

Celebrating One Year of Happy connects



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Dear Reader,

It gives us immense pleasure to inform you that *SUPER Gas Connects* has completed one year since its launch in Aug'09. We welcome you to this 1st Anniversary Issue and are grateful to you for your readership. Thank you for your encouraging response to this *SUPER Gas* initiative by way of your feedback and comments. We have included some of these comments in this issue of *SUPER Gas Connects*.

We will continue to include information and articles of your interest on *SUPER Gas Connects* in future as well. Keep writing to us about your views and suggestions at connect@supergas.com. We hope you enjoy reading *SUPER Gas Connects* as much as we enjoy presenting it to you.

Wishing you and your family a Happy Festival season.

Kind Regards,

**Marketing Team
SHV India**

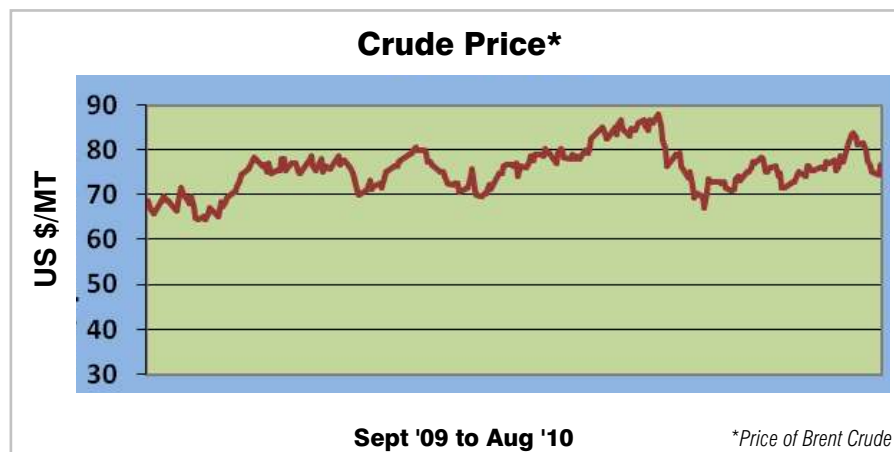
Your Energy Feed

The crude oil price has been tepid in the global markets in the last few months. The price ranged between US \$70 - US \$80 per barrel. A major fluctuation was observed in the crude oil price from a high of US \$ 83 to a low of US \$ 73 during second and third week of Aug'10.

The oil inventories particularly in US had experienced an erratic trend which reflects on the usage pattern indicating a very slow progress in the economic growth. The inventories has a major impact on the trading of

crude along with the movement in equity markets and other economic parameters. The dollar regained its strength over Euro in these intervening months which had contributed in maintaining the crude trading within a short band.

The sharp drop in crude oil prices had also given opportunity for attracting buyers. Experts are of the opinion that the crude oil prices would remain at the current levels and band, as the economy worldwide had not shown very positive indications.





The International LPG price experienced a downward trend after being in the level of US \$ 730 - US \$735/MT for more than six months and has moved down in the range of US \$575 - US \$600 per MT. The downward trend has been largely due to summers in western part of the globe and other economic parameters including crude oil price movements. The demand for butane has showed an incremental trend in the petrochemical sectors. With winters to set in the next quarter, LPG is expected to gain some marginal increase in price due to increased demand in East particularly in China, Japan & S Korea.

LPG Supply Security with SUPER Gas

Two cargo vessels collided very close to the Mumbai port in August 2010. About 200 containers had fallen off from one of the cargo ships into the sea, which resulted in the suspension of traffic at one of the busiest ports in the country. The oil spill due to collision had affected the movement of 15 outgoing and 41 incoming ships at these ports. Due to the closure of the approach channel to the Mumbai harbour, some ships waiting at offshore anchorages were proposed to be diverted to nearby ports in Gujarat.

