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In The Pipeline[©]

(A Quarterly Newsletter for Internal Circulation)



Contents

Editorial	1
B-Blogs.....	2
Vizag.....	3
Chennai.....	5
Varsana.....	6
Daman.....	7
EPL.....	8
CCS.....	8
R&D	9
Awards.....	9
Snippets.....	10

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Dear Colleagues,

Q1 has been good for our business and that translates to good content for ITP (*In The Pipeline*).

While it will take some time before we have the exact figures for FY06-07, we anticipate even higher revenues in the current year.

First, I must thank you for participating so enthusiastically in the Feedback Survey and more importantly, for your valuable comments and suggestions, which are very encouraging indeed.

After analyzing the feedback, it has been decided to continue with ITP as a quarterly newsletter and in print format, for some more time.

Of special mention, is a suggestion by Prakash Kalakoti of CCS-Daman, to come up with PSL's own slogan. Beginning with this issue of ITP, we are launching a competition open to all employees for crafting the best slogan so as to beat the current one, "*The plants we sell, are the plants we operate.*"

The second pointer about the success of ITP is the flood of news updates we have received from VMJ in Vizag, TVA in Chennai, CKG in Varsana, DCS, PLP and ANR in Daman and even a good piece on R&D from CNC. Noel tells me that he did not feel like clipping a word from these articles even though the page count of ITP has gone up to 10! I hope hereafter there will be better participation from our offices (Mumbai, Delhi-GK2/CP & Chennai) also.

Finally, the real test of a product's success in the market is when demand exceeds supply and this is what the case with ITP is – requests for more copies are so vocal that we are doubling the number of prints to 60! I would request our contributors to ensure wide circulation of ITP.

Wishing you all the best for Q2,

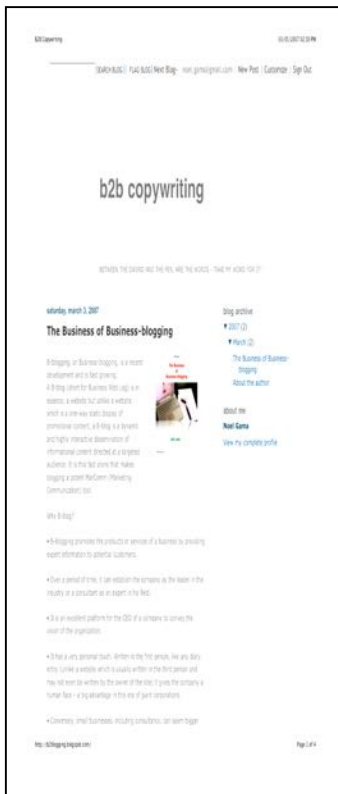
G. S. Sauhta



What's *B-Blogging* got to do with it?

B-blogging, or Business-blogging, is a recent development and is fast growing, with companies like GM, IBM, Motorola and Nokia among others, leading the way.

A B-blog is in essence, a website but unlike a website which is a one-way static display of promotional content, a B-blog is a dynamic and highly interactive tool for the dissemination of informational content directed at a targeted audience. It is this facet alone – ‘*targeted audience*’ – that makes blogging a potent MarComm (Marketing Communication) tool.



Screen shot of a B-blog

- B-blogging promotes the products or services of a business by providing expert information to potential customers, thus establishing the company as the leader in the industry over a period of time.
- It is an excellent platform for the CEO of a company to convey the vision of the organization.
- Quality standards like ISO 9001 prescribe alignment of process improvement initiatives with customers’ needs and feedback. B-blogs can be a great receptacle for feedback from customers.
- HR can tap into the employee-base for inputs on policy formulation as well as feedback on policies that have already been implemented.
- Prospective employees can have a better ‘feel’ of the organization even before they join the company.
- Since blogging is interactive, it can provide instant customer feedback, avoiding tedious market surveys and data crunching.
- *B-blogs are replacing company newsletters!*

– Noël Gama



PSL Visakhapatnam – News Update

PSL has bagged a prestigious order from ‘ALLSEAS MARINE CONTRACTORS S.A.’ Switzerland for Line Pipe Coating, supply and installation of Anodes and supply of bends for Reliance Dhirubhai 1&3 Development Project – KG D6 Field. The order value is USD 20 million with free supply of line pipes. BECHTEL CORPORATION is the consultant for the project.



Reliance KGD-6-Project

Reliance Industries Limited plan to develop the offshore gas field known as Block KG-DWN-98-3 in the Krishna Godavari Basin, in the Bay of Bengal, off the East Coast of India. The gas field covers an area of approximately 7,500 km² and is located approximately between 40 and 60 km southeast of Kakinada. The gas field lies in water depths ranging between 400 meters in the northwest and over 2,700 meters in the southeast.



Scope of Work

PSL scope includes 3LPE and Concrete Weight Coating of Line Pipes ranging from 3.5” x 11.1 mm dia to 24” x 31.8 mm dia. Concrete Coating thickness varies from 25.4 mm to 75.0 mm. PSL Vizag & Kakinada have fully geared up to take up the job.

