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# In The Pipeline<sup>©</sup>

(A Quarterly Newsletter for Internal Circulation)



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## Graphics & Layout

Y Parmar

Dear Colleagues,

We are pleased to inform you that this year our group turnover has crossed Rs. 2000 Crores. This could only be possible due to our team effort at all levels. We hope, with your continual support, this may cross Rs. 2500 crores during the next financial year.

Our company has bagged a very prestigious order from HPCL-Mittal Energy Ltd (HMEL) for Mundra - Bhatinda Pipeline Project (1024 Kms of 28" Dia pipe API 5L X-70 grade). Our heartiest congratulations to our Delhi Marketing team! We are quite hopeful to get many other orders in the year 2008.

We congratulate PSL-Mahudi team, Projects team from Daman, Delhi and Varsana for successful and timely commissioning of new Tape coating plant at Mahudi.

We also congratulate our Pipe Mill team at PSL-FZE-Sharjah-U.A.E., Chennai, Jaipur and Mahudi, for getting approval from API. We hope with this approval, we will be able to capture more orders (globally) in Oil & Gas sector.

Our compliments to PSL-Kandla Induction Bend team for successful and timely completion of the prestigious East West Gas Pipeline Project of M/s. Reliance. No doubt, every individual has put his dedicated efforts to make it a success.

Our appreciation to PSL-Varsana team for successful demonstration of pipe manufacturing / quality system to GAIL (India) Limited, SWCC-Saudi Arabia, Moody International-USA and Elpaso-USA.

We are happy to note that PSL-Varsana complex Central Laboratory has taken up accreditation by NABL to ISO 17025, to demonstrate competence of testing laboratory to international potential customer. Accreditation process is likely to be completed by December 2008.

PSL-Daman Projects team has already taken up manufacturing of another Two-Step Pipe Mill (3<sup>rd</sup>) for Nani Chirai. Installation of the same is expected to be completed by December 2008.

For the benefit of our organization, I suggest that we must exchange technical notes on developments / modification carried out among our units.

The untimely and unfortunate demise of five employees from our different units during the last year is a great loss to their family and PSL as well. PSL family prays to the Almighty that their departed souls may rest in peace. Apart from financial assistance and benefits given by the company, PSL employees also contributed a total sum of Rs. 18.7 Lac to the deceased families under Employee Death Relief Scheme formed by PSL employees.

I take this opportunity to request all PSL units / offices to effectively participate by sending articles, experience-sharing and latest updates of factories/offices for the forthcoming issues, to make ITP more informative.

I personally believe that we can remain in the world market if we continue to produce quality product with competitive price. For this, let us come together, join hands and pool our strengths to achieve our goal.

I might have missed out a few more achievements / milestones in this editorial, which I am sure, must have been covered elsewhere in this issue.

Wishing you all a very bright future ahead.

**C K Goel**



**“The Symbol of Reliability”**



Noël Gama is an AWAI/USA-certified Off/Online B2B copywriter.

### **Between the Pen and the Sword, are the Words... Take my Word for it!**

Until very recently, the typical corporate Home page was merely the cyber version of the visiting card and at best, an hastily conceived company brochure floating around in cyberspace, waiting to be ‘found’ by surfers ‘passing by.’ A simple query on Alexa.com would show the dismal ranking of such sites that merely took the bricks and mortar concept of ‘location, location, location...’ to the web.

However, on the internet, it’s all about ‘information, information, information.’ Nobody is ‘passing by.’ People go to the internet in search of information using keywords on search engines (SE) like Google. ‘Information’ may or may not be found in the ‘content’ the site provides – very rarely do searchers look for photographs and graphics. Think... when you go online, what do you do most? Does it come as a surprise that while you complain that reading on a computer screen is not easy on your eyes, you do spend most of your time reading text? And when ‘reading’ a magazine offline, you do prefer to look at the pictures first, don’t you? Like you, potential customers do take a second look at glossy corporate brochures and the pictures in them, but research shows that on the internet, most people look for the ‘text’ part of ‘content.’ And I am not even talking about an irritant called flash animation, which happens to be the favourite of many web designers!

But there’s more... the text people are searching for must not only be informational in nature – people are not interested in pages of self-praise. The thing uppermost in the surfer’s mind is, WIIFM (what’s in it for me) i.e., ‘benefits, benefits, benefits,’ not merely, ‘features, features, features.’

