BEYOND KOTLER

FR AGNEL BUISNESS QUARTERLY NEWSLETTER EDITION #05

APRIL-JUNE 2017

Indian Oil Corporation: The largest Refiner in the country with 11 refineries with 80.7 MMTPA capacities

Evolution of Dental Imaging

Carestream DENTAL

FR AGNEL BUISNESS SCHOOL QUARTERLY

NEWSLETTER

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INTRODUCTION

Welcome all to the 5th Edition of **BEYOND KOTLER**. For over 2 quarters we are trying to cover the importance of marketing in all the sectors. Last Quarter we covered the Fast-Moving Consumer Goods (FMCG) sector where 12 of our talented student writers wrote articles on the FMCG companies and their marketing strategies.

We are back and this time we will be covering 2 industries i.e. Health and Energy. The magazine will cover the articles written by the writers about their first-hand experience in these industries and the marketing tools and strategies used by the companies in these industries to get a competitive edge over their competitors. We hope to give you a fair view about the industries marketing activities and chance for you to be updated.

INDIAN OIL CORPORATION –'A GLOBAL 500 COMPANY'

Indian oil corporation ltd. (IOCL) was formed in 1964 through the merger of Indian oil company ltd and Indian oil refineries ltd (Estd 1958). It is the largest Indian oil company and the largest PSU Company in terms of revenue. It is ranked 161st among the world's largest corporate (and first among Indian enterprises) in the prestigious Fortune 'Global 500' listing for the year 2016 The company has approximately 38%market share in its business in India. The company has 25,000 petrol & diesel stations. Over 9400 fuel stations across 55 cities are now fully automated. It is currently India's largest company by sales turnover of Rs 3, 99,601 crore (US$ 61 billion) and profits of Rs. 10,399 crore (US$ 1,589 million) for the year 2015-16, highest ever for an Indian company. It holds a controlling stake in CPCL Ltd which operates in Chennai. Indian oil and its subsidiaries account for the 47% petroleum products market share, 35% refining capacity and 71% downstream sector pipelines capacity in India.

The Corporation has a portfolio of leading energy brands that includes Indane LPG cooking
gas, SERVO lubricants, XTRAPREMIUM petr ol, and
XTRAMILE diesel, PROPEL petrochemicals, etc. It has 25,000 petrol and diesel stations including 6200 "*KISAN SEVA KENDRA*

Its aviation service commands a 63.6% market share in aviation fuel business.

It has 6,400 dedicated pumps for the convenience of large consumers like the defense service, railway and state transport undertakings. Its Aviation Service commands a 63.6% market share in aviation fuel business. It is the second largest in the petrochemical market. It has a petrochemical brand named PROPEL. It has converted till know 2,600 fuel stations to operate on solar energy.

Many customers like railway, steel plants, thermal plants, textile mills, power plants, large corporate and logistics companies' tie-up for long contracts by IOC because of its huge range of fuel and lubricants consultancy expertise that it has built over five decades. Since fuel and lubes are relatively undifferentiated products, oil companies offer convenience to its customers. Logistic companies are the high volume customers for these companies and they try to attract them with attractive offerings XTRAPOWER is one such offering of IOC. XTRAPOWER is a smart card based Fleet card programme, which facilitates cashless purchase of fuel & lubes from various designated retail outlets of Indian oil. The card provides prepaid and credit facilities. The card also offers exiting rewards programme and unique benefits like personal accident insurance cover and vehicle tracking facilities. Every time the user fills his fleet with fuel & lubes using XTRAPOWER Fleet card from designated retail outlets of Indian oil, he earns XTRA points, which can be redeemed for attractive rewards from XTRAPOWER gift catalogue this initiative is backed by telematics. It is a technology of sending, receiving and storing information relating to remote objects such as vehicles via. Telecommunication Objects.

It is a field that contains telecommunications, vehicular technologies, road transportation, road safety, electrical engineering (sensors, instrumentation, wireless communications, etc.), and computer science (multimedia, Internet, etc.)

Telematics is a method of monitoring a vehicle. By combining a GPS system with on-board diagnostics it's possible to record – and map – exactly where a car is and how fast it's traveling. Vehicle telematics is a way of monitoring the movement, status, location and behavior of a vehicle or fleet of vehicle. This is achieved through a combination of a GPS receiver and an electronic GPRS or 3G device installed in each vehicle, which then communicates with the user and web-based software. You can know when a vehicle is started up and shut down, as well as its idling status, location and speed.

