



L & T VALVES MARKETING NEWSLETTER ● JUL-SEP 2001

## From the desk of RMa

Dear Friends,

In the last few months we have taken many IT initiatives. Our ERP system has gone live, we have launched our website and are firming up plans for e-transactions.

In the days ahead stiff competition will always keep our margins under pressure. This can be compensated only by improving our operational efficiencies through the elimination of waste and non value-added activities. In a changing market, we need to invent innovative ways to do business. The tools that SAP provides to analyse and control our business processes should help us streamline our operations and grow faster.

Thus the speed and intensity with which we adopt and propagate these IT tools would decide our future profitability and growth - and also ensure increased customer satisfaction.

We have a track record of doing business profitably, even in adverse conditions. I am sure the new tools and approaches would help us improve our performance. Good Luck!

Regards.

A handwritten signature in black ink, appearing to read "Rajan Malhotra".

**Rajan Malhotra**

## A View of the Future

### New Age Valves

In many ways, valves will look very much like they do today. They will still be variable orifices used for the control or containment of fluids, will still be largely mechanical and will still use castings to form their bodies and trims. However, there will be a shift from linear to rotary motion, pneumatic to electric power, analog to digital communication, repairable to self-maintaining and manual to automatic.

Universal platforms will emerge with the lowest part count and least material content. The simplicity and efficiency of the rotary segment ball valve make it the perfect candidate. These valves could conceivably serve over 90% of all valve applications that we know of today and lend itself well to high volume manufacture.

Rules-of-thumb valve sizing will give way to highly accurate computer programs that ensure full utilisation of a valve's capacity. Each valve will be custom tuned during manufacture to exactly meet its operating requirements.

Almost all valves will be microprocessor-controlled and will perform tasks ranging from initial set up and systems communication to self-diagnostics and self help routines. They will even order their own replacements when worn out.

### New Wave Manufacturing

Valve manufacturing of the future will fall into two categories: very high volume or extremely specialised. High volume valves, in advanced regions, will be assembled on automated continuous lines in locations central to their markets. Low volume speciality valves, on the other hand, will be made by hand in small batch quantities all over the world.

The factories used to manufacture high volume valves will be run by computers, with humans intervening only for strategic decisions, the use of innovations to improve processes and for resolution of conflicts.

The majority of daily operations and maintenance will be the responsibility of plant management contractors.

Management teams will oversee plants from their command centres, supported by roaming maintenance crews located close to transportation and shipping hubs. These teams will converge at the shortest notice to efficiently put plants back in operation.

Component level manufacture will move closer to raw material sources and become more vertically integrated. For example, a casting using ore mined in Siberia will be cast and machined there before shipping to assembly centres around the world. Vendor turnover will become increasingly rapid as digital machine tools and low cost patterns make component manufacture highly portable. Changing world economic conditions and innovations will place



supplier networks in constant motion.

The exception to all of this will be the speciality valve manufacturer. Although this genre will increasingly shrink as commodity valves become broader in range and more flexible, there will always be a need for speciality valves. Applications that involve extreme pressures & temperatures, highly corrosive & erosive fluids, volatile & hazardous materials, will require custom design and manufacture. These niche valves will command high prices and require old-fashioned craftsmanship to construct.

### New Millennium Organisations

In terms of personnel employed, the valve industry will be a mere shadow of its former self. Industry consolidation

will reduce the number of major global valve manufacturers to two or three with a flock of small niche companies. Even the majors will have reduced their headcount to a handful of top managers engaged principally in strategic planning and tactical management.

The majority of young workers will be employed in service and knowledge jobs, many in support of valve manufacturing. Knowledge jobs supporting the industry will include engineers, accountants, systems analysts, computer programmers and application consultants. Service jobs will include systems maintenance, plant operations and product distribution. Outsourced resources will account for a majority of the corporate payroll.

