi government bodies from Doha, thus boosting our business from this location.
- Awarded “NVOCC” of the year @ the Maritime And Logistics Awards, for becoming a trend – setter in India and leading a recovery in our markets.
- Built a strong brand for our “Fresh Box” reefer carriage solutions, so much so that our technically superior reefers, we used to store and service fresh produce supplied to the Common Wealth Games held in Oct’10.

The team at BSL continues with our relentless efforts and we will shortly be able to add more achievements to the ever growing list. Our adventure continues !!

The BSL Team



www.transworld.co

Transworld Group is pleased to announce the launch of the new website(s) for our group. In keeping with the corporate branding initiative we launched our new website under the link www.transworld.co. The individual links are www.transworld.co/Balaji, www.transworld.co/OEL etc....Although it is still a work in progress it is definitely up and running and will only get better and better as we keep progressing. We will also be launching our social networking strategy with our Facebook page coming up soon! We encourage you all to become members of our Facebook community as well once it's up and running. Happy Browsing!!



Looking through the windshield

By – Capt. Leslie Reis

‘In the business world, the rear view mirror is always clearer than the windshield’ - said Warren Buffet, and this is indeed true, as it is easier to determine the cause, after analyzing the past events. The collapse of the Lehman Brothers, was the start of a painful journey that had everyone engrossed in post mortem activities – obviously to seek the cause, and stop the rot.

“Looking into the rear view mirror,” before driving ahead, soon became an integral part of every management’s strategy. The immediate fall out was, shedding excessive fat in staffing, cutting cost, scaling down operations etc... all in an effort to bridge the

“Disconnect” between cost and revenue, which was widening rapidly.

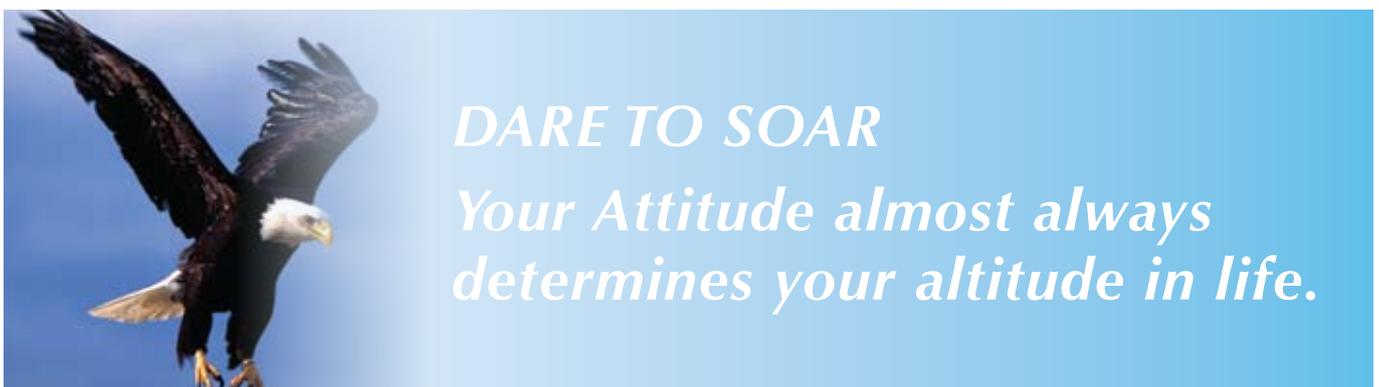
OEL FZCO had to undertake a close ‘rear view mirror’ introspection, to steady the ship and steer our selves out of the crisis, as we too were not spared. Shipping – an asset driven industry, was one of the worst effected, as cost had outstripped earnings. Our major concerns were the cost of the vessels that were on charter at extremely high rates, and the dwindling trade/revenues. With trade lanes over crowded with tonnage, our options were fast diminishing. Soon it was a case of “Survival of the Fittest”



The foresight and efforts of our Chairman, to forge an alliance with competition, was the first in the many steps that OEL took, that moved our sights from the ‘rear view mirror’ to the ‘windshield’... and since then we have not looked back !

