

Aatish



SHV Energy Pakistan

Winter 2010



Sohail A. Quraishi

Chief Executive Officer

The year 2010 has been a difficult one with the total size of the LPG market in Pakistan contracting. It is the continuation of a trend spread over the past four years that saw the market contract by 23%. Pakistan's per capita consumption of about 2.6 Kg., is low even by Asian standards. Continuous expansion of the CNG markets driven by low prices has cannibalized the LPG auto market. Development of the domestic house-hold market for cooking to absorb LPG, thus made surplus requires investment into cylinders. The fragmented and large number of LPG marketing companies operating at low margins is unwilling or unable to do so.

For our part we have focussed our energies in developing the bulk market by concentrating on the industrial and commercial segments. This is a capital intensive undertaking requiring a high degree of technical expertise and strict adherence to international safety standards. The shortages of natural gas in the country, has increased the perceived demand for LPG. But this is a 'red herring' for us as the short period of a winter load does not justify the investment for a bulk customer installation. Nor can extra LPG be imported and 'trunked' north to the deficient markets for a short winter requirement due to infrastructure constraints.

Our commitment to the cylinder market remains steadfast. We try to ensure uninterrupted supplies through costly imports during periods of shortage. We imported LPG and suffered losses when floods hit the country and our main supplier PARCO was forced to shutdown. Our distributors who suffered losses during the floods were also compensated.

The Customer Care team has gradually taken on more responsibilities to streamline the business. Efficient and courteous customer interface improves performance. On-board Invoicing system on tankers for delivery to bulk customers improves efficiency and controls.

We will continue to provide customers quality service and product. Investments will be made to ensure high standards are consistently achieved.



OBI: On Board Invoicing

A Tool for achieving Greater Customer Satisfaction

Keeping up with the technological advancements, SHV has introduced On Board Invoicing for the bulk customer deliveries

After several modifications and additions to the software provided by the vendor and introduction of the TRIP system to facilitate the product reconciliation at the supply points, SHV finally succeeded in implementing the system of OBI. All these activities were performed in-house while incorporating the user feedback. The Operation and IT staff of SHV implemented this project with great zeal and effort and the end product is running with seamless efficiency now. This is yet another milestone for achieving greater customer satisfaction and making it a flawless system for our bulk customers.

The major advantages of OBI to SHV customers are:

- On Spot availability of Sales Tax Invoices
- Better Payment Cycle Management for the customers
- Paying exactly for what customers purchase



SUPER Gas Bulk

PEARL GAS
A Pearl from Parco

SUPER Gas

Adhi LPG Handling Facility

SHV Energy Pakistan has the facility of its 5th LPG Filling and Storage Plant in the country; located opposite to PPL Adhi Oil field, Gujar Khan which is operational now. This Storage Plant spans over an area of more than 53 kanals, with a storage capacity of 120 MT and with a cylinder filling capacity of 100 MT/Day. The facility is connected with PPL storage with the help of a pipeline; a flow meter has been installed to monitor the gas supplies there. A loading/un-loading gantry has been established to facilitate product transfer and receipt through tankers as well. The Adhi facility is equipped with a UL listed diesel engine driven fire pump, UL listed monitors and hydrants. It has been planned to establish a cylinder refurbishment facility adjacent to the current filling and storage facility. The location of the Adhi LPG handling facility holds the promise of enhanced exposure to the local market and substantial savings in transportation costs.

Adhi Staff
From left Mr. Faisal Rehman, Mr. Nazim Raza
and Mr. Imtiaz Kiyani



PUMPING HOUSE

SHV

SUPER GAS



LPG—the best energy resource

We, at SHV Energy Pakistan believe that it is imperative to create awareness amongst people, both within our own organization and the general public, about switching to a much cleaner fuel (LPG) that produces significantly lower emissions and hence addresses environmental problems.

SHV Gas, the worldwide LPG specialist, has started “Why LPG?” campaign, with an aim to create global awareness for LPG as an energy source that is environmentally sensitive, secure, affordable and available on the spot.

As part of these activities, SHV has also launched a website: www.whyLpg.com. The purpose of this website is to inform the public about the benefits of using LPG. The objective of this activity is to develop and implement customer awareness programs that promote the use of LPG amongst target customer groups.

