



**Punj Lloyd**  
GROUP

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The Punj Lloyd Magazine

# update

Punj Lloyd

Sembawang

Simon Carves

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# New Caustic Soda & Chlorine Plant Starts Up

## Nick Prout

Technical Sales Manager  
Simon Carves

### **Simon Carves engineered chlor-alkali facility commences production in the South of France.**

The completion of the chlor-alkali facility is an example of a successful partnership between Simon Carves working closely with Arkema from conception through to completion.

The new plant, which opened for business in February 2009, processes sodium chloride to produce up to 60 T per day of caustic soda and chlorine which are used on site to produce a unique chlorinated product.

## **Background**

The project began in 2005 when Arkema closed a large old mercury cell chlor-alkali plant in a major restructuring of its Saint-Auban industrial chemicals manufacturing plant. Arkema required both chlorine and caustic soda to be readily available in order to service demand.

The company initiated plans to install sufficient membrane electrolyser capacity – a newer, cleaner and more environmentally-friendly chlor-alkali method – on-



### **Simon Carves was engaged by Arkema to work closely alongside it during the crucial planning and design stages, due to its extensive experience of designing and constructing similar plants**

site at Saint-Auban. Besides reducing the transportation of hazardous materials, building the new facility would also allow an existing “waste” brine stream to be used, reducing the discharge of effluent to the environment.

Due to its extensive experience of designing and constructing similar plants, Simon Carves was engaged during the crucial planning and design stages.



## Project Feasibility

The combined project team of Simon Carves and Arkema conducted a comprehensive feasibility study for the new plant.

A preliminary design was produced, taking into account the unique features of the Saint-Auban project, using budget costing.

No liquid chlorine production or storage was included in the design, which enabled the chlorine gas produced in the plant to be transferred by a very short pipeline. The by-product hydrogen from the electrolyser was to be used for site steam generation.

These features not only maximised the potential efficiency of the facility, but minimised its environmental impact.

## Technology

A detailed technology specification for the required modular bipolar membrane electrolyser was developed.

Following detailed market and product analysis, the BICHLORTM

electrolyser by INEOS Technologies was selected as the best-fit solution.

Requirements for the supporting plant were established:

- ◆ Brine filtration technology to produce a dry cake
- ◆ Brine dechlorination designed to minimise the use of steam and electricity
- ◆ By-product sulphuric acid used to neutralise alkaline effluent
- ◆ Local on-site treatment of liquid effluents
- ◆ Re-use of second-hand equipment from the mercury cell plant

## Front End Engineering Design

Simon Carves carried out the basic engineering work with the development of a front end engineering design document.

This covered identified issues such as hazardous area classification and the treatment of time varying magnetic fields in the cell room, which determined the plant configuration. The various





nominated ideas and options were scrutinised and validated in a detailed value analysis exercise, with the EU's Chlor-Alkali BREF reference document acting as the designers' essential guide.

### **Implementation**

The project was approved by the Arkema Board and detailed design began at the end of 2006.

At this stage Arkema took the lead from its own Technical Centre in Lyon, France. Simon Carves' continuing role ensured that the basic engineering was carried through into the detailed work.

Commissioning of the new plant, with assistance from Simon Carves, was then completed in mid-2008.

### **Success**

Start up of the plant took place in February 2009 with the first chlorine produced on 3 February and full electrical load on the INEOS electrolyser achieved on 12 February.

The completion of this project demonstrates our capability in delivering projects synchronised with customer requirements. ♦

# Building Bridges

Executing projects with tough deadlines requires well honed planning skills



## Akhil Gupta

Vice President - Buildings & Infrastructure  
Punj Lloyd

**When client GMR approached Punj Lloyd to replace the 320 m long Ghaggar Bridge on NH 22 in 90 days, Punj Lloyd worked towards a shorter deadline and with meticulous planning was able to complete the project in 75 days. This enabled the opening of four lane heavy vehicular traffic between the industrial towns of Punjab, Ambala and Chandigarh.**

The project entailed replacing the existing PSC superstructure, constructed in 1950, with structural steel to reduce the dead load on

the foundation, thus improving the load carrying capacity of the bridge with its current traffic load.

The scope of work included dismantling of the existing superstructure, fabrication of 36 plate girders, each 27 m long for the superstructure, assembly and erection of the plate girders. The work also involved casting of 12 deck slabs, each of 27 m length, crash barriers, installation of expansion joints, repair of substructure, installation of seismic arrestors and bearings.

The main challenge was the dismantling of the superstructure of the bridge without obstructing the flow of the river below due to falling debris. The existing superstructure was in prestressed concrete girders with cross girders at the base of the main girder and a deck slab on top, which were also prestressed. Dismantling of the existing bridge required meticulous planning. While cross girders could be destressed and then cut, it was not possible to destress the main girders, lest they fall midstream. Therefore, all the 84 PSC girders of 27 m length were separated from each other by cutting through the deck slab along each girder, and then were lifted



## **Punj Lloyd worked towards a shorter deadline and with meticulous planning was able to complete the project in 75 days**

with heavy cranes and transported to the disposal site, ensuring the water flow was not obstructed.