OEL fzco have transformed its outlook, basing its strategies on ‘SMART’ goals, and sound practices. Teamwork is the back bone of our success and every effort is made to ensure each team member is aware of the objective of each goal set, and their individual responsibilities. Backed with a sound IT support system, we have an effective tool to measure and constantly improve our performance. OEL helped form a cohesive force with our partners, and leveraged the combined synergy to tide us over the trouble times, and set us on the road to recovery.

Customer satisfaction and 100% utilization of our resources are our core objectives, as we remain committed to offer flexible solutions to our customers for their feeder connections.... We drive on ahead ‘looking through the windshield’ keeping a close eye on the ‘now’ – our tomorrow’s past.



Looking Back

Ritesh S. Ramakrishnan

The last five years have truly been a time unparalleled by any other five year period the world has probably ever seen. From the somber note of the devastating Tsunami in 2005 to the election of America's first African American president we have truly been through a period of tremendous change in and around the world we live in. It can be argued that this time more than any other time has the ability to shape the future generations of the world.

One thing is certain however that all the ups and the downs of the last five years have taught each one of us a lot and it is in our hands to keep ploughing full steam ahead in the years to follow!



The year 2005 started off on a very somber note as on the 26 of December 2004 a tsunami with waves up to 30 feet high hit the coasts of India, Sri Lanka and Indonesia. There was an estimated loss of 200,000 lives through this tragedy, a tragedy that we will all never forget. On the other side of the coin however the wake of this terrible tragedy saw one of the largest outpouring of aid and help offered by almost every country in the world. The year also saw a terrible tragedy in Pakistan where an earthquake measuring 7.6 on the Richter scale devastated up to 80,000 lives. They often say adversity brings out the best in people and it was the same with the case of this disaster as people and aid from all over the region poured into Pakistan thereby preventing a large number of people from suffering a long cold Himalayan winter.



The year will also be remembered as the passing of the beloved and respected Pope John Paul II. His passing ushered in the era of Pope Benedict the XVI as the head of the Catholic Church. 2005 also saw two large technological / scientific advances, the first being the world's first full face transplant in France and secondly it was the first test flight of the Airbus A-380; something that has already changed the face of passenger travel and freight carriage the world over.



2006 was a year that will always be remembered as the year of the end of Saddam Hussein. When he was sentenced to death and executed on the 5th of November. It is fair to say that our region was changed forever. Closer home, 2006 also saw the sad demise of Sheikh Maktoum Bin Rashid Al Maktoum the Prime Minister of UAE and Sheikh of Dubai. His passing meant that H.H. Sheikh Mohammed Bin Rashid Al Maktoum became the Sheikh of Dubai and the Prime Minister of UAE, and under his leadership Dubai has scaled new heights in not only our industry but in tourism, infrastructure development to name a few.



2006 was also a year of the Football world cup which was won by perennial favorites, an aged Italian side. On a lighter note, 2006 was also the year where Pluto was derecognized as a planet. Maybe time to change the old adage about your educated mother just showing your nine planets!



This was the year that will be remembered for things all at different ends of the spectrum, for Indians it would be a forgettable World Cup followed by an unforgettable T-20 World Cup won by 'The Men in Blue'. 2007 also ushered in 'RajniMania' like never before with the release of the Tamil movie Sivaji which at the time was India's most expensive movie (only to be surpassed by his next movie Enthiran that released this year). Some of you may also remember this year as the year of the last Harry Potter book. Harry Potter and the Deathly Hallows, was released on the 21st of July and went on to sell over 11 million copies in the first 24 hours, becoming the fastest selling book in history.

Despite all the fun and fanfare, 2007 will most likely be remembered for one word; recession. 2007 was the year that experts now say

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Looking Back... *Continued from Page 5*



was the start of the prolonged global recession we find ourselves in right now. Before we all knew it and could find a way to understand what was happening, the world had already started its journey into a downward spiral.



