



# SUPERGAS CONNECTS

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MARCH 2018  
ISSUE NO: 22

Dear Reader,

A New Year brings in new hopes and new purposes. SUPERGAS Connects team wishes you all a happy 2018. Many initiatives, developments and achievements have taken place since our last publication. We changed to a new logo under Brand Harmonization as a part of unified logo for all SHV Energy countries. Our SUPERGAS website went for a seamless makeover, with new features, enhanced performance and responsive mobile view. As a part of progressive innovation, we have made technical advancements and add-on safety features in the Electronic Auto Change-Over Device (EACD). Go through our informative article on “EACD Plus” in the Innovation section. Flip through the pages and enjoy the articles, information, success stories and many more.

Happy Reading!

Kind Regards,  
**SUPERGAS Team.**

## HIGHLIGHTS

- YOUR ENERGY FEED
- NEW WEBSITE LAUNCH
- INNOVATION - EACD PLUS
- SHARING SUCCESS
- SUPERGAS EVENTS
- QUIZ





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## Your Energy Feed.

### INTERNATIONAL LPG PRICE\*



\*Saudi Aramco CP for 40/60 mix

Crude Prices climbed to new heights in January, on the back of falling inventories, supply outages in Libya / North Sea, and geopolitical tensions. Brent touched a peak of \$69 per Barrel by end Jan, a dip of \$5 over Dec rates. Market sentiment was buoyed by large US stock draws, amidst a tighter global balance and news of good economic growth projections for 2018. However, the prices are already under pressure due to a confluence of factors including the

impact of higher crude prices on refinery margins / pump prices, higher output from non OPEC countries particularly from the US, risk associated with sell off for profit taking etc. This has resulted in lowering of rates. As per forecasts released recently, Brent crude prices are expected to hover around \$60 - \$70 during 2018. LPG prices are following the same trend of Crude price and currently quoting at approx \$ 500 levels. Considering the higher inventory in all 3

major regions – USA, Europe and Middle East and lower freight rates, LPG prices are expected to be only in the range of \$475 to \$525 during March – June 2018. However there could be some variations subject to volatility in crude prices as well as Naphtha Vs Propane differential for the petrochemical applications.

## New Website Launch

We unveiled our new SUPERGAS website in January, 2018. This new website showcases a complete changed version in features, functions, design, responsiveness and security.

**DESIGN**  
Contemporary design with an impressive look and feel.

**SAFETY**  
Upgraded software with secured server hosting.

**FEATURES**  
Dynamic Franchisee Locator and many more.

**RESPONSIVE**  
User friendly for mobile, laptops and Desktops.



Readers are most welcome to share their suggestions for making a seamless Customer journey in the website. Send in your suggestions at [customersupport@supergas.com](mailto:customersupport@supergas.com)

# Our New Logo



SHV Energy, the largest Global LPG player and market leader has been doing business through multiple identities in different countries. Brand Harmonization was the way to converge all the different identities to a single logo with its brand promises of CARING to Customers, Communities and Stakeholders, SEAMLESS experience, LEADING in the market, SUSTAINABLE for the environment, LOCAL in approach and SAFE for all.

Our new identity is Customer centric and is derived from our product. Our logo implies

**Customer is at the centre of everything**

**We listen to understand customer needs and create solutions around him**

The new logo has been put into practice since 2nd January 2017.




# Innovation

## Electronic Auto Changeover Device (EACD) Plus:

Way back in 2009, we had the mechanized version of Auto Changeover Device and within a year we came up with the Electronic Auto Changeover Device. The idea of telemetry, EACD was initially thought about but then, the equipment price was of concern. Subsequently with enrichment ideas from the team and our Partners, we came up with a compact and cost optimized EACD Plus.