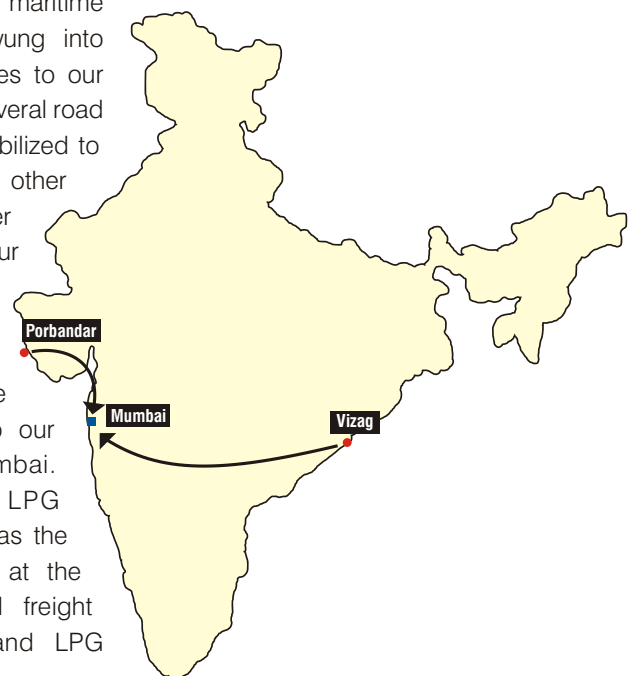


Apart from various other import commodities, cargo vessels carrying crude oil were also stranded at Mumbai Port. There were fears that refineries in Mumbai may be starved of imported crude oil supply which would negatively affect the output of petrol, diesel, LPG and other petroleum products.

Efforts were being made to clear the channel and declare it safe for navigation. The authorities however did not want to restore the traffic in haste, fearing another vessel running aground in the channel.

A team at SUPER Gas was closely monitoring the events at Mumbai port, since one of our LPG cargo was also waiting to berth at Mumbai port. Without waiting for the restoration of maritime traffic, SUPER Gas had swung into action to secure LPG supplies to our customers in Maharashtra. Several road tankers were immediately mobilized to bulk transport LPG from our other import locations at Porbandar (Gujarat) and Vizag (AP). Our teams had to take steps proactively and quickly considering long travel time of about 4-7 days from these alternate import locations to our supply location near Mumbai. Ensuring un-interrupted LPG supplies to our customers was the prime objective then, even at the cost of incurring additional freight due to long distance inland LPG transportation.

Although the traffic at Mumbai port was restored within 10 days, we had proactively prepared ourselves to manage any situation arising due to a prolonged hold up. Without relying on any single import location and with multiple strategically located import facilities in India, SUPER Gas is better prepared to secure energy supplies to our esteemed customers.





Customer Speak



All the columns in *SUPER Gas Connects* newsletter are very interesting & knowledge sharing. Good Initiative as a whole. Best of Luck.

Mr. Sanjeev Arora - AGM - Purchase (Corp)
- Rico Auto Industries Limited, Gurgaon



The publication and circulation of magazine "Chetna" & *SUPER Gas connects* is a good move as the contents are useful and informative. We convey all our good wishes to the *SUPER Gas Team*.

Mr. S. Sultania
- Manager (Material), NEIL, Jaipur.



SUPER Gas Connects provides me information about trend of pricing of LPG at international level. After reading about "SHV India's LPG Knowledge", I feel comfortable about LPG usage in my plant.

Mr. D.C. Lakhera - Manager (Production)
- BCH Electric Ltd. Faridabad



Hearty congratulation to *SUPER Gas* on the 1st Anniversary of *SUPER Gas Connects*. Articles featured are quite interesting and informative for industries. I wish all the best.

Mr. Narendra Singh - Sr Purchase office,
Samsung Electronics, Noida.



"I really appreciate *SUPER Gas Connects* team for their efforts to share information about global price movements and latest updates in SHV India"

Mr Sankar Kanjilal - DGM-Engineering,
Exide Industries, Haldia.



SUPER Gas Connects really connects people. Thanks for the updates on LPG Scenario and we wish you keep up the good work. All the very best!

Mr. V. Ravi Kumar - Purchase,
Shakti Metdor Limited, Hyderabad.



Congratulations for the 1st Anniversary of *SUPER Gas Connects*. It is really a good initiative to share information with your customers.

Mr. Namdeo G. Wardole,
Dy. Manager (Engg. Services.)
- LG Electronics India Pvt Ltd., Pune.



SUPER Gas Connects features fluctuating oil & gas prices which are very informative. I congratulate the team and wish them success on its 1st Anniversary.

