

transVIEW



transworld
GROUP

Issue 29, January 2018

Chairman's thoughts for 2018



Dear Colleagues,

The year 2017 has been a Memorable year and a Milestone in the glorious history of Transworld Group. We completed 40 years, 4 decades of growth, accomplishments and market leadership. Each member of Transworld family worked as a closely-knit team victoriously meeting challenges and conquering new Summits.

From a Regional Player to a Global Player and now striving to be a Global Premium Brand, in a volatile and unpredictable market, Transworld has steered itself very commendably. I am very proud to note that while navigating through very choppy waters, Transworld has maintained the Human touch – with our customers, staff members and also being in the forefront for Corporate responsibility and socially uplifting activities.

The magnitude and the enthusiastic participation of trade, associates and well-wishers in the 40-year celebration parties we had in Mumbai, Gandhidham and Dubai is a testimony of our relationship, bonding and goodwill in the Industry.

As we are in the threshold of 2018, a **New Horizon**, let us all commit ourselves to take Transworld to greater heights of success, excellence and service. Every staff member is inducted into this organisation to celebrate and express their unique personality and talent. We solicit you to contemplate and share thought-provoking ideas to make our journey productive, exciting and stimulating. Innovation, disruption and proactive service to customers will be the key to success, sustenance and growth.

Identification and research of the **Unmet Needs** of customers, with a strategy to fulfil them can open up new avenues of growth, that has been untapped by us. Our higher purpose is to **Partner** with the customer, not just sell a product.

Providing the best in class **Transworld Signature Experience** to our internal and external customers in line with our **Mission statement** will catapult us to a higher level. The danger of getting into stagnation and complacency is always lurking. We have to propel with accelerated momentum in the achievement of our **Vision** to 'Be the preferred Business Partner for Global Logistics Solutions, committed to the highest Standards of Excellence. Our **Core Values** will be the radar keeping us on track in line with our ideals and ethics.

Finally, our heartfelt gratitude to your respective families, for their support and backing, which has made all of this possible.

Best Wishes to you and your families for a happy, healthy and prosperous 2018.

Regards,

Ramesh S. Ramakrishnan
Chairman



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Editorial

Dear Readers,

Yet another year has gone, by the passage of time and a New Year 2018 has born. While business people around the world are sincerely attempting to figure out the challenging changes, the business trends are constantly changing with an unusual acceleration on the advancement of technology. Shipping industry is of no exemption and businesses are already embracing technologies such as Artificial Intelligence to perform tasks with better efficiency and Block Chains are validating the ownership of ledgers with lesser or no human interactions. It is obvious that technology is progressing in an unprecedented pace and we are already witnessing the real life impacts of all these changes.

It is in a way posing a new challenge for the human kind. The expectations to perform better and be more knowledgeable than the previous generation is becoming an order of the modern day. In the process of high demanding, those who are not adapting the changes will present themselves unprepared to face the challenges and will struggle to compete with their competition. This becomes interestingly applicable for individuals and for the businesses alike.

We at Transworld Group have strategically and uniquely positioned ourselves in the market place combined with our acquisition of six vessel in the year 2017. And with an active participation of all members of the Transworld family for the visionary 'One Transworld' initiatives of Mr Ramesh S Ramakrishnan, Chairman of Transworld Group, we have built up a solid reputation with our strong commitment to our customers even during these tough times. We have devoted our hard work and innovation though developing the ability to leapfrog to the next levels of business growth.

Where there are challenges, there are opportunities too. As per the market researches - "Overall industry confidence hit a three-year high in 2017. Oil prices reached a three-year peak, while there was a 50

percent rise in the Baltic Dry Index over a six-month period in the second half of 2017. Finance was available from within and outside the industry. Some sanity returned to the newbuilding orderbooks, and charterers in particular displayed an appetite for new investment. In 2018, freight rates will harden if there is a further reduction in tonnage overcapacity and an acceleration in ship demolition. Shipping will continue to be impacted by geopolitical uncertainty, which could be influenced in either a positive or negative way."

