

We strive to make your experience seamless, convenient and redefined.

Your Satisfaction Drives Us!

Hello Readers!

Welcome back to 31st edition of SG Connects! We can't wait to share everything we have been working on to make your experience even better. From new achievements to great improvements, it's all covered here.

Let's dive in and see what we've been up to.

Happy Reading!

Highlights

- Word from Your Sales & Marketing Director
- Energy Feed
- Our Journey from June to December
- Nurturing Our Planet and Ourselves
- Connect to Grow
- Customer Speaks
 - Industrial Customer
 - Cylinder Franchisee
- Events at SUPERGAS

A Year of Growth, Gratitude, and Customer Centric Innovations

As we close the book on 2024, we want to express our heartfelt gratitude for your consistent support. This year has been marked by resilience, growth and customer-centric initiatives.

SUPERGAS CARE App, an integrated service platform for all our Industrial customers and franchisee partner has received overwhelming response. In a short period, we've onboarded the users and seamlessly delivered over 100,000 orders through the platform in 2024. Customers are at the heart of everything we do. We've conducted Customer Experience Maturity Assessments (CXM) and established a solid framework to enhance customer experience. Your feedback through our recent Customer Satisfaction Survey (NPS study) will help us refine our activities and deliver exceptional products & services.

Our digital marketing team is actively exploring fresh ideas and innovative solutions, while also encouraging franchisees to use social media to grow their business. We are also implementing people-centric initiatives to build a diverse, inclusive, and future-proof workforce, ensuring safe and healthy working conditions.

For Planet, we contribute through the sustainable sourcing, production, and distribution of our products. Over 45% of the energy used at our filling plants and terminals comes from renewable sources. We are also committed to converting customers from polluting liquid fuels to cleaner alternatives like LPG, making the world a better place.

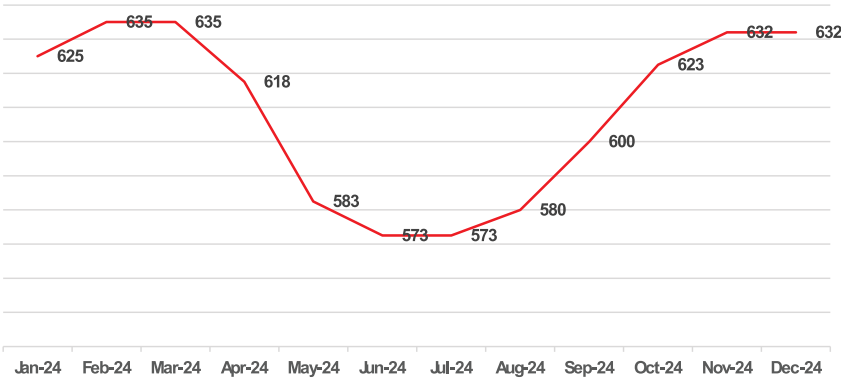
Thank you for being a part of our journey. Wishing you all more success in 2025!



AMISH MEHTA
DIRECTOR-S&M

The Energy Feed

CP Movement - 2024



The LPG market, over the 2024 has shown a mixed trend on account of the supply-demand gap. It can be witnessed that in 2024, CP demonstrated the highest level on February 24(\$636/MT) and lowest in June'24 (\$572/MT). In 2024, various geopolitical scenarios and uncertainty over the Chinese economy revival impacted the overall movement of CP during the entire run. Crude prices also showed a high of \$90/barrel (April '24) and a low of \$70/barrel(Oct'24). Ocean freight movement remained

unpredictable during the year, but now it is on the rise.

In 2025, it will be worth observing OPEC+ country's output, US inventory level, and Chinese economy revival. CP and ocean freight movement would be anyone's guess.

Our Journey from June to December

Leading the Way with Renewable Energy at Tuticorin Terminal

Effective June 27, 2024, we started sourcing 4MW of solar energy for Tuticorin Terminal's daily operations from our sister company, SunSource Energy, covering 70% of the terminal's energy needs.

Previously, SUPERGAS has already started sourcing renewable energy through the Indian Energy Exchange to meet 22% of the terminal's energy requirements. Now with solar power, the terminal is powered by renewable sources up to 92%, greatly reducing carbon emissions.

This initiative is expected to cut CO₂ emissions by up to 4,965 tonnes annually.



Faster, Safer, and more Efficient LPG distribution with New Tirunelveli Depot

We are excited to announce the inauguration of our new company-owned Tirunelveli Depot on 14 November 2024. This modern facility boasts a storage capacity of up to 12MT of LPG and serves Tirunelveli, Nagercoil, Tuticorin, and Trivandrum areas. This facility features an elevated platform for unloading, reducing human intervention and significantly reducing the risk of damage.



Our franchisee partners will greatly benefit from this new facility. The modern and spacious setup helps reduce waiting times and facilitates seamless invoice generation, allowing for a smoother and more efficient supply chain.

