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Dear Reader,

SHV Energy India is proud to share the first issue of "SUPER Gas Connects" with you.

"SUPER Gas Connects" is another one of our initiatives to come closer to you. The idea behind SUPER Gas Connects is to share some information with you about the global and domestic energy prices, update you on the news and events within SHV Energy India and its customers and other information that we hope you will find useful and interesting.

Over the years we have tried to strengthen our relationship with you in various ways and "SUPER Gas Connects" is another effort in the same direction.

We hope you enjoy reading it as much as we have enjoyed presenting it to you.

Kind Regards,

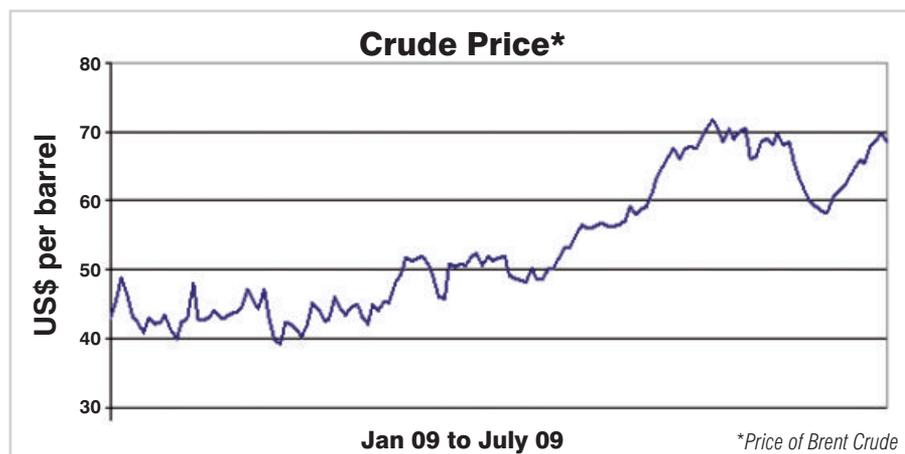
Marketing Team  
SHV Energy India

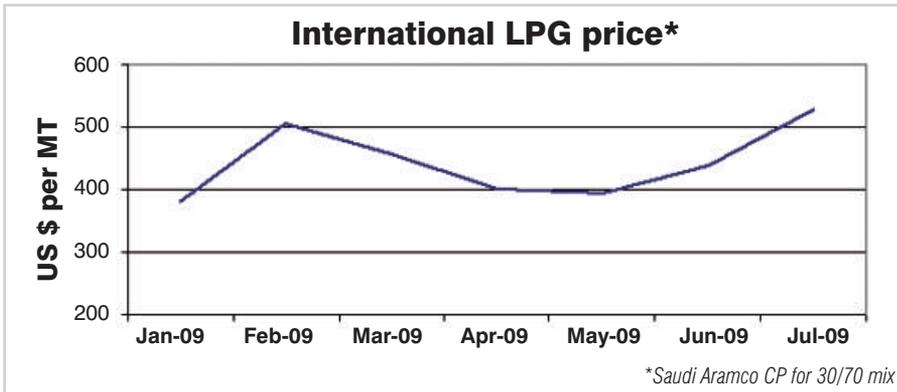
## Your Energy Feed

The crude oil prices have surged in the global markets in the last seven months. After touching a low of US \$39.41 per barrel, the Brent crude had breached the US \$70 mark in the month of June 09 - an increase of over 80% in five month's period. The International Energy Agency (IEA) raised its global oil-demand forecast for the first time in 10 months on signs that the economic slowdown is abating.

The surge in global crude oil prices has adversely impacted oil marketing companies in India through under

recovery. The industrial fuel prices have moved upwards in the domestic markets. The retail prices of petrol and diesel were revised upwards by Rs. 4 and Rs. 2 per liter respectively, in the month of July. The International LPG prices however have not witnessed similar volatility. The prices have moved in a cyclical trend in a price band of US \$400/ MT and US \$530/ MT between January 09 and July 09. There are no supply issues in the domestic market, imports making up for shortfall in domestic production.





The global energy prices have moved northwards in the last three months. Based on the current indicators, it is estimated that crude prices would experience lower volatility in the short term, stabilizing at a slightly lower level. LPG prices are likely to settle at the current level. The global energy prices appear to be heading towards stable price band in the short term.

**News & Events**

## SHV India Wins the “Lapwing Award”



On April 21 2009, Mr. Patrick J Kennedy, Chairman - Executive Board of Directors (EBD), SHV Holdings awarded the “Lapwing Award” for the year 2009 to SHV Energy India. The award acknowledges the contribution made by SHV Energy India towards promoting Health and Safety through

its initiative called "Improving Road Safety by using Reflective Signage". The award was presented to Mr. Ajay Kumar, CEO, SHV Energy India in the company's Top 100 meeting in Lauswolt, The Netherlands.