The analytical report also suggests that shipping would remain a vital global industry, carrying the vast majority of world trade while emitting a lower per-unit level of harmful emissions than any other comparable form of transport. It optimistically concludes that in the year 2018, optimism can be expected to outweigh pessimism in the shipping industry.

As we gradually get into the new year, it looks that the year 2018 will be another challenging one which certainly requires all of us to focus on the job at hand and always go extra mile to ensure that we stay ahead of the game.

Let us once again resolve to work that extra bit to steam at full speed, through the ever changing and challenging waters.

Wishing you all a very happy, prosperous and successful new year 2018.

Best Regards,

B. Mannan

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Transworld Group Suzue Corp JV Partners' Annual Gathering at Singapore

Transworld Group's business partners Suzue Corporation, Japan have arranged a gathering at Singapore and was attended by distinguished business partners from more than 10 different countries. The gathering was codenamed with the the Japanese word "KIZUNA", meaning bonds or connections between people.

The summit was attended by Mr. Ramesh S Ramakrishnan, Mrs Geeta Ramakrishnan and Mr. Ritesh S Ramakrishnan along with a delegation team from UAE and India. Chairman of Transworld Group addressed the distinguished audience and extended warm welcome to the large and strong community of business partners who are actively engaged and being highly successful in the Shipping, Logistics and maritime industries in their respective regional markets.

Mr. Ramesh S Ramakrishnan, Chairman of Transworld Group said "While we, Transworld Group are celebrating the completion of 40 years, it is indeed a very proud moment for Transworld Group to join hands with our

Japanese partners, headed by Mr Suzue San, Chairman of Suzue Corporation. Transworld Group and Suzue Corporation have known to each other for more than a decade and with that strong relationship, we have together formed two Joint Venture companies, one in United Arab Emirates and another in India, the fast-growing economies in the region. Going by the core values of Integrity, Transparency and Respect, we always believe in sharing in each other's success and we also believe in a closer regional economic integration. Today, the gathering between the Joint Venture business partners is yet another excellent example of international cooperation. This presents an unprecedented opportunity for all business partners to work together in developing shipping and logistic sectors so that we could grow our economies together".

Transworld Group extends sincere thanks to Suzue Corporation team for making excellent arrangements for the summit and wishes both JV companies to be successful business ventures.



Transworld Group celebrates its 40th Year

Transworld Group marked its 40 years of inception in a grand ceremony in Dubai. To celebrate and grace this event which was named as “New Horizons, Together@40”, many dignitaries, and business associates attended the function.

The function was specially graced by His Highness Sheikh Sultan Ahmed bin Sulayem, Group Chairman and CEO of DP World and Mr Vipul, Honourable Consular General of India.

Many known faces of the industry also participated in the grand ceremony. An eclectic confluence of some of the

most brilliant of contemporary, new age musicians from across India and west also performed on this occasion. Artist who performed and mesmerized the audience by their sheer brilliance includes U Rajesh on Mandolin, Stephen Devassy on Keyboard and Keytar, Debopriya Chaterjee on flute, Mohini Dey on Bass Guiter, Selva Ganesh on Kanjira and Macro Minnemann on drums.

The magical symphony of these world class artists was an experience of a life time for all the guests.





Honors for Transworld Group at Concor Awards 2017

Transworld Group company, BSL Freight Solutions Pvt. Ltd. was awarded 3rd Position by CONCOR in Ahmedabad ICD in LCL Consolidator (Direct) Category. We would like to give special appreciation to our Ahmedabad team for winning this prestigious award.

Congratulations Team Transworld.



Honors for Transworld Group at East Coast Maritime Awards

Transworld Group company, Shreyas Relay system Ltd, was awarded as 'NVOCC of The Year - Coastal Cargo', during the award function of East Coast Maritime Forum held on 8th December, 2017 at Kolkatta.

