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## Dear Reader,

Welcome to the 8th Issue of **SUPER Gas Connects**.

This Year SHV India completes 15 Years. Since inception, we have had many exciting and challenging times which has helped us to evolve as one of the leading LPG player in India.

We take this opportunity to thank our customers and stakeholders who believed in us and extended their invaluable support. Continuous patronage and feedback of our customers has helped us to innovate and come out with new product and service offerings.

In this season of celebrations, we wish you and your family a Merry Christmas and a Happy New Year.

Kind regards,

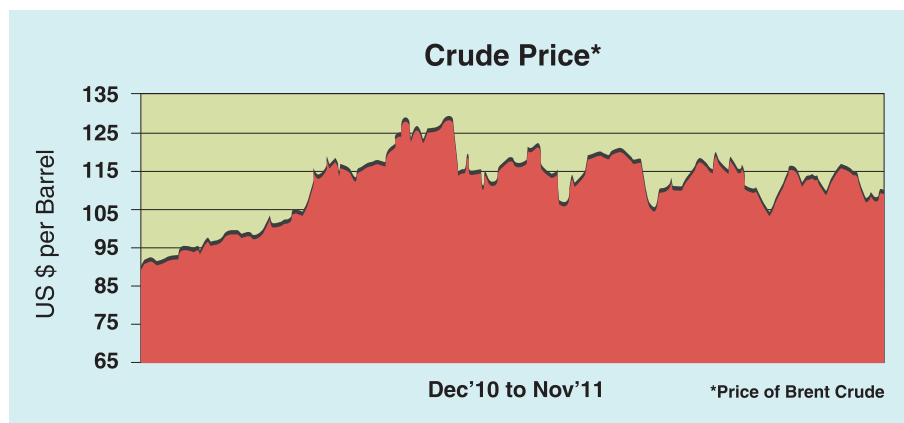
**Marketing Team  
SHV India**

The Crude Oil prices were highly volatile in the last quarter from US \$ 120 a barrel, it slipped down to US \$ 100 for a very short period and climbed up gradually and currently being traded at around US \$108 – US \$110 a barrel. Oil prices continue to face volatility in prices due to supply uncertainty and lower expectations of economic growth. Upside volatility in the crude oil price outlook remains as a result of ongoing unrest in oil-producing regions. Some experts have said that the downside demand risks predominate, as fears persist about the rate of global economic recovery, contagion effects of the debt

## Your Energy Feed

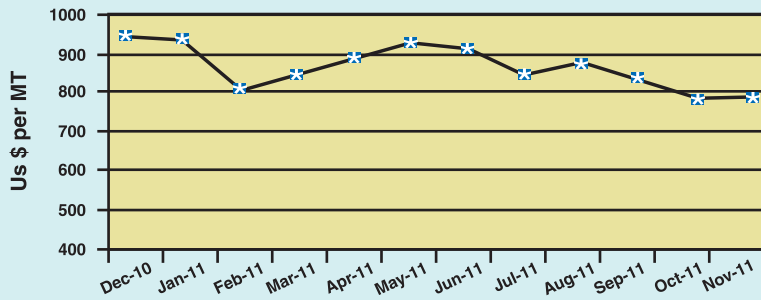
crisis in the European Union, and other fiscal issues facing national governments. Supplies of oil may get eased a bit if Libya is able to ramp up in production and commence the exports sooner than expected.

The International LPG price experienced a downward trend after being in the level of US \$918 per MT and had moved down to US \$791 per MT. The geopolitical situation in the Middle East/Africa is improving which will in turn result in softening/stability in crude prices. With supplies from Qatar going up, there is adequate supply of LPG and availability will not be a constraint in the





**International LPG Price\***



\*Saudi Aramco CP for 30/70 mix

medium term. The international LPG rates currently are much lower than last year's level. With these factors combined, not much variation is foreseen in the LPG prices at least for the short term. However, the depreciation of Indian Rupees vis- a-vis USD is likely to have impact on LPG prices in India.

