

Unlocking Novel Values with Innovation

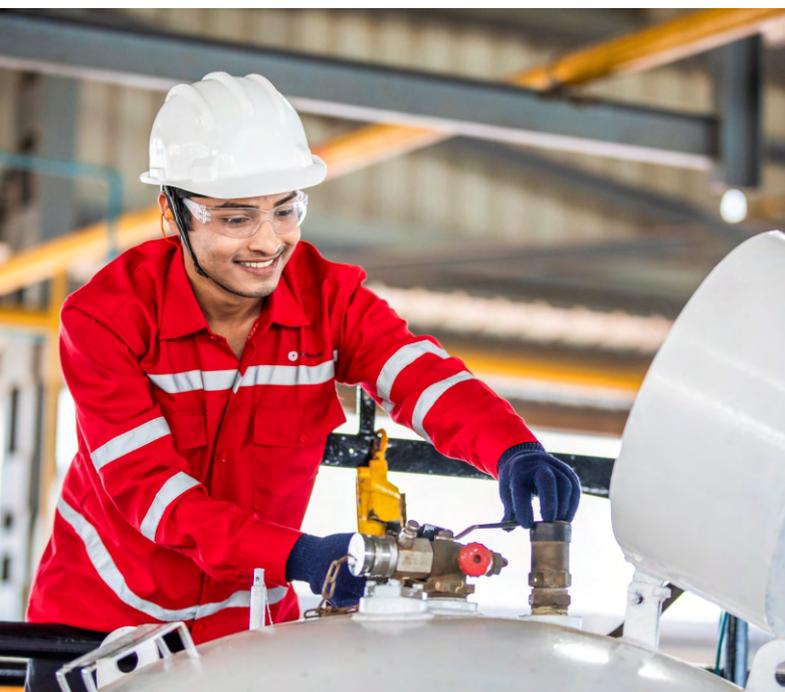
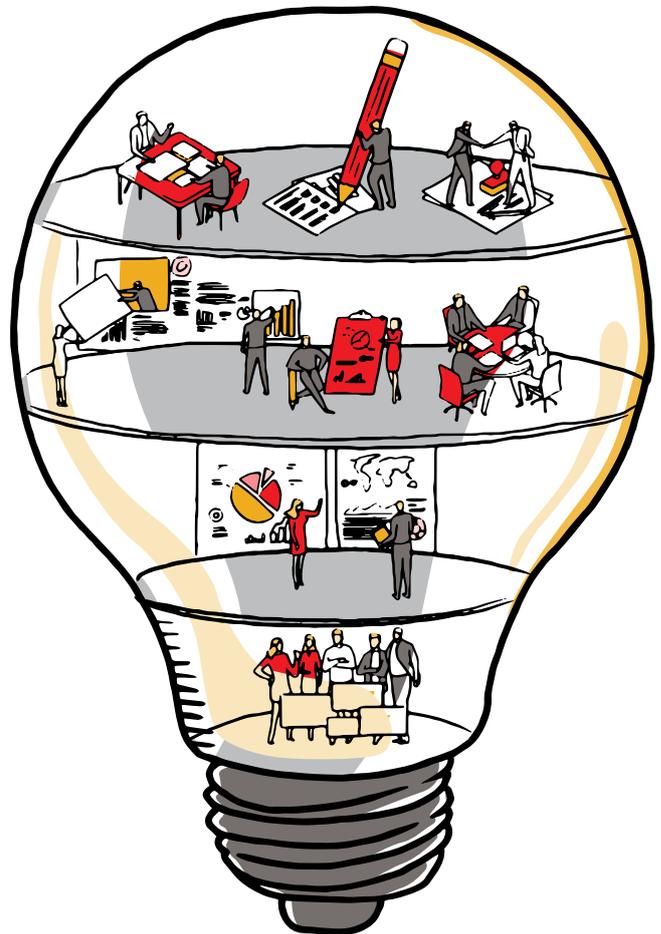
Advancing **Energy** ➤➤ Together

Dear Reader,

Happy to bring out SUPERGAS Connects, Issue no-25 with a special focus on “**Innovation**” & what our trusted franchisee and satisfied customers say about us in our journey together.

We continuously strive towards providing better customer service through our innovative products and services. At the same time, we emphasize reducing carbon footprint through our activities and have taken various initiatives to make it a part of our working culture. Flip the pages to find interesting articles, success stories, and more!