The Internet will be the dominant channel for valve distribution but it will not eliminate the need for traditional personal selling. But the ranks of salesmen will be dramatically reduced and largely outsourced. Non-value adding sales functions will be entirely eliminated. Representatives and distributors who survive the shakeout will do so by re-inventing themselves as consultants and service centres. Their expertise will be needed whenever new systems are being designed or products are in need of repair. Working hand-in-hand with other contractors, they will provide in-field product knowledge and applications advice.

The impact of the knowledge economy on people, products and places is just beginning to take effect and will accelerate as we move through the early years of the new millennium. Those who choose to resist and deny will be ploughed under by these new forces. However, those who embrace the new paradigm, will be rewarded beyond imagination.

*From Valves Magazine, Winter 2000*

## Valves Marketing website launched

**www.Intvalves.com**, the exclusive website for L&T Valves Marketing was launched by Mr. J. P. Nayak, Executive Director, Larsen & Toubro Limited, in the presence of Mr. P. M. Mehta, Senior Vice President, Heavy Engineering Division, on June 14, 2001, in Chennai.

Mr. Nayak cut a 'virtual ribbon' onscreen to launch the site. In his inaugural address Mr. Nayak touched upon the need to adopt the latest IT tools to reduce transaction time, effort & cost and increase customer satisfaction.

Mr. P. M. Mehta had earlier lit a ceremonial digital diya. He spoke about how IT helps reduce costs and increase profitability and reiterated his confidence that Valves Marketing will do well in the future.

Mr. E. S. Kumar, Vice President, Industrial Machinery, was the first to register at the site. He complemented Valves Marketing for launching the website in record time.

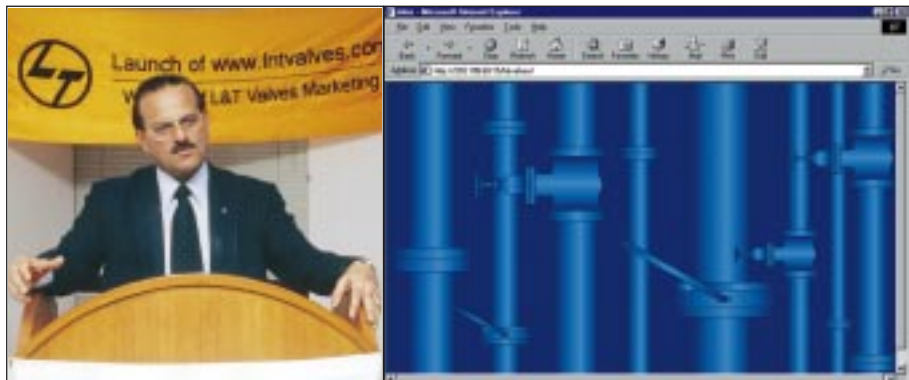
Mr. M. C. Pillai, Joint General Manager, Valves Marketing, in his welcome address explained that the site will be used as a platform for Valves Marketing's future e-commerce ventures.

Mr. Babu Kuriakose, Valves Marketing, explained the salient features of the site to the audience.

Mr. N. V. Venkatasubramanian, Asst General Manager, Speciality Valves Marketing, proposed the vote of thanks.

The launch function was organised at L&T Chennai Works and was attended by members of the Valves Team, senior personnel from Audco India Limited, LTM Business Unit and L&T-Demag.

The site was developed by Noble Tele Infotech, Mumbai.



### www.Intvalves.com - at a glance

Available online:

- Profiles - L&T, Valves Marketing, AIL - highlighting facilities and capabilities
- Product photographs & USPs
- Catalogues and Quality Assurance Plans
- Customer Lists - Productwise and Industrywise
- Product Write-ups
- Contact information - L&T Valves Marketing offices & Authorised Stockists
- For download - Catalogues, ISO & API certificates

### Website Project Team

- B. Ramamoorthy, Valves Marketing, Chennai
- Babu Kuriakose, Valves Marketing, Chennai
- Sujeet Kumar Pai, SVS-Powai

www.Intvalves.com

## Plug Valves - What's New!

Plug Valves are the most ancient of valves - its history can be traced back to the wooden plugs fitted into bamboo pipes used by early man for transporting water.

