



L & T VALVES MARKETING NEWSLETTER ● JUL-SEP 2002

From the desk of RMa

Dear Friends,

In a difficult market, only the most innovative will survive

We have launched Ecoseal, a three-piece flanged ball valve, which satisfies a long-standing customer need. This product is the result of Audco's design ingenuity and I am confident that you will make Ecoseal a winner.

We plan to introduce more products addressing specific market requirements and welcome inputs from you to refine our strategy.

In a difficult market, only the most customer-focused will succeed

After restructuring we are more responsive and also better equipped to handle the vagaries of the market place. And the excellent results of the first three months have reinforced our conviction in the new approach - we have exceeded our order booking targets, despite the continuing recession.

Let us capitalise on the good beginning and make this year memorable.

Regards

Rajan Malhotra

L&T sets a world-record at Tisco

The project to upgrade the 'F' blast furnace of Tisco, Jamshedpur, the country's largest steel maker, was completed by L&T-ECC in a world-record time of 105 days, 45 days ahead of schedule.

L&T Valves Marketing and AIL ably supported this venture by supplying and commissioning more than 2000 nos.

Ball, Butterfly, FSGGC, VWS and Special Valves well within the schedule.

The critical valves supplied by L&T in stove area and gas cleaning plant include:

- Goggle Valves - 2000 mm, 1500 mm
- Three-lever Valves - 1100 mm (3 nos.), 900 mm
- Clearance-type Butterfly Valves - 2200

mm, 1100 (3 nos.), 1000 mm (3 nos.)

Developing and supplying these valves within a very short period was a landmark achievement for AIL and Valves marketing.

We thank ECC - Minerals and Metals Division for giving us the opportunity to be a part of this endeavour.



▲ 2000 mm Goggle Valve installed in clean gas line in Gas Cleaning Plant



▲ Gas Safety Shut-off Valve (Three-Lever Valve, top) and Gas Flow Control Valve (Clearance-type Butterfly Valve, bottom) in 1100 mm Stove Area Gas Line

Lessons from Nature



Next time you see migrating birds etch a "V" on the evening sky, pause a while to consider the lessons they teach us...

The wing flap of each bird creates an uplift for the bird immediately behind.

Thus flying in a "V" formation allows the flock to travel 70% more distance compared to what birds flying alone can cover.

People who are part of a team and share a common direction get where they are going quicker and easier, because they are travelling on the trust of one another and lift each other up along the way.

When the lead bird gets tired, he rotates back in the wing and another bird takes over.

It pays to share leadership and take turns doing hard jobs.

The bird chirp to encourage those in the front to maintain speed.

Words of support and inspiration help energise those on the front line, helping them to keep pace in spite of the day-to-day pressures and fatigue.

When a bird gets sick or is wounded by a gunshot and falls out, two birds fall out of the formation and follow the injured one down to help and protect him. They stay with him until he is either able to fly or until he is dead, and then they launch out with another formation to catch up with their group.

We must stand by our team members when things get rough. Goals are reached faster with the help of each other

The next time you see a formation of birds, remember...

It is a challenge, a privilege and a reward to be a contributing member of the team.

Congratulations!

Mr. P. M. Mehta,
Senior Vice President (Operations),
was appointed Whole-Time Director
on L&T's Board on June 14, 2002



What's New at Audco India Limited

AIL Bulletins

AIL has launched an innovative system to communicate the latest developments at AIL to L&T Valves Marketing engineers.

New product developments are communicated to engineers through periodic e-mail 'Bulletins'. By delivering the Bulletins directly to the mailboxes AIL has ensured that each member in the team is kept updated.

Valves Marketing Stockist who would like to receive these Bulletins may please send an e-mail to Babu Kuriakose (kuriakoseb@dmn.ltindia.com)

QBox

QBox is another new venture from AIL Marketing Services. QBox is conceived as a 'forum for questions and

suggestions on products and applications'. Questions/ suggestions from the field sent to Qbox will be routed by Marketing Services to the concerned product group/ R&D and the response will be e-mailed to the initiator as well as all L&T Valves Marketing engineers. This ensures that the entire team benefits from the reply.