Happy Reading
SUPERGAS Team



Highlights

- Innovation at SUPERGAS
- Your Energy Feed
- Coupling & De-Coupling of Maxima
- Acquisition of Major Stake in SunSource by SHV Energy
- Progress through Partnership Cylinder Franchisee, “Heema Gas Agency”
- Customer Speaks ICLEAN Technology
- SUPERGAS Events

Innovation at SUPERGAS

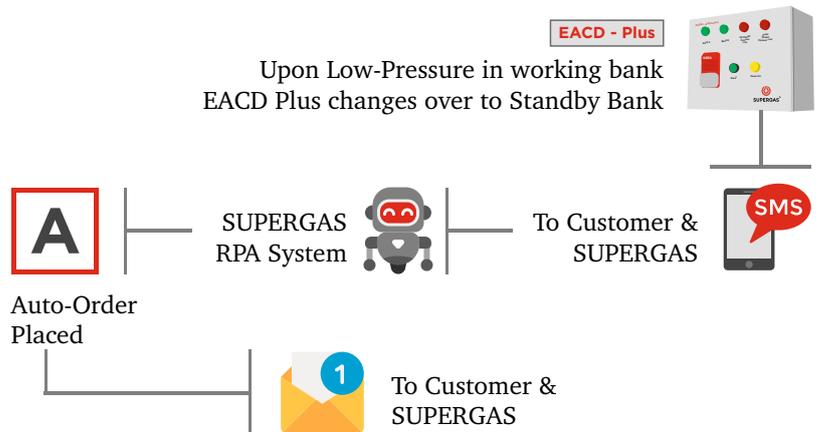
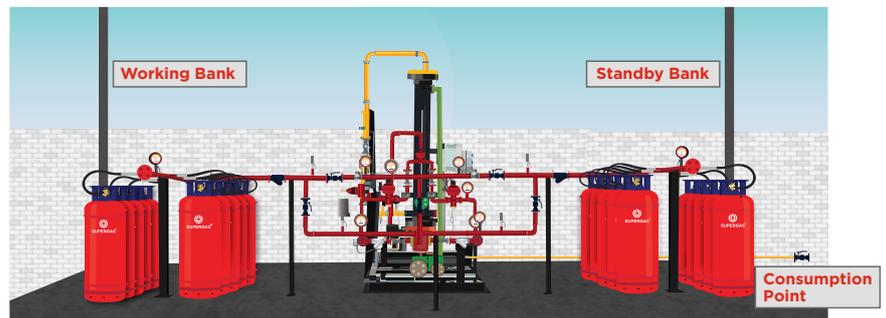
SUPERGAS always has a strong belief in Advancing Energy Together by adding value to customers through innovation. The exclusive Innovation Team was formed last August '20, ably supported by 14 Innovation Champions from various functional teams to drive this initiative with a sharper focus. For the past few months, this team has been working in close coordination with SHV Energy's Global Innovation Community to identify the pains of our valued customers and find ways of addressing them with innovative solutions.

Innovation in an organization can grow sustainably only if it becomes a part of its culture. One of our focus areas is to develop an innovation culture within our organization. We have recently concluded an internal online ideation campaign (themed: "How can we add value to our customers by digitalization?"), which has been a great success with 124 idea contributions from our employees, including our blue-collared employees. Out of these, our Innovation team has shortlisted six ideas to evaluate them as suitable business cases by using the well-established Innovation funnel.

One of these shortlisted ideas ready for implementation is Auto-Ordering through Electronic Auto Changeover Device Plus (EACD Plus). The EACD Plus is an efficient and reliable automation system with an additional Auto-ordering feature. The system is designed to be used in LOT installations of the 33 and 450 KG cylinders.

Let us see the working of the EACD Plus system in an LPG Maxima installation of a 450KG cylinder. The maxima cylinder installation consists of two LPG banks – one

working and one standby. The EACD is an automated device used to switch from an empty bank to a filled bank and employs a combination of solenoid valves and pressure switches for this changeover. SUPERGAS has further taken the system to the next level, incorporating Auto-triggered messages in the form of emails and text messages to the concerned personnel informing the LPG bank's status and the changeover. The system is coined as Electronic Auto changeover Device plus (EACD plus). As a new development, the messaging system is further integrated to place refill cylinders without any manual intervention automatically. Once the changeover has happened due to emptying a cylinder bank, an Auto-order shall be created for the number of refill cylinders as per the LPG bank's capacity. EACD plus is a hassle-free and reliable system for running your LPG installation without any delay or dry-out condition.