2008 started off with another first, not a first the world would particularly be proud of but a first nevertheless. It was on the 2nd of January 2008 when the price of petroleum hit \$100 a barrel for the first time. This was followed by a period of intense speculation only causing this to keep climbing and although it is in the middle to high \$80s there is talk that it will climb back up to the \$100 rate, but then again experts also said the recession would never occur! The recession however was in full swing with the US stock markets also starting their free fall in early 2008.

February 2008 also saw the nationalization of Northern Rock, which was one of the UK's largest banks further pushing the world into chaos. One of the few happy memories of 2008 would be the Olympic Games held in Beijing, China. The Olympics of 2008 will long be remembered as the one of the most keenly contested Olympics with a total of 43 new world records and 132 new Olympic records set. It was also the year when India won her first individual Olympic gold medal in the Men's 10 m rifle event by Abhinav Bindra. The end of 2008 saw, what in many people's mind was, the single most defining moment on our times, the election of Barack Obama as the President of the United States of America. Although he did not come to office till early 2009 some of the prevailing sense of doom and gloom was starting to shift, but in real terms though the world was still very much in self defense mode.



As far as the world economy went most of us remember 2009 as another year staring down the end of a double barreled gun, but as the year went on the world was slowly but surely fighting back and economies the world over backed by strong growth in India and China were starting to stop falling (If not at least start growing). The G-20 summit of 2009 best highlighted the 'new world order' in that it had now officially replaced the G-5 in deciding the future course of action for the world.

Any other event in 2009 however would be largely overshadowed by the death of the 'King of Pop' Michael Jackson. When he was pronounced dead on 25th June 2009 there was an overwhelming sense



of sadness that engulfed the world. Regardless of what people thought of him as a person, one thing was certain, his music was something that moved generations and the entire world was left with a prevailing sense of sadness over his demise.

As bad as 2009 was and however seemingly endless it seemed, 2010 came along and along with it came a year of relative peace and prosperity the world over.



The year started with a bang with the opening of The Burj Khalifa on 4th of January. People the world over were in awe and this could not have come at a better time as a confidence boost for the city of Dubai. The year also introduced the world to a certain volcano in Iceland called Eyjafjallajökull. The eruption of this volcano caused complete chaos in Europe and caused airports around Europe to be closed for weeks at a time. This was a first and the world now had to learn to live with the phenomenon of volcanic ash, and it has already reoccurred in Indonesia in the month of October. Economically speaking the world was now starting to show some clearer signs of a recovery, although there is still talk of a 'double dip' recession it can only be hoped that the world has learnt from its mistakes the first time around and is a little more cautious this time around.

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Sea Bridge – An overview

The year that was

By – Prajit Nair

Sea Bridge welcomed the fiscal 2009-10 with the full force of global recession which had devastated world markets & none were any wiser. A determined cohesive effort to combat the menace was mooted by the company's Chairman Mr. S. Ramakrishnan as early as January 2009 to stem the rot by shifting focus from a more traditional freight garnering style to the game of volumes & numbers, which he believed, and rightly so, as destiny revealed later, helped Sea Bridge to come out a winner. We had to adjust our sails to the stormy winds.

The call for "stick to the knitting" and reduce costs in line with the depleting demand was the order of the day. With some aggressive marketing efforts & "when in Rome, do like the Romans do" approach, Team SBS went about hurriedly to secure a lion's share of the market. It was either swim or drown for us &



we chose to swim. The company's Managing Director Mr. L. B. Culas stood behind the team, as a rock, with the zeal of a missionary, to ensure that all obstacles were removed for us to achieve what we had set out to redeem. The buzz word was "Team Effort" & the team went out with all guns firing.

The rest, as they say, is history. Sea Bridge is poised & determined to realise all its dreams in the coming future at God speed.

Some highlights:

1. Empower employees by making them owners of their work profiles.
2. Encourage new ideas & debate. Decision making by consensus.
3. Cut out the fat / all unnecessary thoughts, processes & ideas we have held on to in the past- stick to the core - revenue generation.
4. Make work interesting - afterall we spend the better of our day at it.
5. Eliminate extravagance of all kinds - better cost control
6. Boost ancillary revenues by introducing & implementing new ways to shore up the bottomline.