The entire fabrication of structural steel plate girders using submerged arc welding, sand blasting and epoxy painting were done at our fabrication facilities at site.

A special design for deck slab shuttering was adopted which enabled the 27 m long deck slabs to be cast every 48 hours. Shuttering

was supported on well designed runners suspended from the plate girders. This provided quick erection of shuttering without requiring any support from the ground.

With the completion of this fast track project, Punj Lloyd has proven yet again that it can deliver quality while working against the most stringent timelines. This combination provides the cutting edge to Punj Lloyd in its operations. ♦



# Strengthening bilateral ties



## **Asghar Ali**

President - External Relations, Punj Lloyd

**In January this year, Punj Lloyd played host to President of Kazakhstan, H E Nursultan Nazarbayev and the Kazakhstan delegation.**

It was a proud moment for India when President of Kazakhstan, Nursultan Nazarbayev visited India on the occasion of the Republic Day, 26th of January 2009, adding a new chapter to the close relationship shared by the two countries.

The affiliation of the two countries dates back to the days of the Great Silk Route, almost 3,000 years ago. Kazakhstan and India have ever since been partners in peace and development. Diplomatic relations between the two countries were established after the first official visit of President Nursultan

Nazarbayev post Kazakhstan's independence in 1992.

Punj Lloyd is proud to be the face of India in Kazakhstan. With offices in Astana, Almaty, Atyrau and Aksai, Punj Lloyd Kazakhstan, a 100 per cent subsidiary of Punj Lloyd was incorporated in 2002, successfully executing many projects in the Caspian region. The company provides construction, engineering, and commissioning services for major oil & gas companies and has worked for over six years in Kazakhstan. Several projects - Large and Small Bore Pipelines for Tengiz Chevroil Asset Development, KAM Pipeline for Petrokazakhstan, Second Generation Project Offsites and Utilities for Tengiz Chevroil/Parsons Fluor Daniel International LLC, which have been successfully completed by Punj Lloyd Kazakhstan.

Vimal Kaushik, *Managing Director* said, "Ever since Punj Lloyd started operations in Kazakhstan seven years ago, I have seen the effect of development in the cities of Almaty and Atyrau. More than business, I am happy to observe relationships bloom. Most of our sites have a high percentage of Kazakh nationals and there is a camaraderie our people share







**Punj Lloyd has been proud to have been the face of India in Kazakhstan. Punj Lloyd Kazakhstan, a 100 per cent subsidiary of Punj Lloyd, successfully executed many projects in the Caspian region**



with the Kazakhs. The benefits of this cooperation are evident in the strengthening relationship between India and Kazakhstan, which I am sure, is advantageous to both.”

At present, Punj Lloyd Kazakhstan is working on an export oil and gas pipeline project in Kashagan for AGIP KCO and mechanical work for Karachaganak Petroleum Operating BV in the Oil & Gas sector. We are also proud to be associated with Kazakhstan’s path breaking state-of-the-art project of Solar Grade Polysilicon in Astana.

Atul Punj, *Chairman* Punj Lloyd, hosted a banquet at ITC Maurya Hotel, New Delhi on January 25, 2009 in honour of the Hon’ble President of Kazakhstan and his high level delegation including H E Mr Marat Tazhin, *Foreign*



### Successfully executed/under execution projects in Kazakhstan:

- **Oil & Gas Pipeline - Kashagan Experimental Program for AGIP KCO**  
Engineering, Procurement and Construction (EPC) of Export Oil & Gas Pipeline 24" dia 150 km. Expected completion March 2010.
- **SGP Offsite & Utilities for Tengizchevroil / PFD at Tengiz**  
Construction of pipe fabrication and erection upto 70,000" dia with mechanical equipment erection of 29 and 3 tie ins. Completed in October 2006.
- **Large Bore and Small Bore Pipeline at Wellhead with Metering Station for Tengizchevroil / PFD at Tengiz**  
Construction of 410 km well connecting flow lines 2" to 24" dia and metering station. Successfully executed welding of 10" dia pipe with 33 mm thickness. Pipe fabrication and erection of 140,000 inch dia. Completed in September 2006.
- **KAM Pipeline for Petrokazakhstan Kumkol Resources at Kyzylorda**  
Construction of 16" dia, 177 km Crude Oil Pipeline from Kumkol to Dhuzaly with 85% of local content. Completed in May 2003.