All queries, their responses and the comments generated would constitute a knowledge base and would be made accessible on the COP intranet server under "Forums".

New Stem Sealant Injector on Super-H

Charging stem sealant in the field using the hexagonal socket-head screw injectors was difficult as they had to be operated using Allen Keys, which were

not always available at site.

AIL recently switched over to the hexagonal-head screw injectors which can be operated by conventional spanners.

This change was initiated by a suggestion to QBox by Mr. Shankar Shome, Valves Marketing, Kolkata.

Fire Test for 16" Class 300 Super-H Plug Valve

AIL has successfully conducted a Fire Test for 16" (400mm) Class 300 Super-H Plug Valve as per API 6FA, 3rd Edition.

The test qualifies Super-H for all sizes higher than 16" in Classes 300, 400 and 600.

Plug & TMBV Taskforce Meet

A three-day meeting of the Plug & TMBV taskforce was held in Chennai from 15 to 17 April, 2002.

Plug valve service franchisees were special invitees at the meeting.

Mr. E. S. Kumar, Mr. K. Surendra, Mr. M. C. Pillai and Mr. N. V. Venkatasubramanian addressed the participants.



AIL Trunnion Mounted Ball Valves

India's economic growth is critically dependent on the sustained availability of petroleum products in all parts of the country. Petroleum products from refineries and coastal import terminals are transported to the demand centres in the country by rail, road, sea and pipelines. Pipelines, being the most energy efficient, cost effective, safe, flexible and ecologically benign system of transportation, are expected to play a leading role in meeting the demand for petroleum products in India.

From 1985, AIL has been manufacturing the HPI family of pipeline ball valves, which were of floating-ball design. With the advancement of technology Trunnion Mounted Ball Valves were preferred for pipeline applications worldwide.

Envisaging a huge potential AIL developed Trunnion Mounted Ball Valves in the late '90s. These valves were designed jointly with Nordstrom, USA.

AIL TMBVs are manufactured to conform to API 6D standard. These valves have a primary metal seat - with an energised secondary Nylon insert - and the ball is mounted on a fixed axis using the integral trunnions.

AIL TMBVs are designed for up-stream sealing and the double block & bleed feature is built in. The seat rings are allowed to move in the flow axis against a fixed ball so that the line pressure assists in pressing the spring-loaded up-stream seat against the ball. Thus the operating torque and wear on the seat is relatively low and this enhances seat life.

Salient Features:

• Triple Seat Sealing

The valves have a three-stage sealing system incorporating a primary metal seat, energised nylon insert and an external sealant injection system.

Primary seating is ensured by the perfect and uniform contact between the ball and metal seats. The finish and sphericity of each and every ball is checked with accurate gauges. To

reinforce customer confidence random checks are carried out on TMBV balls and seat rings using a computerised co-ordinate measuring machines.

The Nylon insert continuously pressing against the ball acts as the secondary seat and guarantees bubble-tight sealing even at low line pressures.

A third line of defence is provided by the external sealant injection system which can be activated in an emergency or if the other sealing members are damaged.



Precision machined 48" TMBV Ball

• Automatic Cavity Relief

AIL TMBVs, as a standard, have an automatic cavity relief mechanism which allows the release of excessive pressure build up inside the cavity. This eliminates the need for external cavity relief mechanism.

• Triple Sealing to Atmosphere

AIL TMBVs have a three-stage stem sealing system, where the first level of protection is provided by an elastomer

o-ring on the stem and the second level, by a graphite gland packing. The stem sealant injection provides the third level of protection.