Congratulations Team Transworld for this achievement.



Transworld Group launches Transworld Sales Premiere League

As part of 'One Transworld' visionary initiatives of Transworld Group, an innovative process of sales performance management and rewarding structure have been launched in the name of 'Transworld Sales Premiere League'. On 18th January 2018, formal kick off meeting of Transworld Sales Premiere League have been inaugurated by the Sales team leads, by cutting cakes simultaneously in various offices. All the sales personnel, who would be the players of the Sales League, have gathered across the countries and together inaugurated the function through video conferencing.

On this occasion, an interesting incentive plan was announced for the entire sales team and the winners would be getting fascinating rewards, as they progress on their performance.

The inauguration of 'Transworld Sales Premiere League' was launched with the gracious presence of Transworld Group Chairman Mr Ramesh S Ramkrishnan and Joint Managing Director Mr Ritesh S Ramakrishnan. They have given their appreciation for the efforts of sales team members and wished them the very best success for all the team players of the sales league.



Transworld Group associates with Govt. Schools for providing quality English education

In line with our value of Social and Environmental responsibility, members of Transworld Group has partnered with Karadi Path Institution & Clear Maze Consulting (P) Ltd. to impart quality English education to children from economically weaker section of society. Under this intervention, members from Transworld family visited Lokmanya Tilak English High School at Chembur, Mumbai. The students in these school mainly belong to the working class parents, and are from lower socio-economic background. To improve the learnability of children in English both audio and classroom teaching methods are adopted. Students from classes 1st to 4th are part of this programme, where 40 mins sessions are imparted three times a week for each group of students.

These sessions, along with constant follow up with parents, teachers and students is already yielding very positive results. This is not only helping to build the comprehension of English, and improving the overall score, but building the confidence in them to grow and learn new things.



In Conversation with Capt. Allan Couto An excerpt of the interview



Capt. Allan Couto: As the world knows him

Capt Allan J Couto, Master Mariner, Member of the Institute of chartered shipbroker and auditor, has been with the group since 1988. After commanding various vessels in our fleet, he was overall in charge of Transworld Shipping in India for over seven years. In 2002 he was inducted into the International division to set up a Transworld office in the USA and oversees the trade and logistics services between the USA and our other group offices.

Knowing Capt. Allan Couto better

I am the youngest of six children and being from such a large family, I quickly learnt how to perform my role in a close family unit where my father functioned as a director and CEO, mother the Operations manager and the rest of the six children were team members who were given the warmth of caring parents, taught basic discipline, and decorum, was given a clear mandate of the dos and don'ts and of what was expected from each of us.

We learned to manage with what we had and understood in no uncertain terms the meaning of budgets and the wisdom of not biting more than one could chew. This formidable company always cared for each member, focused on the positive and never forgot to pray and count our blessings.

It soon became amply clear that this team could survive the vagaries of the world only if we stood united and focused on our goals, with each one contributing to the best of his/her abilities and talents; These basic experiences in my formative years helped me tremendously in my future endeavors and has become the cornerstone of my personality.

After completing my cadet Training with SCI, I did a four-year stint with a Greek company and rose from the rank of a third mate to chief mate. I then completed my Masters.

I joined this fabulous budding company in 1988, I then had the unique privilege of meeting and spending time with our

founder Mr. R Sivaswamy, in Husum Germany (where we went to take delivery of Orient Triumph) then in 1990 at age of twenty eight, took command on the Orient Pride, (thanks to the faith Mr. Culas and Mr. Ramakrishnan had in my capabilities), this faith in me propelled me even further and thereafter till date there was no looking back as I always knew I always had the might of Transworld backing me as long as I remained within the parameters of reason integrity and was focused on the companies goals and values.

For six years I was given the task of taking deliveries of various vessels for OEL with a team of daredevils who, in my mind, were one of the most skilled and versatile seafarers on this planet.

