

We're a people's company with a clear purpose and vision.

We make sustainable & innovative living commonplace! Harnessing our LPG products and services, our people, and our partners, we create a lasting positive impact – on the world through our business.

Dear Reader,

The first edition of SUPERGAS Connects in 2023 is here! It is the 28th issue already & indeed time flies.

Flip on to know more about the hustle & bustle in our company! We hope this issue lives up to your expectations!!!

Happy Reading,
SUPERGAS team.

Highlights

- The 1st LPG Shipment at our Expanded Tuticorin Terminal
- Energy Feed
- Innovation- The advent of the Customer Service App
- Transport Management System and Gas & Non-Gas TITO for a Sustainable Supply Chain
- Customer Testimonials:
 - Cylinder Franchisee
 - Industrial Customer
- Events at SUPERGAS



LPG Shipment

The 1st VLGC vessel arrived at our newly expanded Tuticorin terminal on the 1st of April 2023

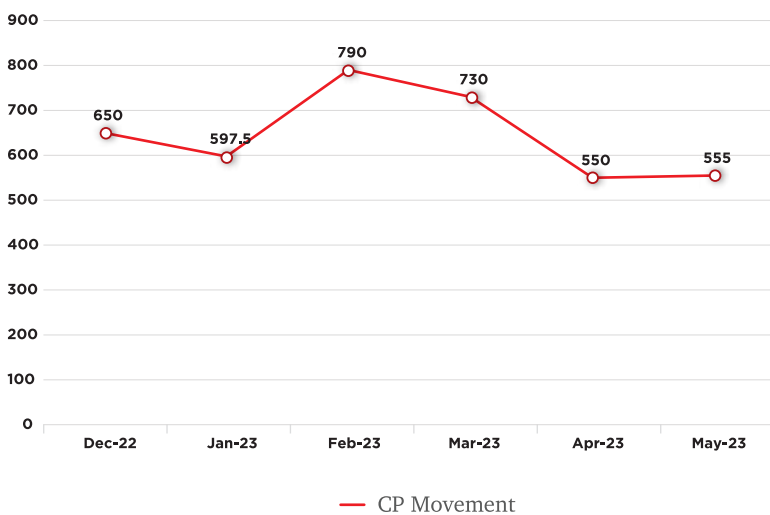


As you all know, SHV Energy has expanded its cryogenic LPG storage terminal facility from 8,500 metric tonnes to 38,500 metric tonnes in Tuticorin. On the 1st of April 2023, the first VLGC vessel carrying Propane & Butane separately arrived at our Tuticorin terminal. This facility will allow us to offer government-run oil companies both the LPG and the storage facilities they need, thereby optimizing logistics (and indeed great savings on carbon footprint for the crisscross fuel supply) and strengthening the overall LPG landscape in India.

The overall project took 36 months from the start till commissioning despite the pandemic and has an impeccable safety record of 3.2 million man-hours of no-incident reporting.

This is a big milestone in the journey of SUPERGAS, highlighting the focus on safety, infrastructure robustness and opportunity for business growth & higher revenues.

— The Energy Feed —



CP Movement LPG
Dec'22 to May'23

The LPG market, over the past 6 months, has shown a substantial amount of volatility in terms of price fluctuation and demand patterns. Economic uncertainties and worries about the US debt ceiling are driving factors behind the price drop in the crude market. In addition to this, the woeful threat of global recession, weak LPG demand in China, and the availability of Natural gas are other attributes of the price fluctuation. Brent Crude price has witnessed a high of \$85/barrel (last week of January 23) and a low of \$71/barrel (first week of May 23) during the period of the last 6 months (Dec 22 to May 23). During the same period, the CP of LPG registered a high of \$790/MT in February 23 and a low of \$550/MT in April 23. It is expected that price consolidation will be continued till the end of Q2'23. Subsequently, ocean freight rates are also expected to increase in Q3/Q4'23 on account of an increase in the requirement among Asian countries. It is very clear that the energy market is still under a lot of volatility and is expected to be so for the time to come.

Innovating our way all through!

» When the winds of change blow, some people build walls, and others build windmills.«

- AN ANCIENT CHINESE PROVERB

And there's no doubt as to what we embark on with our immense experience and expertise.

Customer centricity demands that the customer is the focal point of all decisions related to delivering products, services, and experiences to create customer satisfaction, loyalty, and advocacy. And that is exactly what SUPERGAS prides itself on!

We are coming up with a Customer Service App, which is currently in the testing phase, with the intention of transforming the entire business process with the help of a digital experience which can save the environment and reduce the manual processes involved, enhancing the customer experience, and aligning with stringent compliance system that will provide effective analytics. Customers also would have a repository where they can track all their orders, maintenance schedules, complaints, and other services in a holistic way.

