

From the Editors desk



You Must Have Dreams

You must have Dreams and before they are forgotten about, you must make it happen. Well said saying, apt for Frontline Logistics. From the initial start, way back in year 2009, it is only the Dream of Founders of organization and more significant, how those dreams are fulfilled has made a difference between us and others. In carrying forward such dream and making it happen, the contribution of ever increasing staff force now touching almost to 220 in number is appreciated and acknowledged.

In this edition, we focus on our collective efforts and activities of the past 3 months. We also have a write up by Mrs. Febina Nassar, Manager – Accounts and Admin of our Iraq Office, who is sharing her vision how to stay focused.

Welcome to Frontline Logistics Footprints. Enjoy reading.

Vivian Castelino
Regional Manager

It is Charter time at Frontline Logistics, Dubai



First step is always a step to reach Billion. Likewise for the first time, Frontline Logistics, Dubai chartered a ship to move over 2000 CBM of Machinery and Equipment from Hamariya Port, Sharjah to Johar Port in Malaysia.

The shipment was loaded second week of August with 21 days schedule day delivery at discharge port. Mission was accomplished with micro precision management by the team consisting of Manaf, Sameer, Smitha, Nashid and Suresh Bravo Frontliners and wishing you many more.



It is POOKALAM & ONASADYA time at Back End Office in Kerala, India



Frontline Logistics Backend Office at Kunnakulam, Kerala, India celebrated year 2016 Onam with pride and gaiety. Onam is the biggest and most important festival of the state of Kerala, which is also known as Harvest Festival and is celebrated with joy and enthusiasm all over the state by people of all communities.



The morning of 14th September, started with traditional Pookalam. Plenty of flowers arranged creatively and with technique and team effort to create eye catching flower arrangement. Onam Sadya other wise known as traditional lunch consisting of 31 items and served on Banana Leaf was the highlight of the day which was savored by all the staff. The significance of the day can be acknowledged from the fact that Onam day is the only work day in the year where the BEO is officially closed for the day, thereby giving all the staff an opportunity to participate in the celebrations. Bravo BEO.

Stay focused...

From constant noise to overflowing inboxes to feeling fatigued or stressed, almost anything can cause people to lose focus.

Here are a few tips to stay focused at the workplace...

1. Pinpoint the problem.

What is it that makes you lose your focus? Is it fatigue or a Facebook addiction? Figuring out the issue is the first step you can do to trying to fix it.

2. Structure your time

Is your time management at work? Learn how to prioritize your work. Write down what things you need to get done or what you want to accomplish. Shut down distractions and see how your focus gets immediately better.

3. Eat a good breakfast!

Studies have found that eating a good breakfast can improve concentration and attention.

4. Give yourself deadlines

When doing each task in your to-do list, try to give it a deadline. That way you will be less inclined to waste your time on other things.

5. Clean up

A tidy desk is a tidy mind! Clear off your work space, de-clutter and get organized. Have what is only needed to help stay in the zone. If your desk is messy, you will most certainly find it difficult to stay productive.

And having shared these few tips with you, hope you stay focused on the constant stream of phone calls, employees, clients and E mails that demand your attention.

Mrs Febina Nassar

Manager - Accounts & Administration, Iraq.

Regional Manager Visiting Frontline Logistics Doha Office



Vivian Castelino, Regional Manager visited Frontline Logistics Doha Office on 5th and 6th of September 2016. The newly set up office just six months back indeed is making enough sound in Doha logistics market with efficient and energetic team of six headed by Afsal Ali.

The visit also included meeting few key customers and strategy meeting to discuss future expansion plan for Doha operations and business.

Frontline Logistics, Dubai participating in Dubai Chess Tournament

Arun Hariharan, represented Frontline Logistics, Dubai in Blitz Tournament conducted by Dubai Chess and Culture Club in Time Square on 3rd of September. Arun scored credible 5.5 points out of 9 rounds and was placed 22nd on merit, out of a total participation of 150 players.



It's celebrations time at Frontline Logistics, UAE offices on the Occasion of Harvest Festival



Harvest Festival or Day of Visit by King Mahabali once in a year on what is known as Onam festival was celebrated at Frontline Logistics offices on 15th of September 2016.



All the staff attended the office with traditional attire. Morning session started with distribution of home cooked food specially prepared by ladies which included, Idlee, Vada, Sweets and many more. Day was passed with most of the staff contributing in Pookalam or what can be translated as colorful Flower presentation as is done in each house hold at God's very own country (Kerala) to celebrate this great day – Onam.

Highlight of the day was the traditional lunch served in the offices, (Onam Sadhya) consisting of 31 varieties of food and was served on Banana leaves. It was a joyous occasion indeed.



Seven Leadership Principles To Learn From An Eagle....



