

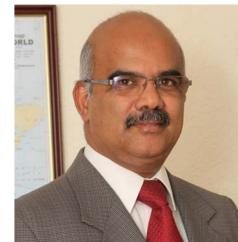


Mr. N. V. Venkatasubramanian, Chief Executive & Director: "In addition to expanding manufacturing capability right here in India we have aspirations to grow internationally."

To quote Mr. Venkat, "Close customer contact was always a strength for L&T Valves. In India we have a presence in every industrial centre through a network that spans the nation; in the international market we have strategic alliances with key distributors in major markets. In the recent years, we significantly strengthened our network, adding more feet on the ground in the Middle East and Asia-Pacific".

Global player

Larsen & Toubro is committed to total customer satisfaction and according to Mr. Dev it applies equally to L&T Valves. "As a valve manufacturer we have always



Mr. Arun Dev, VP, Contracts & Domestic Marketing: "We are on the approved valve manufactures list of global majors in oil & gas and power, and have an impressive track-record with the world's leading EPC contractors."

put our customers first, regarding both service and quality. When we ventured into the international market 25 years ago, we redesigned our products to meet the requirements of the most discerning customers in refining. We stayed focused, obtained the necessary qualifications and then built on our success. This is how we were able to compete with global industry leaders." This is no casual boast and Mr. Dev guickly reeled off an impressive client list. "We are on the approved valve manufacturers list of global majors in oil & gas and power, and have an impressive track-record with the world's leading EPC contractors" Today thousands of L&T valves are in operation in offshore and

In 2013, Larsen & Toubro acquired Audco India Limited (AIL) and integrated it with its valve manufacturing and marketing operations to create L&T Valves Limited. The company is an established international player thanks to its well-rounded portfolio of engineered valves and an impressive track record. Indeed, L&T Valves counts the global majors in oil & gas and power amongst its clientele. Valve World visited one of L&T Valves' manufacturing locations in Coimbatore, India, to learn more about the company's illustrious past and future ambitions.

By David Sear and Anne Cunningham

It is often said that first impressions matter. If that is your benchmark then L&T Valves will definitely score top marks because its campus-style facility in Coimbatore boasts a sweeping drive, landscaped gardens and modern buildings.

But for flow control engineers it is what's inside that counts. And here again L&T Valves will draw nods of appreciation, for as Valve World saw the manufacturing and

assembly areas are all well-equipped and bustling with activity.

After this quick tour, Valve World had the opportunity to meet two of L&T Valves' key executives, namely Mr. N. V. Venkatasubramanian, Chief Executive & Director and Mr. Arun Dev, VP, Contracts & Domestic Marketing. They kicked off a very interesting discussion by providing a clear timeline of how L&T Valves was formed,

starting with the establishment of Audco India Limited as a joint venture back in 1961. The company was a fifty-fifty JV with Flowserve when it was fully acquired by Larsen & Toubro in 2013.

Asked to describe this period,
Mr. Venkatasubramanian (Venkat)
indicated that the transition was smooth.
"One important reason for this was we
have never relied on the JV partner for
technology but always endeavoured to
design and develop products leveraging
in-house talent. This meant we were able
to manufacture exactly the same valves our
clients have come to rely on."
Mr. Venkat added that the customer base

readily embraced the brand transition, "In fact valves marketing had been in the hands of Larsen & Toubro ever since 1961, so it was relatively easy to inform customers that the change was essentially an internal issue, and that they could continue to count on the support and service they were used to."



L&T Valves is a leader in cryogenic valves



L&T Valves campus-style facility in Coimbatore, India, houses some very impressive valve manufacturing facilities.

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onshore projects, refineries, petrochemical complexes, LNG and GTL plants, tank farms, pipelines and power plants across the world".

Adding further weight to L&T Valves' credentials, Mr. Venkat indicated they were the first Indian manufacturer to obtain ASME N and NPT stamps. "Our valves are in service at major nuclear power plants in India. The quality culture essential to manufacture valves for such applications has filtered down throughout our entire organisation. And we take pains to ensure we have all the international quality and product certifications customers might demand, such as ISO 9001 certifications, CE marking, ATEX approvals and API monograms. We have also obtained SIL-3 certification for our ball and butterfly valves. Again this is why we confidently claim to be amongst the leading manufacturers of high-end valves in the world."

Modern Facilities

In addition to Coimbatore, L&T Valves has two modern facilities for valve manufacture located at Manapakkam (Chennai) and Kancheepuram. Mr. Venkat noted that all three plants are strategically located to benefit from the many leading foundries for which the south of India is famous, "Each location benefits from ready access to high quality castings and a large pool of trained manpower".

While on the topic of manufacturing, Mr. Venkat spoke about enlarging L&T Valves' international presence. "In addition to expanding manufacturing capability right



HIPPS (High Integrity Pressure Protection System) leverages in-house capabilities in precision manufacture, automation and system integration.

here in India we have aspirations to grow internationally; we recognise the need for local manufacturing in markets such as Saudi Arabia".

