



L & T VALVES MARKETING NEWSLETTER ● JAN-MAR 2001

## From the desk of RMa

Dear Friends,

The recent government crackdown on spurious valve manufacturers in Mumbai exposed how deep-rooted and widely spread this scourge has become.

We should stem this menace immediately, and the most effective way to achieve this would be by enhancing our closeness to customers.

We have to strengthen the communication links with our customers and inform them about the harm spurious/reconditioned valves can cause in terms of accidents, down time, damage to equipment and loss of valuable line fluid.

We are now entering the fourth quarter of a difficult year. And I am confident that despite the difficult conditions you would perform well this year too.

Good Luck & Good Selling.

Regards.

**Rajan Malhotra**

## The Key to Security (Based on an article by Jeff Keller, Attitude is Everything Inc.)

There's a lot of talk these days about the lack of security in the workplace. Events such as downsizing, restructuring, mergers and acquisitions have many workers wondering whether the job they have today will be there tomorrow. This uncertainty has, in some places, resulted in a loss of morale and an unwillingness for some employees to give their best. After all, they think, "If I could be gone soon or have my job radically changed, why give 100% to this organisation?"

But, while it's true that the days of working for a company for 30 years, getting a gold watch and a secure retirement package are long gone, the person who suffers most when you don't give your best is YOU!

Why? To begin with, excellence is a habit that cannot be turned on and off like a tap. We are creatures of habit and either we have a commitment to do the best job we can... or we condition ourselves to put forth less than our best efforts. Whichever approach we take, it will not be easy to change. Don't make the mistake of thinking that you can withhold your talents and enthusiasm today, then give your all tomorrow.

To illustrate, consider one of your daily habits - how neat you keep your bedroom. If you're the type that throws shirts and pants on top of a chair (or on the floor), how difficult would it be for you to change that habit and fold all of your clothes and neatly put them away in a closet or drawer? I'll bet that you'd find the new pattern almost impossible to follow. Within a day or two, you'd probably take your socks and throw them on the chair, just as you did before! The

same is true of the way you approach your work. You either make the commitment to do an excellent job, or you develop a pattern of doing just enough to get by.

That's why, if you're looking for security in a job, you're looking in the wrong place. There is no security in any job. The security lies within you. The key to developing your security is by becoming excellent at what you do, and by continuing to improve your skills. Add to that a very positive attitude and an ability to work well with others... and, voila, you have job security!



Now, I didn't say that you are guaranteed to work for the same company for the rest of your life, or even that you will remain in your current position. But, by always giving your very best, you'll assure yourself of having a decisive edge in any future situation. Think about it. If your company was acquired by another, which employees would have the best chance of sticking around - those who enthusiastically gave their best, or those who dragged their feet, complained, and

had little interest in learning new skills?

And, even if the excellent performer does not get a position in the new company, that person, because of his or her commitment to excellence and positive attitude is going to have an advantage in the marketplace when securing a new position.

When you put forth 100% effort, people notice. You may not be rewarded immediately but you are building a reputation that will serve you well in your current organisation, and in any other place you may work in the future.

The bottom line is this: giving less than your best effort in your current position can only hurt you.

So, if you want to obtain real security, ask yourself these questions:

- Do I enthusiastically give my very best at work every day?
- Do I co-operate with others and support their efforts?
- Do I maintain a positive attitude?
- Am I learning to be better at what I do?
- Am I developing the skills that will be important in my field in the future?

Answer these questions and re-evaluate yourself on a regular basis. When you can finally reply with a resounding "YES!", you'll have the type of job security that no one can ever take away from you.

## DMN-ERP - A Quick Guide

### DMN

Our Domestic Marketing Network covers all L&T Area and Branch offices.

### ERP

ERP (Enterprise Resource Planning) attempts to integrate all departments and functions across a company onto a single computer system that can serve the different departments' particular needs.

### DMN - ERP

DMN-ERP will link Accounts Departments of Area and Branch Offices, diversified Product Divisions and Valves Marketing.

### SAP

SAP is the forerunner and market-leader of enterprise software solutions. Spread over 120 countries they have more than 13,000 customers, 30,000 installations and 10 million users. SAP is the 3rd largest independent software vendor in the world.