*Minister, H E Mr Vladimir Shkolnik, Minister of Trade and Industry, H E Mr Sauat Mynbayev, Minister of Energy and Mineral Resources, H E Mr Magzhan Ilyassov, Head, Center for Foreign Policy, among other high level industrialists.*

Atul Punj introduced the delegation to some of the Indian Corporate leaders including Hari Bhartia, *Chairman*, Jubilant Organosys, Dr Naresh Trehan, *Chairman*, Global Health, Nakul Anand, *Chief Executive*, ITC, among others. Also present were the Indian Ambassador to Kazakhstan,

H E Mr Ashok K Sajjanhar and the Ambassador of Kazakhstan to India, H E Mr Kairat Umarov.

The guests enjoyed an eight course, silver service banquet and after the initial formal introductions, the President broke the ice with his lively comments. The evening provided an excellent platform for the exchange views from the Indian, Kazakhstan Government, and the Corporate Leaders. The banquet was marked by repeated raising of toasts and exchange of anecdotes from both sides, with the commitment to further strengthen bilateral



relations and areas of cooperation.

In what seemed like a reciprocation of the President's visit, Punj Lloyd participated in the India Expo at Almaty, Kazakhstan from May 21-23, 2009. The biggest commercial event in Central Asia, the fair provided a unique platform to Indian companies to showcase their strength, thereby providing a thrust to Indian exports in the region. The fair was organised by the India Trade Promotion Organisation (ITPO), along with the Embassy of India, Astana in association with the India - CIS Chamber of Commerce & Industry and the National Small Industries Corporation, New Delhi.



Inaugurated by the Deputy Mayor of Almaty, Mr Saudanov, also present on the occasion were Dr Sheela Bhide, CMD, ITPO, the Indian Ambassador in Kazakhstan, H E Ashok Sajjanhar and President

Indo-CIS Chamber of Commerce & Industry, Mr Rajan Madhu. The highlight of the opening ceremony was the Indian classical dance, Bharatnatyam performed by students of choreographer Ms Kainazarova. ♦





# LNG Storage Tanks Dahej, Gujarat





**Rajat Subhra Sen**

Senior General Manager, Punj Lloyd

**Dipak Kumar Sarkar**

Senior General Manager, Punj Lloyd

**The completion of the LNG Storage Tanks at Dahej is a significant milestone for Punj Lloyd, as Punj Lloyd becomes the only company in India to be involved in all three Indian LNG terminals, the first two being Dabhol and Hazira.**

The contract for two liquefied natural gas (LNG) storage tanks at Dahej in Gujarat was awarded to Punj Lloyd from IHI Japan, which is the largest LNG/cryogenic tank builder across the world. The tanks have the highest storage capacity in India i.e. 148,000 KL.





## **The total weight of the dome roof was 560 MT and the same was airlifted with the help of 3 two stage blowers of capacity 7000 m<sup>3</sup> per hour for each blower**

The tanks' outer diameter is 83.80 m and height to the top of the dome roof is 63.50 m. There is no side entry and the only access to the tank is from the roof. An elevator with a capacity of 16 people was installed on the concrete wall of the tank. So if you left your welding goggles behind, it's a long tramp up and out of the tank, via the dome roof. Work on the project started at the onset of monsoon 2006, after relocating the green belt according to environmental standards. Initial work was cast in situ RCC bored piles of 1 m dia and 36 m deep through reclaimed soil. The piling work was extremely challenging as most of it had to be done during the monsoons, when the black cotton soil turns sticky when wet and has a very hard consistency when dry. However owing to the high level of expertise of Punj Lloyd engineers, the project teams and their 'can do' spirit, the task was executed on time.

578 piles had to be laid for each tank, totalling 1156 piles. The tank base slab was constructed at a height of 2 m from the ground, supported by 578 columns, developed by building up the piles above ground level. The total quantity of concrete used for the base slab was 5800 m<sup>3</sup>.

To complete the RCC wall of 38 m, roof slab and the inner tank, we deployed 3 high capacity tower cranes, each having a boom length of 65 m.

The low temperature of -162 °C required for LNG storage, calls for complex metallurgical integrity, extremely high quality welding and a high degree of accuracy in civil, mechanical and insulation activities. The entire plates of the cryogenic tank were of 9 per cent nickel steel which were impact tested to withstand low temperatures without getting brittle. The construction was done with BS7777 Code and 100 per cent NDT compliance.

Mechanical work started with the fabrication, erection of big and small rafters weighing 17 MT each. The heavy erection work was carried out during peak monsoon with the help of 450 MT crane.

