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Dear Reader

Welcome to 13th Issue of *SUPER Gas Connects* Newsletter.

Innovation is a breath of fresh air for any business in today's competitive market. We at *SUPER Gas* believe in continued innovation. Adding one more feather in our cap, this year we have introduced a new product called CGMS – Continuous Gas Monitoring System which enhances safety in LPG Installation at customer premises. Likewise, we are happy to share that our CSR arm – *SUPER Gas* Foundation has increased its activities in supporting the community, a glimpse of the same is featured in this newsletter.

Festival season is round the corner, we wish all our readers a Happy Dussehra and Safe Diwali.

Kind Regards,

**Marketing Team
SHV India**

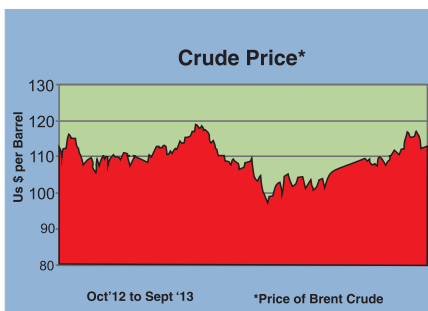
Your Energy Feed

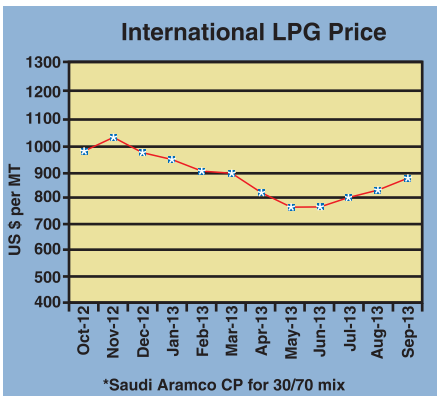
Brent crude spot prices has increased to a level of US \$115 per barrel in early September (after a low of \$97 in April) and now currently trading at US \$ 109 per barrel. This volatility is due to the Supply disruptions in Libya, growing tensions in Syria and seasonal maintenance in the North Sea. Though geo political issues of Egypt / Syria got resolved at least for the time being, the markets may still find reasons to expect a dearer oil price given the unresolved ban on Iranian's oil supply for it's disagreements over nuclear programme. The sensitivity of oil prices to geopolitical frictions in the Middle East is high even though the production contribution may be low for the affected country . Syria accounts for

roughly 0.5% of total global production in 2012 but could managed to rally Brent to US \$115 levels for the issues over there.

However, it is important to note that the global oil market is still in the supply surplus scenario. The US shale oil boom is still the main factor for the supply abundance for the year. On the same note, oil production from the OPEC cartel sees no signs of moderation. Experts project the Brent crude oil spot price will fall to an average US \$105 per barrel in December 2013. It is also predicted that Brent crude oil annual average spot price declines from US \$112 per barrel in 2012 to US \$108 per barrel in 2013 and US \$102 per barrel in 2014, reflecting the increasing supply of liquid fuels from non-OPEC countries.

On the other hand, International LPG prices are surged in last few months due to a combination of factors like – Geo political situations in Egypt / Syria, hike in Crude prices and spot demands etc. However with the Geo political issues





getting resolved and following decline in crude prices, LPG prices are also falling down and as per the current indications this trend is expected to continue till the year end – particularly on the face of supply surplus. Another important factor which affected the pricing in the local market is the Rupee volatility as the exchange rate against dollar went as

high as Rs. 68 per dollar. Now that the Rupee is appreciating against the dollar and currently at Rs. 62/63 levels. This combined with the reduction in international prices of LPG should result in much lower rates in the domestic market.

Innovation

Is your LPG Installation safe? How do you find any leakages of LPG? Answers for all these question is - Continuous Gas Monitoring System.

To make the LPG Installation more safe and secure, we offer an innovative & reliable product called Continuous Gas Monitoring System (CGMS) in association with Worldwide Safety Devices (WWSD).

Continuous Gas Monitoring System (CGMS) detects LPG concentration in atmosphere and gives warning (alarm) much before the explosive limit. Continuous Gas Monitoring System (CGMS) is a system having multiple flammable gas sensors, digital controller unit which monitor the concentration of

LPG in the atmosphere and gives warning much before the lower explosive limit.



Advantages of SUPER Gas CGMS

- ▶ Higher life with semiconductor sensors
- ▶ BIS* & PESO* approved Flame-proof sensor assembly & junction box ,making it ideal for its purpose
- ▶ Adjustable height & direction for better working
- ▶ Digital display of LPG levels with microprocessor based digital controller having hi-tech compatibility
- ▶ Customized solutions with 2 Channel, 5 Channel, 8 Channel & 16 Channel for your need

To book your CGMS SMS 'SUPERGAS' to 56070 or call any of our regional offices

* BIS – Bureau of Indian Standards
* PESO – Petroleum and Explosives Safety Organisation

Giving back to Community

SUPER Gas Foundation is a philanthropic arm of SHV India (SUPER Gas). We established this foundation in the year 2011 with an objective to provide education and develop unprivileged children in the community.