### SAP R/3

DMN-ERP will run on SAP R/3, version 4.6B, which is the most recent release. SAP R/3 is designed to help organise and integrate processes like manufacturing, sales, human resources and accounting and now can be extended to e-commerce using mySAP.com.

Valves Marketing will be implementing Sales & Distribution and Materials Management modules.

### Benefits of ERP:

#### Online, real time information

For example, the data about outstandings, which were updated only once a month, will now be available on line, in real time, as Accounts department also is on the same SAP system. Similarly details of stock available in L&T stores can be seen by users on a real time basis.

#### Eliminates multiple data entry

The ERP system can be used to generate offers to customers and the data entered at this stage will be used for all subsequent documentation like order on AIL, delivery note, invoice, etc. - thus saving valuable time all round.

Uploading of invoicing details to Accounts every month will be eliminated. The data will flow automatically on invoicing at Valves Marketing end.

#### Greater accuracy of information

SAP offers accurate and more reliable data. Some of the major reports come with 'drill down' feature, facilitating users to know details or break-up at multiple levels on the click of a button. For example from a summary report like Order Booking for Division, drilling down up to a Product will be possible.

#### Better monitoring and quicker resolution of queries

There are various tools like credit

management, release strategies, etc. which can offer better monitoring of business. For example credit can be controlled (by blocking further order processing / dispatch / billing) for customers dynamically based on the outstandings.

#### Improves linkage with business partners and branches

The Client-Server architecture of SAP makes it easy to access. Also Release 4.6B has the additional advantage of being Web enabled. All our branches are linked. Also access using the Internet will be possible.

#### Common platform

As L&T and AIL share the same platform - with customer & materials masters in the same format - exchange of information will be much easier.

#### Data visibility throughout the enterprise

The data is shared across the organisation making it possible to exploit the power of information.

#### The Future

There are plans to bring our stockists also into the network in the next phase of implementation. This will enable stockists to place orders and also obtain relevant information online.

by M. Mariappan, Valves ERP Team

## Inflow-Outflow on the Intranet

<http://192.168.16.1/Housemag/InflowOutflow/Oct-Dec00/InflowOutflow.pdf>



Inflow-Outflow is now available on L&T intranet, hosted by EBG Division.

The newsletter is in Adobe Acrobat (.pdf) format and requires a Adobe Acrobat Reader. The Reader can be downloaded from EBG site's Download Section or free-of-cost from [www.adobe.com](http://www.adobe.com).

The site is maintained by Mr. Anil R. Lilwa, SDP, Electrical Business Group, Powai, Mumbai.

## Forged Steel Gate, Globe & Check Valves

Audco India Limited started the manufacture of Gate, Globe & Check valves in 1970, with the technical collaboration of Crane, USA.

Over the next decade the Forged

valves are sleeker, lighter, more economical and also in line with major international standards.

AIL Forged Steel Gate, Globe & Check valves are rugged, compact and available in a variety of materials of construction, like F5, F11, F22, F304, LF2, F316, F316L and F304L.

Accessories that can be supplied along with the valves include electrical actuator, limit switches, locking arrangement and position indicator.

& Oxygen service, thermic fluids, nuclear heavy water plants, etc.

Valves are offered with screwed, socket-weld, butt-weld and flanged end connections (# 600).



**AIL Forged Steel Gate valve**

**Standards:**

Pressure-Temperature rating - ASME B16.34  
Design - API 602  
Testing - API 598

**Range:**

8 to 50 mm



**AIL Forged Steel Globe valve**

**Standards:**

Pressure-Temperature rating - ASME B16.34  
Design - BS 5352  
Testing - API 598

**Range:**

8 to 50 mm



**AIL Forged Steel Check valve**

**Standards:**

Pressure-Temperature rating - ASME B16.34  
Design - ASME B16.34 & MSS SP84  
Testing - API 598

**Range:**

8 to 50 mm

Steel Gate, Globe & Check valves were redesigned many times - to improve product performance, to reduce manufacturing expenses and to meet specific customer requirements.

In 1980 AIL introduced an all-new FS GGC range, developed in-house by AIL's R&D, with substantially reduced material content. This was an instant hit.

