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## Dear Reader

Welcome to 15th Issue of *SUPER Gas Connects* Newsletter.

This issue covers events and happenings in SHV India and its customers, glimpse of the safety week celebrations which was organized from 4th March to 10th March, 2014 and many more.

Likewise, please don't forget to read our safety newsletter 'Chetna' in our company website ([www.supergas.com](http://www.supergas.com)).

We welcome your views and suggestions about our newsletters on [connect@supergas.com](mailto:connect@supergas.com).

Happy Reading.

Kind Regards

**Marketing Team  
SHV India**

## Your Energy Feed

The Crude oil prices hovered between US \$107 per barrel and US \$112 per barrel in the first quarter of 2014.

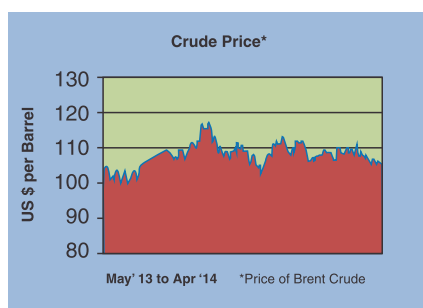
In February, rising tensions between Russia and Ukraine pushed Brent crude up by US \$3 to US \$112 per barrel. Analysts say Russian supplies of oil to the rest of the world are unlikely to be disrupted by the Ukraine crisis but oil prices rose as most financial markets tumbled, with investors pulling out of riskier assets such as stocks. Uncertainty over Libyan oil supplies also allowed Brent crude prices to remain high.

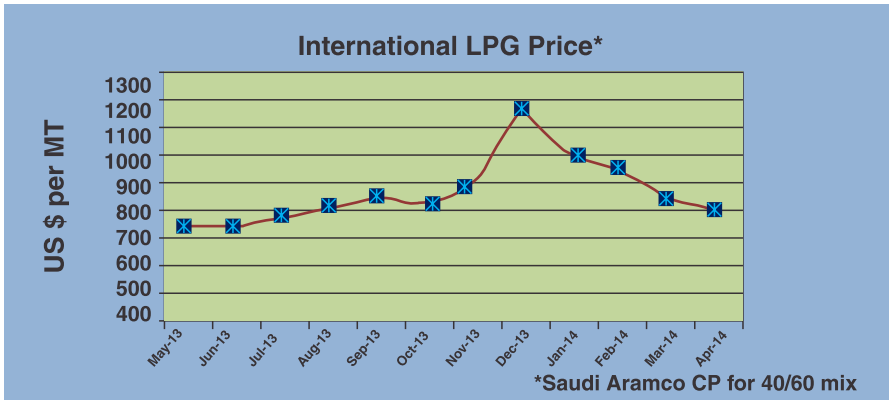
Overall, Brent crude oil price is projected to average between US \$105 per barrel and US \$101 per barrel in 2014 and 2015

respectively.

As predicted, International LPG prices came down drastically from the level of US \$1188/MT in December 2013 to US \$864 / MT in March 2014. This is mainly due to the unsustainable level of pricing in December 2013 and also the abundant supply availability. April 2014 prices also came down further by another US \$49/MT to US \$815/MT.

Another interesting factor to note is the sudden increase on the ocean freight rates particularly in the Very Large Gas Carrier (VLGC) segment which had reached record high levels – Bench mark rates of Arabian Gulf – Japan going up to US \$112/MT due to extremely tight VLGC market situation in the East as well as West. This trend is expected to continue for some time till new built arrives in the market. As customers in the Far East market looks at the landed cost of LPG at their locations, this sort of higher freight should also result in keeping the FOB prices lower so that the





landed cost is getting balanced.

With near stable crude prices and abundant supply availability, it is predicted that not much variation will be there from the current levels in LPG prices for short term at least – that is till July 2014.

## Looking For Niche Markets – Marine Gas

Marine gas is an innovative, low-cost and cleaner fuel from SUPER Gas that has been designed exclusively for outboard motor boats used in fishing and other marine activities. Marine gas is by far the best alternative fuel over the conventional fuels like kerosene and petrol.