These visitors who arrive on the landing pages of sites as a result of typing in specific keywords, are prospects, a percentage of which may turn into leads when they click on the [info@psllimited.com](mailto:info@psllimited.com) button.

But don’t take my word for it – not just yet. Let’s put it to the test. Type in our favourite keyword, “pipe mill” (without the quote marks) into Google and look up the results page – PSL is not listed at No.1... not on the first page or even through to page 10. But we take comfort from the fact that none of our known domestic competitors figures on these pages as well. But wait... we find another type of competitor – cyber competitors and in our line of business! And, we’ve just discovered that our Home page is another marketplace with tremendous potential.

Here’s where keyword research comes to the fore in SE optimization (SEO) and SEO-copywriting. Word Tracker is my favourite keyword research tool, which throws up hundreds of keywords from a few seed words. These keywords, if sprinkled in the text of web pages, make it easier for the ‘spiders’ to find them. As the song goes, ‘it’s only words...’ – or to be more specific, ‘keywords,’ that are vital to humans as well as the SEs. The battle of words is fought on Home turf (pun not intended) and the winner takes it all.



### *PSL Varsana – News Update*

#### **Elpaso visit**

The following officials from Elpaso-USA visited Varsana on February 12<sup>th</sup>/13<sup>th</sup>, 2008 for audit of Pipe Mills facilities and quality system:

Mr. Dan Martin, Executive Vice President Operations

Mr. John Gillespie, Vice President Supply Chain Management

Mr. Alan Holk, Technical Services

We are pleased to inform that they have appreciated our manufacturing facilities and quality system and approved our 2 step pipe mill at Varsana 2 and all 4 conventional pipe mills at Varsana 1 for future orders from Elpaso.

– C K Goel



L2R: S P Bhatia, C K Goel, Steve Oyler (PSL-NA), John Gillespie (Elpaso), Dan Martin (Elpaso), Alan Holk (Elpaso), V K Pandey, H K Saxena

*Continued ...*

***PSL Varsana – News Update*****Highlights**

- Mr. Don Kemper, Lead Auditor from Moody International-USA, appointed by M/s Panhandle Energy-USA for audit of our pipe manufacturing facilities and quality system, appreciated the quality of pipes and our quality systems and approved our 2 step pipe mill at Varsana 2 and 4 conventional pipe mills at Varsana 1 for future orders from Panhandle.



L2R: Don Kemper (Moody) being presented a bouquet by C K Goel (R) as F S Negi (centre) looks on.

- 16” OD x 8.7 mm (API 5L X-65) WT pipes were manufactured successfully for Assam Gas (Duliajan Numaligarth Pipeline) project after modifying existing boom (small) by incorporating 120 mm dia rollers. Now all API grade pipes ranging from 16” to 24” with higher wall thickness can be manufactured.
- All conventional Pipe Mills of Varsana-1 have been strengthened to manufacture higher wall thickness (upto 20 mm of API 5L X-70 grade) pipes to meet GAIL’S requirement for upcoming Vijapur Dadri Bawana Pipeline project. The demo for 48” OD X 20 mm WT & 36” OD X 13.2 mm WT was successfully completed in the presence of GAIL / TPIA officials in all pipe mills.

*Continued ...*

*PSL Varsana – News Update*

- Engr. Sharekh Al-Sharekh and Engr. Hamad Al-Majed of SWCC (Saline Water Conversion Corporation) of Saudi Arabia, visited Varsana on April 10, 2008 to see our pipe manufacturing facilities and quality systems for their upcoming project - RAZ ALZAU –RIYAD WATER TRANSMISSION SYSTEM. We demonstrated 48”OD x 17.5 mm WT – 18 Mtrs long pipes of API 5L X -65 Grade in 2 SPM and 64” OD x 18 mm WT & 72” OD x 18 mm WT – 12.5 Mtrs long pipes in conventional Pipe Mills with on line plate UT and offline weld UT. They appreciated our facilities and team and expressed their hope for good business with PSL in future. It is recorded that all PSL pipe mills are capable of producing pipes as per SWCC specifications.



A sapling being planted by Mr. R K Bahri on his visit to Varsana on March 11, 2008.