And Plug valves are as current as today. Benefiting from the technological advancements made in the last few years, especially the improvements in manufacturing process and metallurgy, Plug valves have retained the pre-eminent position in the industry.

### New Processes

AIL has introduced many improvements in the manufacturing process that have improved the integrity of the plug-body mating surfaces, reduced torque and reduced consumption of sealant.

#### • Body-bore grinding and reaming

Earlier the body-bore was formed by boring. Now, after boring, the surface is ground (reamed in sizes less than 6") to ensure that the surface profile is perfectly formed. (Plug profiles continue to be formed by grinding)

#### • Vacuum Testing

After body-bore grinding/reaming the plug and body are 'blue-matched' to ensure perfect fit. The valve is then subjected to vacuum testing without injecting the sealant. This establishes the integrity of plug-body mating surfaces

#### • Frazing

The sharp edges of the plug port and the machining burr along the edges tend to damage the body-bore as well as increase the operating torque. To avoid this, the edges are now smoothed by frazing and the plug is thoroughly deburred before assembly. This improvement has considerably reduced operating torque.

#### • Reciprocal Lapping

Earlier, while lapping, the plug was rotated inside the body in one direction only. This used to cause uneven lapping of the port edges. Now the plug is rotated inside the body in both directions to ensure uniform lapping on all surfaces.

#### • Uniform LoMu coating

The PTFE applying procedure has been refined to ensure uniform application on the entire plug surface.

### New Materials

We can now offer plug valves in SS and in LCB (for low temperature applications)

Valves for pipeline services are supplied with plugs that are coated with ENP and Xylon. This is expected to make valve operations smoother.

For Slurry applications, to increase valve life, we offer valves with ceramic-coated plugs and plugs with hardfaced port areas.

Valves with Stellite plugs can also be offered.

### New Concepts

Customers are being educated - through seminars & workshops, at site & at AIL - about the importance of product maintenance. We are trying to propagate the message of Total Productive Maintenance (TPM), stressing that the objective of maintenance is not prevention of equipment failure but maximising overall efficiency and productivity.

### New Advantages

- Improved integrity of plug-body mating surfaces
- Reduced torque
- Reduced consumption of sealant
- Better Performance

### New Sizes

Super-H range chart given below.

### And a New Team

To give an added thrust to plug valve promotion two taskforces have been formed. The taskforce members at L&T are Mr. B. Narasimhan, SVAL, Chennai, Mr. Sanjay Sahni, SVS-Delhi, Mr. K. P. Bimal, SVS-Powai, Mr. Siddhartha Das, SVS-Kolkata and Mr. T. Sajeer Menon, SVS-Chennai. They will be supported at AIL by Mr. T. Jayaseelan, Mr. B. Leeladhar, Mr. N. Vasudevan and Mr. K. Palani.

Mr. Rajan Malhotra will provide guidance to expedite the development work by ensuring proper use of market feedback and performance data. Mr. N. V. Venkatasubramanian and Mr. U. K. Brahma also will support the development activity.

by **B. Narasimhan**, SVAL, Chennai

mm	15	20	25	40	50	80	100	150	200	250	300	350	400	450	500	600	650	700	750
inches	1/2	3/4	1	1.1/2	2	3	4	6	8	10	12	14	16	18	20	24	26	28	30
# 150					●	●	●	●	●	●	●		●	●	●	●	●	●	●
# 300					●	●	●	●	●	●	●	●	●	●	●	●			
# 400							●	●	●	●	●	●	●						
# 600	●	●	●		●	●	●	●	●	●	●	●	●	●	●				
# 800	●	●	●	●	●														
# 900	●	●	●	●	●	●	●	●	●	●									
# 1500	●	●	●	●	●	●	●	●	●	●	●								
# 2500					●	●	●												

● Short    ● Regular    ● Venturi

## Stockist profile - M&B Trading, New Delhi

M&B Trading was established by Mr. Manubhai Patel in 1972. Before that, Manubhai, along with his cousin, Mr. Thakorbbhai, used to manage Manilal & Bros., New Delhi - an L&T stockist since 1969.