In 1982 AIL extended the forged steel range with the addition of high pressure Y-type Globe & Check valves.

AIL shifted all manufacturing activities related to the forged steel range to the Marai Malai Nagar plant in 1993.

Recently the FS range underwent a major design change and now the Forged Steel Gate, Globe & Check

The FS range can also be offered in special constructions like welded bonnet, bellows seal, needle disc, etc. For services where pressure loss has to be minimum full-bore valves are offered.

Valves are also certified by IBR based on customer requirements.

The AIL Forged Steel range finds application in refineries, power, petrochemical, fertilizer, cement and sugar plants. Special applications of the AIL FS range include NACE, Chlorine

AIL Forged Steel Gate valves conform to the API, Exxon & Shell specifications for valves stem-head - disc connection. This ensures that in the event of locked gate, the stem will fail only outside the pressure boundary.

Forged Steel Gate, Globe & Check valves would always be very special to AIL as it was the first product that was developed in-house. Today AIL is the largest manufacturer of Forged Steel Gate, Globe & Check valves in India.

by **N. A. Vijayan**, AIL-MM Nagar

## Stockist profile - Arc Horn Global Systems Pvt. Ltd., Jamshedpur

Mr. H. S. Grewal, popularly known as Hindi Grewal, established Arc Horn Global Systems Pvt. Ltd. in 1979.

Mr. Grewal had his early education in his native Ambala, Punjab. He reached Bihar in his teens to realise his dream of becoming a pilot. After obtaining his commercial pilot license - and graduating from Patna University - he started his career as a flying instructor.

After working for almost five years as an instructor clocking about 2500 hours in air, he got into business "by mistake" (quips Mr. Grewal) - and has been flying high ever since.

He became an L&T authorised stockist for Audco valve in 1978. From an initial turnover of Rs. 5 lakhs Arc Horn has grown steadily and is expected to touch Rs. 3 crores in the current year - of which AIL valves turnover will be more than 50%.

Mr. Grewal married Dipi on September 25, 1977. Mrs. Grewal plays a very active role in the business and was the driving force behind Arc Horn's computerisation. The couple has two daughters, Aneesha - a psychology major at Sophia College, Mumbai - and Harsha - doing her



Mr H. S. Grewal

graduation in Economics at St. Xavier's, Mumbai.

Mr. Grewal is a keen golfer, a yoga enthusiast and an avid reader - and thanks to these regular exercises to body and mind stays sharp and in wonderful shape.

According to him, the secret of his success is his excellent customer rapport complimented by prompt response and a well-planned inventory. Another factor that Mr. Grewal rates very high is

his dedicated and well-trained sales team. It is interesting to note some of his sales personnel have been with him since the inception of the company.

Today Arc Horn's counts heavyweights like Tisco, Telco and the mines of SAIL, Tisco and ACC among their customers - and is sure of achieving greater heights in the years to come.

## Opportunity for our Ball valves in the Pharma sector



The Indian pharma industry is poised for a quantum growth, spurred on by deregulation and the large domestic demand. Further, India is becoming a favoured destination for the global majors for outsourcing.

Investments planned in this sector

in next five years are more than Rs. 10,000 crores, and this translates to over Rs. 100 crores potential for our range of Ball valves.

The industry, realising that quality and reliability are absolutely necessary to align with the international market, have started switching to premium equipment suppliers. This is good news for us, and to capitalise on this opportunity we need to:

- work with consultants & contractors to ensure that we are registered as vendors and that our specs are incorporated in the enquiries.
- enter into rate contracts with major manufacturers.
- give feedback to the Division about the valve requirements and expectations

of the users.

As most pharma projects give the suppliers less than eight weeks for delivery, it is imperative that we keep track of new projects and ensure that we have sufficient stock.

AIL has already developed extended stem valves, cryogenic valves, full-bore flanged ball valves, CF3M valves and #600 valves. And we have launched a direct mail campaign supported by media ads to project ourselves as a one-stop-shop for world-class Ball valves. The future looks very exciting.

by **K. Ravi**, IVD-Chennai

## Paul



Paul Isaac was born on the last day of 1966 the second son of Mrs. Mary and Mr. Isaac Neyyarapally, in Thrissur, Kerala.

