FEI DUNIYA

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WE GOT IT *Again*

Great Place To Work®

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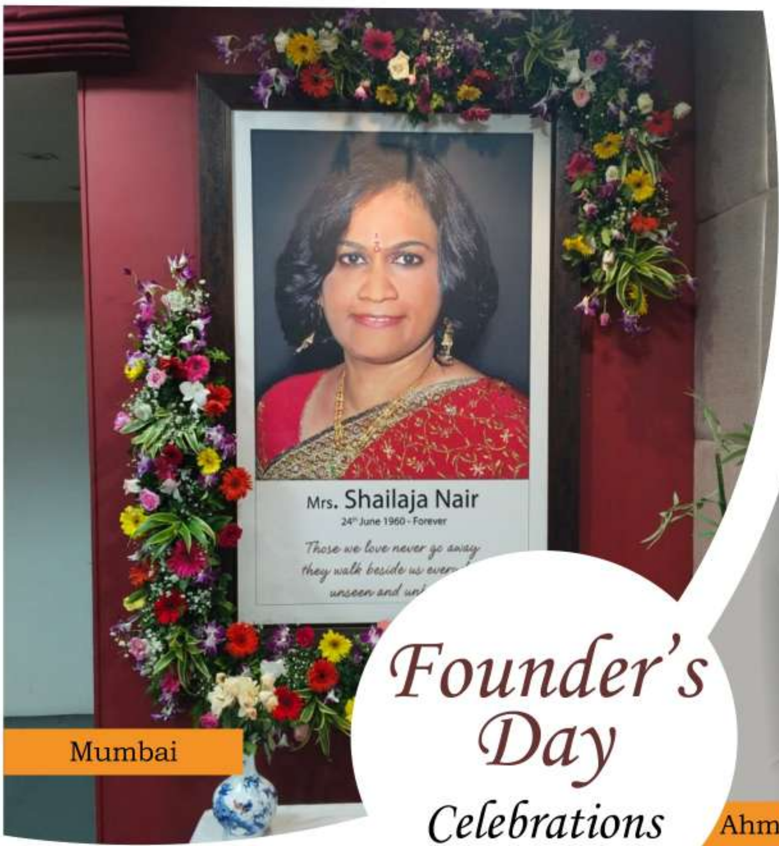
JUN 2026-JUN 2027