Operating from Delhi's famous Chawri Bazar, M&B Trading dealt in industrial supplies like valves, pipe fittings, hoses, belts, tools, etc. and soon carved a niche for themselves.

By 1973, Manubhai's younger brothers, Mr. Narhari Amin and Mr. Yogendra Amin, finished their graduation from Ahmedabad and joined M&B. Over the next decade M&B consolidated their operations and by mid-80s started looking at new avenues for growth.

In 1986 M&B Trading became an L&T authorised stockists for Audco valves. That was a turning point for the organisation.

Today the day-to-day management of M&B Trading is being handled by Mr. Narhari and Mr. Yogendra. The founder, Mr. Manubhai, is getting ready to enjoy a well-earned retirement.

Manubhai, 74, is married to Kanta. They have two daughters, Mrs. Alka



Mr Yogendra Amin & Mr Narhari Amin

Amin and Mrs. Shweta Amin

Narharibhai, 54, married to Smita, has two children - Karan, an MBA from Australia, married to Mauli and a daughter, Ms. Dharvi Amin.

Yogendrabhai, 52 is married to Varsha.

Over the last 15 years, M&B Trading has grown manifold. In the current year they expect to do a business of more than Rs. 160 lakhs.

M&B credits this growth to the high degree of customer service and the customer goodwill they have built up over the years. Their client list includes some of the most prominent business houses in the region.

They plan to double their sales in the next five years. We wish M&B Trading all the best for the future.

### Adieu Veluji !



Mr. N. T. Shanmughavadelu, IVAL-Chennai, retired on April 30, 2001 after 35 years of service. In the photograph, Veluji with his colleagues, after the farewell function.

### Welcome to Valves Marketing

S. Sandeep, SVS-Powai

### New horizons, New hopes...

P. Sivaramakrishnan, IVD-Chennai  
N. Rajshekar, IVD-Chennai  
R. Krishnakumar Sr., IVS-Chennai  
B. Narasimhan, SVD-Chennai  
T. Sajeev Menon, SVS-Chennai  
Jimmy George, IVS-Kochi  
Alok Tayal, IVS-Pune  
R. B. Sanjay, SVS-Bhopal  
K. Suresh, SVS-Delhi  
Sanjeev Taneja, IVS-Delhi

**We wish them all the best in their new assignments.**

## BN



Buddha Narasimhan was born on January 8, 1967 the third child of Mrs. Janaki and Mr. T. N. Buddha Rao at Jayankondam, Tamilnadu.

In 1988 after graduating in Mechanical Engineering from BITS, Pilani, BN started his career with McNally Bharat as a production engineer in Kumardhubi, Bihar. After a year he moved to J. N. Marshall, marketing Osteam engineering products, first in Pune and later in

Chennai. BN's next stop was Laxmi Boilers, selling industrial boilers in TN and Kerala.

BN joined L&T on April 22, 1992 at IVS, SRO. Over the next six years he played an important role in increasing customer contact and set new standards for technical selling. The section assignment also gave him a chance to hone his managerial skills. IVS-SRO's breakthroughs in the pharmaceuticals sector was largely spearheaded by BN.

Narasimhan married Parimala on October 1, 1992. Parimala is a qualified Carnatic singer and a post graduate in computer science. The couple has two children, Siddharth, seven, who has a talent for painting and Janani Hamsini, aged four, who takes after her mother and is already creating waves in the music scene.