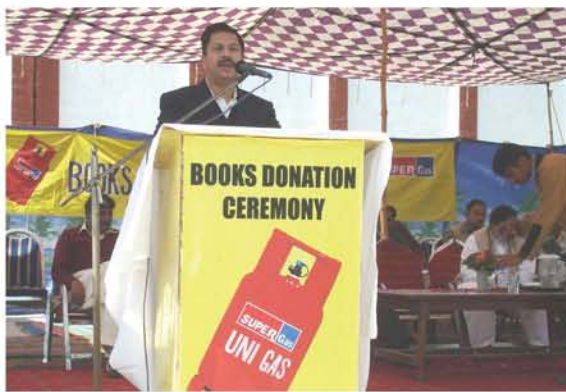
One of our main goals is to learn and raise awareness about LPG. Together we can make a change, so spread the message: “LPG is a part of the solution to today’s energy challenges. Let’s lead the way together!”

Education For All

SHV has been contributing to the society through different programs like Education Schemes, Earth Quake Relief efforts and Sports events. We focus to carry out these activities specifically in far flung areas of Pakistan with the support of our valuable distributors.

As a part of Corporate Social Responsibility, SHV continued its support for the underprivileged schools of Pakistan by donating books through "Education Book Scheme". This year, Govt. High School, Kamalia and Jund were selected for the book donation scheme. The colorful ceremony was organized at Kamalia in February, 2010 and at village Jund, Dist. Chakwal in May, 2010. Schools were decorated with banners of Super Gas which made the event very eye-catching.

The School Management extended their gratitude to SHV for the generous donation and applauded their efforts aimed at improving the quality and standard of education in rural areas. The distributors also praised company's efforts in promoting the Super Gas brand in the rural community through such healthy activities.



SHV Standing Tall for Humanity

Pakistan was hit by heavy floods this summer which were unprecedented in scale and the worst in over 80 years. It ravaged the agriculture based economy with entire villages washed away and over 20 million people (or more than the entire population of the Netherlands) displaced and affected. About 2,000 were reported to have died and countless injured with outbreaks of water born diseases. The floods inundated crop growing areas which is about one-fifth the land mass of Pakistan (or more than the size of England) and dealt a crippling blow to the agriculture based economy. Livestock losses, also a source of livelihood for many, were estimated at 200,000.

We at SHV responded by focusing our help immediately to affected employees and distributors. Thirteen employees - mainly low-paid workers and contract staff, were provided relief in cash to take care of their immediate needs. Some more help to repair their houses is ongoing.

For helping distributors we prioritized the smaller ones who did not have the resources to recover from the crisis. They were provided relief in cash after which we worked with them to help restart their businesses. As soon as the flood waters receded, some were lent bottles and others provided credit to get them to start working their businesses again.

Relief activities to help the poor and displaced persons were financed through employee contributions and funds contributed by colleagues and friends at SHV Holding offices and remitted to us. Every employee in SHV Pakistan contributed a minimum of one day salary towards this fund. Volunteer staff members undertook upon themselves to purchase, pack and distribute the relief goods consisting mainly of packs of staples like flour, cooking oil, pulses, milk, sugar, biscuits etc. These were then trucked to affected area mainly in south Punjab and distributed in the districts of Jampur and Muzaffargarh where 800 families were provided relief goods.

SHV Holdings made a generous contribution of Euro 100,000/ for rehabilitation of the refugees. Most of the affected had returned to their homes soon after the flood waters subsided and there were not many refugee camps left to support. The damage to infrastructure is estimated at US \$ 10 Billion which includes 5,000 schools destroyed. As our focus in SHV is to support education



SHV Pearl Gas distributor outlet in town of Nowshera submerged in the flood water.

it was agreed that the money will be used to build a school. We are now in the process of partnering the construction of a school for under-privileged children. This process will take a little longer to complete but we hope that the school will open for its first term in beginning 2012.

Bullet Proof Manager

Crestcom mostly delivers trainings in the areas of Management Skills Development. The program "Bullet Proof Manager" was a unique combination of live and video instructions. The Crestcom video faculty featured many of the world's most highly respected business professionals that included Dr. Jim Henning, Lisa Ford, Dr. Terry Paulson, Amanda Gore, etc. This training was targeted to improve the general management skills of the staff from all functions. It emphasized on involvement, participation, team work and leadership development. This year-long program divided into 24 modules was effectively designed and imparted by the course facilitator Mr. Naveed Mirza of Crestcom.



Embracing Change

A special training was arranged for the Management team of SHV, by the name of "Embracing Change" which was focused on the latest business management strategies. This one-day training was conducted by Navitus. This training was well received and appreciated by the team, where all members left with an inspiration to readily apply their learning experiences at their respective work places.



TRAININGS 2010

SHV Energy Pakistan Pvt. Ltd. always focuses on providing better and innovative learning opportunities to its employees for their personal and professional development eventually resulting in achievement of their targets. We believe performance and capability are ultimately dependent on a person's attitude therefore; training provides a platform for subsequent development of skills and knowledge relevant to managing higher responsibilities, roles and teams and thus brings in efficiency towards present roles.