Mr. Animesh Choudhary
- Assistant Manager - Purchase
- Pokarna Limited, Hyderabad



SUPER Gas Connects features articles of other *SUPER Gas* customers. This makes the newsletter interesting as people including myself like reading interviews that are of interest to them. Congratulation on the 1st anniversary.

Mr. CMS Rawat - Sr Manager- paint shop,
Jay Bharat Maruti Limited, Gurgaon.



"The section on energy market updates is very informative and keeps us abreast of the developments & trends. Appreciate the efforts of the *SUPER Gas* team in keeping its customer informed and building customer delight in true sense."

Mr. Syed Alam, Asst. Manager - Procurement,
Reckitt Benckiser (India Limited), Gurgaon.



Congratulation to SHV India for the 1st Anniversary of *SUPER Gas Connects*. It is a great platform of sharing the global energy price movement and contents of the newsletter are very informative. *SUPER Gas* has excellent approach to serve customer at best...

Mr. Ajay Kumar - Asst Manager
- Purchase, NHFL, Noida.

I congratulate *SUPER Gas* for taking this initiative to publish *SUPER Gas Connects* newsletter which gives useful information about LPG. This gives me knowledge about pricing, LPG applications and benefits of using LPG.

Mr. Tapan Kumar - Manager-Production,
Jain Engg. Faridabad

Sharing Success

ITC Paper – Leadership through Innovation

ITC Paperboard & Specialty Paper Division (PSPD) is the largest and most technologically advanced, and the greenest paper and paperboards business in India today. They cater to a wide spectrum of packaging, graphic, communication, writing, printing and specialty paper requirements in India. Here are the excerpts from a discussion with **Mr. Sidhartha Mohanty - Unit Head, ITCPSPD, Hyderabad.**

ITC Paper has been in India for many decades now. How has the company's journey been so far?
ITC Limited is one of the nation's

foremost private sector companies with market capitalization of over \$25 billion and a turnover of over \$5 billion. We ranked in the top 10 most valued brands in India, Asia's Fab 50 and World's most reputable by Forbes magazine.

ITC's journey is a true spectacle. ITC started as a core Cigarette major in the August 1910 and subsequently added paper and many other consumer products to its portfolio. ITC is celebrating its 100 years in 2010. Such huge vibrancy in an ever changing environment has enhanced the strength at ITC to adapt to diverse and varying trends.

What are the key strengths developed by ITC Paper?

Brand management, Strong channel network and Efficient human resources.

How is ITC involved in conserving the environment?

ITC's emphasis on conserving natural resources and environment is a part of its triple bottom line. ITC paper is produced from sustainable wood programmes and WOW (WEALTH OUT of WASTE) - a waste paper collection programme rather than deforestation. We believe that future consumer will look for green paper -

produced from sustainable resources rather than conserving paper.

Where do you see ITC Paper 5 years from now?

ITC has plans to invest more towards brand building and reaching new markets at global level. We are looking forward to increase the production capacity so as to serve the new markets and retain current market share with a vision of being a "valued global player"

ITC Paper has been associated with SUPER Gas since 2002. What does this partnership mean to you?

It has been very healthy and smooth

relationship with SUPER Gas. SUPER Gas is an overall solution provider for all the energy related needs. As our Hyderabad Unit grew in volumes, the demand from our suppliers and partners increased. I can confidently say that SUPER Gas stood as front runner in lending their best support and solutions at critical times. I hope this partnership with SUPER Gas flourishes for long and paves way to build stronger bonds between the two organizations. I would like to take this opportunity to congratulate SUPER Gas for the 1st anniversary of SUPER Gas Connects Newsletter.



Mr. Sidhartha Mohanty
Unit Head, ITCSPD, Hyderabad.

From the Archive



November 16th 1968, SHV's brass band 'Concordia' from Rotterdam.

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suggestions / feedback to
connect@supergas.com

**Try this...
When did you play it last time?**

1. What walks all day on its head?
2. The more you take, the more you leave behind. What are they?
3. What flies without wings?
4. What turns everything around, but does not move?
5. What's better than the best thing, and worst than the worst thing?

Answers in the next Issue of SUPER Gas Connects.

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