BN worked in IVD, Chennai for six months in 1998 handling the business development of Plug valves. In July '98 he moved to Delhi to head IVS-NRO. The two years there saw many landmark orders from the oil & gas sector. Notable are the Rs. 6.5 crores order from MBPL - still the single largest order for Plug - and the many orders for Ball-ROVs for LPG plants.

BN returned to Chennai in May 2000. For the next one year he helmed the affairs at IVS-SRO. Today he is Manager, Sales Development, Plug valves, heading the team formed to revitalise Plug valve business.

BN is a voracious reader, loves driving and enjoys cricket and chess. He also sets apart some of his free time for social service activities.

### Long Service award

Mr. B. Ramamoorthy  
Valves Marketing,  
receiving the 20 years  
Long Service award  
from  
Mr. M. C. Pillai  
JGM, Valves Marketing  
on May 23, 2001.



### Weddingbells...

M. Krishnaswamy, IVS-Chennai,  
married Saradha on May 2, 2001

N. Thiagarajan, IVS-Hyderabad,  
married Priya on June 10, 2001

**We wish the couples a long and happy married life.**

### Just born...

To Vidya and Sriram, IVS, Delhi - a son, on June 15

To Lakshmi and Srivatsan, SVS, Delhi - a daughter, on June 24

# Kaleidoscope

## Customer Seminars organised by Stockists



▲ Mr. Rajan Malhotra & Mr. M. Krishnaswamy (IVS, Chennai) - A. P. Sales's seminar at VSP, Vizag.

