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Dear Reader,

It is always a pleasure to bring you the latest updates on global Oil & Gas market news and events within SHV India and at its customer locations in the form of articles, interviews etc through this newsletter.

This issue covers aspects like Auto LPG a green fuel, new technology initiatives to effectively cater to customers needs. You will also find an interview from a reputed company which has evolved as a strong brand in the world of FMCG.

If you have any suggestions or feedback, please send to us at connect@supergas.com. Hope you enjoy reading this issue.

Kind regards,

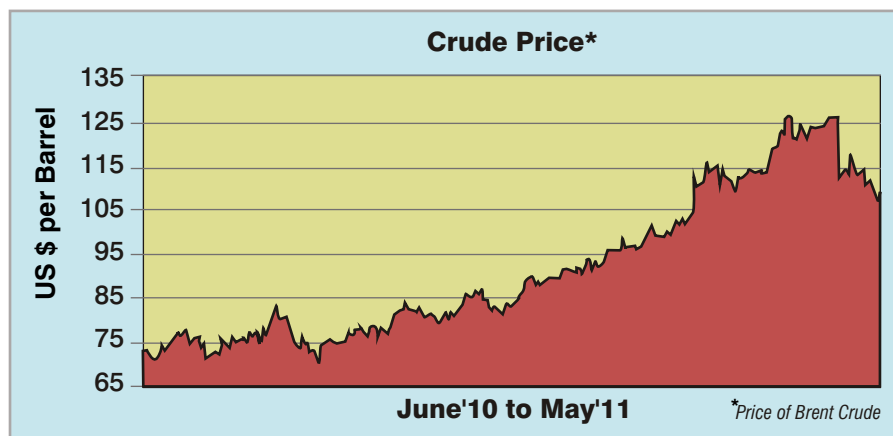
**Marketing Team
SHV India**

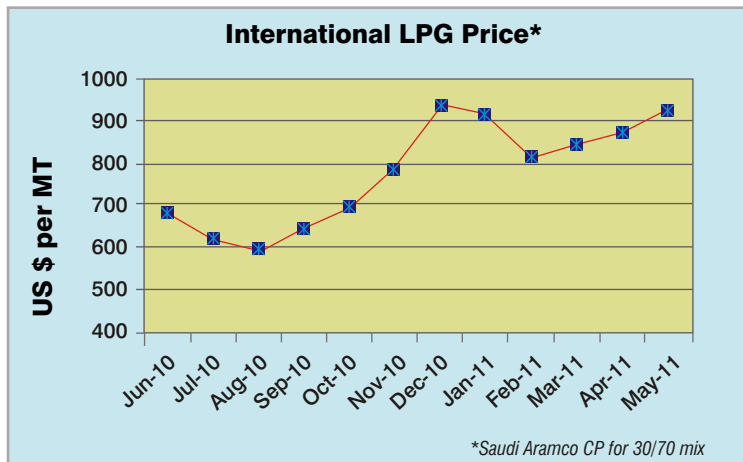
Your Energy Feed

The crude price had risen in the global markets in the last few months. It has touched the mark of US \$ 120 per barrel which has been a high in the last 2 years. In a single month, the prices have up surged by more than 10 percent. This sudden hike in crude prices was mainly due to the disturbances and the political turmoil in the African Countries – Egypt, Libya and Middle East Countries. Recent tsunami in Japan has also impacted the global prices.

However, the experts are of the opinion that major economies like the US and European Countries cannot sustain such high levels over a long period. It is expected that some corrections in the market will take place resulting in softening of crude prices.

The International LPG price has been very volatile for the last 3-4 months. During the last quarter of 2010, the price is moved from US \$ 644/MT in Sept'10 to US \$ 933/MT in Dec'10.





The LPG trading market experienced a drastic reduction by approx. US \$ 110/MT in Feb, 2011. From March, 2011 onwards the market has shown an upward movement and is estimated that this trend will continue for 2-3 months, based on the trend of crude purchases and shortage in spot availability. Non Nuclear fuel demand from Japan has also gone up due to shut down of many Refineries/ Nuclear plants. However, the prices are expected to stabilize once Crude prices stabilize based on the political situation in Africa/Middle East.