## EACD Plus: What's different?

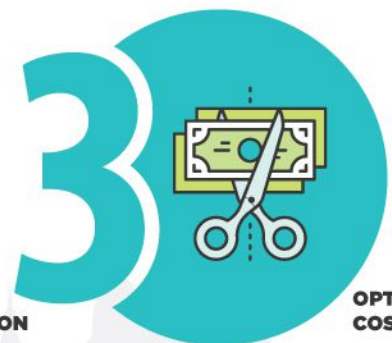
When all the cylinders are completely emptied in one manifold arm, the EACD Plus automatically switches to the other manifold arm. SMS notifications are sent to 10 mobile numbers once the LPG reaches a specific limit. Email notifications are also sent to the pre-designed persons / suppliers so that orders and refill process is taken care of seamlessly.



COMPACT



EMAIL AND  
SMS  
CONFIGURATION



OPTIMIZED  
COST

Ease of coordination, automated communication and cost optimization are the key value proposition for choosing EACD Plus. For knowing more on this, please send in your queries at [customersupport@supergas.com](mailto:customersupport@supergas.com)

Bio LPG can be blended with fossil LPG and can be used for several applications. SHV Energy is one of the pioneers of introducing Bio-LPG in the market.



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# Sharing Success

## VENKY'S GROUP

**Venkateshwara Hatcheries Pvt. Ltd.** (VH) popularly known as “Venky’s” is a household name in its business line of poultry. The company is the largest fully integrated poultry group in Asia with a unique combination of expertise and experience backed by strategic collaborations. VENKY’S has consistently fulfilled its commitment to “**quality through technology**”.

Following are the edited excerpts from an email interview with Mr. N.V. Raman, (AGM – Purchase) of Venky’s.



### What is Venky’s strength and with which other organizations do you collaborate?

VH Group provides relentless support through its host of products and technical services to farmers, ably supported by diagnostic research centers across the country. It collaborates with Dr. B.V.Rao Institute of Poultry Management & Technology, the first of its kind to impart updated knowledge and hands on experience in poultry management for developing a new breed of programming.

### What are the developments and innovations you see ahead in Poultry Industry in India?

Time and again we try to introduce modern research and production techniques through joint ventures. We had innovated the concept of parent franchisee operations, popularized cage farming and introduced the concept of inactivated and combination vaccines for the first time in India, not to forget to mention, the use of SPF eggs in vaccine production. We strive for innovations and many more are in the pipeline.

### Being a true corporate citizen, what are the steps or initiatives taken by VENKY towards safe and clean environment?

Under good leadership, the group has given an impetus to indigenous R&D, modernizing the farm management system, professional training to farmers and bio security measures. These all contribute to a healthy farming process and sustainability of the environment.

### Venky’s has been associated with SUPERGAS for 20 years. What does this association mean to you?

We are using SUPERGAS LPG for our brooding for the last 20 years. It’s a long association, which shows professionalism and adaptability of SUPERGAS. With passage of time, competition is catching up but the value addition from SUPERGAS has made them our preferred supplier.

## SUPERGAS Events



Progress through Partnership: Award winning Franchisees at Gujarat Franchisee Meet



Infrastructure for on-time, every-time: Bhoomi Puja at Coimbatore New Filling Plant

## QUIZ

Read the news articles to win exciting prizes! Answer these simple questions and send in your entries to [marketing@supergas.com](mailto:marketing@supergas.com) by 5th April 2018. Exciting gifts for first 20 early bird winners!

### 1. EACD Plus sends SMS alerts to how many mobile numbers?

A: 5

B: 8

C: 10

D: 15

### 2. Which are the brand promises of SUPERGAS?

A: Caring, Seamless, Leading, Local, Sustainable and Safe

B: Seamless, Leading, Safe Efficient and Fast

C: Make it happen

D: Safe, Customer Experience, Fast and Responsive

### 3. Bio LPG- is it a fossil fuel?

True

False

### 4. In which location, SUPERGAS's new filling plant is being set up?

A: Coimbatore

B: Jaipur

C: Kolkata

D: Chennai