A suspended deck of 80 m dia aluminum corrugated sheet was assembled at the tank base level before the airlift operation. The total weight of the dome roof was 560 MT which was airlifted with the help of three two stage blowers of capacity 7000 m<sup>3</sup> per hour for each blower. A day before the scheduled









**Punj Lloyd is the only company to be involved in all three LNG terminals in India, the first two being Dabhol and Hazira**



**Punj Lloyd created many milestones:**

- ◆ **Completion of one lift of RCC wall of 3.5 m within 6 days**
- ◆ **The first layer of roof concrete laid in 65 hours, with the help of 3 tower cranes**
- ◆ **The construction of the tanks was completed in a record time with nearing zero defects**
- ◆ **Successfully completed hydro and pneumatic testing in the first attempt.**
- ◆ **Achieved a remarkable 7.5 million safe manhours**

air lifting, the wind velocity was very high which would have affected the lifting activity. After an analysis of the last 15 days' wind velocity, we chose to start the roof lifting operation early in the morning. Our entire team of engineers and workmen left their respective residences at dawn for the crucial operation. Finally we achieved success and the airlifting was completed within a record time of 3 hours.

Completing the mechanical work inside the tank is a very specialised activity. In the annular



## One of the placer booms created history, having the longest boom - 52 m, used by any construction company in India

space between the inner and the outer tank, two perlite expander plants consumed 630 MT raw perlite ore per tank. The perlite material expands 25 times after heating and has extensive insulation properties.

LNG is a highly inflammable gas, especially combustible with oxygen. Prior to filling the tank with LNG, the oxygen inside the tank has to be zero. The procedure is called tank nitrogen purging or inertisation.

During pre-commissioning, nitrogen purging was done with two pressure swing absorption plants each having 750 m<sup>3</sup> per hour of generation capacity. By running

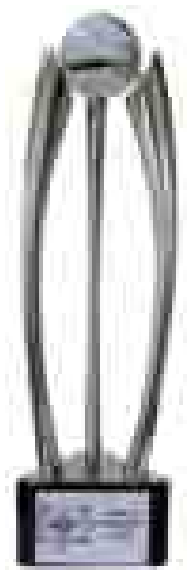
these nitrogen plants for 28 days round the clock we produced 12,00,000 m<sup>3</sup> of 99.4 per cent pure nitrogen and purged one tank to obtain the required parameter. Automatic welding was done to ensure good progress and quality.

22 cranes of various capacities, six hydraulic and three mechanical rigs, two crawler cranes of 450 and 250 MT and 2 hydraulic placer boom concrete pumps were employed. One of the placer booms created history having the longest boom - 52 m, used by any construction company in India. ♦





## Dahej-Vijaipur Gas Pipeline wins Infrastructure Excellence Award



### **Basab Acharya**

General Manager - Pipelines, Punj Lloyd

**A project that created history, where men and machines worked wonders and where rainfall did not deter the workforce from laying 506 km, 42" dia pipeline in a short deadline of 270 days, of which 120 days was torrential monsoon.**

Punj Lloyd was indeed proud of winning the Infrastructure Excellence Awards in association with CNBC TV18 in the Oil & Gas category for the Dahej-Vijaipur Gas Pipeline (DVPL) in 2009.

A huge fleet of equipment of 155 excavators, 109 side booms, 300 trailers, two trenchers, automatic welding and ultrasonic testing machines and 162 categories of 4,100 items of equipment were organised and commissioned in less than 40 days. It was nothing short of a logistical miracle at that time. It was the first time in India that

automatic welding and automatic ultrasonic testing were done on an onshore pipeline. Working round the clock, equipment was mobilised from nine countries.

Manpower planning played a crucial role and people were mobilised from 11 countries.

This success could not have been possible without the passion, willpower and zeal displayed by the project teams. Even during the extended monsoon, 150 km of welding was achieved. The interplay of technology and technique was unprecedented. ♦

## **Truly a miracle, Dahej-Vijaipur Gas Pipeline was an unforgettable and challenging project**



## Weaving Safety into our DNA

**The importance of safety in an EPC company of Punj Lloyd's scale and magnitude cannot be over emphasised. And Punj Lloyd understands that for successful project execution, safety must take precedence over every other operation.**

It is with this in mind that, Atul Punj, *Chairman* while reciting the safety pledge on March 4, 2009, the National Safety Day, urged his workforce to weave safety into their very DNA. Hoisting the national flag, Mr Punj reiterated

that the Group valued the life of each of its employees and it was critical for all of them to live safely.

Although Punj Lloyd has extremely stringent safety norms, he expressed his desire for the company to be the flag bearer of safety in India.

V K Kaushik, *Managing Director*, read out the pledge in Hindi, urging each employee to ensure his/her own safety and that of their fellowmen at all times.

The Safety Day celebration at the Corporate Offices in Gurgaon was followed by Safety Week celebrations







at all Punj Lloyd sites world-wide. Various activities including seminars, safety talks, film shows, practical demonstration of fire extinguishers, slogan writing, picture competition and safety quizzes were organised to involve the employees and boost them to adopt safety at work and in their daily lives. The safety pledges, unfurling of the Punj Lloyd flag

and the display of safety banners at project sites reflect the joint commitment of Punj Lloyd and their clients to drive safety unanimously.