Illustrative representation of the solution

www.supergas.com

Think to change!

INTRODUCING **FIVE IDEA BOXES** Kindly motivate your team for maximum contribution.

Started on 11th Aug'21

YOUR IDEAS MATTER

Sustainability

Offerings Around LPG

Customer Experience

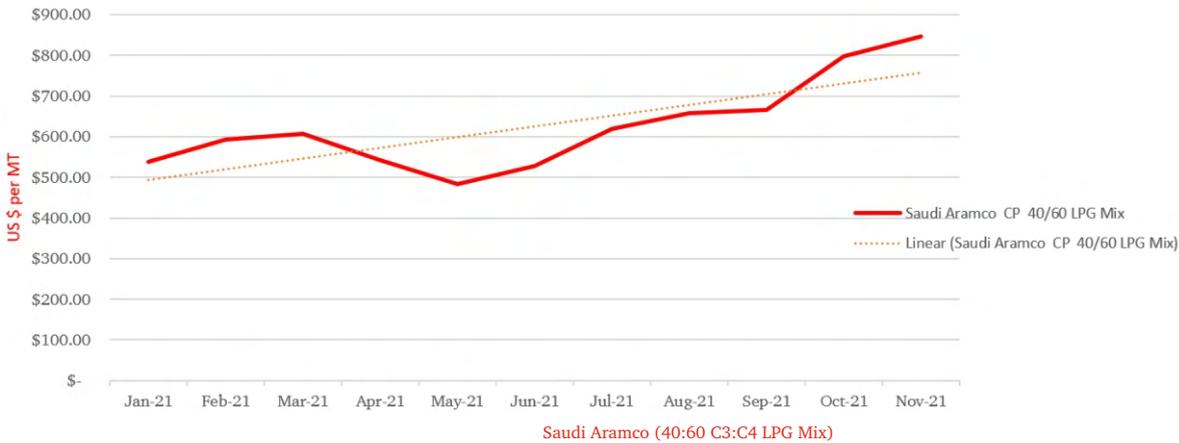
Health & Safety

Operational Excellence

Inspired by the success of our 1st Ideation Campaign and to continue building the innovation culture, our Innovation Team has launched a second ideation drive- "SOCHO, think to change". This is an open channel innovation aimed at innovation in different facets of our business (namely, **S**ustainability, **O**ffering around LPG, **C**ustomer Experience, **H**ealth & Safety and **O**perational Excellence). The response has been overwhelming, with several ideas flowing in from our employees (white collar & blue-collar alike).

Do you have any pain areas or a bright idea? You can go ahead and share them with our representatives. The Innovation Team would be pleased to find an ingenious solution just for you. Please reach out to marketing@supergas.com for your suggestions /ideas on any pain areas or innovative ideas or solutions.

Energy Feed



| Month | Saudi Aramco CP MIX 40/60 LPG Mix/MT |
|---------|--------------------------------------|
| Jan- 21 | \$ 538.00 |
| Feb- 21 | \$ 593.00 |
| Mar- 21 | \$ 607.00 |
| Apr- 21 | \$ 542.00 |
| May- 21 | \$ 483.00 |
| Jun- 21 | \$ 527.00 |
| Jul- 21 | \$ 620.00 |
| Aug- 21 | \$ 657.00 |
| Sep- 21 | \$ 665.00 |
| Oct- 21 | \$ 797.00 |
| Nov- 21 | \$ 846.00 |

International LPG Price*

Crude Market remains rangebound by holding the market sentiment. OPEC+ meeting for new output policy has been well factored in price. LPG market however remained quite strong. Middle East supplies from Saudi Aramco suffered an unprecedented outage in July-Aug prompting Indian buyers in panic buying of spot cargos. This further bolstered the contract price (Saudi Aramco CP) of LPG. Supply situations however stabilized by end of August but didn't stop higher demand from Indian buyers as PSUs continue their buying spree looking at Festival demand in October. It seems to be stronger as we approach winter. However LPG demand growth in India may not replicate past years trend as penetration is quite high by now. Industrial sector recovery may spurt some LPG demand in near to mid future but demand from hospitality sector is still low.