Training has been an integral part of SHV Energy Pakistan Pvt. Ltd. We value trainings and are in the process of carefully designing our approach towards a structured training and development process.

Following are the brief details of various training programs conducted at SHV Energy Pakistan:

Process Calculation January 2010



This two day technical training was focused on enhancement of technical knowledge of the Customer Engineering Team and Bulk Sales Staff.

First Aid Training Course February 2010



A highly informative training was conducted by Red Crescent for SHV on First Aid and Medical Emergency Procedure. It was attended by Primary & Secondary Bulk drivers and Operations staff.

Fire Prevention and Fire Fighting at LPG Installations March 2010



OHSIS (Occupational Health and Safety Integrated Services) conducted this 2-day basic training course on fire fighting at SHV sites in Lahore and Karachi for the Plant Staff, CED Team, and Bulk Sales Team.

Defensive Driving Training Session: March 2010

This In-house Defensive Driving Training session was arranged in order to educate the drivers with the basics of safe driving and enhance their awareness towards the defensive driving.



CED Refresher Course: March 2010

This In-house Training was conducted to achieve the objective of providing CED team with the required abilities to assess a bulk customer's basic technical requirements and correct site selection.





Annual Conference

The exotic location of Nathia Gali was this year made the venue for the Annual Conference. This two-day event was followed by a comprehensive training workshop by Navitus. The main theme of this Conference was "Embracing Change" which was well-appreciated by all the participants that came from various cities of Pakistan. During the Conference, the participants were thoroughly guided about the use of technology in all business processes, being the need of time for every efficient and smart enterprise to maintain leadership in the market.

It was emphasized that all team members were the ambassadors of Super Gas which is a leading brand in Pakistan's LPG industry. Therefore, it poses greater responsibility on the entire team to respond to customer needs and offer differentiated solutions to its valued customers. The launch of Customer Care Department (CCD) was also announced in the conference. The main aim behind the formation of CCD is to retain existing business efficiently while providing back office support to Sales Team enabling them to focus on business expansion opportunities.

Second day was an extensive learning session filled with exchange of ideas and their implementation in dynamic market conditions. At the end of the Conference, the CEO bestowed awards to the outstanding performers of the year.

SHV Introduces Renewable Energy Solutions

Change is inevitable, but some things never change, like shining of the sun, providing warmth and vital energy to our planet round the clock. It has been doing so for millions of years and will continue to keep the life-form alive on Earth for as long as the solar system continues to exist in its current configuration. In this process, the sun also provides us with inexhaustible energy. Sunlight falls on Earth at the rate of 1,366 Watts per square meter which means 130,000 Tera Watts (TW) of solar energy reaches the Earth each year. Humans consume coal, nuclear and natural gas at the rate of around 15 TW a year, only a fraction of the solar energy potential of earth. It is the need of the hour to make use of some inexhaustible energy resources to meet our energy needs. Renewable energy is now enjoying unprecedented attention and development due to global climatic change concern and the issue of energy security. Volatility of oil prices and insecurity of supplies has led to a global shift in energy strategy. Use of renewable energy ensures security of supplies, eliminates or reduces the need for energy imports, keeps the energy prices predictable & lower over the long term, and protects the ailing environment by reducing GHG emissions.

Being a clean and innovative Energy provider, SHV Energy Pakistan has once again taken the lead and is now adding Renewable Energy to its portfolio

of energy solutions. Pilot projects for solar-thermal water heating, LPG hybrids and solar PVs are being launched. Their successful completion will lead to a full-scale Renewable Energy & Energy Efficiency program. Pakistan faces a grave energy crisis today. Renewable Energy can contribute a great deal to avert this crisis. However given the immense potential the country enjoys for utilization of various Renewable Energy resources, their share in the overall energy mix has so far been negligible. SHV Energy intends to change the current scenario, and in doing so, will proudly play its part in reducing the dependence of the country on polluting and fast depleting fossil fuels.





RAMADAN KAREEM



The Scrumptious Feast in Ramadan

SHV Pakistan hosted an exciting delectable Iftar dinner, which was heartily attended by SHV staff members along with their families. It was a well arranged event where guests shared some refreshing moments with each other and enjoyed the delicious feast after wholesomely completing their fast. The gathering concluded as the guests left with cherished notes!!

SHV Office Shifted

SHV Pakistan has shifted its Head office on following address:
H.No. 52, Margalla Road, F-8/2, Islamabad,
Tel: 051-111-798-798 Fax: 051-2852712, 2852713,
E-mail: supergas@shvpk.com



We Care

Caring for each other makes this world a better place to live in. Following the same, SHV has given its customers the opportunity to open up with their problems. It is another step towards building a mutually trusted relationship with them. SHV has always strived for providing better services to its valued customers. To meet the servicing requirement and concentrating on growing number of customers in its fold, SHV has recently established a dedicated Customer Care Department – a window for open exchange of ideas.