It was the foresight of our directors and Chairman, the hunger to perform and the excitement of success that catapulted our company to come up with flying colors and leave our competitors way behind. Transworld soon became a household name in the shipping industry and a force to recon with.

In 1995 I was asked by the management to Head Transworld Shipping in India, here again, the management reposed their faith and trust in me and I had no choice but to reciprocate and prove them right. The next seven years was a great learning curve for me as I had to understand the harsh realities of doing business in India and dealing with foreign Principals; Here again I did what I had to do, we focused on honesty and rewards were given on merit and no other consideration, we once again had a formidable team and covered almost every port and ICDS in India. Within a few years we catapulted from nowhere to being the best agents for UASC for four consecutive years; Today many of the then team members have moved on but most of them who are in touch with me cherish those days and fondly remember the good times they had in Transworld.

In 2002 for personal reasons my family decided to migrate to the US, here again, the management did not abandon me but rather came along with me in and decided we set up shop here; The USA turned out to be even more challenging we had to quickly learn the ropes, ensure our ratings don't drop and focus on being free of any claims or court cases as this country is extremely regulated and people here are a very litigious group. For the first time, we had no physical product to sell (ie containers, ships cfs, trucks) except our knowledge, connections, and will to serve our customer and add value to his business.

We have now completed 15 years here in the USA and have always performed through various ups and down in the economy and are confident that things will only get better; Today I look at myself as a very contented person who has been blessed with everything that one would need, a rock-solid wife who has been always by my side for the past 27 years, three wonderful and successful children and now a fourth addition (son-in-law), fairly good health, excellent colleagues and a great company who has stood by me for the past 29 years, There is nothing more to ask.

This story could be for anyone who has served or serving this company and I am sure there are many folks out there who have to enjoy the fruits of working for our company.

Life lessons

Personal

Most of the issues people face is the misery of indecision which leads to procrastination.

I have found that to be successful one has to have the ability to quickly and logically appraise a situation and then immediately plan a way to tackle it, one of the mantras that helps me is the following prayer written by an American theologian named Reinhold Niebuhr. It goes.

“God, grant me the serenity to accept the things I cannot change, Courage to change the things I can, and wisdom to know the difference.”

To achieve the ability to make decisions quickly and correctly one should start practicing on trivial day to day issues. Once you have gained experience in logically and impartially making sound choices it soon becomes a way of life and you will soon find absolute serenity, There are chances that end result may not be what was desired, however you will be relieved of carrying the burden of indecision, should your choice at hindsight appear to be wrong just remember mistakes are only a stepping stone to success.

Workplace

When I was a young captain and had to plan a voyage we used the following four points which I call mantras; It must be remembered that our lives are nothing but a voyage and use of these points will stand good in every situation, be it buying a house, selecting a life partner or even just going for a vacation. The below explains what is needed for a sea voyage but can be adapted to your situation.

1. Appraisal

This means we first examine what is available and jotting down the known facts ; eg, condition of the vessel, engines and crew, check distances, weather forecast, calculate fuel, provisions, water, spares, load line requirements, destination rules and regulations, any known hazards etc.

2. Plan

Here we make our plan based on the appraisal ie route to take, proper charts, exigencies and emergencies, alternatives, etc.

3. Execute

At this stage, we go as per the plan ensure that each person is well equipped and is doing what he is supposed to do in time frame that was planned.

4. Monitor

This is the most important point as now we compare the progress with the original plan and make necessary changes and tweak the plan to ensure the goal is reached.

What inspires you

In fact, almost anything around me inspires me,

- My pet dog who never complains she is always eager to please and happy without even being able to speak
- Seeing the trees around me wither in winter and again bloom in spring
- Observing people all over the world who manage with what little they have and yet don't forget to smile and help others

Raises your adrenaline?

A challenge or an obstacle be it a clogged kitchen drain or a car that won't start or a client who does not pay us our dues, or a math quiz which I can't quickly solve.