The Human[e] Factor:

1. Christmas celebration complete with santa caps to enliven the occasion.
2. Two of our personnel, Mr. Satya & Mr. Rajkishore have undergone beginner level meditation course at the Raja Yoga Center & have progressed to the advanced level. A sound mind in a sound body goes a long way in improving attitude towards life and work.
3. SBS personnel have an appointment with Power Yoga -10 days session at the Bikram Yoga Center.
4. Thanks to the initiative taken by Mrs. Geeta Ramakrishnan as part of the HR's Continuous Employee Engagement Program, the entire team had gathered at the Lamcy Plaza to catch the latest Bollywood offering followed by a sumptuous lunch.



Looking Back... *Continued from Page 6*

With 2010 fast approaching its end it is important for us to take some time out and take stock of the year and plan for the new as we always do. The last five years have truly been a time unparalleled by any other five year period the world has probably ever seen. It can be argued that this time, more than any other time, has the ability to shape the future generations of the world. And one thing is certain however through all the ups and the downs of the last five years it has taught each one of us a lot and it is in our hands to keep ploughing full steam ahead in the years to follow!



Festivity @ Transworld Onam Celebration

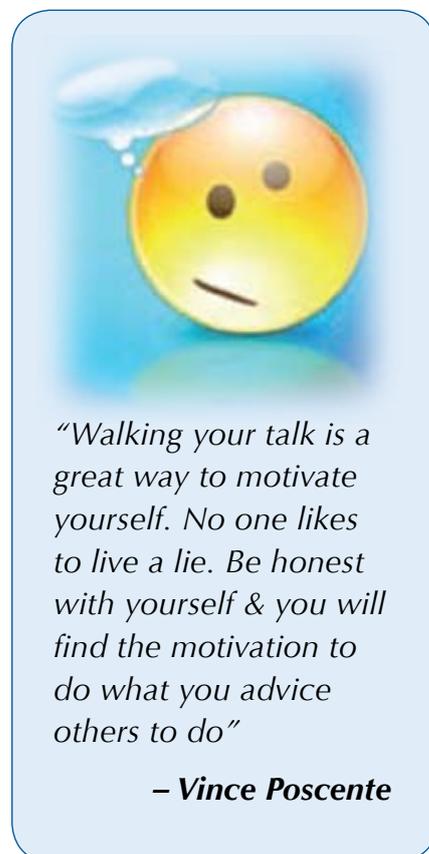
All our employees celebrated Onam with the same traditional fervour which is celebrated thousands of kilometers away in the South Indian state of Kerala. The ladies were dressed in

their traditional best. An intricate and creative design of Pookalam (floral decoration) was laid out on the floor by the ladies. All our employees enjoyed the spirit of Onam



Vijayadeshami Celebration

Early morning, a pooja was held in our warehouse, with many employees attended this pooja. All vehicles were aligned and accordingly pooja was done.



Diwali Celebration



Motivational Activities & Fun Games



Introducing a Department – Corporate Team



Each Transview newsletter will introduce a department to you. These articles will give you an overview of the departmental structure and outline that department's task and operations profile. In this way we hope to build a better understanding of our departmental interdependence, a key for efficient operations and excellence.

In this issue we are proud to present the Human Resources (HR) department. Transworld views HR as an integral department participating directly in the strategic direction of the organization. HR is responsible for ensuring that the company employs highly qualified, skilled, experienced and motivated people. Employees committed to working as a team in order to achieve the company's current objectives and future visions.

On a day to day basis, HR department is responsible for : recruitment and selection, payroll, travel, accommodation, visas, medical insurance, induction, recreation, reviewing, developing and implementing company policies and procedures, employee development, employee relations and staff welfare planning.

HR recognizes that our employees are talented, committed and motivated towards achieving Transworld's goals and vision. With this in mind, our goal for 2011 is to work closely with the business units with a calendar of events – Internal & External Training, Workshops, Seminars, Fun Games, Outings, Picnics, Festival Celebration, Cultural Activities, Health Club, Open Door Policy & Coffee with Chairman, Suggestion Scheme and lots more.