-JAYPRAKASH DAS

EMERGENCE OF LPG IN INDIA

Indane is today one of the largest packed-LPG brands in the world. Indian Oil pioneered the launch of LPG in India in the 1970s and transformed the lives of millions of people with the introduction of the clean, efficient and safe cooking fuel. LPG also led to a substantial improvement in the health of women in rural areas by replacing smoky and unhealthy chullahs with Indane. It is today a fuel synonymous with safety, reliability and convenience. LPG is a convenient, clean and highly efficient fuel and is used in many different applications in countries all over the world. There are more than 1000 applications of LPG. Millions of people currently use LPG and depend on it for many applications in commercial business, industry, transportation, farming, power generation, cooking, heating and for recreational purpose. In India LPG is produced in 22 refineries by refining of crude oil through distillation and other associated processes like cracking of heavier fractions to lighter ends and in 10 fractionators through fractionation of wet natural gas by the process of compression and cooling. IOC is the largest Refiner in the country with 11 refineries with 80.7 MMTPA capacities. It has 35% of domestic refining capacity.

Due to widening gap between the increasing LPG demand and nearly stagnant indigenous production, India's dependence on LPG imports has increased. The import of LPG is done at 13 ports in India. The total capacity of these ports is 938 TMT of which 50% imports are carried out by IOC. Efficiency of ports is also a factor that affects cost of importing LPG.

Indian Oil Corporation is the largest Refiner in the country with 11 refineries with 80.7 MMTPA capacities

Following are the measuring parameter which are used to check efficiency at ports

Berth Occupancy:

- A berth is a designated location in a port or harbour used for mooring vessels.
- Berths provide a vertical front which allows safe and secure mooring that can then facilitate the unloading or loading of cargo or people from vessels.
- Berth Occupancy is defined as the ratio of total number of days in a year for which the berth is occupied by the ship and the number of days for which the port is operational.

Ship Day Output:

- Ship day output for a year is defined as the ratio of the total LPG unloaded at the port and the number of days for which ship was at berth.
- Ship day output will be dependent on the capacity of marine unloading arm, capacity of the pipeline connecting the vessel to the shore and the discharge rate of the vessel.

Pre – Berthing detention:

- It is the time between arrival of the ship at the anchorage and the time when the ship gets ready for berthing as per requirement or availability of the berth.
- High Pre-berthing detention makes the ports uneconomical

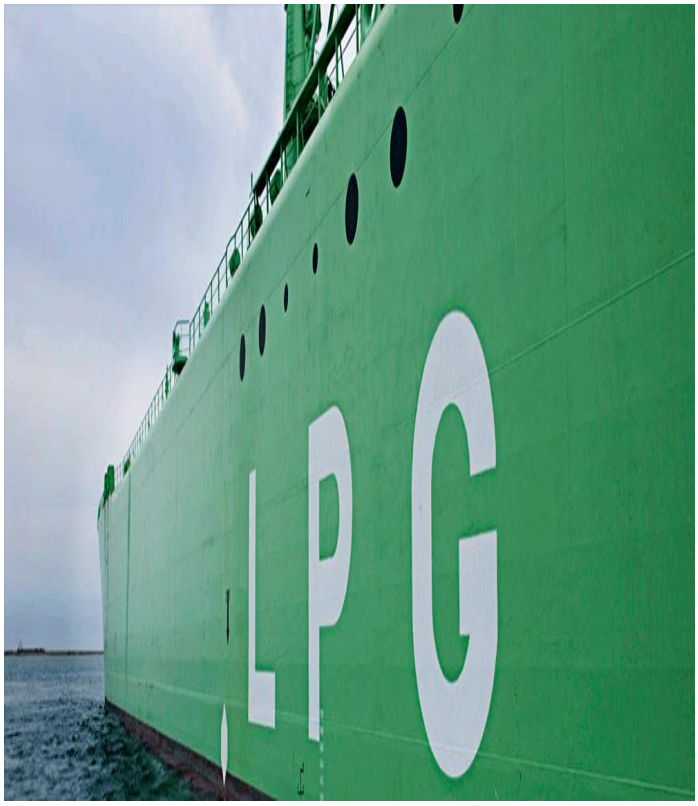
Turn – Round Time:

- It is defined as the total time spent by the ship in the port from its arrival to its departure.

Demurrage incurred at the port:

- Demurrage is a charge payable to the owner of a chartered ship on failure to load or discharge the ship within the agreed time.
- Demurrage is an indicator of congestion at the port.

However there are many factors like absence of Night navigation facility, absence of blender. Some ports are not capable of handling VLGC (very large gas carrier). This increases the cost of importing LPG for IOCL.