Safety Day is a reminder to all of us that there is nothing more important than life and we must safeguard ourselves and others from danger to our health and wellbeing.



## Sembawang's readiness to commit to the terms of the 'Pledge for Zero' charter is not only a reflection of its commitment to safety but also a powerful promise, reinforcing the safety culture of the Group



### National Achievements and Accolades

#### Greentech Award

During the year Punj Lloyd received the Greentech Platinum and Gold Awards in the Engineering Sector for outstanding achievement in Environment Management and Safety Management respectively.

recognise deserving companies and individuals who display commitment and exemplary standards in workplace safety and health. The award acknowledges companies that achieved excellence in performance and innovation in providing a safer working environment.

#### Pledge for Zero – A CEO Committee Charter

Ric Grosvenor, *President and CEO, Sembawang Engineers & Constructors*, was one of the 33 CEOs who pledged their commitment at the leadership charter 'Pledge for Zero - A CEO Committee Charter' in Singapore. Jointly organised by MOM and WSH Council of Singapore, this is a significant event in Singapore's construction industry with major players coming together to realise the vision for 'zero injury work sites'.

#### SHARP Award

Sembawang's Mass Rapid Transit (MRT Circle Line C856) project in Singapore received a prestigious award for its efforts and commitment to workplace safety and health during the Annual Workplace Safety and Health (WSH) Award ceremony. This is a national accolade initiated by Workplace Safety and Health Council of Singapore, an organisation supported by the Ministry of Manpower (MOM), to





The management's readiness to commit to the terms of the 'Pledge for Zero' charter was not only a reflection of their commitment to safety but also a powerful promise that would influence the safety culture at Sembawang. Despite the difficult and challenging conditions at projects, the company's long term goal is to achieve zero accidents at all its projects. Keeping accidents at bay is the ultimate aim.

### Simon Carves Receives Gold Award for Health & Safety

Simon Carves has been awarded the prestigious Gold Award for Occupational Health & Safety by the UK's Royal Society for the Prevention of Accidents (RoSPA).

David Rawlins, RoSPA Awards Manager, said 'Simon Carves has shown a commitment to protecting the health and well-being of its employees and others. Entering the RoSPA Awards reinforces the message that good health and safety is good for business, and clearly demonstrates an organisation's dedication to improving

performance in this critical area.'

Simon Carves faced tough competition from other UK construction companies, with the excellent achievements and safety record of the Ensus project site team contributing significantly to the judges' decision.

### Simon Carves earns brownie points for Safety

Sustained safe working on the construction of Europe's biggest bio-refinery - The Ensus Project - has earned a further £20,000 for a Teesside baby hospice.

Almost 1,000 people are currently working on the final stages of construction at the Ensus Bioethanol Plant in the North-east of the UK, which is being managed

by Simon Carves. Their efforts to avoid injury since construction began almost a year ago led to a £20,000 donation to Zöe's Place, a local hospice caring for seriously ill babies and children, after half a million man-hours were clocked without a lost time accident. The money was accumulated as part of a safety incentive scheme, promoted in partnership by Ensus and Simon Carves, which has overall responsibility for the project. The construction also involves workers from around 20 other sub-contractor companies.

With construction now at its peak, the workforce has recently passed the 1 million man-hours without a lost time accident, meaning the workers can now





donate a further £20,000 towards the cause, as promised last year. The workforce decided at the outset that, rather than receiving anything themselves in appreciation of their achievements, they would prefer to donate the money they raised to a local cause and there's none more deserving than Zöe's Place.

Hugh Gillies, Construction Manager for Simon Carves, in charge of building the plant, said: "Maintaining a safety culture on a project of this size is a full time job and requires everyone to stay alert to the potential for accidents and behave in a safe manner at all times. Simon Carves puts health, safety and the environment at the heart of all of our projects, demonstrated by our excellent

safety record and by our ISO 14001 and OHSAS 18001 certifications.

Peter Sopp, Ensus Engineering Director and Commissioning Manager, said: "It's a remarkable achievement and a testament to the hard work and dedication to safety being shown by every single person involved in this massive project."

While the above events have taken place at different locations, the one common factor underlying these is Punj Lloyd Group's increased focus on safety and its unwavering implementation across the globe. After all, the word SAFE itself can be read as Staying Accident Free Everywhere.

Remember, safety is a cheap and effective insurance policy! ♦



# Homage to the Founder

**On June 26, 2009, Punj Lloyd celebrated its 117th Founder's Day at Epicentre in Gurgaon.**

After lighting of the diya, Mr S N P Punj, *Chairman Emeritus* addressed the employees. He narrated with pride the excellent development of Sitamarhi, a small backward area of Uttar Pradesh, where Dayawanti Punj Model School has brought education to over 1000 students from underprivileged families.