L2R: F S Negi, V K Pandey, C K Goel, Hamad Al-Majed, Sharekh Al-Sharekh, Jitender Vaidya, Krishna Deshmukh

## *PSL Varsana – News Update*

- Varsana – II (2SPM Plant) achieved a record of manufacturing 304 pipes of 30” dia x 11.1 mm wall thickness (Grade: API 5L X 70) on February 27, 2008 for IOCL – Dadri-Panipat R-LNG Pipeline Project. Also, station-wise highest score was achieved as enumerated below:

H R Coil Processed	: 38 coils joints (749 MT)	Tack Welding	: 304 pipes
Tack Welding	: 304 pipes	Final Welding	: 236 pipes
End Bevelling	: 296 pipes	Hydro Testing	: 251 pipes
Offline AUT	: 257 pipes	End Radiography	: 293 pipes
Final Inspection	: 292 pipes		

This record was achieved by running the plant in two 12-hour shifts.



L2R: G S Sauhta, R K Bahri, C K Goel  
Varsana, March 11, 2008



V K Pandey

*V K Pandey, an engineer by profession, joined PSL Group in 1979 and has handled various projects at Daman and then in Kandla like MMPL, KBPL etc. He was at the helm of setting up a Pipe Mill at Nani Chirai. He currently heads pipe mill/coating divisions in Varsana/Nani Chirai in the capacity of Sr. Vice President.*



### *PSL Gandhidham – News Update*

#### **Bend it like PSL**

East West Gas Pipeline Project of M/s. Reliance Gas Transportation Ltd., perhaps India's biggest and most prestigious Project for Induction bends in terms of size and quantity was completed at Induction Bending division – Gandhidham. Since PSL bagged biggest chunk of the order, a real team work was involved in successful completion of the project. Not only the executing team but it included PSL's marketing team headed by Mr. D N Sehgal (DNS), valuable technical inputs and hard work of PSL's Projects Division under leadership of Mr. S P Bhatia (SPB) and all the administrative and other required support from PSL PCD-1, PSL Pipe mill Division – Nanichirai/Varsana.



Ajay Biniwale  
General  
Manager  
PSL –  
Gandhidham

#### **The Task:**

Task was to complete 48"OD 6DR X 70 grade bends, wall thickness ranging from 20.7 to 27.9mm. The total qty. of bends were 319 initially, which increased further by 120 nos bends by Reliance. Such a project for Induction bends was never executed before in India.

#### **The Challenges:**

- Basic Induction Bending Machine set up was up to 42"OD but for low wall thickness pipe and that too suitable for a low bending speed.
- Handling capacity of pipes/bends was not sufficient. (Only 02 nos. EOTs of 5 ton capacity were available whereas the weight of the pipes was ranging from 7 tons to 10 Tons for different wall thicknesses).
- It was the largest diameter bend requirement PSL had ever manufactured and that too of X70 Grade.
- Projects which were already on hand and forthcoming projects were also required to be taken up simultaneously as per client's requirement.
- Preparation of loop of such large diameter pipe bends and carrying out hydro test was a difficult task considering space and handling constraints.
- Only portable beveling machine was available for end preparation and that too of lower capacity.

*Continued...*

## *PSL Gandhidham – News Update*

### **Actions taken to meet the challenges**

- Reviewing the contractual requirement regarding pipe size and quantity, it was decided to increase the heating capacity of the machine from 600KW to 800KW.
- Install one more EOT crane for handling pipes and bends. Capacity of the crane was limited to 5 ton due to structural constraints of the columns. All the pipes and bends were handled with 02 EOTs together.
- Arrange for new fixed bevelling machine and made ready for end preparation by arranging required parts from different sites of PSL.
- Hire the required capacity cranes for uninterrupted handling for Hydro testing in open plot area.
- To plan for new bending machine for taking up the other projects in hand.
- To upgrade the capacity of small bending machine (4” to 12” OD).
- As the order was in hand and it was not possible to start the fabrication after all the upgradation and addition of equipment, production was started with low capacity Induction Panel and later on all the up gradations were done at different stages.



*Continued ...*

48” OD Bend Fabrication





*PSL Gandhidham – News Update*

**Status of upgraded facilities:**

- Induction Bending Machine – 1's capacity upgraded from 600KW to 800KW to enable bending of 48" OD x 30mm W. Thk pipe.
- New Induction Bending Machine installed using spares available, some additional accessories and equipment. Induction Panel upgraded from 350KW to 500KW.
- Additional 5 ton capacity EOT installed totaling 3 Nos. in IB shed. New beveling machine installed for 24" OD pipe to 48" OD pipe bends.
- Capacity of IB -2 upgraded from 4" OD to 2" OD at lower side and 12" OD to 14" OD on higher side. A new Induction panel of 200KW was added.
- Bending machine shed extended in width by 5 meters.