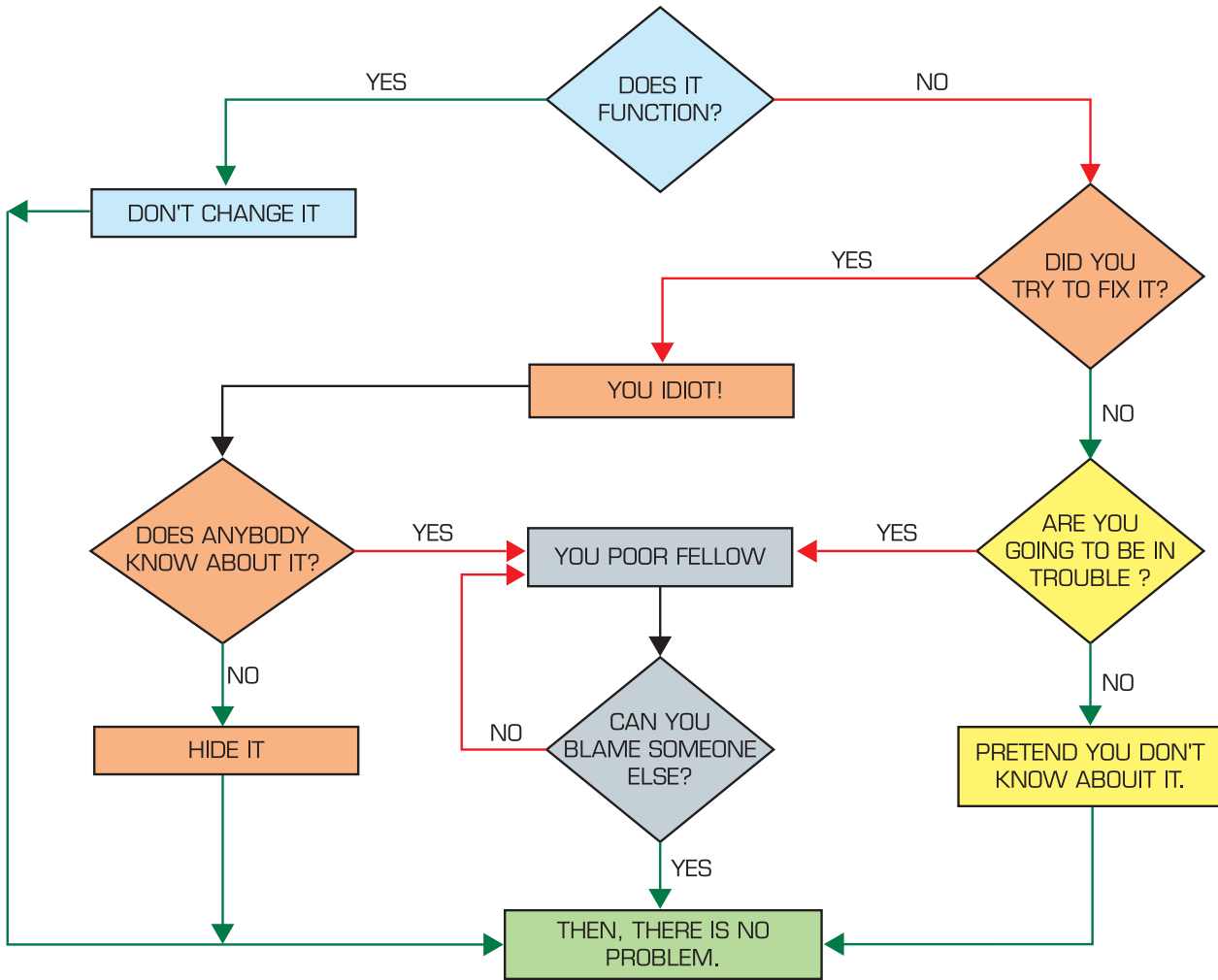


▲ Mr. K. Ravi (IVAL, Chennai) & Mr. B. Narasimhan (then IVS, Chennai) - Hyderabad Pharma Meet, Organised by Indian Hardware Mart



▲ RMa addressing delegates from Kerala Water Authority at a seminar organised by Darragh Small Agencies, Kochi

# PROBLEM RESOLUTION AT WORK



## Days to wish on ...

### Birthdays

Jul 01	Siddharth Srivastav	IVS-Jamshedpur
Jul 04	Mithun Das	SVS-Chennai
Jul 07	A.K.Chakravorty	IVS-Baroda
Jul 12	S.Sekar	IVAL-Chennai
Jul 23	A.Dasgupta	IVS-Kolkata
Jul 24	Vineet Gupta	IVS-Delhi
Jul 26	R.B.Sanjay	SVS-Bhopal
Aug 03	S.K.Venkataramani	SVAL-Chennai
Aug 04	Jimmy George	IVS-Kochi
Aug 04	Sujeet Williams	IVS-Nagpur
Aug 13	Vinod Kumar Ambat	SVAL-Chennai
Aug 14	M.S.Parthasarathi	IVS-Chennai
Aug 14	C.P.Sridhar	SVS-Chennai

Aug 14	N.Thiagarajan	IVS-H'bad
Aug 15	M.Venugopal	SVS-Powai
Aug 16	Sajeew Menon	SVS-Chennai
Aug 23	Ms B.P.Joshi	IVS-Powai
Aug 25	Mayank Sharma	IVS-Delhi
Sep 01	Anil Kumar Sanwal	IVS-Delhi
Sep 02	Anadi Mohan	SVS-Baroda
Sep 02	K.P.Panchal	IVS-Powai
Sep 04	Rajan Malhotra	IVAL-Chennai
Sep 21	Sanjay Rajwade	IVS-Pune
Sep 24	Sadashiv Swaminath	IVS-Powai

### Anniversaries

Jul 05	S.K.Venkataramani	SVAL-Chennai
Jul 22	K.M.Mukherjee	IVS-Powai
Aug 18	Sujeet Williams	IVS-Nagpur
Aug 21	Vinod Kumar Ambat	SVAL-Chennai
Aug 24	Babu Kuriakose	Valves-Chennai
Aug 28	R.Saravanan	IVS-Powai
Sep 03	Sujith Kumar Pai	SVS-Powai
Sep 15	B.Ramamoorthy	Valves-Chennai
Sep 21	Sanjay Rajwade	IVS-Pune