More than gate, globe, and check valves

Today, L&T Valves has a very impressive portfolio. The 'classic' gate, globe and check valve offerings have long since been supplemented with products such as trunnion-mounted ball valves, triple-offset butterfly valves and double block & bleed plug valves. The new products have enabled the company to penetrate whole

new markets, confirmed Mr. Venkat. "From process applications to pipeline use, our engineered products have proven their worth time and again. So today we are competing with the very best global manufacturers. Perhaps not yet in terms of numbers, but certainly as regards technical capability and service!"

The latest additions to the L&T Valves portfolio are control valves for oil & gas and power, and HIPPS (High Integrity Pressure Protection System) that leverages in-house capabilities in precision manufacture, automation and system integration.



L&T Valves' trunnion-mounted ball valves conform to API 6D standard. Available in ASME classes from 150 to 2500, in 2-piece and 3-piece designs, in both bolted and welded constructions and in sizes up to 56 inches, these valves have a proven track-record in pipeline applications.



High pressure gate, globe and check valves in ASME classes up to 4500 for supercritical power plants.



72 inch Class 150 gate valve. One of the largest cast steel gate valves manufactured in India.

The Future

According to Mr. Venkat, L&T Valves has in place all the capabilities that are needed to take L&T Valves to the next level. Starting from the R&D department, where 75 engineers work in a 3D environment to design valves through to the wellappointed production halls and on to the in-house laboratories where a whole range of fugitive emissions, fire-safety and nuclear industry functional qualification tests can be performed. There's also one of the continent's largest cryogenic test facilities, capable of testing valves of sizes up to 54 inches/ class 300 at minus 196 degrees Celsius. "The company never hesitates to invest in capital expenditure for facilities that help guarantee quality and service." adds Mr. Dev.

Mr. Venkat concludes our interview with a promise. "We have the confidence to take on any challenge and meet the expectations of top end-users and EPCs. In terms of product quality, technical capability, production capacity, portfolio, on-time deliveries, etc., I would say we rank right up there amongst the world's leading valve makers. Our view is that demand for engineered valves will continue to grow and we are ideally placed to support the needs of our current and future customers."

Customer feedback

Reliance: "More than just a buyer-seller relationship"



Mr. Narayan, Group President Procurement & Projects at Reliance Industries.

Reliance Industries has been procuring valves from L&T Valves for its refining, petrochemicals and gas exploration and production facilities since the early 1980s and during that time a close relationship has been established, said Reliance's Mr. Narayan (Group President Procurement & Projects). Asked by Valve World what Reliance looks for in a supplier he commented: "We value a high service level. For example, the timelines during project execution can be a challenge for all parties; yet, we have found L&T Valves' delivery times are generally good; moreover, they are very responsive. If we place emergency orders, they are able to fast-track even guite sophisticated valves through their factory." Mr. Narayan also appreciated L&T Valves' willingness to take on challenges. "For our current J3 project we needed some large, complicated, high-end valves. For example, 72" gate valves, oxygen

service valves, 30" triple-offset butterfly valves and F91 high pressure gate valves, which are typically sourced from outside India. However, L&T Valves have successfully demonstrated that they have the technical capabilities and manufacturing resources to supply these valves and in fact most of the valves have already been delivered." Bringing our meeting to a close, he confirmed that L&T Valves is the single largest supplier of valves for the J3 expansion projects comprising coke / coal gasification units, gas cracker for ethylene production with downstream units, para-xylene plant and associated off-sites and utilities.

Customer feedback

JGC: "L&T Valves is a strategic supplier"



Mr. Takashi Duke Kiyama, Associate General Manager. Procurement Department, JGC Corporation.

VW: Mr. Kiyama, how would you describe JGC's relationship with

JGC started doing businesses with L&T Valves in 2001. Since then, L&T has supplied over 84,000 valves to 26 JGC projects with a total value of more than USD 135 million. JGC does not have a preference for specific suppliers as we always make fair deals with all vendors. However, looking at the results objectively, we may say that L&T Valves is one of our strategic suppliers, who are competitive not only in terms of price but also in delivery and quality. We appreciate the strong commitment Executive Officer & of L&T Valves top management toward continuous improvement.

> VW: In general, what do you look for in a valve supplier? JGC looks for the following key points when working with valve suppliers: quality, on-time delivery and price competitiveness. JGC considers that quality and schedule are as important as the price. JGC

purchases thousands of valves for various locations. Once a quality issue is identified in one valve during plant construction or operation, confidence about rest of the supply goes down, and this could seriously affect project cost and schedule. JGC puts emphasis on ontime project completion to ensure that our customers are fully satisfied. JGC cannot achieve such satisfaction without the support of on time delivery by the valve suppliers.

Looking into the future, how do you see the relationship with L&T developing? JGC is proud of being No. 1 EPC Contractor in terms of safety performance at construction sites. Such performance is not achieved by excessive control but by nurturing a safety culture. Once a safety culture is established, safety performance follows automatically. Same is the case with quality. The quality culture at L&T will help them be more successful, and for our future projects, L&T will be an indispensable partner.

This is an extract from an interview with Mr. Kiyama conducted by Valve World. To read the full article, please visit: www.valve-world.net/kiyama

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