Chairman, Atul Punj was upbeat about the future and while reiterating the criticality of safety at all times, urged every employee of the Group to work with diligence and as a team. He reminded everyone that all of us, in our own little ways, had a larger role to play and it is only the cumulative result

of everyone's efforts that would result in our winning projects and ensuring their safe execution. 107 long service awards ranging from 10 to 40 years were given to employees whose commitment had been instrumental in propelling the Group on a growth path. ♦



# What's in a Name?

## Louise Sharma

Group Head - Corporate Communication

### **For Punj Lloyd which has just completed a year long advertising campaign titled 'We are Punj Lloyd!', it is all in the name.**

It is this name that holds the promise of everything – the execution of complex projects in impossible terrain, high standards of health and safety, a huge fleet of equipment and an exhaustive range of business services. Punj Lloyd is the name trusted by clients world-wide over.

A Group that has beaten records with its biggest, largest, and longest pipelines, tanks, refineries, buildings, among others. The

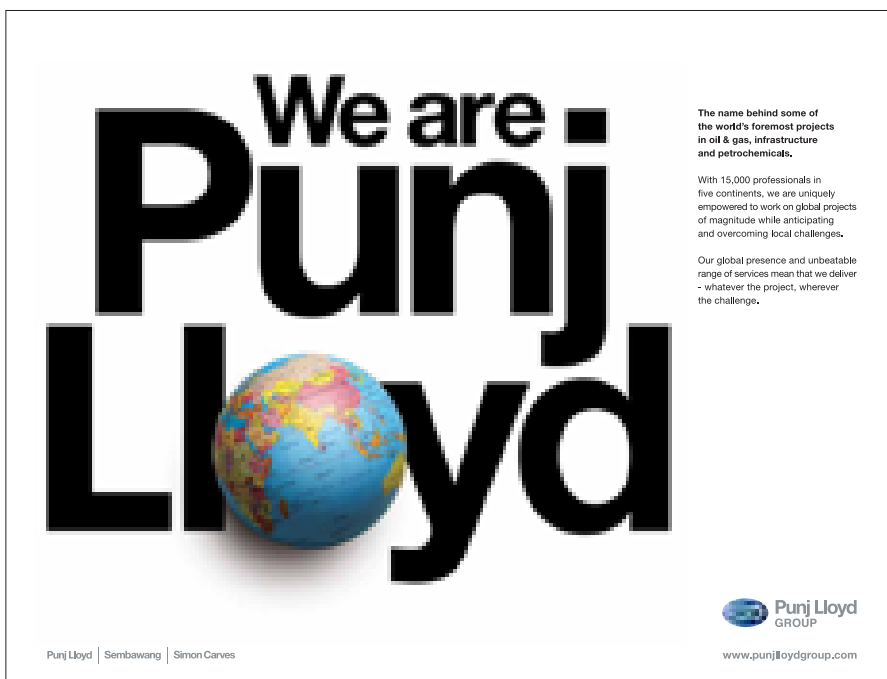
theme 'We are Punj Lloyd', was a crisp and confident affirmation by the Group of what sets it apart from other players. With a truly global footprint, Punj Lloyd today has one of the largest basket of services offered by an EPC player!

If you think that the campaign looks or sounds familiar, chances are that you have heard or seen this bold statement while you glanced through a magazine, watched the TV or transited through the airport. And you could have been anywhere, starting from India to Singapore to Abu Dhabi. Yes, you are right!

## **The written word - Worth its weight in Gold**

Launched in June 2008 in the Asia Pacific, the Middle East and South Asia, prominent print newspapers like the Straits Times, Business Times of Singapore, Khaleej Times of the Middle East, the Financial Times of the UK, The Economic Times and Business Standard of India carried the Group advertisements. Indian magazines like Business Today, Outlook Business, India Today, among others carried the print advertisements, besides trade magazines all over the world.

Each of the creatives of the



**We are Punj Lloyd**

The name behind some of the world's foremost projects in oil & gas, infrastructure and petrochemicals.

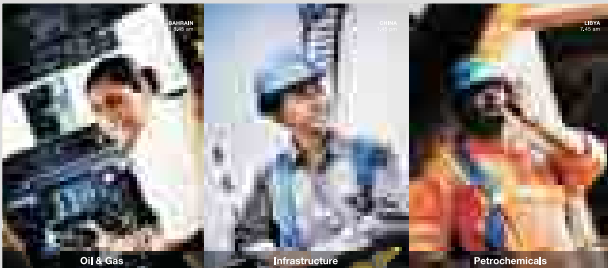
With 15,000 professionals in five continents, we are uniquely empowered to work on global projects of magnitude while anticipating and overcoming local challenges.

Our global presence and unbeatable range of services mean that we deliver - whatever the project, wherever the challenge.