INDIA

™

Founder's Day
Celebrations



Mumbai


Mumbai


Ahmedabad


Hyderabad


Kochi

Bengaluru

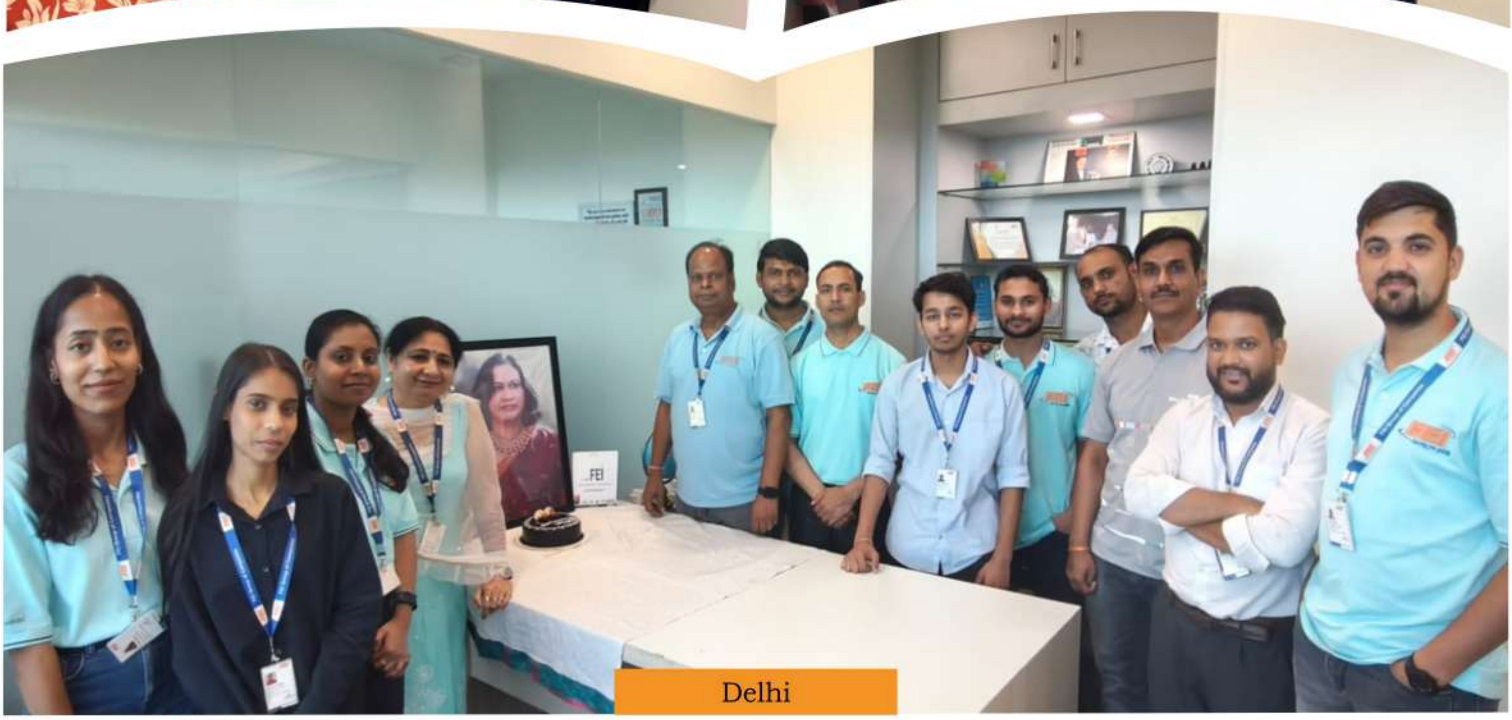
Vadodara

Tuticorin

Kolkata

Gandhidham

Chennai



Delhi

STRAIT OF HORMUZ

a detailed overview

The Strait of Hormuz is one of the most strategically vital maritime passages in the world, serving as the only sea route connecting the Persian Gulf with the Gulf of Oman, and ultimately the Arabian Sea. Geographically, it lies between Iran to the north and Oman and the United Arab Emirates to the south. The strait stretches roughly 167 km in length and narrows to about 33 km at its tightest point, with shipping lanes only around 3 km wide in each direction, separated by a similar buffer zone. Despite its relatively small size, it carries an enormous share of global trade.

Economically, the Strait of Hormuz is the world's most critical oil chokepoint, with approximately 20–25% of global oil consumption around 17–20 million barrels per day passing through it. Major exporters relying on this route include Saudi Arabia, Iraq, Kuwait, the United Arab Emirates, and Qatar, particularly for liquefied natural gas (LNG). The strait facilitates the transport of crude oil, LNG, petroleum products, and chemicals to key importing regions such as Asia especially India, China, Japan, and South Korea as well as Europe and North America. For countries like India, it remains a crucial lifeline for energy security.

Strategically, the strait is among the most militarized and politically sensitive waterways in the world. Iran's control over the northern coastline gives it significant leverage, while the presence of forces such as the United States Navy and allied navies aims to ensure freedom of navigation. The region has a history of tensions, including tanker seizures, drone attacks, and naval standoffs. Key risks include potential blockades or partial closures, attacks on oil tankers, spikes in insurance costs, and broader supply chain disruptions. Even minor incidents can trigger global oil price increases, higher freight rates, and widespread supply uncertainty.

From a shipping and logistics perspective, the Strait of Hormuz is one of the busiest maritime corridors globally, handling thousands of vessels each year, including very large crude carriers (VLCCs), ultra-large crude carriers (ULCCs), LNG carriers, and a growing number of container vessels. Its stability directly impacts freight rates, marine insurance premiums especially war risk coveragetransit times, and chartering costs. As a result, any geopolitical tension in this narrow passage can have immediate and far-reaching consequences for global trade and energy markets.