Coupling and De-Coupling of Maxima

SUPERGAS has taken a step further to enhance more safety and provide comfort to our customers. Starting from Feb 1st 2021, SUPERGAS transport crew (Truck Drivers) started replacing the Maxima cylinders, i.e., loading, unloading, coupling, and de-coupling of Maxima cylinder activities (replacing empty refill with the new one) at cylinder installations.

5 Steps of Coupling & De-coupling Process:

1. Bleeder Valve Opening
2. Safety Cap Opening
3. Engaging QRC's
4. Leakage Check
5. Safe Handling of Cylinders



Though cylinder replacement activities are taken care of by SUPERGAS, we strongly recommend the presence of an LPG installation supervisor/in charge from the customer's side while these activities are taking place so that they can observe and understand the process. This helps in case of any emergency so that customer's team can take the necessary actions.

Advantages

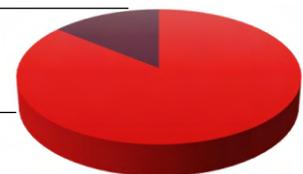
1. Ensuring safety at customer place as activity is taken care of by trained people.
2. If any discrepancies/problems are noticed while changing the cylinder, the SUPERGAS team will immediately check and rectify it by taking the necessary actions.
3. Check for leakages during the cylinder exchange.

Customer's Feedback (post this change)

1. Manpower Optimization
2. Ensures Better Safety

15%
Man Power
Optimization

91%
Safety



In our survey, 91% of our customers mentioned that safety aspect is well taken care of and 15% mentioned that manpower optimization is at its best

Acquisition of Major Stake in SunSource by SHV Energy

We are very much delighted to share the good news about SHV Netherlands faith in the Indian market and the decision to enter the Solar energy sector.

SHV Energy NV has acquired a significant stake in SunSource Energy, a leading solar energy company headquartered in Noida, UP, operating in India, the USA & South-East Asia. SunSource Energy was founded in 2010 and is one of the leading solar companies in India, providing solar solutions for commercial and industrial customers.

The company has executed more than 100+ projects in 24 states and abroad with an expansion plan to achieve a 550+ megawatt peak by 2023. The new partnership will directly benefit 'SunSource's ability to expand its overall ambition to grow to over 1 Gigawatt solar portfolio. SunSource would continue to work as an independent entity but as a Group company of SHV Energy NV under the same holding company. We expect to have synergies with Sun Source, which will benefit the customers and franchisees of both companies soon. This acquisition is in line with SHV 'Energy's focus on the Indian market and in tune with its "Advancing Energy Together" theme. SHV Energy would play a key role in Energy Transition for future needs, which is one small step towards our Renewable energy ambition.

If you are planning to have solar power at your manufacturing unit, please do reach out to customersupport@supergas.com

Dutch SHV Energy to invest Rs 1800 cr in SunSource Energy in 2 yrs



Netherlands-based conglomerate SHV Energy, part of one of the largest global private trading groups SHV Holdings, has marked its foray into solar energy space by the acquisition of a majority stake in Noida-headquartered SunSource Energy.

SHV Energy, a Dutch family-owned multinational and global LPG distributor, is expected to invest nearly Rs 1,800 crore in the next two years to ramp up the solar energy generation capacity of SunSource Energy to 550-Mw from the present 65-Mw. The precise value of the deal is not known. SunSource Energy is a solar solutions provider for commercial and industrial customers in India and South-East Asia.

SHV Energy chief executive officer Bram Graber said the company is looking forward to long-term cooperation with SunSource Energy and is committed to funding its solar projects that are in pipeline. "India is a key market for SHV Energy and this investment underpins our long-term commitment to the region and advancement of renewable energy solutions," Graber said adding his company would not be looking at more solar acquisitions in India.

Progress through partnership

An interview with our Franchisee Heema Gas Agency

Associated with SUPERGAS since 1999, Heema Gas Agency, located in Bhavnagar, Gujarat, is our well-acknowledged Cylinder Franchisee, and here is their success story in the words of Mr. Devendra Chhagani, the owner of Heema Gas Agency.



1) How did you know about the SUPERGAS Cylinder Franchisee Opportunity?

In 1998, when I was already in the cylinder business with another group, the SUPERGAS representative visited us and explained the cylinder franchisee opportunity from SUPERGAS. I was very impressed with the business model of SUPERGAS and signed an agreement to get associated with the leading LPG Company in India.