The usage of conventional fuels like kerosene and petrol in the outboard motor boats is causing water pollution affecting the marine life and also health of the fishermen. By using Marine Gas, water pollution is substantially avoided. Marine gas – a low cost and clean energy fuel solution is launched in association with Surya's Marine. The existing petrol/kerosene boat can be easily

converted to LPG using a special conversion kit. Consumption of LPG in outboard motorboat is much lower as compared to kerosene and petrol thus, greatly reducing operational costs. The

Marine Gas cylinders have been designed exclusively keeping the ambient conditions in mind with application of special paint for preventing corrosion and other safety features.



Marine gas in outbound motor boat

## National Safety Week Celebrations - March 4th - 10th



Safety Training to teaching staff at Shakti High School, Ahmedabad.



Safety Training programmes organized at Commercial and Industrial customer, Ahmedabad.



Offsite mock drill at Murbad Filling Plant



Offsite mock drill with Govt. Authority-Bavla Plant



Mock drill at Porbandar Terminal, Gujarat



Offsite mock drill with Govt. Authority - Bavla Plant



Demonstration by fire inspector at Uluberia Filling Plant



Safety Training at SHV India corporate office, Hyderabad.

## Sharing Success

### Tirth Agro Technology Pvt. Ltd. – Advanced Technology and Reliable Services



**Mr . Prashant Kumar**  
President (Operations)  
Tirth Agro Technology Pvt. Ltd

Tirth Agro Technology Pvt. Ltd. is an ISO 9001:2008 company operating since 1997. It manufactures CE certified agricultural implements like Rotary Tiller, Roto seed Drill, Rotary Plough and many other products under the brand name of "Shaktiman". They are the Market leader

in this segment in India for over 10 years and are continuously contributing towards the wellness of agriculture. Following are the edited excerpts from an interview with Mr. Prashant Kumar, President – Operation, Tirth Agro Technology Pvt. Ltd.

**Tirth Agro is well established name in Agriculture sector in India and abroad. Kindly tell us about the journey so far?**

Tirth Agro Technology Pvt. Ltd. is a leading Indian agricultural implements manufacturing company with a history of over a decade. Started in 1997 with spare parts production, it has expanded to manufacturing of agricultural implements with the brand name 'Shaktiman'. Shaktiman is world's largest tiller manufacturer used as farming equipment worldwide. Presently

we have 49 Distributors and 546 dealers across India providing services to thousands of farmers. The journey has been very aggressive with excellent growth year after year.

**How do you differentiate your offerings from competitors in the market place?**

Our core guiding philosophy is Customer First . To provide a complete customer services, we need to get closer to the customer and hence we focused on the development of our dealer and distributor network. Regular interactions with the end customer helps us to understand their needs and we provide appropriate service to meet these requirement. We strive hard to maintain high quality standards by continuously using advanced technology and providing reliable and



quality services to our customers.

### What initiatives you took towards sustainability of the business?

Sustainability is a paramount importance for any business. We have taken many initiatives towards sustainability of the business. To mention a few of them are the ongoing Improvement and Innovation. We continuously work on our Product design and manufacturing processes to improve quality for better performance and improved product life. Speaking on Innovation, we launch new products to meet the customer's changing needs.

### Where do you see Tirth Agro in India 5 years from now?

The GDP of agriculture and allied sectors in India reached USD 151.8 billion in FY12. These sectors are expected to grow at CAGR of 3.3%. Tirth Agro aimed to become world leader not only in tiller but also in Mulcher, Miller, Baler, Sprayer, Fertilizer spreader etc. They want to make agriculture more economical worldwide.

### Tirth Agro has been associated with SUPER Gas since 2011. What does this partnership means to you?

Tirth Agro has been associated with

SUPER Gas since 2011 and this partnership means a lot to us. They not only just supply LPG but also gives complete solution. SUPER Gas constantly innovates new products for a safe and clean environment. We are happy and satisfied by their services which is helping us to spend more time in our core business and not worrying about LPG supply or associated facilities.

## From The Archive



SHV, established in 1896, has a rich History. The above image is the SHV logbook in the first year.

## Funny English Sayings – Do You Know The Real Meaning?



- 1) I'm happy as a clam - doesn't have to do anything.
- 2) I think I went overboard - you've done something you shouldn't have
- 3) You don't have a leg to stand on - They have no facts to support what they're saying
- 4) Break a leg – You are wishing him/ her a good luck

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