SHIPPING HISTORY OF INDIA WE CAN BE PROUD OF

V.O. Chidambaram Pillai & Swadeshi Steam Navigation

DID YOU KNOW THAT INDIAN PATRIOT VOC CHALLENGED THE BRITISH SHIPPING INDUSTRY IN THE EARLY 1900s

Britain Ruled the seas in the past few centuries. However Valliappan Olaganathan Chidambaram Pillai VOC (5 September 1872 - 18 November 1936) was an Indian freedom fighter, lawyer, businessman, Tamil scholar, and politician founded the Swadeshi Steam Navigation Company in 1906 to compete against the monopoly of the British India Steam Navigation Company (BISNC). Britain's grip on the world was unassailable. Its navy ruled the seas, and its trade empire spanned the globe. But in the small port town of Tuticorin, a lawyer named V. O. Chidambaram Pillai known to the world as VOC had a revolutionary idea that would challenge the might of the empire itself. He launched the first indigenous Indian shipping service between Tuticorin in British India and Colombo in Ceylon. He is known by the epithet Kappalottiya Tamizhan ("Tamil Mariner").

V. O. Chidambaram started an Indian-owned shipping company. He registered the Swadeshi Steam Navigation Company in October 1906 & bought two ships the S. S.Gallia & S. S. Lavo from France and many more ships were rented. Soon Indian merchants began to send their cargo in those ships only.

This Company had thirteen leading men who constituted as the initial Board of Directors. They were S. V. Nallaperumal Pillai, A. M. H. Arunachalam Pillai, S. S. V. Krishna Pillal and others. P. Pandithurai Thevar was the President and Secretary.

VANDE MATARAM

No 1723 Rs. 25.

THE SWADESHI STEAM NAVIGATION COMPANY, LIMITED.

TUTICORIN.

Share Certificate.

INCORPORATED AND REGISTERED UNDER THE INDIAN COMPANIES ACT VI OF 1882 AS No 13 OF 1906-1907.

CAPITAL Rs. 10,00,000, DIVIDED INTO 40,000 SHARES OF Rs. 25. EACH.

This is to certify that S. Nagalingampillay of Shodalankurit, Shiyali is the Registered proprietor of Share No. 20662 in the SWADESHI STEAM NAVIGATION CO., LTD. subject to the Memorandum and Articles of Association of the Company and that up to date there has been paid in respect of this Share the sum of Rupees Twenty five only.

Given under the Common Seal of the Company.

TUTICORIN. this tenth day of November 1907.

Secretary

Directors

VOC, true to his patriotic spirit, continued to involve himself in political activism apart from his role at the company. He supported strikes, gave fiery speeches and defied government orders.

He was charged with sedition, was sentenced to two terms of life imprisonment (40 years). During his jail term, the British Raj suppressed the activities of the company, and shareholders withdrew following harassment from the authorities. The shipping company was liquidated in 1911, and one of the ships was sold to its rival British company.

Tuticorin Port Trust, one of India's thirteen major ports, is named after him as V. O. Chidambaranar Port Authority.

V C Kannan at FEI Chennai is the great grandson of S V Nallaperumal Pillai one of the founding Directors of the Swadeshi Steam Navigation Company.

Shailaja Nair Puraskar Celebrations

Teri Yaad Mein

In cherished memory of

Mrs. Shailaja Nair

held at

Ravindra Natya Mandir
Prabhadevi

THE MAGNET SHELF *principle*

Why Customers Buy What Pulls Them, Not What You Push.

A few years ago, a grocery chain ran a strange experiment. They tested two identical aisles same products, same prices, same layout, same lighting. The only difference? In Aisle A, employees aggressively restocked items the moment they sold, so everything was always full, neat, and perfect. In Aisle B, they restocked slowly. A few gaps appeared, some shelves looked slightly picked over nothing messy, just lived in. Sales went up in Aisle. B. Shoppers assumed the partially empty shelves meant: "This must be the good stuff," "People are buying this," "It must be popular." The fuller aisle the one the store worked harder on—actually lost sales. Customers were not choosing the product; they were choosing the signal. Aisle B felt magnetic. It pulled people in. It made them trust demand, not displays. That is the Magnet Shelf Principle: people follow movement, people follow momentum, people buy what they believe other people buy.