2) Explain your journey with SUPERGAS

Mr Garret Buster (the then Director) signed my Franchisee Agreement in December 1999. Our association was taken to the next level, and we started reaping the benefits in association with a hardcore professional team. The team was dynamic and had a sales-growth mindset (We had achieved 193 MT monthly volume in those days). SUPERGAS team reposed great trust in their franchisee, emphasizing business development. They never used sales shortcuts; everything was open and upfront, and it seemed like SUPERGAS was a family. The team then and the team now adhere to the same philosophy, thus displaying the core value system of care, passion and trust. We are proud to be a member of this SUPERGAS family.

3) Please share your learning experience in this journey.

Firstly, SUPERGAS has promoted safety from the beginning, and when it comes to the safety aspect, the company has never compromised. Secondly, their plant manager explained that instead of comparing our product to our competitors, we should try to explain our product convincingly and provide customer satisfaction in terms of product and service. This sort of confidence is only possible because the company offers the best product and support.

4) How do you see safety as a distinct advantage or a value proposition?

People disregard safety as the market is more concerned with cost (& not value), resulting in dangerous repercussions. However, in the long run, and as awareness grows, people will recognize its significance. And, because our organization emphasizes safety, we stand out from the crowd!

5) Anything you would like to say about SUPERGAS?

SUPERGAS understands the concerns of franchisees and strives towards giving optimal solutions. SUPERGAS is indeed is very transparent with franchisees and helps us in enhancing our growth from inception. Overall, SUPERGAS is one company that has given me so much learning in professionalism yet so friendly. I'm immensely proud to be a partner of SUPERGAS.

Customer Speaks

Integrated Cleanroom Technologies Private Limited, also called **ICLEAN Tech**, was established in 2003 to meet the requirements of Cleanroom customers.

The company draws its expertise from vast experience in customizing solutions to the 'facilities' requirements, ensuring all the environmental parameters are controlled, monitored, and securely stored.

Following are the abridged points taken from the interview with Mr Krishna Rao (General Manager- Production), Integrated Cleanroom Technologies Private Limited, Hyderabad. SUPERGAS thanks him profusely for sharing his experience with us.



1 About Integrated Clean room Technologies Private Limited and its journey so far

ICLEAN utilized its vast technical know-how from its parent company Takasago Thermal Engineering Co., Ltd. (TTE), Japan and deployed the latest technologies and advances in the industry to serve the needs of businesses and commerce in India. With their in-house expertise in the design and development of products and experience building turnkey projects, ICLEAN established a manufacturing facility in India to cater to its diverse set of clients. The first manufacturing unit was established in 2003 in Hyderabad, and later in 2019, it embarked on the Turnkey project division.

In 2012, turnover crossed 1 billion INR. TTE Japan acquired a stake in ICLEAN in 2017. 2020 was an excellent year for ICLEAN. It has been recognized by Defence Research and Development Organization (DRDO) as the industry partner for Design and Build of Mobile Virology Research and Diagnostics Laboratory (MVRDL).

2 How ICLEAN came to know about SUPERGAS?

ICLEAN has been associated with SUPERGAS for a long time. SUPERGAS supplied Vapour Off Take (VOT) cylinders for the paint drying application as their consumption was nominal. Recently, two years back, in 2019, SUPERGAS suggested 4x450 Maxima installation as the consumption had increased. The sturdy relationship developed with SUPERGAS made ICLEAN go ahead with the Manifold expansion project.

3 How would ICLEAN describe their experience with SUPERGAS?

SUPERGAS has guided and supported ICLEAN during its initial stages to date with a strong professional approach. SUPERGAS team has provided suitable turnkey solutions for all the energy requirements paving the way for a smooth transition during the Manifold up-gradation. SUPERGAS team has in-depth product, application, and technical knowledge. Above all, the importance given to safety makes SUPERGAS different from its competitors.

SUPERGAS tries to provide a better customer experience through innovative products like EACD+ and undertakes new initiatives like loading & unloading of Maxima cylinders and connections, highlighting the importance of safety. We are delighted with the services offered by SUPERGAS and their timely delivery, thereby ensuring uninterrupted production. We would like to continue working with SUPERGAS and wish them all the success for the future!