**1996-2011  
15 Years of SHV India-Glimpses**



Porbandar Terminal



Inauguration of Bavla FP by Governor of Gujarat



Gurrampalem Filling Plant



Forklift LPG



Auto LPG Stations in Gujarat, Maharashtra and Andhra Pradesh



SUPER Gas Foundation supporting local school.



Road Show for Domestic Connections



Caltex Acquisition Press Conference - 2010



## In focus

### 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

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.



## Sharing Success

### R.A.K CERAMICS: Excellence is the way of life

R.A.K Ceramics is a Ras Al Khaimah-based public share holding company established in 1991, committed to manufacturing high-quality ceramic and bath ware products. Currently the world's largest manufacturer of ceramic and porcelain tiles with global production output of 115 million sq.mt. Per annum and accounts for around USD 1 billion global sales annually. In India, R.A.K Ceramics has the largest and most ultra modern state of art vitrified tile manufacturing plant in Andhra Pradesh with a manufacturing capacity of 20,000 sq m of vitrified tiles and about 1,500 sanitary ware pieces per day. RAK ceramics is the only company in India to manufacture "GenNext technology based product". Following are the excerpts

during the discussion with Mr. Sunil Malesha, MD, R.A.K Ceramics India Pvt. Ltd.

**RAK Ceramics has been in India for quite a long time. What has made R.A.K Ceramics a successful organization?**

Within short span of fifteen years R.A.K Ceramics has firmly established itself as one of the world's leading producers of high quality ceramic wall & floor tiles, vitrified tiles, and sanitary ware. A sincere commitment to our customer to give good quality products, value for money and make available innovative and trendy design product

**In today's competitive scenario, how RAK ceramics differentiates its**

**products and services from competition?**

RAK Ceramics' drive for excellence and an insatiable appetite for quality and customer satisfaction are our differentiators. The most ultra modern Italian plant and huge production set up backed by the strong R & D and visionary leaderships has sincerely won the esteem trust of its customers across the country. And thus the company has been regularly widening its wings in the potential markets. As a trend setter, RAK Ceramics' latest varieties and shades are spread to more than 6000 designs.

**What are the developments and trends you see ahead in Ceramics Industry?**



Ceramic Tiles today have become an integral part of home improvement. It can make a huge difference to the way your interiors and outdoors look and express. The future product developments would be in areas of green building concept with slim tiles (50% of normal thickness) and Digital technology with Glazed Polish in big format tiles.

### Where do you see RAK Ceramics India 5 years from now?

The Ceramic Industry in India is growing due to the boom in housing sector and

retail sectors. It has also influenced the demand for higher end products. We have target to increase our total turnover to Rs.1500 Cr.

### RAK Ceramics is associated with SUPER Gas since long. What does this partnership mean to you?

A very sincere and committed company and fulfills all its commitment. Good service and nice attitude towards customer. We are happy to be associated with SUPER Gas.



**Mr. Sunil Malesha,**  
MD - R.A.K Ceramics India Pvt. Ltd.

## From the archive



### 1939:

*A depression in the fishing industry in The Netherlands led to a merger of three important shipping companies. 'De Verenigde Exploitiemij' (VEM) was established with SHV as majority shareholder - SHV sold its first oil to this company for the benefit of the recently launched - motor trawlers used for fishing.*

## Interesting Business Facts

1. The founder of McDonalds has a Bachelor degree in Hamburgerology.
2. Colgate's first toothpaste came in a jar.
3. Shipping company UPS was founded by two teenagers with one bicycle and \$100 borrowed from a friend.
4. If Face book were a country, it would be the 5th largest country after China, India, the U.S. & Indonesia.
5. Yahoo! was originally called 'Jerry's Guide to the World Wide Web'.
6. The founders of computer companies Apple and Microsoft both were college dropouts.

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

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