**Creation is a one-line phenomenon,
but building is a never ending process.**

COMING together is the BEGINNING

KEEPING together is the PROGRESS

WORKING together is the SUCCESS

(Management, Business Development, Sales, Operations, Finance, Customer Service, Warehouse, Administration, Support, IT & Human Resources)

Forthcoming Events:

**Fun- Day
November 24, 2010**

**Harmony – Annual Staff Party
December 16, 2010**

**Team Building Exercise
January 27, 2011**

**Fire Drill
February 02, 2011**

CHECK YOUR ATTITUDE

- Inject a Strong Culture of “We Say it, We Do It”.
- Never promise more than you can perform.
- Recognize that you are not alone and then vow do the best you can.
- Together united in force accomplish every task assigned.
- Meet and exceed the expectations of the entire organization.
- If you are not a part of the solution, you are a part of the problem.
- Get up every morning with a passion about finding a better way of doing whatever we are doing: Finding from associates in the office, finding from another company.
- Every employee should learn to speak the language of business and become an integral part of Transworld.
- Every department should remain distinctive where people make the difference and contribute towards operational and organizational excellence.



Transworld Logistics Breaking new ground

By – Warren Jacob

Having now completed a year in Dubai with the group after re-locating back from Singapore, there are only positives which I can talk about.

Like any business to be done, everything we do must be built around our customers and, to build customers we need to have great products and services in place to offer them but, before creating all this we need to have people with a service mindset driving this. With able support from all our function heads and every single employee, this does not seem to be a mammoth task any more as we have been breaking new ground each month.

Our business is not about ships, planes and trucks but about information and, information which is timely and factual. Without a robust ERP on our Freight and

Logistics requirements, we would have been confined to being a small town outfit even when we have a strong parentage of being part of the Transworld Group. We would never have been able to attract the Big Ticket Accounts and retain them with primitive systems and I am personally happy to see the progress our IT team in Chennai has been making in developing world class processes and reporting systems, soon ready to roll them out to us. We should never be talking about servicing customers anymore but, DELIGHTING them. Let's always remember that only delighted customers stay with us and keep coming back to us for more.

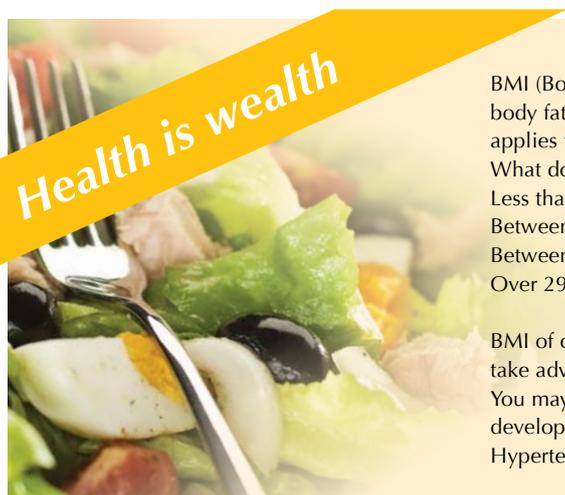
Whilst we can say with our chin up that we did have a good year and feeling the pulse race faster each month, we must not stop at growing our business and ensuring that



every customer brought in is treated with kid gloves, experiencing the sharpness of our systems, the warmth of our people and a truly professional approach in customer care. Our journey from handling a single shipment for a customer, to becoming a preferred service provider with them is never going to be easy and we all have a super important role to play in walking up this service ladder with our customers.

With all the right ingredients in place and a market condition where only the toughest can survive, we will soon experience our moment of truth and demonstrate to our customers that they made the right decision in choosing us as their service provider. Our business, again, is not about freight but about....Peace of Mind to our Customers!

Good luck to all of you and, thank you once again for your valued support without which nothing could have been achieved.



Health is wealth

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 and 24.9 = healthy weight
Between 25 and 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 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.

Our Most Valuable Resources – Our People

Chit-Chat with Kannan. Life in Transworld.



Kannan Swamy our PRO has been a strong pillar in the Transworld family for more than 26 years and is truly a loyal and dedicated employee.