Continued...



PSL Visakhapatnam – News Update



Concrete Weight Coating Plant

Kakinada site: At Kakinada PSL has acquired 22.5 acres of land in a prime location near ADB Road leading to Kakinada port.

CONCRETE WEIGHT COATING PLANT was erected and commissioned in record time.

On January 10, 2007 coating trials were successfully conducted in presence of client's representatives.



36th National Safety Day was celebrated on March 04, 2007.

On this occasion, following competitions were organized:

- Safety slogans
- Safety essays
- Safety poems

Prizes were given away to the winners by the Unit Head.

The response from all levels was excellent. The program was concluded after the message on SAFETY by the Unit Head.

– V M Joshi



PSL Chennai – News Update

Apart from our routine activities of manufacture of S.W. M.S. pipes, application of different coatings for the pipes & anti-corrosive coating of reinforcement bars, etc. at our Vaiyavoor factory, our team also has been engaged as a turnkey contractor for Nuclear Power Corporation of India Limited, (A Government of India Enterprise), Kudankulam Nuclear Power Project, Tamil Nadu, to undertake the specialized jobs such as surface preparation by cleaning, grit blasting, supply application, testing and guarantee of suitable corrosion protection painting coating system to the internal surface of condenser cooling sea water circulating pipe lines.



NPCIL Certificate

While our Vaiyavoor unit has been certified for Integrated Management System of ISO 9001, ISO 14001 & OHSAS 18001 as per certificate dated December 4, 2006 awarded by International Certifications Services, our Kudankulam site team bagged the Best Exhibit Certificate of Merit awarded by Nuclear Power Corporation of India Limited for the QA Exhibition held on the occasion of Quality Week – 2006 Celebration (November – 2006) at NPCIL, Kudankulam Site.

– T V Anand

PSL Varsana – News Update



- For the first time in Varsana-2 Pipe mill, 48” dia pipes x 20.62 mm high wall thickness pipes in grade X-65 manufactured.

- For the first time, at Varsana-2 3LPE coating plant, big diameter pipes with high wall thickness i.e. 48” dia x 22.62 mm Wall thickness were coated with Sinter powder application, for the Reliance job.

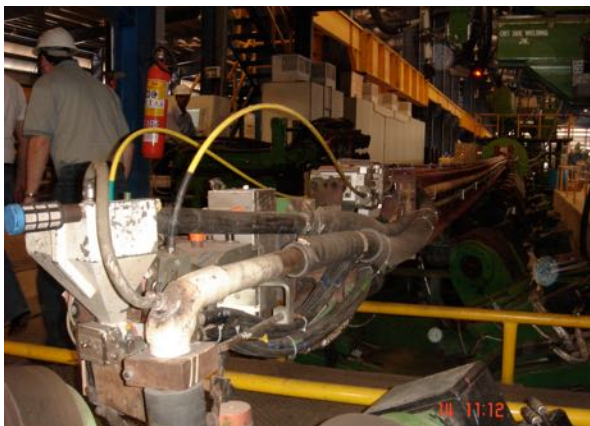
- For the first time, at Varsana-2 3LPE coating plant, 48” dia x 31.8 mm wall thickness & 48” dia x 25.4 mm wall thickness pipes were coated (without Sinter powder) for the KOC job.

- For the first time we have successfully started DUAL Layer Coating (FBO/ARO) in 22” Diameter pipes at PCD-I Kandla plant, for the IOCL project.

- We have successfully fabricated a 24 meters long Internal Welding Boom for the US project & successfully conducted and demonstrated welding trial in 48” Diameter pipes in the presence of Mr. August Stark of M/s PWS.

- Technical assessment by M/s Shell Global Solutions International B.V. of the following plants completed successfully:

- a) 3LPE/Internal Pipe coating plants at Varsana-2 & PCD-II
- b) Anode & IBM plant at PCD-II
- c) Pipe Mill at Varsana-2



– C K Goel



PSL Daman – News Update

After completion of first greenfield project at Kazakhstan in association with Arcelor Mittal Group, we are in the process of completing the Sharjah Project located at Hamriyah Free Zone on target – Online Spiral Saw Welding Pipe manufacturing Plant, Three Layer Polyethylene Coating, Internal Liquid Epoxy Coating, Weight Concrete Coating.

Erection and Commissioning Team has been deputed to the site. Hopefully, by the end of June'2007 commercial production will begin.

Mr. Brian Vaill, CEO – PSL North America LLC, visited Varsana and Daman manufacturing facilities to assess the status of:

- 2 Step Pipe Manufacturing Plant
- FBE Coating Plant
- Internal Liquid Epoxy Coating Plant

Brian is a graduate in Materials Science & Post Graduate in Business Management with 19 years experience in manufacturing as well as marketing of steel pipes.