This initiative undertaken by SHV Energy India aims at enhancing the visibility of its entire Bulk LPG tanker fleet by using a reflective signage tool called Conspicuity Tape, which extends visibility from daylight hours to 24 hours. SHV Energy India is one of the first Indian LPG companies to undertake this initiative. Its main

purpose is to help the road users respond faster as it enables early recognition of any danger. During the first six months of successful implementation of this initiative, the number of road accidents has witnessed major decline of almost 30%.

The Lapwing Award was introduced in the year 2005 and is presented to SHV group companies that have developed valuable initiatives in the field of sustainable development for the benefit of both the company and the community.

## SUPER Gas Wins Best Supplier Award



Mr. Anil Sinha, Director – Manufacturing, NHFI presenting the award to Mr. Ajay Kumar, CEO SHV Energy Private Limited.

SUPER Gas was awarded the Best Supplier Award, 2008, by New Holland Fiat India Pvt Ltd (NHFI). The award was instituted by NHFI in 2004 with the objective of rewarding qualities like excellence, professionalism, strong corporate values and commitment to customer service. SUPER Gas received this award under the category of 'Best Delivery Rating'.





**Focus**

## New Product Launch: Forklift LPG



Backed by extensive research, field trials and a thorough understanding of the requirement, *SUPER Gas* has launched a revolutionary new product, "Forklift LPG", specially developed for Forklift Trucks (FLT).

FLTs have become an integral part of many industries today due to their role in inventory management. Many industries require rapid movement of goods and materials and FLTs have evolved as a highly useful means to engage, lift, and transfer palletized loads. Various food processing, pharmaceuticals, beverages, textile units and major warehousing companies have now recognized the benefits of LPG as its clean burning, cost effectiveness & high performance qualities lead to maximum resource utilization.

**"We are extremely satisfied with *SUPER Gas* Forklift LPG performance & have therefore signed a long term supply agreement with them."**

**- Mr. S.M. Gupta, GM-Finance**  
DBPL, Authorized Bottler, Coca Cola

*SUPER Gas* Forklift LPG is superior compared to general purpose LPG due to its superior composition, made specifically to suit the special requirements of FLTs. Additionally, the unique Forklift LPG Cylinder

is specially designed for horizontal usage in FLTs which ensures supply of liquid LPG even at very low LPG levels in the cylinder.



**Sharing Success**

## NHFI: Enhancing Agricultural Mechanization

New Holland Fiat India Pvt. Ltd (NHFI) is one of India's leading farm tractor manufacturers and exporters. Its long involvement and in-depth understanding of the Indian agricultural industry distinguishes NHFI from the others and it has been using this expertise to enhance agricultural mechanization & building a world-class tractor company in India. Here are the extracts from a discussion with Mr. Abhijit Gupta, Director Purchasing of NHFI.

**Please tell us something about New Holland Fiat India Pvt. Ltd.**

New Holland Fiat India Pvt Ltd (NHFI) is a 100% subsidiary of Case New Holland (CNH) Global, a US \$15bn company with over 40 manufacturing locations across the globe. It is one of the world's largest agricultural & construction equipments companies,



with majority of its stakes owned by the Fiat Group.

**NHFI has been in India for over 10 years now. How has the company's journey been so far?**

NHFI started out here in India

13 years back in 1996. Since then our key focus has been towards mechanizing agricultural processes in India. Today, besides India, tractors made by New Holland India have also made their mark in the rest of the world. All this is made possible through our state-of-the-art plant in the Greater Noida district of Uttar Pradesh. Recently, NHFI made another investment in this facility to make it a four wheel drive transmission axles hub for worldwide construction plants requirement of CNH.

**Given the recent economic slowdown in the manufacturing sector, what do you feel about the industry's present situation and its future?**

Though the demand for construction equipment and commercial vehicle



has reduced drastically, the tractor industry has seen a minor effect of the economic slowdown. To set the balance right, the manufacturing sector has been mainly focusing on supply chain improvements through new or improved processes, cost reduction measures, supplier consolidation, and improved inventory management together with the suppliers. The demand revival signs are already appearing in the current financial year.

**NHFI has been associated with SUPER Gas since it began business**

**in India. What does this partnership mean to you?**

NHFI has always believed in partnering with service providers/suppliers who are known for their professionalism, business ethics, strong values and commitment to customer service. We have been associated with SUPER Gas since 1996 when we began business in India because SUPER Gas is a strong representative of these qualities and to recognize this, NHFI awarded SUPER Gas as 'The Best Supplier', 2008 under the category of 'Best Delivery Rating'.



**Mr. Abhijit Gupta**  
Director - Purchasing, NHFI.

## From the Archive



SHV Head Office...before the days of the computer

## Did You Know...?

... that in the ABC of double talk:

- |                          |   |   |
|--------------------------|---|---|
| Carefully considered     | = | I've not had the time to read it          |
| Computerized             | = | abolished                                 |
| Diversion                | = | add 10 miles                              |
| Free                     | = | fully charged for in the price            |
| I must have got it wrong | = | I'm right but there's no point in arguing |
| Of course, you know best | = | of course I know best                     |
| You and I both know      | = | you don't know but I'm telling you        |

... that this is a tongue-in-cheek look at language - or is it?

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

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