After working in Singapore and Switzerland, Kannan joined our organization on April 01, 1984 and still continues to be a great asset to our organization.

With an ever smiling face and with all humility, Kannan set foot in Dubai in 1974 at the age of 12, he joined as an office boy at our office in Bur Dubai and step by step he progressed in his career doing admin. work, customs clearance, forwarding, vessel attending, general cargo and eventually settled as a PRO doing immigration work for the last 22 years fluently speaking the language of the land - Arabic and has a friendly approach towards one and all.

During his tenure, he had the privilege of working with several top managers at all levels who have been a great inspiration and have positively impacted every stage of his career.

Kannan joined the company when there were only 7 people and now the company has reached to 200 professionals of different caliber and grown to be a premier organization in the middle east. He smiles when he says Arjun (Operations Manager - TWFZE) & Ambika (Sr. Executive Accounts-OEL) are the two employees who are still his colleagues ever since the day he began work in Transworld.

Kannan ultimately gets to interact with every employee of the company, because he is the one who organises the medical test and visa processing. Along his journey, Kannan has

seen a number of people who have come in and gone out of Transworld, but with pride, he says, he will never leave Transworld as he is a part and parcel and belongs to the Transworld family.

Kannan lives with his wife near Safa Park in Al Wasl area. He begins his day early at 4 am in the morning, practices yoga for one hour, spends time in prayers and then begins his official task prioritising his work and does not like to keep jobs pending. Since time immemorial, Kannan never wears a watch but ensures the timely execution and accomplishment of every task assigned to him.

Kannan recalls with joy and can't stop talking about his long association with Transworld and his early days with Late Shri. Sivaswamy and he cherishes every moment and with a grateful heart thanks the management for all the good things they have done in making him a better person.

In particular he would like to emphasise the great financial help and support the company extended to him when his sister was critically ill in 2004. Due to the financial help received from the company, he was able to meet the medical expenses and eventually save his sister's life.

Kannan expresses his heartfelt gratitude to the Chairman and his family for all the care and concern they have shown towards him.

Mr. LB Culas, our Managing Director is the one who recruited Kannan into Transworld and has mentored him all along his career span.

Kannan has spent 36 years of his life in Dubai and has seen Dubai taking a drastic change and emerging into a world class city and a favorite tourist destination. Now Dubai is internationally recognized as a city of matchless modern accomplishments. And the jewel in the crown is the Burj Khalifa tower, towering above the man-made world as an icon of the city's magnificent achievements.

Kannan says, his achievement as of date is that he started working at a young age and being the youngest brother, he is the bread winner and shouldered the responsibility of getting all his five elder sisters married. His next desire is to see his son married and settle down.

On a personal note, Kannan has his roots from a city called Karaikudi, in Tamil Nadu, India. He got married to Veellaimmal in 1988 and was blessed with twins Shivaprakash and Dhanalakshmi. His daughter is married and settled in Tamilnadu and his son is now

working in Singapore for John Construction as a programmer.

After retirement, Kannan plans to settle in his village Karaikudi doing plantation and field work.

All of us at Transworld thank you for the perseverance, dedication, commitment and wish you success in the years ahead and may you reach greater heights.

THE TRANSWORLD FAMILY

*We are a family
Built on unity & integrity
In a way with our own identity
We shall sail thru all calamity
Thru the seas n the tides
That are low and high
With all dignity and assurity
We shall strive n survive
To be the best
To lead the path
For the rest to follow
In our shadow
And we are the "transworld family"*

JAYANTH, MARTIN, BSL-DUBAI

T	Teams / People
R	Relationships
A	Achievements
N	Networks
S	Shipping Services
W	Winners
O	Organization
R	Reputation
L	Learning / Leaders
D	Distinct / Diverse



Jokes

Stress Reliever

Girl: 'When we get married, I want to share all your worries, troubles and lighten your burden.'

Boy: 'It's very kind of you, darling, but I don't have any worries or troubles.'

Girl: 'Well that's because we aren't married yet.'

Son: 'Mum, when I was on the bus with Dad this morning, he told me to give up my seat to a lady.'

Mom: 'Well, you have done the right thing.'