After completing his schooling in Bombay and Shertallai, Kerala, he joined REC Calicut in 1983. The four years in REC honed his organisational and leadership qualities and moulded him into a worldly-wise sophisticate.

Paul's first job was with Shavo Norgren Group selling centralised

lubrication systems. In 1989 he joined Sanmar Engineering Group - as sales engineer handling SRVs, rupture discs, etc.

He joined L&T on March 30, 1992, at IVS-BKC. Over the next five years Paul played an important role in bagging many large & prestigious orders. He also assisted the sales managers to streamline operations at BKC - the MBA he had obtained from Narsee Monjee, Mumbai came to very

good use here.

Paul married Shiny on June 6, 1993. Shiny is today a fashion & personality consultant who loves movies, music, books and Net surfing. The couple has two children, a 6-year-old daughter, Shruthi, who excels in classical dance and music and a son, Swaraj, born on Millennium Eve.

From June 1997 to June 1998 Paul worked under Mr. R. K. Malhotra, then Vice-President (Operations) - Group IV as executive assistant. Paul highly values the chance he had got to work close to the corporate nerve centre.

In June 1998 Paul returned to BKC to head SVS-WRO. Today he is Sales Manager, Mumbai - Speciality Valves Section.

He enjoys being a visiting faculty at his alma mater, sharing his experiences in the corporate rat race. Paul is a shutterbug and loves to relax with country music (Don Williams is a fav). And continues his efforts to bring about order from chaos, even after office hours, as the chairman of his housing society.

### New horizons, New hopes...

Sunil Varghese, SVD-Chennai

**We wish him all the best in his new assignment.**

### Wedding bells...

C. D. Fernandes, IVS-Bangalore, married Noella on March 4, 2000

Sujeet Kumar Pai, SVS-Powai, married Anupama on September 3, 2000

V. Narayanan, SVS-ERO, married Anuradha on October 30, 2000

V. Ramasubramanian, IVS-ERO, married Suseela on November 8, 2000

Amitabh Anand, IVS-ERO, married Samta on November 30, 2000.

Animesh Chatterjee, IVS-SRO, married Ratna on December 11, 2000.

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

### Just born...

To Girija and R Krishna Kumar Jr., SVS-SRO - daughter Sahana, on September 9

To Rani and Sujeet Williams, IVS-Nagpur - son Immanuel, on November 27

*Inflow-Outflow Wishes You  
a Happy New Year*

# Kaleidoscope

## Plug Valve Service Campaign

We have launched a nationwide Plug valve service campaign covering the refineries, LPG plants, depots and installation of the oil majors.

The first phase of the campaign was inaugurated on September 12, 2000 at the Bharat Petroleum Corporation Limited, Benzene Installation in Mumbai, by Mr. V. D. Kumar, General Manager (Retail), BPCL, Mumbai. The service vehicle was flagged off by Mr. V. D. Kumar in the presence of Mr. Anurag Deepak, DGM (Operations), BPCL, Mr. E. S. Kumar, Vice President (Industrial Machinery), Mr. N. V. Venkatasubramanian, Asst. General Manager, Speciality Valves Division and Mr. A. K. Shukla, Area Manager, Mumbai.

The Maharashtra phase of the campaign covered BPCL Mumbai Refinery, BPCL Jalgaon & Uran LPG plants and installations in Mumbai & Manmad.

The Gujarat phase was flagged off by Mr. Dilip Sen, Area Manager, Baroda. Centres covered in this phase included BPCL's Rajkot LPG plant, Kandla installation and Sidhpur & Hazira depots.

The MP and Konkan phases of the campaign are now on.

In all locations valves were serviced & lubricated and service personnel educated about the care & maintenance of plug valves. Our engineers also collected data about valve application, operation, maintenance history, etc. to build an all-India plug valve database.

The service campaign in the North will commence by late December 2000.