AIL Metal Seated TMBV Range:

- Reduced bore & Full bore
- ANSI Classes - 150 to 1500
- Sizes - 2" to 56"
- AIL TMBVs are available in 2-piece bolted-body and 2-piece/3-piece welded constructions
- End connections - Flanged & Butt-weld
- Actuation - Electrical, Pneumatic, Gas and Gas-over-Oil
- Special arrangements - Stem Extensions, for buried applications.

Major Orders Secured:

- Assam Gas
- BPCL Manmad-Indore Pipeline
- GAIL Agra-Ferozabad Pipeline
- GAIL Jamnagar-Loni Pipeline
- GAIL Jhanore-Gandhar Pipeline
- GAIL KG Basin Pipelines
- Gujarat Gas Company Limited
- Gujarat State Petronet Pipelines
- HPCL Vijayawada-Secunderabad Pipeline

Fire Test

Recently a 16" Class 300 Metal Seated TMBV was successfully Fire Tested at AIL as per API 6FA. Now AIL TMBVs are fire-safe qualified for all sizes in 16" and above in pressure ratings of Class 300, 400 & 600, for full bore and reduced bore.

AIL has built an impressive facility for the manufacture of TMBVs. AIL employs the latest design and quality assurance techniques and is equipped to manufacture TMBVs of sizes up to 56".

by T. Sajeew Menon, Chennai

Stockist profile - Oriental Trading Company, New Delhi

Oriental Trading Company, New Delhi, is part of a group that has varied business interests in a wide geographical area. The group was founded by Mr. S. B. Shetty in 1969.

They started their operations in Delhi, as the sole distributors of Rol-Kobo chains and sprockets in North India. The wide market acceptance of this product prompted Mr. Shetty to launch another company, in Bangalore in the '80s, to cover Karnataka and Kerala. In 1989, the third company in the group, Oriental Trading Company, New Delhi, was started by Mr. Shetty's son-in-law, Mr. Kishore Hegde.

Mr. Kishore Hegde had earned his marketing spurs with the Tatas, marketing Nelco TVs for almost a decade.

OTC started out marketing Rol-Kobo products, but soon expanded their range by adding Nirlon V-Belts and Molygraf special lubricants.

In 1993 Mr. Hegde seized upon the opportunity to become an L&T authorised stockist in the burgeoning Delhi market and became perhaps the youngest Valves Marketing stockist.

Mr. Hegde approached the AIL Valves business with a clear strategy, concentrating on niche segments that



Mr Kishore Hegde

value high quality and reliable customer service. OTC employs a trained, technically qualified team and has completely computerised their operations. These initiatives have borne handsome rewards and this year their turnover is expected to cross Rs. 150 lakhs.

But according to Mr. Hegde, more than anything, the secret of their success is the close customer rapport and the

policy of honouring commitments at all costs.

For Oriental, Mr. Hegde envisions a future where they move from being just valves marketers to providers of total flow control solutions including after-sales-service.

Mr. Kishore Hegde, an MA LLB, is a voracious reader and a keen cricketer. He also has a passion for travelling and good food. He is married to Smita and the couple has two daughters, 14 year old Medha and Moksha, 12 years.

We welcome
a new stockist to
Valves Marketing

Sajal Agencies, Bareilly

AIL Technical Handbook

AIL has launched a technical reference manual.

The handbook contains information about:

- Valve Basics, Standards & Terminology
- Pressure-Temperature Charts
- Material Composition, Mechanical & Physical Properties
- Chemical Resistance Charts
- Flange/Butt-weld Dimensions
- Conversion Tables, etc.

This handbook was developed based on the request of L&T Valves Marketing's stockists fraternity.



Mari

Muthuveerappan Mariappan was born on February 23, 1970, the second child of Mrs. Meena and Mr. Muthuveerappan, in Shencottah, Tamil Nadu. Mr. Muthuveerappan is currently Administrative Officer, Tamil Nadu Science & Technology Centre and Mari's mother is a housewife.