Innovation

Solutions through Technology

SHV India is exploring new ways to serve the customers through continuous Innovation. To bring new products or services to commercial market require integration of technical capabilities and a better understanding of the markets. Innovation at SUPER Gas is to listen, learn and react to an external or internal opportunity, and use creative efforts to introduce new ideas, processes or products.

Under mentioned are some of our innovative products which leverage our services levels and fulfilled the customer needs.

- Forklift LPG Cylinder
- Automatic Changeover Device

Forklift LPG cylinder

In India, Forklift Trucks (FLT) is typically used for the movement of goods and materials both inside the factory sheds as well as outside. More and more Indian businesses are now using LPG as a fuel to power their FLT fleets due to cost effectiveness, superior engine performance and environmental reasons.

After extensive research, field trials

and thorough understanding of Forklift Trucks and fuel requirement, SHV India introduced a revolutionary product "Forklift LPG cylinder" specially developed for Forklift Trucks (FLT). Forklift LPG Cylinder is specially designed for horizontal mounting in FLT. Its special design ensures supply of Liquid LPG even at very low LPG levels in the cylinder. Forklift LPG cylinder gives consistent output performance till the cylinder is empty and problem of residual quantity of LPG usually encountered in a conventional LPG cylinder is completely eliminated in this solution. The technical team carried out the mechanical and structural design of the cylinder keeping in view the safety, functionality and durability requirements. This technology directly benefited the FLT users with better operational economics.



Automatic Changeover Device

Another promising new package offering that has opened an area of growth for SHV India is SUPER LOT. It has always been our endeavor to launch new products and services to meet the changing needs of our customers. SHV India was first company to launch Liquid Off-Take (LOT) technology through special designed cylinders in India, way back in 2003. We have now launched a much improved and advanced product package called SUPER LOT. This package has a unique device called Automatic Changeover Device which has a sophisticated Audio and Visual indication (control panels) installed at any indoor location at the customer premises. This technology helps the user to monitor his inventory and can do much better in production planning with effective use of manpower resources. Moreover it gives peace of mind by providing superior safety. Now SUPER LOT has become No. 1 Choice of customers.

SHV India is pioneering by providing efficient energy solutions to Indian customers. With total energy solutions, customers have more time to look after their core business.



Auto LPG

The Green fuel

Auto LPG is a cheaper, cleaner and a lower carbon alternative to conventional fuels. Enhanced usage of Auto LPG helps in mitigating adverse climate changes and improves the air quality in the cities. In India, Automotive industry is growing very rapidly with millions of vehicles plying on the Indian roads and the same rate of growth is estimated in the next few years. Today, network of 1000+ Auto LPG dispensing stations are spread across the country in more than

425 Cities and the numbers are increasing day by day, which makes Auto LPG the most widely available alternate fuel. This has encouraged an increasing number of vehicle owners to convert to Auto LPG and major automotive manufacturers to launch LPG variant models in vehicle categories.

While there is considerable awareness of the environmental and economic benefits of Auto LPG, it is also

important to note that Auto LPG is safe vehicle fuel with an outstanding health and safety record. SHV India markets Auto LPG with brand name "HiDrive" through its branded Auto LPG dispensing stations and supplies Auto LPG conforming to IS 14861 to its customers.

To know more log on to www.supergas.com



"Treat the Earth well. It is not inherited from your parents; it is borrowed from your children."
 – Old Kenyan Proverb

Sharing Success

RECKITT BENCKISER: Constant Innovation the Key Driver.

Reckitt Benckiser is a renowned name in the consumer goods industry of the world. Reckitt Benckiser was formed with the merger of Britain's Reckitt & Colman and Benckiser of the Netherlands in December 1999. The new Reckitt Benckiser is the world's largest household and cleaning Product Company (excluding laundry detergents). Reckitt Benckiser sells its products in 180 countries and has operations in over 50 countries. Constant Innovation and value for money keeps RB's Power brands at the top of shopping list worldwide. Here are the excerpts from a discussion with Mr. Samrat Seghal, Manager – Raw Material Procurement, Reckitt Benckiser India Limited.