▲ ▼ Mumbai



Baroda ►



# THINGS WE LEARNED FROM HOLLYWOOD MOVIES

- ★ It's easy to land a plane provided there is someone in the control tower to talk you down.
- ★ Large loft-style apartments in New York City are well within the price range of most people - whether they are employed or not.
- ★ Even when driving down a perfectly straight road it is necessary to turn the steering wheel vigorously from left to right every few moments.
- ★ At least one of a pair of identical twins is born evil.
- ★ A detective can only solve a case once he has been suspended from duty.
- ★ Should you decide to defuse a bomb don't worry which wire to cut. You will always choose the right one.
- ★ When you turn out the light to go to bed, everything in your bedroom will still be clearly visible, just slightly bluish.
- ★ Police departments give their officers personality tests to make sure they are deliberately assigned to a partner who is their total opposite.
- ★ Honest and hard working policemen are traditionally gunned down three days before their retirement.
- ★ The Eiffel Tower can be seen from any window in Paris
- ★ It is always possible to park directly outside the building you are visiting.
- ★ All bombs are fitted with electronic timing devices with large red readouts so you know exactly when they're going to go off.
- ★ Any lock can be picked by a credit card or a paper clip in seconds - unless it's the door to a burning building with a child trapped inside.
- ★ Most dogs are immortal.
- ★ If a large pane of glass is visible, someone will be thrown through it before long.
- ★ Kitchens don't have light switches. When entering a kitchen at night, you should open the fridge door and use that light instead.
- ★ Any person waking from a nightmare will sit bolt upright and pant.
- ★ Many musical instruments - especially wind instruments and accordions - can be played without moving the fingers.
- ★ The average hotel pool is deep enough to survive a fall from any floor.

## Days to wish on ...

### Birthdays

Jan 04 Deep Bhowmik	SVS	Calcutta	Feb 29 V.Ramasubramaniam	IVS	Calcutta	Feb 01 Sunil Varghese	SVD	Chennai
Jan 04 R.Viswanathan	SVD	Chennai	Mar 06 Atul Makwan	SVS	Baroda	Feb 03 S.Sekar	IVD	Chennai
Jan 08 Arun Dhingra	SVS	Calcutta	Mar 16 M.C.Pillai	Valves	Chennai	Feb 06 Sanjay Bhanawat	IVS	Pune
Jan 08 B.Narasimhan	IVS	Chennai	Mar 17 K.Ravi	IVD	Chennai	Feb 06 S.P.Rajanish	SVD	Chennai
Jan 11 K.M.Mukherjee	IVS	BKC	Mar 17 Suresh Shivram Naikwadi	SVS	BKC	Feb 07 S.Kalyanaraman	IVS	Calcutta
Jan 8 K.Vettriselvan	SVD	Chennai	Mar 24 R.Srivatsan	SVS	New Delhi	Feb 09 M.Mariappan	SVD	Chennai
Jan 20 Debashish Mukhopadyyay	SVS	Calcutta	Mar 25 A.M.Parulekar	SVS	BKC	Feb 16 Ms Shashi Khanna	IVS	Calcutta
Jan 22 Sanjeev Taneja	IVS	Surat	Mar 31 N.T.S.Velu	IVD	Chennai	Mar 04 Anil Kumar Sanwal	IVS	New Delhi
Jan 23 Babu Kuriakose	Valves	Chennai				Mar 08 P.Vijai Shankar	SVD	Chennai
Jan 30 Siddhartha Das	SVS	Calcutta	<b>Anniversaries</b>			Mar 08 C.P.Sridhar	SVS	Chennai
Feb 02 G.Dhinakar	IVS	Chennai	Jan 18 Ms Nishitha Boricha	SVS	BKC	Mar 13 S.C.Gupta	SVS	New Delhi
Feb 03 S.Kalyanaraman	IVS	Calcutta	Jan 18 K.R.Sundar	SVS	Chennai	Mar 24 Sanjay Sahni	SVS	New Delhi
Feb 12 Ratan Poddar	Valves	Chennai	Jan 20 K.Vettriselvan	SVD	Chennai	Mar 27 Mayank Sharma	IVS	New Delhi
Feb 23 M.Mariappan	SVD	Chennai	Jan 21 Anadi Mohan	SVS	Baroda			
Feb 23 Ms Shashi Khanna	IVS	Calcutta	Jan 22 V.Srinivasan	SVS	Pune			
			Jan 25 Sanjay Chowdhary	IVS	BKC			