Some other projects completed during the same period:

RIL – Jamnagar Export Refinery      48", 30" & 18" OD- 160 Nos.

NPCC – Abudhabi                              28", 22" & 08" OD - 68 Nos.

L&T – PRP Phase III      16", 12", 10", 08", 06", 04" OD -144 Nos.

PLL – Heera Project                      16", 14", 10", 08", 06" OD -100 Nos.

Stemcor – Georgia Hot Bends for Natural Gas      28" OD -169 Nos.

We are proud to announce that our Induction Bending facilities have been approved by M/s Shell and M/s Saudi Aramco.

– Ajay Biniwale / K S Lall



K S Lall  
General  
Manager  
PSL –  
Gandhidham



*PSL Chennai – News Update*

**Cost-effective developments**

**Milling Inserts**

We have used Kennametal make milling inserts from Jan to June’07. As vendor development work, we took trial on milling inserts. Trial samples were supplied by M/s. LMT Boehlerit and after observing the output we placed our order on M/s. LMT Boehlerit for milling inserts as per ISO specification SPEW 190604, grade VA 582 for 2500 pieces to supply 500 pieces per month. These LMT milling inserts were used for production from July to December’07 for thickness range of 10mm to 14.2 mm

The following comparison chart for milling inserts of two suppliers indicates that LMT Boehlerit milling inserts used are cost-effective.

<b>Sr. No.</b>	<b>Period (2007)</b>	<b>Insert Make</b>	<b>Tonnage Rolled (MT)</b>	<b>No of milling inserts used</b>	<b>No of milling inserts used per 100 MT of steel pipe</b>
1	Jan – June	Kennametal	25351	3000	11.8
2	July – Dec	LMT Boehlerit	29636	1630	5.5

**Pipe Transfer Buggy**

During the year 2006 the feeding of bare pipes from outlet rack of pipe mill was aligned to feed the pipes to inlet of shot blaster of CTE coating plant. Earlier these pipes were transferred by trailers.

Our mechanical maintenance team of CTE plant under the leadership of Mr. Sanjeev, embarked on similar methodology and a track of 80 meters was laid from CTE to CML inlet rack and buggy was also fabricated in-house. Pipe is made to roll on to the transfer buggy after CTE coating.

With the above development, we have saved the cost of continuously running two trailers. The savings are in terms of diesel consumption, trailer maintenance, requirement of operator and above all, decrease in environmental pollution.



Pipe transfer and delivery to CML unit

– Sudhir Oberoi  
Vice President  
PSL – Chennai

***PSL Daman – News Update*****Development of PSL's prestigious US Project**

Recalling on US project at ground leveling stage, in October 07, PSL has started various activities in full swing. The civil work has started in spite of nature's fury of rainfall.

The first consignment of plant and machinery was dispatched on December 03, 2007 from PSL Daman. 90% of total plant and machinery have already been dispatched.



First consignment ready for dispatch

These dispatches consist of base frames of pipe mill equipment alongwith other parts to be assembled to make a plant which can be commissioned thereafter.

*Continued ...*

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### *PSL Daman – News Update*



Machine parts being loaded into containers.

The target of total dispatches of one pipe mill, one 3 LPE coating plant and one internal coating plant have been fixed for April'08. As regards manpower, our installation team reached US site in the second week of March'08. Taking overall review, the US project status appears to be satisfactory.

Looking into the benefits of two-step pipe mill, PSL project division has started work on improvement/ strengthening of old pipe mills. The strengthening work has been completed in all pipe mills at Varsana-1.

- 1 Nos. internal coating plant for Vizag is under manufacturing and would be completed by May'08.
- 2-Step Pipe Mill with EBM & HTM are under progress for Nani Chiria.
- Manufacturing of 1 No. 2 Step Pipe Mill project for Nani Chirai has already been started in March'08. Installation would be completed by Dec'08.



D C Sharma

*D C Sharma, an engineer by profession, joined PSL Group in 1982 and has handled various projects like manufacturing of granite and marketing it to countries like UK, USA and Singapore among others. He has also handled pipe-coating and 2-step pipe mill projects. He currently heads the Projects Division in Daman in the capacity of Additional Vice President.*



### *EPL Daman – News Update*

#### **Participation in Furniture Exhibition**

During this quarter as per the marketing strategy, to reach unexplored/underexplored areas, we participated in four exhibitions in Baroda, Kolkotta, Pune and Daman.