We are pleased to announce that PSL is in the final shape-up to receive a fresh order from Kuwait for supply of the following:

- 2 Step Pipe Manufacturing Plant
- 3 Layer Polyethylene Coating Plant
- Internal Liquid Epoxy Coating Plant
- Rebar Coating Plant
- Sacrificial Anode Manufacturing Plant
- Induction Bending Plant



L2R: GS, Brian Vaill, DCS,
BPS
Projects Division



L2R: BPS, DCS, GS,
Brian, CKG
(Daman, March 23, 2007)

– D C Sharma

EPL Daman – International furniture fair



L2R: 1. BM, 2. ANR, 5. MHR,
(Malaysia, March 08, 2007)

Mr M H Randeria, Mr Bharat Mistry and I visited two important international furniture fairs, one in Taipai (Taiwan) called TIFS-2007, other in Kaulalampur (Malaysia) called MIFF-2007.

Our purpose for visiting was to add product range to the existing, to study the production processes and to improve the existing designs.

– A N Rao



P L Pal

PSL – CCS, Daman: Highest-ever production of coating 201 MT of reinforcing bars in a single shift of 12 hrs on February 27, 2007 against 96MT, being the average rate of production in a 12 hrs shift. The average rate of production is dependent on the quality and diameter of the bars.

This was achieved by proper planning, implementation and deployment of material, machinery and man.

Powder Trial: ‘REBAR’ grade powder was developed by Ms Jotun (I) and Ms KCC at the behest of PSL – CCS.

The coating trial was found satisfactory for the improved powder. Better flexibility and adhesion of coating was observed. Other tests for powder requirements are being conducted in-house and are in progress.

– P L Pal



R&D: Epoxy Powder Successfully Recycled during 3LPE Pipe Coating at PSL – Daman Plant.

Epoxy powder collected in the epoxy booth was recycled as below:

Insulation: The epoxy booth (EB) was kept cool by insulating the booth from heat sources like radiation from PE & adhesive dies, thus preventing the gelling of Epoxy powder.

Conveying: The powder in the EB was kept in the fluidized condition for easy conveying to the dust collector, thereby reducing the residence time of powder in the EB and partial gelling of epoxy powder.

Monitoring: By crosschecking the voltage at the tip of the coated gun, maximum possible amount of over sprayed epoxy powder is made to attract maximum epoxy powder on to the passing shot blasted pipe.

Additional Tips: Monitor the effectiveness of earthing provided between the shot blasted pipes entering the booth and the tip of Epoxy guns.

Providing cooling copper/SS coils embedded on the outer surface of coating booth, the temperature of water circulated in the coils may be kept between 25°C – 35°C.

Pneumatic/electrically operated hammers on EB surface are provided, to avoid curing/agglomeration of powder particles.

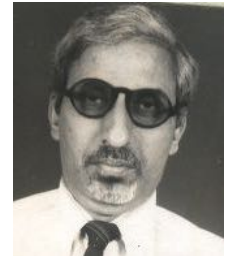
Addition of regulated amount of fresh powder to the recycled powder, will ensure consistent quality of Epoxy powder being sprayed for coating.

– C N Chaku

Noël Gama wins “*Writer of the Year 2007*” Award of Writers Bureau, UK

The award, which is open to all students of UK-based Writers Bureau, the world's largest writing school, is given to the student who has developed the most as a writer.

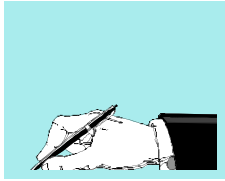
The announcement on WB’s web site www.writersbureau.com reads, *“This year, again, we were presented with a tough choice for our winner. In the end, we chose Noël because, not only has he worked tremendously hard to produce a good body of work, he’s also used new technology in an imaginative way to expand his markets. What’s more, he’s done all of this in his spare time!”*



C N Chaku

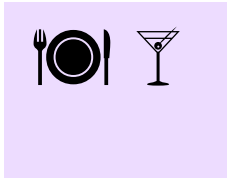


Noël Gama

**Words of Wisdom...**

The most important thing in communication is to hear what isn't being said.

– Peter F. Drucker

**To your health!**

Fill up on low-glycemic foods like fish, vegetable, whole fruits, beans, nuts & seeds.

**Laughing Guess...**

Q: *“What would happen if the earth spun thirty times faster?”*

A: *“I would get a salary every day instead of waiting for 30 days”.*

– Rama Giri

**Book2Look**

“Think & Grow Rich” by Napoleon Hill.

We'd love to hear from you!

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

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Noël Gama
Dy GM – HR & Admin.
on behalf of
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Post Box No. 25,
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Daman - 396 210.

Beat our Control!

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

Everyone is invited to send in a new slogan to beat the current one given above.

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 or snail mail.

Contributions guidelines

Beside the News Updates from various sites & offices, we also look forward to receiving “How – To”, Problem-Solving and Experience-sharing articles (100 –150 words) written by you along with relevant photos taken by you with your digital camera. Contents will be suitably edited prior to publishing.

We'll be checking our mailbox at <hrdaman@pslltd.co.in> soon!