Drive More, Smile More with Super Mile & Smile



SUPERGAS has launched a new loyalty program, Super Mile & Smile, exclusively for Auto LPG users in Karnataka and Tamil Nadu. By joining Super Mile and Smile, customers can earn points on every rupee spent on Auto LPG refills. These points can be redeemed for FREE Auto LPG. This loyalty program not only rewards customer's loyalty but also promotes sustainable fuel options like Auto LPG, helping them contribute to a greener future.

Mindful & Conscious Living: Nurturing Our Planet and Ourselves

India is currently experiencing unusual weather patterns, deteriorating air quality, across various states. One major contributor is particulate matter (PM) like PM2.5 and PM10, which can deeply penetrate the lungs and cause serious health issues including respiratory and cardiovascular diseases. These environmental challenges highlight the urgent need for sustainable and mindful actions to protect our planet and improve our health.

To help nurture our planet, safeguard our health, and improve overall well-being, we must make mindful and conscious choices in our daily lives. Simple actions like reducing vehicle use, adopting energy-efficient appliances, planting trees, and minimizing waste are simple actions that can make a big difference.

SUPERGAS is committed to contributing to a cleaner environment through various sustainable initiatives. By choosing SUPERGAS and SR-Grade LPG for their operations, our valuable customers have collectively saved 1,66,188 MT of CO₂ in 2024. This significant reduction in carbon emissions demonstrates how conscious choices can lead to positive environmental impacts.

Together, we can create a sustainable future for generations to come.

We Value Your Voice!

Your thoughts about SUPERGAS are incredibly important to us. Thank you for participating in the 'Annual Customer Satisfaction Survey', we cannot wait to share the results with you. If you have anything else to share with us, please feel free to do so!

<https://forms.office.com/e/zXrCZPZTji>



Connect to Grow: Create Your Business's Online Identity

Digital media is modern-day word-of-mouth, making it easier for people to discover and trust your business. Google reviews and ratings, along with active social media profiles, help your business get noticed & build credibility.

By creating your own digital space, you can keep your audience informed and connected with your business.

Don't let the world miss out on you and your business.

Progress Through Partnership



**TRIDENT TECH,
BHARATH PALGOTA,
CTO**

At Trident Tech in Bangalore, we make lighters using automated equipment. We chose SUPERGAS because they provide a high-quality mix of 80% Butane and 20% Propane without Mercaptan, which meets our needs perfectly. Their expert installation and high safety standards keep our plant safe, which is very important for lighter manufacturing. We need reliable and safe gas to keep our work running smoothly.

With the SUPERGAS Care app, ordering online is fast and easy, saving us time and letting us focus more on our production.



**SRI RAMAKRISHNA ENTERPRISES,
BIDAR,
SANDEEP**

My journey began with a dream of becoming an entrepreneur. SUPERGAS gave me the chance to start my own business with little investment. The LPG distribution model seemed promising, and I saw growth potential in my community.

Working with my team and serving customers has been transformative. Initially, people didn't know me, but now I'm a trusted name locally. SUPERGAS has been a true partner, providing essential training and support. I'm proud to be a SUPERGAS franchisee.

Events at SUPERGAS

A Flavourful Partner at the Coimbatore Wedding Food Festival

SUPERGAS is proud to be the “Powered by” sponsor for the Kongu Wedding Food Festival 2024 & Exhibition in Coimbatore on November 30th and December 1st.

With over 1,00,000 visitors, the event provided a dynamic platform for our Franchisee partners and SUPERGAS to connect with potential customers.



FARP 2024

SUPERGAS Franchisee Awards and Recognition Program (FARP) 2024 celebrated our star franchisees' exceptional achievements. Over three events in Jaipur, Goa, and Kolaghat, 300+ franchisee partners joined the celebrations filled with learning and networking.



SUPERGAS Enclave at OFFER NGO

On 14th November 2024, our CEO Ajay Sanghi, with colleagues and Sreeman Kadali, inaugurated the 'SUPERGAS Enclave' HIV Girls' hostel for OFFER NGO in Kolkata. This new hostel, supported by SGF, provides a safe, nurturing environment for girls with HIV.



Bulk Transporters Annual Workshop

With the inspiring theme “Chasing Glory,” we celebrated our shared commitment to excellence, safety, and growth. The events were packed with insightful sessions, networking opportunities, and valuable takeaways.



Surfacexpo at Bangalore

SUPERGAS joined Surfacexpo in Bangalore from September 26 to 28. We connected with visitors from industries like Automotive & Auto parts, Home Appliance, Heat Treatment, Machine Building, and many others. It was a great networking event with industry leaders. As the year wraps up, a big thank you for your amazing support! Cheers to more success, and good times ahead. Happy New Year!



Safety Week

From September 9 to 13, we celebrated Health and Safety Week across various locations. We conducted activities to educate stakeholders on safe usage, handling, and best practices at work. Training sessions included INM Procedure, PPE Standard, and Health Surveillance. We held quizzes on 9 LSR, CARE 7 Habits, and H&S Triangle, and recognized outstanding technicians and executives for their commitment to health and safety.



Indebted to the Contributors

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