Following are some glimpse of the activities which we took up early this year. In West Bengal, we have donated school furniture and black boards to a school near our Uluberia Filling Plant.



Donation of school furniture and black board to school at Uluberia



The village Panchayat head, school principal, teachers and children were happy with this gesture.

Likewise, we have conducted free medical camp in Choutuppal, Andhra Pradesh in association with Basavatarakam Indo- American Cancer Hospital. Around 600 villagers have benefited from this camp. It is near to our Choutuppal Filling Plant, AP.



SUPER Gas Foundation conducted Free Medical Camp at Choutuppal

Sharing Success

Eveready Industries India Ltd (EIIL): Creating value at each customer touch point.



Mr. Suneel K Kaul, Senior General Manager, Engineering & Projects, EIIL

Eveready Industries India Limited (EIIL) is one of the India's leading consumer goods companies, with its products and brand being household name in India for the past century. Started in the year 1905, Eveready Industries India, Ltd (EIIL) is the flagship company of the B.M. Khaitan Group. Over the decades, it has been the leader of the dry cell batteries and flashlight markets. Following are the edited excerpts from discussion with Mr. Suneel K Kaul, Senior General Manager, Engineering & Projects, EIIL.

Eveready Industries India Ltd was established in the year 1905. Kindly tell us about its journey so far?

Brand EVEREADY started its foray in Indian Markets more than a century back when National Carbon started its Indian operations with sale of batteries imported from USA in the year 1905. It has been a very long, more than a

hundred year, journey ever since. The first factory was set up in 1926 in Kolkata while Eveready Company was incorporated as a private company on November 12, 1934.

The company was renamed as Union Carbide India Ltd, a subsidiary of world-wide multinational, Union Carbide Corporation in 1951. However, it was in 1995 after the sale of shares of Union Carbide Corporation in Union Carbide India Ltd to McLeod Russel (I) Ltd. belonging to the Williamson Magor Group that the company was renamed as Eveready Industries India Ltd. The company acquired BPL Soft Energy in 2005 taking its market share to around 60% and in 2009 Eveready acquired controlling stake in Uniross SA of France, which is a leading rechargeable battery manufacturer.

What differentiate your products & services from competitors in the market place?

The differentiation comes only from Quality, Reliability, On-time delivery; Service and above all Customer care and be it an internal customer or the external customer. The company takes pride in its distribution network which is one of the major strengths of the company. It is through this elaborate and

vast distribution network that we can reach the factory fresh products to our customers even in the remotest corner of the country.

In the last 10 years, what was the market scenario in battery industry? Please share your views on the future of this industry.

In last ten years, overall market showed a steady growth in battery industry despite a little de-growth in some segment like R20 Batteries. The market is poised to grow many folds as the current per capita consumption of battery in India is quite low at 'two per person' when compared to other countries like Sri Lanka (6/ person), East Asia (8 / person) and America (14 – 20 / person). Furthermore, India being a Power deficit country with a gap of 83 billion units between electricity demand and supply there is always a scope for Battery Industry to step in to bridge this gap with portable power. So it is inevitable that the Indian battery business would strengthen further with battery consumption offering long term growth prospects.

Where do you see Eveready Industries India Limited 5 years from now?

Eveready brand has not only a strong presence in the market but also has one



of the best brand recall and is synonymous with Portable Power & Light. We have started leveraging this by introducing the rechargeable range of products be it batteries, flashlights, lanterns, fans, table lamps and tube lights etc. This is hitherto an untapped market having potential to grow exponentially. We have also, a few years back, forayed into general lighting business by introducing GLS Lamps, CFLs, Tube lights etc under Eveready Brand. Slowly we have now steadied ourselves in this market. In the next couple of years, Eveready will be seen in the market as a major player in this

business. Similarly, packaged Tea is another business where we have been in the market for quite some time. Plans are in place to take this business forward in a big way. All of these should lead to doubling of our sales turnover in the coming three years.

How do you find your association with SUPER Gas in terms of service and support?

Eveready as a company has been associated with SUPER Gas since 2005 and we have over the time built a strong relation. The relation as we see it is not a buyer - supplier relation but as partners in progress. Recently we have installed a

LPG LOT (Liquid Off –take cylinder installation) Facility in one of our units. The experience has been a delight both in terms of service / support as well as technical. The introduction of recently innovated and energy efficient Heaterless Vaporizer is a case of highest order of technical excellence. I take this opportunity to put on record my personal appreciation of SUPER Gas team who worked tirelessly along with our team to put up the LOT Facility in a record time. I am sure both SUPER Gas and Eveready will build on this small partnership into a meaningful business relation and grow together to attain new heights in respective fields.

From the Archive



Making music, the SHV majorettes and SHV band.

SHV India Corporate Video on LinkedIn and You Tube

To watch SHV India Corporate video on LinkedIn and You Tube. Please log on to the following link <http://www.linkedin.com/company/super-gas>



Industrial segment



SUPER Gas Foundation



Franchisees

Disclaimer: Information featured herein is for informative purpose only, hence no liability is assumed

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