Challenges

I have prepared most of my life to face obstacles , be it in at work or in my personal life, when I am free I hone these skills and always look at myself like a samurai warrior with a sword in my hand waiting to sever any curved ball life throws at me; No challenge is big enough as long as its humanly possible to handle.

What are you most proud of?

I really don't know what to be proud of and I feel I am more grateful than proud as there are many people more talented and deserving than me but are not showered with the blessings I have.

Cherishing our long-term relationship

Photo of Chairman Mr. Ramesh Ramakrishnan, Capt. Leslie Reis & Mrs. Victoria Eugenia Myers-(Partner- M/s. Arosemena Noriega & Contreras)-our Lawyers in Panama since 1982...



Transworld Group Head office now on Solar Energy

As Transworld Group marches towards sustainable growth, in line with the Core Value of 'Social and Environmental Responsibility', Transworld Group office in Dubai has adopted solar power as primary source of energy.

On 21st Jan 2018, Chairman Mr. Ramesh S. Ramakrishnan, inaugurated the facility and dedicated the same to whole Transworld Family.



Wista Discussion

Transworld Group was glad to be associated with WISTA India, to celebrate there the 5th anniversary on 18th January 2018. Mr. S. Vardharajan, Executive Director and CEO, Sheryas Relay Systems Ltd. graced the occasion as a panelist.

A panel discussion was organized by on the topic “Digital Disruption in Shipping:What Happens Next?” Very interesting and engrossing points were highlighted by various participants, and threw light on the advancement and effect of technology on a traditional sector like shipping.

Wista is a non-profit organization working as networking platform for women in management positions involved in shipping and related maritime businesses and trading houses within the maritime industry. WISTA India is a national chapter of WISTA and have a diverse member base from ship owners, trading houses, port authorities, chartering, ship management companies, lawyers etc.



Transworld Group proudly associates with Elite School League

Transworld Group partners with RS Sports Academy and the tournament ‘Elite School League’ being conducted by them in UAE.

This Academy is founded by renowned Cricketer Mr. Robin Singh, who is an Ex-India team player and

currently the coach of Mumbai Indians IPL team. The academy will work towards identifying and grooming the best of talent amongst school children, through this tournament.



Unboxing: Learning

When it comes to envisioning learning, everyone foresees a classroom set up, when there is one teacher and others are student, with a one way transfer of information.

However, to its contrary learning is multi -dimensional, and is free flowing in its nature.



Learning has four dimensions.

IS EVERYWHERE

It is common for people to consider formal learning opportunities like class room training or formal education as source of learning. With advent of technology and changing landscape of corporations, other forms of learning have also gained high prominence. From on-the-job training, coaching, mentoring, reverse mentoring, E-Learning, blended approach and other learning methodologies, the opportunities of learning have grown manifold.

IN A TEAM ENVIRONMENT

A team provides an incredible opportunity of working with people with varied strengths. The different skills and competencies possessed by team members can be a source of valuable learning. Any person having an open mind of learning and sharing can tap into this rich source for the benefit of self, team and organization. This also leads to an open learning environment in the organization which leads to more ideation, experimentation and collaboration.

MULTIPLIES WHEN EXCHANGED

Exchanging our learning and knowledge is one of the most risk free exchanges with a guaranteed positive return. Exchanging Knowledge is different from most other transactions as it grows when exchanged. The foundation of such exchange is trust and such exchanging bolsters trust within team members.

HAS COMPOUNDING EFFECT

Like an investment grows faster when it is compounded over period of time, learning also grows with time. The reason for such compounding effect is that the learning one gains, when practiced, leads to more learning and enriches itself. When such rich knowledge exists in the organization, it is only prudent to share the learning among colleagues for benefit of the individual, team and organization.

- Manisha Mishra
Senior Manager -Human Resources, Dubai



If you are
not willing to learn,
no one can help you.

If you are
determined to learn,
no one can stop you.