It would be rolled out in phases; the industrial segment being the first to experience it. More exciting news is in the offering; please stay tuned!



— Project Marvel —

Project Marvel, making our customers marvel with our products & services!

As part of Project Marvel

Transportation Management system, the Estimated Time of Arrival (ETA) through WhatsApp is triggered to the Delivery Customers to know the arrival time of their supplies. Also, one more WhatsApp message is triggered to the customer when there is a delay in the ETA, along with an active URL that shows the latest ETA.

If the number is not registered to the WhatsApp messaging services by the customer, then based on the error message received by the tool, an SMS is triggered to the same mobile number.

A little digitization for our customer's care!

Gas & Non-Gas TITO for a Sustainable Supply Chain

Did you know that 60% of the world's carbon emissions come from supply chains? And in India, the logistics sector alone is adding about 13% more CO₂ into the atmosphere every year. Supply chain management companies can make their operations more sustainable by adopting simple processes such as upgrading operational processes with the latest technology and maintaining a transparent supply chain by collaborating with suppliers and other critical logistic links. These practices comply with regulations and mitigate regulatory risks. They parallelly enhance the company's goodwill and reputation, leading to an increase in business opportunities. And last but not least, they contribute to a healthy future for the planet as well.

Our LPG TITO (Truck In, Truck Out) has helped save 600 KG of paper per annum along with valuable manhours! In addition to getting rid of millions of manually entered repetitive fields, some valuable reports are available with the click of a button, like Truck Servicing Time in the plant, Truck Waiting Time outside the plant and many more. We're now working on the non-gas TITO that offers similar benefits to the above one. This project helps us move one step further towards our journey "**Good to Great**" on saving our total work manhours by 5000+ per year.

Just that the efficiency & productivity now will be doubled! A little digitization for our process improvement!!!

Progress Through Partnership

Our Invaluable Industrial Customer



**BASKAR SETHUMADHAVAN,
MANAGER - CUBIC**

1 Can you please give a brief about your company?

Hi, I'm Baskar Sethumadhavan, the manager at CUBIC. CUBIC was founded in 1973 based on a unique idea of a modular system for the construction of electrical panels. This idea, from the early start, developed CUBIC into a global and recognized partner within electromechanics with a product range that comprises any type of enclosure. Our solutions are used in the power & wind industries and in mining. We supply solutions to ships, data centres, hospitals, turbines, etc.

2 Why did you choose SUPERGAS?

CUBIC is the third company I'm currently working for, and my associations in the two previous organizations were also customers of SUPERGAS. We were impressed by the extensive network, professionalism & expertise of SUPERGAS and thus decided to proceed with SUPERGAS, this being a green-field project. Customized products with the best quality and superior customer service, AMC, Safety audits & trainings are what keep us hooked to the company. With end-to-end solutioning for Maxima installation, the team is always just an intimation away.

4 What suggestions would you give us, or what more services do you need from SUPERGAS?

SUPERGAS has guided and supported us during our initial stages with a very professional approach and provided suitable turnkey solutions for our energy requirements. SUPERGAS is a total solution provider for all energy needs. We can confidently say they have stood as forerunners in extending their best support and solutions. We request SUPERGAS come up with customized packages and provide revisions in the package as and when required by the customer, especially for Maxima installation.

We hope this partnership flourishes for a long time and paves the way for a stronger bond between the two organizations.

3 How many years has your organization been associated with SUPERGAS and how has your journey been till now?

We started using SUPERGAS LPG in March 2022. We require the best quality LPG along with uninterrupted supply and trustworthy service. We are delighted to get a very good response from the SUPERGAS team all the time, every time.

We're happy with the AMC service and appreciate the sincerity of their technical team.

5 Would you like to convey any message to industry professionals

Sustainability is the need of the hour and using cleaner fuels for industries is a must to preserve the planet for future generations. SUPERGAS provides Straight Run grade LPG, and they are a very safety focused company. So, we recommend SUPERGAS as a preferred LPG supplier.

Progress Through Partnership

Our Invaluable Cylinder Franchisee



**M. SUBRAMANIAN,
SARASWATHI GAS AGENCIES**

1 How did you know about the SUPERGAS cylinder franchisee opportunity?

Hi, I'm M. Subramanian, the owner of Saraswathi Gas Agencies in Chennai. When SUPERGAS was established in India in 1996, we opted for it, trusting the organization considering the factors like Dutch multinational, efficient team, and emphasis on business support etc. We are one of the prime franchises of SUPERGAS in Chennai that have been associated with SUPERGAS since its inception.