RB has been in India for quite a long time now. What are the achievements which has made RB a successful organization?

We're one of the world's fastest-

growing companies in household, health and personal care products. You'll find our brands in millions of homes worldwide. Reckitt Benckiser is known in India for its range of germ killers and insecticides and all the power brands of the company are either No.1 or No.2 in their Category. For instance, Dettol, a 75-year-old antiseptic brand, earns yearly revenue of Rs1,000 crore plus for the company in India, according to Nielsen. Ours has been a growth rate of 18% (CAGR) in the last 4 years.

What are the strengths which help in this competitive scenario?

Innovation is the key driver of our success and maintains our position as the global No. 1 or No. 2 in the majority of our fast growing categories. We never stand still. We focus on our 19 Power Brands. In the last five years, five power brands from Reckitt's international portfolio have made their way to India, including Veet, Vanish, Easy Off-Bang, Air Wick and Finish from household care

and personal care categories. The RB India is the second largest advertiser on television in the packaged consumer products and spends 12-12.5% of its revenue on advertising and promotions.

At RB, People are at the heart of the company's success. We thrive on responsibility, take ownership, are straight speaking and have an intense drive for progress and action.

How is RB India contributing for a safe and clean environment?

Carbon20 is an industry-leading initiative to reduce our products' Total Carbon Footprint per dose by 20% by 2020. Our approach is unique and different because we are not just targeting the easy wins under our direct control, like energy reduction in our factories or business travel. Instead we are also tackling the much larger carbon emissions embedded in the raw and packaging materials provided by our suppliers, and from consumers' use of our products in the



home and the disposal/recycling of product packaging. Other initiatives going on currently are on climate change, reducing resource use, reducing emission and waste etc.

What are the developments you see ahead in Aerosol Segment?

It has been a Global initiative to focus on Aerosol Segment and henceforth major investments in local production and marketing are expected to boost the Aerosol segment in India as well. We have recently acquired Paras Pharmaceuticals, where again a new category of Deodorant segment gets added to our portfolio.

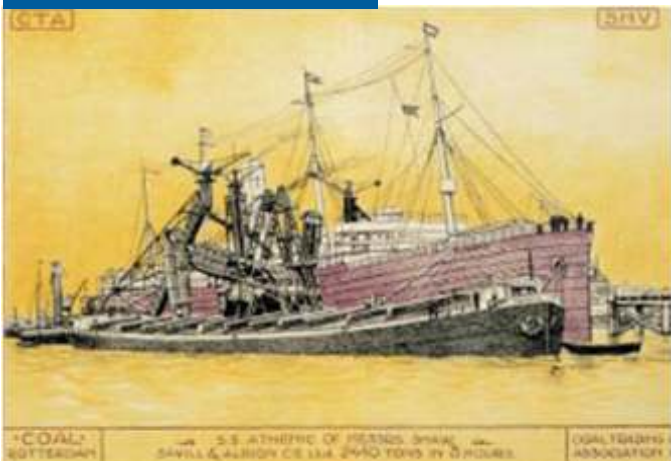
RB India is associated with SUPER Gas since 2008. What does this partnership mean to you?

RB India values its partnership with SUPER Gas. In many ways both companies are similar as both are very hungry for growth. Moreover the service levels that SUPER Gas Offers is valued very highly at RB India. It is commendable that we have witnessed no downtime due to material availability. We are very sure that there will be lot of synergy in our recent acquisitions and there is a scope to further increase the level of partnership.



Mr. Samrat Seghal
Manager - Raw Material Procurement, RB.

From the archive



SHV's advanced coal elevators enabled speedy bunkering of ships.

Try the Twister

How much wood could Chuck Woods' woodchuck chuck, if Chuck Woods' woodchuck could and would chuckwood? If Chuck Woods' woodchuck could and would chuck wood, how much wood could and would Chuck Woods' woodchuck chuck? Chuck Woods' woodchuck would chuck, he would, as much as he could, and chuck as much wood as any woodchuck would, if a woodchuck could and would chuck wood.

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