

THE GLOBAL VALVE INDUSTRY IS GOVERNED BY END-USERS APPROVALS - FOR PRODUCTS, MANUFACTURING PLANTS AND THEIR QUALITY MANAGEMENT SYSTEMS. L&T VALVES BELONGS TO A SELECT GROUP OF MANUFACTURERS IN THE WORLD APPROVED AND ACCEPTED BY KEY GLOBAL MAJORS IN OIL & GAS AND POWER GENERATION DOMAINS. VALVE WORLD INDIA CAUGHT UP WITH THE TWO SENIOR LEADERS OF L&T VALVES, MR. N V VENKATASUBRAMANIAN, CHIEF EXECUTIVE AND DIRECTOR, AND MR. ARUN DEV, VICE PRESIDENT - MARKETING AND CONTRACTS TO TALK ABOUT THE COMPANY'S PLANS FOR INDIAN AND INTERNATIONAL MARKETS AND TO FIND OUT WHAT MAKES ITS ENGINEERED VALVES AMONG THE BEST IN THE WORLD.

By John Butterfield

L&T Valves - Engineered to Perfection



In the field of industrial valves, L&T Valves is a brand to be reckoned with. A wholly-owned subsidiary of the Indian engineering conglomerate, Larsen & Toubro, the company is one of the leaders in providing flow-control solutions for critical services.

While the company is five decades old, it is also three years young. To quote Mr. Venkat, "In 1961, Audco India Limited (AIL) was incorporated as a joint venture between L&T and Serck Audco, UK. Later, Flowserve took over Serck Audco and thus became a JV partner in AIL. In 2013, L&T acquired the shares of Flowserve, and AIL became a 100% subsidiary of Larsen & Toubro. In the same year, all valve manufacturing and marketing operations of Larsen & Toubro were integrated under a single entity, L&T Valves Limited."

In the last three years, the company achieved remarkable growth in terms of product portfolio, geographic coverage and customer base. The revenue during this period grew at a compounded rate of over 20% per year.

Key markets

L&T Valves counts among its customers the global majors in the oil & gas and power generation sectors, as well as the EPCs that partner them. This success has been built on enduring customer relationships backed up by world-class capabilities to design and manufacture a wide range of engineered valves.

"When we ventured into the international market three decades ago, we focused on the highly-demanding refinery segment and secured end-user approvals for our gate, globe, and



L&T Valves has supplied over 4000 valves including 18" class 3000 MSSV to 2 x 700 MW Nabha Power Limited, Punjab, India



Wide variety of Gate, Globe & Check Valves - From Cryogenic to Ultra High Pressure applications

check valves (GGC) range. We offered customised solutions that added value to our customers, and this helped us emerge as a major supplier of engineered valves," states Mr. Venkat.

Even though project activity in the oil & gas space has slowed down, the company secured breakthrough orders from major upstream and refinery projects in 2015, thereby improving their market share. Further, trunnion-mounted ball valves, triple-offset butterfly valves, double block & bleed plug valves, and control & automation solutions such as HIPPS have enabled the company to enhance penetration in the oil & gas sector.

In recent years, L&T Valves has also made inroads into the power generation segment, both in India and overseas. Mr. Venkat explains: "We renewed our focus on the power sector and set up a modern facility

at Coimbatore in India to design and develop high pressure valves for power plants. Today the facility manufactures the entire range of valves required for supercritical and ultra-mega power plants (UMPPs) - valves in ASME classes up to 4500, in high alloys including F91 and C12A."

L&T Valves has been approved by all the major power customers and EPCs in Indian and overseas. Recent references include projects of NPCIL, NTPC as well as prestigious combined cycle power plants in US.

L&T Valves also has a very strong presence in the Indian nuclear power industry, having supplied main steam isolation valves (MSIV), critical isolation dampers (CID) and valves for primary piping to most of the nuclear power plants in the country. It's worth noting that L&T Valves was the first Indian valve manufacturer to secure ASME N and NPT stamps.



Core Strengths

“The strong R&D team that we nurtured right from our inception provides us matchless advantage in the market. Our engineers with deep understanding of industry standards, process parameters and customer specifications have created a series of world-class designs” adds Mr. Venkat.

