

South Asian Petrochem Limited

Haldia, West Bengal

South Asian Petrochem Limited (known as **SAPL**), is the newest venture of the Dhunseri Group promoted by the Dhanukas of Kolkata.

It is the dynamic business wisdom and strategic growth strategy of the Dhanukas that helped in building the Dhunseri Group from a single company owning a single garden to a Tea empire with fourteen prime gardens. The group then diversified into Synthetic Yarns. The Group's newest venture today brings to the international markets the finest Bottle Grade PET Resin, **ASPET**, for packaging of drinking water, carbonated soft drinks, edible oil, pharmaceuticals etc.



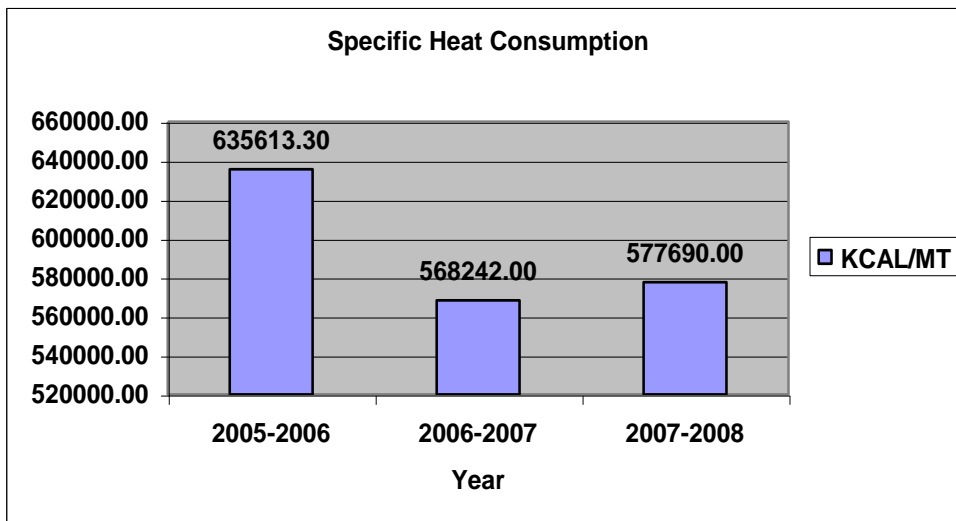
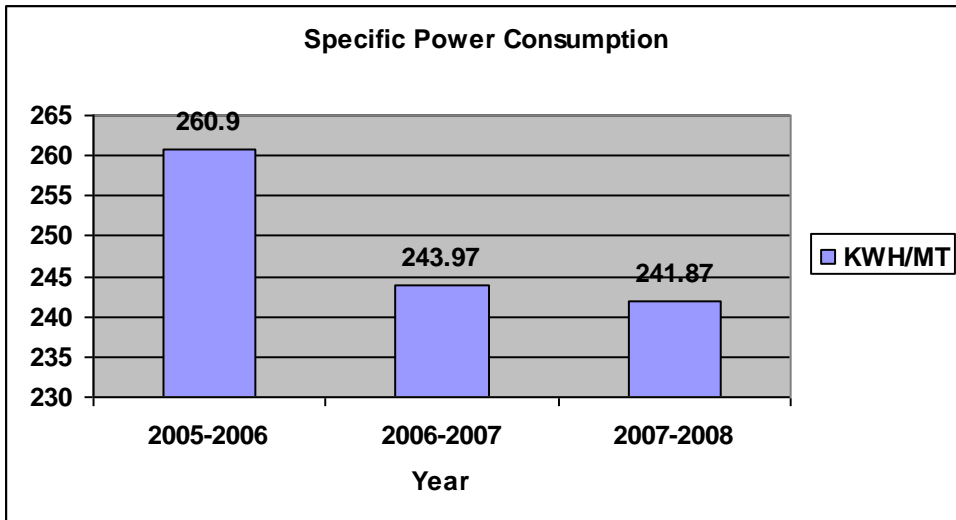
SAPL an export-oriented unit has set up a Bottle Grade PET Resin continuous process plant at Haldia, the strategically located port city of West Bengal, India. The 200,000 TPA plant is amongst the largest and the most modern in the region.

SAPL offers the latest single stage PET manufacturing technology, to efficiently produce innovative & high quality packaging solutions for customers. The group strongly believes customer satisfaction to be the key to its success. Through quality, technological service and partnership, SAPL pursues a fair and reasonable path to grow.

ENERGY CONSUMPTION: -

By implementing various energy conservation projects there has been a consistent decrease in the usage of electricity although it is not reflected in specific consumption

Description	Unit	2005-2006	2006-2007	2007-2008
Annual PET chips production	MT	163839	168950.24	165436
Total Energy consumption per annum	LAKH KWH	364.85251	371.09879	400.14074
Specific energy consumption Electrical	KWH/MT	260.9	243.97	241.87
Specific fuel energy consumption	KG/MT	61.77	55.71	56.36
Specific fuel energy consumption	KCAL/MT	635613.3	568242.00	577690.00



Year 2007-2008 specific heat consumption (KCAL/MT) is high due to low production and Annual Shutdown during the month of Nov-2007, the efficiency of FO Heater could not be maintained as desired.

Energy Conservation Commitment: -

South Asian Petrochem Ltd Haldia Plant considers Energy Saving as a multi disciplinary approach. Even the smallest cost reduction is going to add directly to its profit in bottom line. Plant energy profile consists of Electricity, Fuel Oil, and Water etc. Budget provisions are made exclusively for energy conservation management. Energy conservation plans are reviewed periodically. Plant has conducted in-house seminar on Energy Conservation with external faculties.

Poster & slogan competition on energy saving conducted in every year. Energy management policy is displayed everywhere in the plant for creating energy conservation awareness.

Energy Conservation Team Structure: -