The marketing lesson is simple:
You can push your offer all day long, but customers respond to pull, not push. This is why restaurants seat the first customers near windows, influencers show "sold out" screenshots, Amazon highlights "most purchased" badges, event organizers showcase ticket counters, coaches display client results and wins, courses show enrollment numbers, and Etsy shows "only 3 left" indicators. Pull beats push. Demand beats description. Momentum beats messaging. People trust proof, not pitches.

The "Magnet Shelf Principle" teaches this:
If your offer doesn't look like it's moving, customers assume it isn't worth moving toward. Your product, service, event, or offer must look alive. Create motion. Create demand cues. Create visible momentum. Because in marketing, the product that wins is not the one that sits perfectly on the shelf—it is the one that looks like it's already being pulled off of it.

HYDROGEN FUELLED CARS *a simple guide for everyone*

Hydrogen fuelled cars are vehicles that use hydrogen gas as a source of energy instead of petrol or diesel. They are considered one of the cleaner alternatives for future transportation because their main emission is water vapour, making them environmentally friendly.

A hydrogen car works differently from a traditional fuel car. Instead of burning fuel inside an engine, most hydrogen cars use something called a fuel cell. This fuel cell combines hydrogen with oxygen from the air to produce electricity. That electricity powers the motor which moves the car. In simple terms, it is like driving an electric car, but instead of charging a battery for hours, you fill hydrogen fuel in a tank within a few minutes.

One of the biggest advantages of hydrogen cars is that they produce very little pollution. Since they release mainly water, they can help reduce harmful emissions and improve air quality. They are also quieter than petrol or diesel cars. Another major benefit is quick refuelling. Unlike many battery-powered electric cars that may need long charging times, hydrogen vehicles can be refuelled much faster, similar to conventional cars.

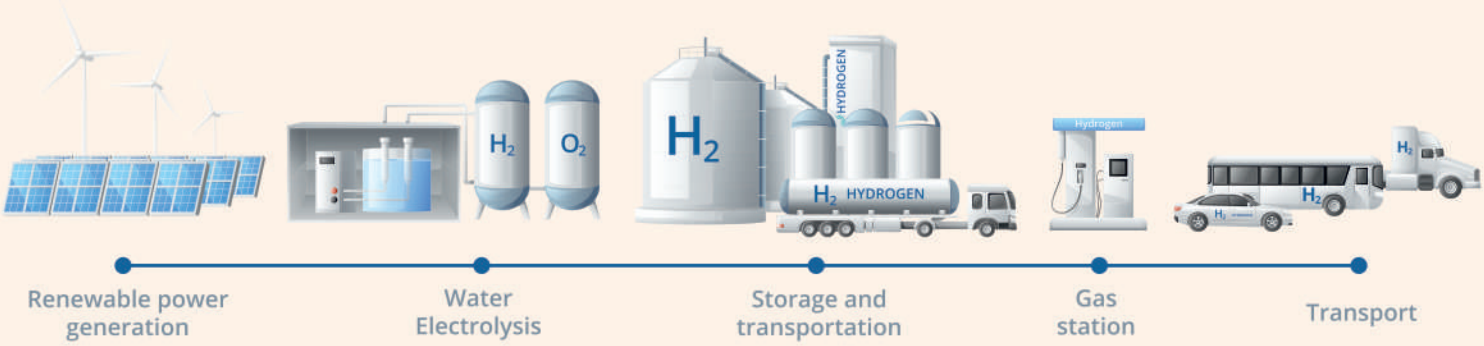
Hydrogen cars are already being developed and sold by companies such as Toyota, Hyundai, and Honda. Popular models like the Toyota Mirai show how this technology is becoming practical for everyday use.

However, there are challenges. Hydrogen refuelling stations are still limited in many countries, which makes travel difficult in some areas. Producing hydrogen can also be expensive, especially when made through clean methods using renewable energy. Vehicle costs are currently higher than many petrol or electric cars.

Many experts believe hydrogen fuelled cars may be especially useful for long-distance travel, buses, trucks, and commercial transport where fast refuelling is important. Governments and companies around the world are investing in hydrogen technology to make it more affordable and widely available.