The department is led by Mr. Azhar Sarwar, who has already taken over several assignments of facilitating customers during his 18 years of stay at SHV. In order to achieve customer satisfaction, the enthusiastic team of professionals is geared up to take swift actions throughout support functions to deliver SHV's commitment to its customers. The foremost function of staff in the Customer Care Department is to arrange timely gas supplies; respond to customer queries, listen to suggestions & ideas and provide unmatched services to prove commitment with customers, as we believe our valued customers deserve the 'Best' as they made SHV the Market Leader. To provide an effective service mechanism and achieve customers' satisfaction, CCD staff pays special attention to complaints till they are amicably resolved. These complaints are regularly being analyzed by the senior management to continuously improve service level.

Now SHV is only a call away from our valued customers and can be reached between 8:30 AM to 5:30 PM from Monday to Friday through following communication links.

Care Line: 051-111-798-798, Fax: 051 - 2852712, 2852713
E-mail: supergas@shvpk.com, Website: www.shvpk.com



The 4th LPG Conference

Current global economic recession has forced all the business sectors in Pakistan to revamp their strategies, therefore following the same, LPG sector is trying to equip itself to face these challenges and tap all upcoming opportunities to serve its consumers in a better way. Lately, the 4th LPG Conference was held in March, 2010 at Serena Hotel, Islamabad to provide a thinking platform to the policy makers, regulators, industry stakeholders, media and the general public to gain greater understanding of the challenges faced by the LPG sector.

Mr. Sohail A. Quraishi, CEO SHV Energy Pakistan presented key note address in which he highlighted various problems faced by LPG sector. He pointed to the fact that Pakistan's per capita LPG consumption is only 2.6 kg, which happens to be the lowest in the world. To expand this market, increased supplies are required which can be obtained through increased imports & appropriate government policies.

Chief Guest Mr. Naveed Qamar, Minister for Petroleum & Natural Resources, assured full co-operation on behalf of his Ministry. He highlighted Government's interest in abundant supply of LPG in the market and guaranteed cooperation to companies operating in LPG sector.



Kamalia Gas AGENCY

A Role Model for Distribution Network

Amongst our dedicated team of distributors, Chaudhry Mohammad Irfan Ashraf has been a leading distributor of SHV since 1995.

He has successfully managed to provide continuous high-class services to the customers of SHV, strengthening the reputation of the company in the local market. He provides outstanding services due to his extensive network in the surrounding areas of Kamalia. With his dedicated hard work, he is not only expanding his network but also adding to the bond of SHV with its consumers. Irfan has a very well organized setup and strictly follows the instructions forwarded by SHV and OGRA. He strongly believes in adopting and implementing the latest trends of business dynamics, therefore he confidently participates in all schemes/campaigns and achieves his set objectives successfully.

Mr. Muhammad Irfan Ashraf has successfully participated in the following schemes:

- Introduction of 6 kg cylinder in the Auto market.
- The "Buy One, Get One" scheme for the successful promotion of 6 kg cylinder.
- Introduction of Home Delivery Service to increase convenience of customers.
- For the less privileged customers, a Lucky Draw scheme with one connection.

According to Mr. Irfan, besides his sincere and dedicated efforts; encouraging company policies, uninterrupted supplies, better quality and quantity of product and frequent visits/meetings with the trained Sales staff of SHV has also contributed significantly to his success. He feels proud to be a part of SHV family. He has no doubt set an outstanding example for all other distributors of SHV & is a source of inspiration for all distributors who are specially working in rural markets.

CEO Performance Awards



Gold Award
Mr. Kashif Siddiqui



Silver Award
Mr. Muhammad Nayer Aqib



Bronze Award
Mr. Mohammad Zahid Khan



Special Award
Miss Noreen Akhtar

Mr. Sohail A. Quraishi, CEO SHV Energy Pakistan (Pvt.) Ltd. addresses the audience in Dawn's conference "Fuelling Pakistan 2010" at Expo Centre.



Syed Naveed Qamar, Federal Minister for Petroleum & Natural Resources presenting the 1st Global CEO Excellence Award 2010 to Mr. Sohail A. Quraishi, CEO SHV Energy Pakistan (Pvt.) Ltd., exclusively in the category of Energy Sector.



His Excellency Mr. Joost Reintjes, Ambassador of the Kingdom of Netherlands visited SHV Energy Pakistan's head office at Islamabad and met with the CEO Mr. Sohail A. Quraishi along with the management team. He was given a presentation about the LPG industry and SHV's operations in Pakistan.