SUPERGAS Events

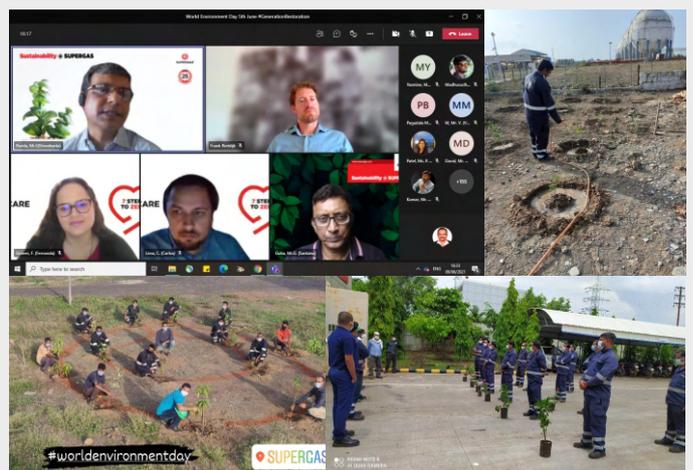
Celebrating the World Environment Day (June 5th to 10th)

Staying true to this year's World Environment Day's (June 5th) theme, "Ecosystem Restoration", SUPERGAS celebrated it with a plantation drive of 300+ trees across Filling Plants & Terminals.

Service providers and the contractual workforce too participated in it, thus extending sustainability awareness at the grassroots level.

The weeklong celebration also had other events like a sustainability quiz, interactive webinar on sustainability featuring SHV Global Sustainability Manager & Brazil's success stories on various Sustainability initiatives.

TOGETHER WE CAN BE #GENERATIONRESTORATION!



SUPERGAS Events

One Million Safe Man-hours at Tuticorin expansion project

We are pleased to share that we have achieved One Million Safe Manhours without any Loss Time Incident (LTI) at the Tuticorin Expansion project site.

This demonstrates the level of safety being followed by the team at the project site, a true display of Visible felt leadership in Health & Safety.



Our Care & Support during the pandemic



The COVID-19 pandemic has really brought home the value of knowing our purpose as a responsible organization. The SUPERGAS FOUNDATION put in their efforts by indulging in charity activities like donating groceries and medical supplies like oxygen concentrators and trying to pitch in to help whenever and wherever possible! We are incredibly proud of the selfless work and dedicated commitment of our employees.



Bram Graber,
CEO-SHV Energy
Management Board

»Sustaining the environment remains a key priority for us at SHV Energy and in all our business units. This year, we have been running the '25 in 25' awareness campaign to share with all colleagues on our sustainability strategy and the importance of making sustainable choices.«



Steven Sels,
Management Board
Member
SHV Energy

»We are proud to have launched the CARE program, our health and safety change program. Join us in making our company a safer place to work and reaching our target of zero incidents!«



Santanu Guha,
CEO,
SUPERGAS, India

»The key growth factors for auto LPG in India are economics, availability and government support. Auto LPG is a great fuel to overcome the issues of higher prices of the other fuels at the moment as well as to contribute to a cleaner environment.«

From the Archive (Dec 2011 Edition)

Enhancing Maintenance Services

Since inception, SHV Energy India has built a reputation as a leading LPG company by providing efficient energy solutions to customers across India. As a corporate philosophy, we take pride in the fact that we listen, learn and react to our customer and the ever changing business environment. We strive to fulfill the requirements in the best possible manner.

Taking this forward, we have introduced a dedicated, well qualified and trained **In-house maintenance team** constituting Technicians and Service engineers to enhance the maintenance services at for customers. This team evaluates, educates and ensures all the aspects of safety

maintenance and better engineering practices for LPG installations. The activities includes periodic Preventive maintenance programs, Emergency maintenance programs, Safety audit and Safety training programs. This pioneering initiative in the LPG industry has not only benefited our customer to a large extent in terms of safe and optimum usage of LPG but also helped in optimizing various processes. This has a positive effect on overall customer satisfaction level by drastically reducing breakdowns, increase in asset life and improving safety compliance. Clearly this initiative is being appreciated by our customers from all parts of the country.

We walk the talk – *SUPER* Gas customers have more time to look after their core business with our total energy solutions and a peace of mind.



Thanks to Contributors

1. Krishna Rao
2. Devendra Chhagani
3. Tuhin
4. Sudipta Prasad
5. Sivaraj
6. Vineela
7. Raghava Katta