In 1987, Mari joined Thiagarajar Engineering College, Madurai, for a degree in Mechanical Engineering. The TEC days were fun-filled and also gave him an opportunity to fine tune his organisational skills. Mari has maintained very good contacts with his college mates and the alumni activities take up a big chunk of his free time.

Mari's first job was with Ergodyne Pvt. Ltd., Chennai, a boiler manufacturer, as Purchase Engineer. After a one-year stint there he moved to IAEC Boilers, Chennai, as Sales Engineer. 1994 found him in Greaves Ltd., Chennai in the Industrial Products Division. Armed with the rich

experience of marketing pumps all over South India Mari joined L&T on March 27, 1995.

MMN started his L&T career in the Mega Projects Cell, Speciality Valves Section, Chennai. In SRO, he had big



successes at MRPL, MFL, NFCL and Spic. During this period he was instrumental in bagging the first ever order for ebonite-lined VWS. Mari also played a key role in the market development of products from

international principals like Armstrong, USA and Everlasting, USA.

MMN was involved from start in the development of Valves Marketing's on-line order processing application, Lavision.

In May 2000, he moved to Division for a short stint handling the Oil & Gas sector. By July 2000 Mari was in Pune, spearheading Valves Marketing's E. R. P. Implementation. Valves Marketing SAP will be Mari's enduring legacy. He returned to Division in Jul 2001 to co-ordinate marketing to Oil & Gas sector as well as the market development of TMBV.

Mari has handled a wide variety of assignments and has left his mark on each one of them.

He is married to Rajeswari and the couple has a son, five-year old Muthumanikandan.

Mari currently heads the Nuclear and Defence clusters of Valves Marketing Projects.

Welcome to Valves Marketing

Atul Gambhir, Chennai
Anshul Gupta, Chennai
Dipesh Popat, Chennai
Manuj Lohia, Chennai
Sanjay Rao, Powai

New Horizons, New Hopes...

We wish them all the best in their new assignments.

Amitabh Anand, Jamshedpur
Arun Dhingra, Delhi
B. Narasimhan, Delhi
B. B. Kamath, Chennai
Debashish Mukhopadyay, Jamnagar
Dineshkumar Upadhyay, Delhi
Mithun Das, Delhi
N. G. Sankarnarayan, Chennai
R Krishna Kumar, Kolkata
Ratan Poddar, Baroda
S Kalyanaraman, Mumbai
Sanjay Chowdhary, Delhi
Siddhartha Das, Delhi
V Srinivasan, Mumbai
V Sriram, Chennai

Just born...

To Susila & V. Ramasubramaniam, Kolkata, a son, Aditya, on April 14, 2002.

To Sharadha & M. Krishnaswamy, Chennai, a daughter, Namritha, on April 29, 2002.

To Priya & N. Thiagarajan, Hyderabad, a son, Yuva Nandan, on April 29, 2002.

To Ratna & Animesh Chatterjee, Chennai, a daughter, Anoushka on May 15, 2002.

Kaleidoscope

L&T Valves Marketing has launched Ecoseal, a three-piece flanged ball valve specially developed to meet the industry's demand for a valve that combines high quality and economy.

Vignettes from the Ecoseal Launch Campaign:

L&T Launches Audco ECOSEAL

A three-piece Flanged Ball Valve with:

- World-Class Quality
- Unmatched Reliability and
- Prices that are REALLY ECONOMICAL

Turn to ECOSEAL and put that smile back on your face...



Available ex-stock with L&T Authorised Stockist

Manufactured by:
AUDCO INDIA LIMITED

Marketed by:
Valves Marketing
LARSEN & TOUBRO LIMITED
Ahmedabad
Tel: 658 1796 • Fax: 079-658 0491
Visit: www.lntvalves.com

Authorised Stockist:
S. A. ENGINEERS
Paritosh Apartments - Basement
Near Ishvar Bhuvan
Navrangpura, Ahmedabad - 380 009.
Tel: 079-642 5795 Fax: 079-640 5076
e-mail: sid_atul@hotmail.com

Clarify

▲ Newspaper Ad

Book Post

Are your process lines giving you

**Headaches
Hyper Tension
Heart Burns
Insomnia ?**

It's time you turned to the experts.