Son: 'But mum, I was sitting on daddy's lap.'

A newly married man asked his wife, 'Would you have married me if my father hadn't left me a fortune?'

'Honey,' the woman replied sweetly, 'I'd have married you, NO MATTER WHO LEFT YOU A FORTUNE!'

A wife asked her husband: 'What do you like most in me, my pretty face or my sexy body?'

He looked at her from head to toe and replied: 'I like your sense of humor!'

Married Life

Wife: 'What are you doing?'

Husband: Nothing.

Wife: 'Nothing...? You've been reading our marriage certificate for an hour.'

Husband: 'I was looking for the expiry date.'

Wife: 'Do you want dinner?'

Husband: 'Sure! What are my choices?'

Wife: 'Yes or no.'

Husbands are husbands

A man was sitting reading his papers when his wife hit him round the head with a frying pan.

'What was that for?' the man asked.

The wife replied 'That was for the piece of paper with the name Jenny on it that I found in your pant pocket'.

The man then said 'When I was at the races last week Jenny was the name of the horse I bet on'

The wife apologized and went on with the housework.

Three days later the man is watching TV when his wife bashes him on the head with an even bigger frying pan, knocking him unconscious.

Upon re-gaining consciousness the man asked why she had hit him again.

Wife replied: "Your horse phoned"

1. You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" - That's Direct Marketing...

2. You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says: "He's very rich. Marry him." - That's Advertising...

3. You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say: "Hi, I'm very rich. Marry me" - That's Telemarketing...

4. You're at a party and see a gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door (of the car) "Marry Me?" - That's Public Relations...

5. You're at a party and see a gorgeous girl. She walks up to you and says: "You are very rich! Can you marry me?" - That's Brand Recognition...

6. You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" She gives you a nice hard slap on your face. - That's Customer Feedback...

7. You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" And she introduces you to her husband. - That's demand and supply gap...

8. You see a gorgeous girl at a party. You go up to her and before you say anything, another person comes and tells her: "I'm rich. Will you marry me?" and she goes with him - That's competition eating into your market share...

9. You see a gorgeous girl at a party. You go up to her and before you say: "I'm rich, Marry me!" your wife arrives. - That's restriction for entering new markets...



Office Humour



Hurrah! My left hand just checkmated my right.



But sir, it was you who told me to be "well informed in all matters"



I am very responsible. My previous boss held me responsible for everything that went wrong



He is taking the 'Hire and Fire' policy too seriously



He says the office is like a second home to him

New Faces

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



Sheena Jacob



Aishwarya John



Mohd Zakiulla



Prabhu Kichan



Govindaraju Kannan



Noushad PK



Rajesh Kannan



Sajesh Balan



Deepak King



Shane Pereira



Sanjit Roy



Shiyavudheen
Moulakiriyath



Jaideep Baliga



Krishnakumar



Elton Vaz

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Desert Safari – Sea Bridge Shipping



Pencil and our life

The Pencil Maker took the pencil aside, just before putting it into the box. "There are 5 things you need to know," he told the pencil, "Before I send you out into the world. Always remember them and never forget, and you will become the best pencil you can be."

"One: You will be able to do many great things, but only if you allow yourself to be held in Someone's hand."

"Two: You will experience a painful sharpening from time to time, but you'll need it to become a better pencil."

"Three: You will be able to correct any mistakes you might make."

"Four: The most important part of you will always be what's inside."

"And Five: On every surface you are used on, you must leave your mark. No matter what the condition, you must continue to write."

The pencil understood and promised to remember, and went into the box with purpose in its heart. Now replacing the place of the pencil with you. Always remember them and never forget, and you will become the best person you can be.

One: You will be able to do many great things, but only if you allow yourself to be held in God's hand. And allow other human beings to access you for the many gifts you possess.

Two: You will experience a painful sharpening from time to time, by going through various problems, but you'll need it to become a stronger person.

Three: You will be able to correct any mistakes you might make.

Four: The most important part of you will always be what's on the inside.

And Five: On every surface you walk through, you must leave your mark. No matter what the situation, you must continue to do your duties.

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