2 Explain your journey with SUPERGAS?

The journey so far has been very enriching. Other than facing established PSUs as competitors (needless to mention, various other private players), placing our product in the cheaper cost bracket has been challenging. SUPERGAS's support in terms of value creation, safety focus and extended support during challenging times like strikes and pandemic also added to the business growth. We never had a dry-out scenario in all these years and are thankful for being with the company and look forward to continued association.

4 Please share your learning experience in this journey?

SUPERGAS taught us to reflect and learn when we lose any customer. This is business and hence quite dynamic. So, losing one and winning one or more all the time goes hand-in-hand. SUPERGAS says to learn from experience and do the course correction for adding many more. We have a good domestic and commercial presence with the company's support.

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

As the most crucial business parameter, safety always has a distinct advantage and value proposition. As learnt from SUPERGAS, we have zero tolerance for safety non-compliance. We are spreading the safety culture through various awareness and sensitizing programs like safety trainings and audits.

5 How do you see yourself in a span of five years?

We aim to increase commercial sales and wish to have the support of SUPERGAS, as always, in terms of selling tools and business strategies.

Events at SUPERGAS

Health & Safety

SUPERGAS’s “1st National Health & Safety Week” for 2023 was celebrated from 4th to 10th March with the theme “Our Aim – ZERO HARM.” We took this opportunity to discuss more on “What is ZERO HARM & how to achieve.” Zero Harm is about caring for each other and demonstrating that care daily. Most importantly, it is about refusing to accept any level of injury to our personnel or contractors or anyone working for SUPERGAS. In a Zero Harm culture, it is expected that all of us take responsibility for our own as well as our colleagues’ Health & Safety.



Sustainability

We believe a net zero emissions world where nature thrives is within reach. To drive a faster transition to low-carbon, resilient business, we are emphasizing and conveying the importance of special days like sustainable energy day and world earth day by encouraging our employees and their families to contribute to our planet by planting trees, reducing the usage of plastic, conserving water and energy, and going paper-free.



CSR

SUPERGAS Foundation contributed a new school bus and a minivan for the ‘special & needy’ children of CHORD Ashirwad School, Hyderabad. It is a matter of pride and dignity for these children to commute by their own school bus. The investment SUPERGAS made 20 years ago in constructing this school is yielding priceless results in the form of nurturing responsible future citizens out of these bright, energetic children.



Infrastructure

Our 1st Auto LPG Station of the year 2023 commenced at Chennai on the 23rd of February; the total number of Auto LPG Stations is now reaching a tally of 49. The inaugural event was graced by the Franchisee & SUPERGAS teams and other invitees. The khaki shirt scheme card was handed over to all the auto drivers who visited the station, which would entitle them to a free khaki shirt once they finish filling 150 litres of LPG with us.



D&I

We celebrated International Women’s Day uniquely. Some of our colleagues visited our CHORD-SUPERGAS ‘Centre for Learning’ (Education and Skill Development) at Hyderabad. Free skill training in tailoring and computer education is being imparted to the women folk who come from economically poor backgrounds. And then, they are placed in livelihood-earning jobs, some as freelancers, or work internally in CHORD, making uniforms and garments. We had a graduation ceremony for the new skill trainees and gave away their training certificates.



Events at SUPERGAS

Trade Fairs & Exhibitions

The Indian Aerosols Expo is a biennial exhibition firmly established since 2012 which showcases the Aerosols Industry of India. It provides business opportunities to domestic and international companies and a platform to discuss the innovations, global and domestic trends, technical aspects etc., of the aerosol industry. SUPERGAS presented a talk on “Safety in the Aerosol industry”, which was appreciated by the audience.



Awards & Recognition

Our esteemed & reputed customer, RHI Magnesita, organized a Vendor Meet - Bandhan 2023 for its 250 vendors across the country. SUPERGAS is privileged to win the Best Supplier Award in the MRO category in their India Supplier Excellence Awards.



From The Archives-2012

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



"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 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. Congratulations on the 1st anniversary.

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



"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.



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

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



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.



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.



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
- Pokama Limited, Hyderabad



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 LPGs to activate...

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



Indebted to the Contributors

- 1) Baskar Sethumadhavan (Industrial Customer)
- 3) Pravesh Chauhan
- 7) Vineela Sekhar
- 2) Subramanian
- 4) Hardik Patel
- 8) Raghava Katta
- (Cylinder Franchisee)
- 5) Anil Nair
- 6) Sanjeev Karn