**Punj Lloyd GROUP**  
www.punjloydgroup.com

Punj Lloyd | Sembawang | Simon Carves

# We are Punj Lloyd



## We are Punj Lloyd

The one name behind some of the world's most prestigious projects in oil & gas, infrastructure and petrochemicals.

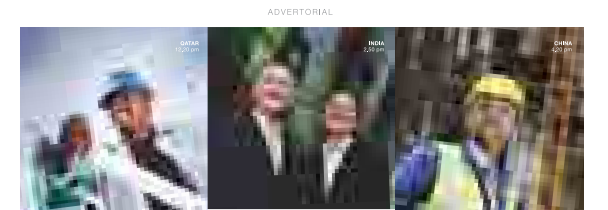
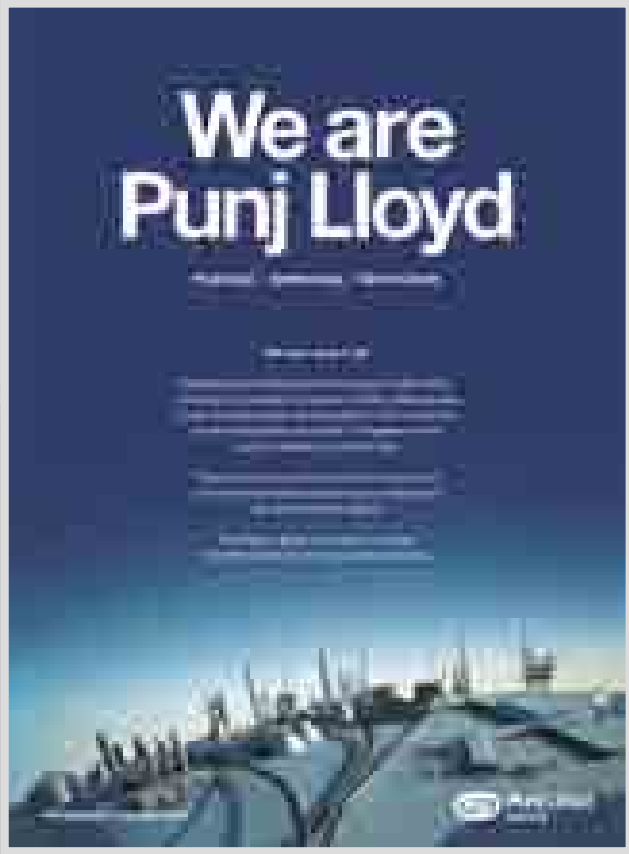
Our multicultural and multiskilled workforce of 15,000 professionals is uniquely empowered to work on global projects of magnitude while anticipating and overcoming local challenges. Spread over five continents, this highly adaptable team can take on any challenge in any region of the world, any climate and any terrain.

Our diverse workforce delivers success beyond expectations.



Punj Lloyd | Sembawang | Simon Carves

[www.punjloydgroup.com](http://www.punjloydgroup.com)



## We are Punj Lloyd

Punj Lloyd | Sembawang | Simon Carves

We have done it all.

Designing and building the world's largest single stream LDPE plant. Completing our section of Baku-Tbilisi-Ceyhan Crude Oil pipeline eight months ahead of other contractors. Constructing Marina Bay Sands™ integrated resort's casino, theatres and retail arcade. These are just some achievements for which we are renowned in the oil & gas, infrastructure and petrochemical sectors.

The Punj Lloyd Group comprises Punj Lloyd headquarters in both, Sembawang, Singapore and Simon Carves in the United Kingdom and USA.

As a world leader in integrated design, engineering, procurement, construction (EPC) and project management services, our offices are spread across the Middle East, the Americas, the Asia Pacific, Africa, South Asia, China and Europe.

With a turnover of US\$1 billion, we offer a comprehensive range of services in oil and gas, process, refinery, power, oilfield, infrastructure, building, asset management and telecom. We have also forayed into aviation, manufacturing, consumer, retail and defence sectors.

Our global presence and adaptable range of services mean that wherever the project, wherever the challenge - we deliver, to the highest standards.



### An integrated approach

Our unsurpassed position as global market leader in EPC means unbeatable savings and unsurpassed flexibility.

**Engineering**  
Punj Lloyd boasts a strong engineering capability and resources. Simon Carves in the United Kingdom and USA, with engineering arms in India and Singapore, offers multidisciplinary engineering skills including feasibility studies, brownfield design and complete turnkey design.

Sembawang, our Infrastructure and Building arm centred in Singapore, provides seamless and integrated solutions in procurement, development, planning and management. Punj Lloyd offers an agile and flexible service, appropriate to different project needs, technologies, and unique local and national requirements.

### Twin core - technology and talent

From project planning and design to project management, Punj Lloyd is equipped with the most advanced technology and software. Our fleet of sophisticated equipment, worth US\$200 million, can be readily mobilised across the world. Our central workshops in India, Indonesia, Abu Dhabi and Kazakhstan ensure minimal downtime on all projects.