We received good response in all four cities and mainly in Daman, people came to know that PSL also makes modular office furniture. Some of the displayed furniture was sold on the last day. Subsequently, we got many enquires for both, office furniture and tables.

We got the 2<sup>nd</sup> prize in this exhibition for best display of products.

In our continuous effort to bridge the gap between the latest models/designs in furniture and those available with us, Mr. N C Roul, Mr. B N Choksi and I visited the Office Furniture Fair in Guangzhou-China in the last week of March.

The uniqueness of this visit compared to earlier ones is, we were able to visit 3-4 manufacturing units, see their machines, processes and designs in detail, which we generally are not able to visualize when we see the finished product.



Daman Exhibition

This exposure has given us the confidence in going for expansion in the steel product line, which we felt we were lacking till date. We now understand the need of using the latest technology in steel line, which we already have in wood processing line. Our thoughts and discussions are going on in this direction, hopefully in the next quarter itself, we will be able to implement the same.

*A N Rao, a chartered engineer, holds Master's degree in Engineering and management besides a number of other diplomas, certificates and professional memberships. He has a total of 15 years' experience and has traveled on business to Germany, Malaysia, China and Taiwan. He currently heads Eurocoustic Products unit in Daman in the capacity of Dy. General Manager – Works.*



A N Rao



*PSL NA – News Update*



Storage area for Coating Plant equipments and other warehoused equipment.



Formation building nearing completion.



Steel reinforcements installed and preparations made to pour concrete mix for machine radius arm imbed plates.

Radius arm, formation machine, and final welding machine equipment ready for installation.

Photos & captions courtesy,  
Mr. Raghav Punj



*Achievements!*

**In-House Lead auditors**

- Mr. R K Tiwari successfully completed ICS's 5-Day ISO 9001:2000 Lead Auditor training.
- Mr. Varun Sharma successfully completed DNV's 5-Day OHSAS – 18001 Lead Auditor training.
- Blood donation camp conducted by IMA Gandhidham Trust at PSL Varsana on February 17, 2008 – 75 units collected.



R K Tiwari  
Dy. Manager  
(QA/QC)  
PSL – Daman



Varun Sharma  
Executive  
(Safety)  
PSL – Varsana



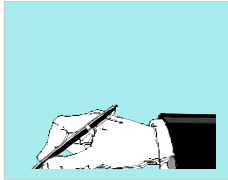
Suresh Nair and Munna Kumar donating blood.

- Women's Day celebrated on March 8, 2008 at PSL Daman – lunch hosted for ladies on staff.



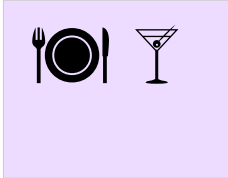
L2R: Nila Patel, Annamma OK, Asha Shetty, Suneetha K, Suchitra Avinash, Fatima D'Silva



**Snippets****Words of Wisdom...**

“A committee is a group that keeps minutes and loses hours.”

– Milton Berle

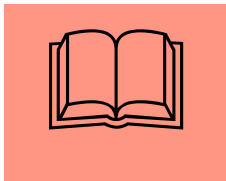
**To your health!**

“Eat your soup and drink your dinner,” goes the adage. Digest that? It’s “chew, chew and chew some more”, because digestion begins in the month.

**Laughing Guess...**

Somewhere in the next millennium... Hare to tortoise: “Ever heard of the great human race?” Tortoise: “Yeah. They raced against their own race and lost... without a trace!”

– Noël Gama

**Book2Look**

“Nudge: Improving Decisions About Health, Wealth, and Happiness” by Cass R Sunstein

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*We'd love to hear from you!*

*Please send us your feedback and suggestions as well as your original articles, fillers and photographs.*

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Noël Gama  
GM – HR & Admin.  
on behalf of  
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**Beat our Control!**

***“The plants we sell, are the plants we operate”***

Everyone is invited to send in new slogans to beat the current one given above. We have received two, so far.

The winning entry to beat the control, will attract a cash prize of Rs.1001/-.

Please send in your entries to the editor either by email <[hrdaman@pslltd.co.in](mailto:hrdaman@pslltd.co.in)> or snail mail.

**Contributions guidelines**

*Besides the News Updates from various sites and offices, we also look forward to receiving original “How-To”, problem-solving and experience-sharing articles (100 –150 words) along with relevant photos. Contents will be suitably edited prior to publishing, if required.*