▲ Direct Mailer

L&T Launches Audco ECOSEAL



A three-piece Flanged Ball Valve with:

- World-class Quality
- Unmatched Reliability

Prices that are truly economical - that's why we call it ECOSEAL.

Manufactured by:
AUDCO INDIA LIMITED

Marketed by:
Valves Marketing
LARSEN & TOUBRO LIMITED
10 Club House Road
Chennai 600 002
Tel: 044-490 0111 • Fax: 848 0333
e-mail: valves@lnt.larsen.com
Web: www.lntvalves.com

Instant Relief from Flow Control Problems

▲ Magazine Ad

Save Money!

Use **NEW**

AUDCO ECOSEAL

Ball Valves

Contact Us Today

▲ Sticker

Adieu VKji!

Valves Marketing bade farewell to Mr. C. V. Venkitakrishnan (universally known as VK) on April 30, 2002.

VK's innings of more than 37 years is one Valves Marketing record that is unlikely to be broken.

VK with his colleagues on the day of the farewell.



In 1994 medical examiners in Denver, Colorado, viewed the body of Ronald Opus and concluded that he has died from a gunshot wound. He had jumped from the top of a ten-story building to commit suicide, but as he passed the 9th floor on the way down, he was killed by a shotgun blast through a window.

Murder or Suicide?

The room on the 9th floor from where the shotgun was fired was occupied by an elderly couple. The couple had been having an argument, and the old man had pulled out his gun, pointed it at his wife, and pulled the trigger. The bullet missed his wife and struck the young man on his way down.

When one intends to kill 'A', but kills 'B' in the attempt, one is guilty of the murder of 'B'. When confronted with the murder charge, the old man and his wife were both adamant. They both said they thought the shotgun was not loaded.

Investigation turned up a witness who had seen the couple's son loading the shotgun. Apparently the mother had cut her son off financially. Knowing his father's habit of threatening his mother with the gun, the son decided to load it, so that she would be killed the next time there was an argument. Thus it was deemed that the son of the elderly couple was responsible for the murder of Ronald Opus.

Now comes the exquisite twist. Further investigation revealed that the son was in fact Ronald Opus. Apparently his despondence was a result of his failure to engineer his mother's death.

The medical examiner ruled the case as suicide.

Days to wish on ...

Birthdays

Jul 04	Mithun Das	Delhi
Jul 05	DK Upadhyay	Delhi
Jul 07	AK Chakravorty	Baroda
Jul 23	A Dasgupta	Kolkata
Jul 26	RB Sanjay	Bhopal
Aug 03	SK Venkataramani	Chennai
Aug 04	Jimmy George	Kochi
Aug 04	Sujeet Williams	Nagpur
Aug 14	CP Sridhar	Chennai
Aug 14	MS Parthasarathy	Chennai
Aug 14	N Thiagarajan	H'bad
Aug 15	M Venugopal	Powai

Aug 16	T Sajeer Menon	Chennai
Aug 23	Ms BP Joshi	Powai
Aug 25	Mayank Sharma	Delhi
Sep 01	Anil Kumar Sanwal	Delhi
Sep 02	KP Panchal	Powai
Sep 04	Rajan Malhotra	Chennai
Sep 05	Kausik Mukhopadhyay	Vizag
Sep 21	Sanjay Rajwade	Pune
Sep 24	Sadashiv Swaminath	Powai

Anniversaries

Jul 05	SK Venkataramani	Chennai
Jul 22	KM Mukherjee	Powai

Aug 18	Sujeet Williams	Nagpur
Aug 24	Babu Kuriakose	Chennai
Aug 28	R Saravanan	Powai
Sep 03	Sujeet Kumar Pai	Powai
Sep 15	B Ramamoorthy	Chennai