1. Eagles fly Alone and at High Altitudes. They don't fly with sparrows, ravens, and other small birds.

MEANING: Stay away from narrow-minded people, those that bring you down. Eagle flies with Eagles. Keep good company.

2. Eagles have an Accurate Vision. They have the ability to focus on something as far as 5km away. No matter the

obstacles, the eagle will not move his focus from the prey until he grabs it.

MEANING: Have a vision and remain focused no matter what the obstacles and you will succeed.

3. Eagles do not Eat Dead things. They Feed only on Fresh Prey.

MEANING: Do not rely on your past success, keep looking for new frontiers to conquer. Leave your past where it belongs, in the past.

4. Eagles Love the Storm.

When clouds gather, the eagle gets excited, the eagle uses the storms wind to lift itself higher. Once it finds the wind of the storm, the eagle uses the raging storm to lift itself above the clouds. This gives the eagle an opportunity to glide and rest its wings. In the meantime, all the other birds hide in the branches and leaves of the tree.

MEANING: Face your challenges head on knowing that these will make you emerge stronger and better than you were. We can use the storms of life to rise to greater heights. Achievers are not afraid of challenges, rather they relish them and use them profitably.

5. When a Female Eagle Meets a Male Eagle and they want to mate, she flies down to earth, picks a twig and flies back into the air with the male eagle in hot pursuit. Once she has reached a height high enough for her, she drops the twig and let it fall to the ground while she watches. The male eagle chases after the twig and catches it before it reached the ground, then bring it back to the female eagle. The female eagle grabs the twig and flies to a much higher altitude and drop the twig again for the male eagle to chase. This goes on for hours with the height increasing each time until the female eagle is assured that the male eagle has mastered the art of picking the twig which shows commitment. Then and only then will she allow him to mate with her.

MEANING: Whether in private life or business, one should test the commitment of the people intended for partnership.

6. Eagles Prepare for Training. They remove the feathers and soft grass in the nest so that the young ones get uncomfortable in preparation for flying and eventually flies when it becomes unbearable to stay in the nest.

MEANING: Leave your Comfort Zone, there is No Growth There.

7. When the Eagle Grows Old, his feathers becomes weak and cannot take him as fast and as high as it should. This makes him weak and could make him die. So he retires to a place far away in the mountains. While there, he plucks out the weak feathers on his body and breaks its beak and claws against the rocks until he is completely bare, a very bloody and painful process. Then he stays in this hiding place until he has grown new feathers, new beak and claws and then he comes out flying higher than before.

MEANING: We occasionally need to shed off old habit no matter how difficult, things that burden us or add no value to our lives should be let go of.

YES, NEVER GIVE UP,

BE AN EAGLE, NEVER EVER GIVE UP !!!

Compiled By: Manoj Jayapalan, Business Development Manager, Kuwait

Jebel Ali Freezone - Our Warehouse



Long before the notion of Aerotropolis was even dreamed of, Dubai's strategic location made it an important stopover on world trade routes. Jebel Ali free zone, the largest manmade harbor in the world and the biggest seaport in the Middle East contributed very extensively to the

development of the country in all aspects. Frontline Logistics is fortunate to be a part of this mother free zone by having a warehouse in its lap itself (just 200 mtrs away from the port). Warehousing, Cargo Consolidation, Customs Clearance, Import and Export of Cargo to and from various countries is handled fluently in our warehouse. Thanks to UAE government and especially to JAFZA authorities for their great effort in shaping up this port accessible to all from all over the world.

Janardan Elayat
Manager-Jebel Ali

Onam Celebration In Kuwait Office

Frontline Head Office in Kuwait conducted its Onam celebrations with staff on 17th Sept, 2016. Riyas Ahmed, HR & Admin. Manager, addressed the gathering followed by an inaugural speech from Chandra Mouli, Country Head. Babuji, Rajesh and Manoj delivered Onam messages. Seethara sung a beautiful Onam song. The gathering was attended by Regional Director, Nasser BP, and Marketing Director, Musthafa Kari.

The program was filled with games, puzzles and followed by a delicious meal (sadhya) prepared by employees. A beautiful and colorful "Pookalam" (flower artwork) was also designed by employees. Onam Festival designs are a cultural highlight celebrating the inherent colorful floral designs.



A team consisting Shyjal, Shebal, Elisha, Sivakala, Bhanu, Babuji, Savvyo, Rajesh, Jessie, Sheeba, Lubna, Seethara, Febina, Grace, Reny, Shanmugham and Babu controlled the entire program.

Frontline Logistics, Iraq is opening its own warehouse in Erbil



Erbil warehouse of Frontline Logistics is operational from August 2016. Managed by Abdul Jabbar, Manager, Operations, well secured and covered 1000 sqm warehouse is fully equipped to handle the General Cargo that is received for distribution in Kurdistan region. Clients include, Merchants, MNC, Oil and Gas and various Armies.