The designs are translated into high performance products at the three modern manufacturing facilities of L&T Valves at Chennai, Kancheepuram and Coimbatore - all located in the state of Tamil Nadu, India. The company is very proud of its ability to handle complexity and volume, and its agility to respond to dynamic project requirements. Mr. Venkat tells us: “Technology and innovation

are part of our corporate DNA, and operational excellence initiatives have provided significant impetus to our growth over the years.”

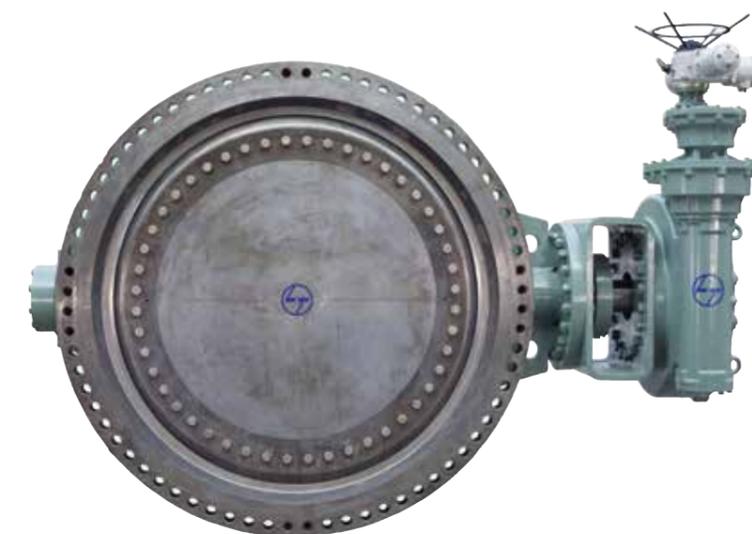
“In addition, our project management capabilities that allow us to efficiently execute world-scale projects involving multiple EPCs, provides us a huge competitive advantage” noted Mr. Arun. L&T Valves has also set up a very strong distribution network. In fact, In India the company is considered to be a pioneer in establishing a country-wide network of authorized distributors. Mr. Arun adds, “We believe in developing and nurturing these stockists as our extended business partners. With their help, we reach out to all the major industrial centres in the country.”

International presence

For L&T Valves, the revenue from international market varies every year based on project activity but accounts for around 50%. Mr. Venkat states “We would like to retain our core market in India, and maintain a fine balance between international and domestic business.”

In the international market, L&T Valves has built a network that spans the globe leveraging strategic alliances with distributors and agents in the major markets. The Middle East is the fastest growing territory for L&T Valves, and key markets include Saudi Arabia, Abu Dhabi, Kuwait and Oman.

“Local manufacturing/ value-addition could



Largest Triple-offset Butterfly Valve manufactured in India. 100” class 150 valve for water application

requirements of this market” emphasizes Mr. Arun.

Mr. Arun adds, “Pharma is another sector, which is going through a shake-up. We have taken the tactical decision to come up with a separate range of products to address the requirement of the pharma industry.”

The road ahead

L&T Valves has aggressive plans to grow its business and enhance its market presence and share. In India, wider market coverage and a deeper penetration into existing markets will be vital. In the international market, new geographies and the successful launch of new products will hold the key to success.

“We are sure that our high performance products and customer relationships will help us grow faster in the coming years. Moreover, we are looking to government investments in oil & gas, power, water and fertilizer sectors in India, which will create significant opportunities for us” concludes Mr. Venkat.

emerge as a pre-requisite for doing business in countries such as Saudi Arabia as well as Nigeria and Brazil. We track these developments closely and will enhance our manufacturing footprint based on customer requirements,” Mr. Venkat mentioned.

Emerging sectors

In both international and domestic markets, L&T Valves is a leader in the gate, globe & check valves segment, and offers cryogenic, large-size, ultra-high pressure and high-alloy variants - in sizes up to 72-inch and ASME classes up to 2500. Gate, globe and check valves constitute the core product offering of the company, but this is rapidly changing.

“Over the years, we expanded our product portfolio to address new markets and territories. These products offer growth potential and we are confident of leveraging the demand” says Mr. Venkat.

In India, besides oil and gas and power, water segment is an impor-

tant market for L&T Valves. “Introduction of the PPP (public-private partnership) model and entry of international players have enhanced market attractiveness. We have augmented resources and customized our products to meet the growing



Trunnion-mounted Ball Valves in sizes up to 56”, in ASME classes up to 2500



High Integrity Pressure Protection System (HIPPS)