- Anonymous



Christmas Celebrations Across all Transworld Group Offices

Christmas was celebrated all over the Transworld Group with lot of enthusiasm. Employee organized games and played secret santa to mark the occasion.



Customer Spotlight

Company Name:

Darwish Bin & Ahmed Sons

Operate in:

DBA is a well-diversified group and one of United Arab Emirates' major business houses.

They have presence across 5 Regions (Middle east, Asia, Africa, Australia and Europe), covering more than 25 areas of services from construction, Automotive and equipment to real estate.

Transworld Group is glad to be associated with Darwish Bin and Ahmed and Sons Group, and will continuously strive towards providing excellent solutions for all their needs.

We Darwish Bin & Ahmed Sons as a Group, would wish to pass our commendation to the entire Transworld team for the service you are providing to us. Especially the email communications that are been acknowledged promptly is very much appreciated. By using Transworld as Logistics partner has certainly made our job easier when handling all facets of the incoming and outgoing shipments and allows us to keep all involved parties aware of the shipment status.

Moving forward, looking to bridge long term relationship with "Over All" consistent performance for the benefit of our business needs.

Hereby conclude with a "BIG THANK YOU" to the entire Transworld team across for the great service we have received in the past years and for the years to come and wishing all the very best to achieve your milestone as team.

- **John Joseph**
Manager Inventory & Logistics
Darwish Group

Reaching the 5 year Milestone : The story of Kaushik Dukale, age 5 Years, Village Karsod

Transworld Group in close alignment with Dr. M L Dhawale Memorial Trust has been instrumental in bringing about complete change in the life of the people especially in the field of health care.

MLDT's flagship project is Mother & Child care. Under this project more than 3000 women (mothers) and children are looked after starting from pre-pregnancy stage to postnatal care.

We are glad to share a live case with all our readers which highlights the profound difference, that these inferences are doing in the life of the people. In a country like India, where reaching the five year milestone for many kids is a challenge, because of lack of nutrition, the case of Kaushik is a very good example.

About a year ago, Kaushik came under the umbrella of MLDT, for treatment as a malnourished child in one of the Anganwadis under their cover. He had very low appetite and his mother used to always feed him biscuits or chips from the shop. He had severe ear trouble and at least twice a month, he had secretions from his ears.

Based on his detail case definition, homoeopathic medicines were administered on him. His ear condition is now completely cured and there has been no secretion for past four months. Although he is still underweight and in malnourished category, his appetite has been improved a lot. As per the instructions provided and by regular counselling of his mother has now stopped feeding him processed food and is focusing more on home cooked food.

We are hoping that by the continuous intervention of our local health worker. Ms Alka Mali in ensuring that he takes his medicines regularly and eat proper food, he will be recovered soon.



47th Oman National Day celebration

On 47th National Day of Oman (18th November), Transworld employees in our Oman Office celebrated it with lot of enthusiasm. To mark the event a cake cutting ceremony was organized followed by sweet distribution in both our Muscat and Sohar Branch in Oman.

Employees in both the branches appreciated this gesture and collectively participated in this to make it a success.



Sobhana – Spirit of Dance

Transworld Group Sponsored a mesmerizing dance event by Shobana on 9th of December 2017.

Soabhana is an acclaimed classical dancer, and movie icon. She bagged National award twice, and has been featured in many movies, in various languages. The function was attended by many dignitaries and common people alike. Everyone enjoyed the soulful dance by Shobhana, and the event was a grand success.



Employee Wellness Program

An Employee Wellness Session was organized in our Jebel Ali office on Thursday, 11th January 2018. Medical professionals from Clinicare Medical Centre conducted the wellness session in association with Nextcare & Orient Insurance.

A total of 95 staff participated in this wellness session and availed the various services like BMI Checkup, Blood Test RBS, Blood pressure checkup, GP Consultation.



Scribe Surprise

Please send in your contributions to 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.

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