Our technical competency is matched by our international and multicultural team of 15,000 professionals, uniquely empowered to work on global projects of magnitude, while being able to anticipate and overcome local challenges.

Whatever the culture or environment, our diverse workforce speaks one language - that of attaining common goals.

The proven team core has enabled Punj Lloyd to deliver projects successfully, despite all odds.

### Iconic projects

- **Full Scale Product Refinery, Thailand**
- **US\$1.5Bn Thermal Power Plant, India**
- **Refining Marginal Gas, Process Recovery Unit, India**
- **Large Scale Petrochemical Plant, USA**
- **Large Scale LDPE Plant, China**
- **Large Scale Petrochemical Plant, Singapore**
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- **Large Scale Petrochemical Plant, Singapore**
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- **One of the world's largest power plants, Singapore**
- **Large Scale Petrochemical Plant, Singapore**
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## We are Punj Lloyd

Punj Lloyd | Sembawang | Simon Carves

The one name behind some of the world's most prestigious projects in oil & gas, infrastructure and petrochemicals.

Our multicultural and multiskilled workforce of 15,000 professionals is uniquely empowered to work on global projects of magnitude while anticipating and overcoming local challenges. Spread over five continents, this highly adaptable team can take on any challenge in any region of the world, any climate and any terrain.

Our diverse workforce delivers success beyond expectations.



[www.punjloydgroup.com](http://www.punjloydgroup.com)



campaign was designed with the intent to communicate key messages to the audience. A series of advertisements had Punj Lloyd's own employees as models, reflecting the rich, skilled and multicultural global team of the Group, working in unison towards common objectives

and goals. In another creative, a globe conveyed the footprint of the Group across the world.

Yet another stunning creative showcased the rich business portfolio of the Group.

A 'Do You Know' campaign was also simultaneously created for the trade journals, gently prompting the customer to take note of Punj Lloyd's achievements.

### **Visually powerful**

The Group's TV commercial was launched in various channels like Channel News Asia, CNN, AI





# Did you know?





Jazeera, Bloomberg, CNBC, National Geographic, Headlines Today, and other renowned channels in India, Asia Pacific and the Middle East.

President & CEO of Sembawang Engineers & Constructors, Ric Grosvenor, commented on the TVC, "it feels ethereal". As though reading his mind, New York Festivals has bestowed upon Punj Lloyd Group, the Finalist Award Winner in the International Film & Video 2009 category.

### **The world over**

The campaign has been well received around the world. People travelling to Singapore could not miss the prominent branding at the piers and the immigration counters of the Changi Airport and the spectacular billboard on the Keppel flyover !! The brightly lit blue billboard, a canvas of the entire oil & gas, petrochemical and infrastructure capabilities of the Group, amidst the glittering city lights at night, could well be considered a beautiful piece of art.

Come home, you could not have missed the conspicuous branding at the international airports in Delhi or Mumbai and at bus stops and the Metro in Delhi. From the globe, symbolic of the Punj Lloyd Group's international operations, to the faces of men and women, reflecting the 15,000 multicultural people of the Punj Lloyd Group, the campaign caught several eyeballs!

### **Making a mark**

Says B S Kapur, *President - Infrastructure*, "I was lured into joining Punj Lloyd by its advertisement I saw every time I flipped the pages of India Today. It strengthened my belief about Punj Lloyd being a dynamic global company".

Sidharath Tuli, *President - HR* is very appreciative of the campaign, "It has changed the way we recruited. We see an increasing surge in applications of good candidates. The campaign has conveyed our robust operations and global stature extremely well".



Says, a young Management Trainee “every time I tell someone that I work at Punj Lloyd, the reaction I get is, “oh so you are Punj Lloyd” and I beam with pride. The campaign has given me pride of place!”

Indian business paper, Financial Express’ supplement, Brand Wagon, carried a full page story on the Punj Lloyd Campaign calling it “Short, Direct and Succinct”. Another advertising publication, Campaign India, a Haymarket publication, also featured the campaign in its list of the then ‘new campaigns’.

Deepak Wadhwa, *Vice President,*

*Sales and Business Development,* joined the team in Singapore when his 10 year old son gave him the thumbs up after seeing the Punj Lloyd branding at Changi airport.

The list is endless. As we diversify and grow, we will have more to say. We take this opportunity to convey our heartfelt thanks to you, our valued customers, as it is your trust and confidence in our capabilities that has made us proud of being ‘Punj Lloyd’. ♦

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# Punj Lloyd

## GROUP

Oil & Gas • Infrastructure • Petrochemicals

[www.punjlloydgroup.com](http://www.punjlloydgroup.com)

Punj Lloyd | Sembawang | Simon Carves