In conclusion, hydrogen fuelled cars offer a clean and promising future for transport. While they are not yet common everywhere, they represent an exciting step toward reducing pollution and creating greener mobility for future generations.

HYDROGEN FUEL PRODUCTION AND USE



NATIONAL LOGISTICS DAY

celebrating the backbone of global trade

Every year on June 28, the world observes National Logistics Day—a day dedicated to recognizing the invaluable contributions of the logistics and supply chain industry. While often working behind the scenes, logistics professionals play a pivotal role in ensuring that raw materials, finished products, medicines, food, and essential commodities reach their destinations safely, efficiently, and on time.

The logistics industry forms the backbone of the global economy. From freight forwarders, shipping lines, airlines, ports, customs brokers, transport operators, warehouse professionals, and technology providers to last-mile delivery teams, millions of people work tirelessly to keep international trade moving seamlessly. In today's interconnected world, where businesses operate across continents, efficient logistics is no longer just a support function—it is a strategic enabler of economic growth, competitiveness, and resilience.

For India, National Logistics Day carries even greater significance. As one of the world's fastest-growing major economies, India is rapidly emerging as a global manufacturing and sourcing hub under initiatives such as Make in India, PM Gati Shakti, the National Logistics Policy, and increasing investments in multimodal infrastructure. The government's focus on reducing logistics costs, improving connectivity through dedicated freight corridors, expanding ports and airports, and digitizing supply chains is transforming India's logistics landscape.

With a domestic logistics market expected to grow substantially over the coming years, India is well-positioned to become a preferred destination for global manufacturing, exports, and integrated supply chain solutions. Efficient logistics will be a key driver in achieving the nation's vision of becoming a US$5 trillion economy while strengthening its role in global trade.

National Logistics Day, is therefore more than just a celebration—it is an opportunity to acknowledge the dedication, professionalism, and innovation of the people and organizations that keep supply chains moving every day. It is also a reminder that collaboration, technology, sustainability, and customer-centric solutions will shape the future of logistics.

As global commerce continues to evolve, the logistics industry will remain the invisible force connecting businesses, markets, and people across borders. On this National Logistics Day, we salute the commitment of every logistics professional whose efforts ensure that the world keeps moving—one shipment at a time.

FEI Family members in JNPT Warehouse

Ajesh Chandran

Nagesh Pal

Rupesh Koli

FEI Family members in Pune Office

Ajit Bhave

Akshay Bhise

As on 30/06/2026

CELEBRATIONS FOR THE MONTH

BIRTHDAYS

01st	Gajraj Singh	Delhi
02nd	Sanidhya Sharma	Corporate
04th	Vaishnavi Sonawane	PCL
05th	Shri Krishan Sharma	Delhi
07th	Siyaram Yadav	Baroda
09th	Ponselvam S	Tuticorin
11th	Rakshitha S	Bangalore
11th	Shreya Mordekar	Intl. Division
20th	Pranav Nighot	Mumbai
20th	Manesh Kumar A	Bangalore
23rd	Rahul Kharpade	Mumbai
25th	Akshay Bhise	Pune
27th	Madhu Nambiar	Mumbai
30th	Hemant Chaudhary	Ahmedabad
31st	Midhun Mathew Prasad	Bangalore

WEDDING ANNIVERSARIES

04th	Ponselvam S	Tuticorin
09th	Shankar Swami	Corporate
13th	Sachin Mali	Bangalore

NEW ADDITIONS TO THE FEI FAMILY

A C Rajeev	Bangalore
Athisankar V	Chennai
Bheesetti Teja Sree	Chennai
Katikala Yamini	Chennai
Lona Chattarji	Chennai
Parthasarathi S	Chennai
Vishnu K	Chennai
Harshali Gawade	Corporate
Sanidhya Sharma	Corporate
Priyanshu Chandel	Delhi (Warehouse)
Sourav Ginghala	Delhi (ICD - Garhi)

HOLIDAYS FOR THE MONTH

Date	Purpose
11th (Saturday)	Second Saturday

PAN INDIA CLOSED

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(Responsible for selection of news under PRBAct)

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