VLGC (Very Large Gas Carriers): **Capacity -45 TMT**

MGC (Medium Gas Carriers): **Capacity-20 TMT**

***SGC (Small Gas Carriers):* Capacity- Less than 20 TMT**

The distribution of LPG cylinders is also critical to control the costs. Over recovery and under recovery is very common in LPG distribution. Under recovery means loss which is arrived by subsidized price at which the oil marketing companies sell and the price which they should have received for meeting their cost of production. Over recovery is vice versa i.e. profit which is gain through supplying more cylinders. The most common factors that lead to under and over recovery are supply variation in bottling plant, changes in fuel prices

Unplanned shutdown, Strike of transporters, Contract labor strike. Currently IOCL has two types of trucks. 306 and 450 are type of trucks of Indian oil which carry number of cylinders of 306 and 450 in those particular trucks to end customer. Rate of transportation for 306 truck is 12 P/RTKM/Cycle (Paisa per Round Trip Kilo meter) while that for 450 truck is 10 P/RTKM/Cycle (Paisa per Round Trip Kilo meter). The current transportation bill for IOCL for its LPG cylinders is 1321.92 cr.

-JIVAN GANJALE

NEHA SHAH

CARESTREAM DENTAL IMAGING SOLUTIONS

Carestream formerly Eastman Kodak Company an independent subsidiary of Onex corporation. It was founded in 1896.In 2007 it was named as Carestream Health Care.

The revenue of the company is $2.4 Billion. The number of employees are 7000+. Carestream Health India is into healthcare solutions with more than 100 years of leadership.

It has thousands of healthcare solutions, such as RIS+PACS, enterprise work-ow, cloud-based services and more, installed at leading healthcare facilities worldwide. Carestream Health India Pvt Ltd is a subsidy of Carestream Health, Inc. The group has a comprehensive portfolio of medical imaging systems and healthcare IT solutions and services, and is the only company that offers a complete range of radiology imaging products, ranging from the latest in CR Systems, DR Systems, Medical Laser Imagers, Analog X-Ray Systems, X-Ray films, Laser films, and Dental intraoral and extra oral digital X-ray equipment and imaging films.

Carestream Health India Pvt Ltd has a direct presence in India with over a 100 employees, four regional offices, 14 warehouses, and a network of about 155 channel partners across the country. The channel partners are strategically located for quick response to maintain the peak performance of its products and customers' operations

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The company has an Exclusive dealer who takes care of all the products. The carestream organization works in two way both the Sales team of both Carestream and Channel partner work. The working of channel partner is that the company gives the lead to the channel partner and the dealer from his side also creates new leads and converts it into business. The target verticals are radiology and dental. Currently the Carestream is going to work under these two verticals as different company where Carestream Dental pvt.ltd will be looking after the dental part of whole Pan India.

Carestream Health India is into healthcare solutions with more than 100 years of leadership

The average turnover of Carestream Dental Pvt Ltd India is 500-600 cr. Its major competitors are Vatech, Sirona, GendX ,Satlech. The products are manufactured at France. It's one of the top global providers of digital radiography (DR) and computed radiography (CR) systems, with a record for innovation, including the DRX family of DR systems – featuring the advanced, wireless DRX plus Detector, compatible across all our DRX equipment. The dental digital radiography equipment and practice management installed bases are among the largest in the world.

In 1987 Digital Radiography in dentistry first introduced as "RADIOVISOGRAPHY" (RVG)

Digital radiography is a form of X-ray imaging, where digital X-ray sensors are used instead of traditional photographic film. Advantages include time efficiency through bypassing chemical processing and the ability to digitally transfer and enhance images. Also, less radiation can be used to produce an image of similar contrast to conventional radiography. Instead of X-ray film, digital radiography uses a digital image capture device. This gives advantages of immediate image preview and availability; elimination of costly film processing steps; a wider dynamic range, which makes it more forgiving for over- and under-exposure; as well as the ability to apply special image processing techniques that enhance overall display quality of the image. In 1987 Digital radiography in dentistry first introduced as "RadioVisioGraphy"(RVG). RGV is an affordable, high-quality intraoral sensor with a true resolution of 16 lp/ mm. RVG sensors provide maximum durability and flexibility. . The shock-resistant cases and silicon padding offers protection from falls, bites, and other damage, allowing them to stand up to even the toughest day in the operatory. In addition, protective lead layer helps prevent damage due to repeated high exposure ensuring a long lifespan with an attractive return of investment

Three anatomical image enhancement modes can be applied to acquired images, including endodontic, periodontic, and dentin-enamel junction, and a user-friendly sharpness filter with dynamic slider bar makes it easy to apply contrast changes in real time. Using sharpness ranging from 0 to 6, you can choose the image contrast you prefer. With a warranty of 2 years, it is priced at Rs. 1.35 lakhs.

-VINODHINI GANESHAN

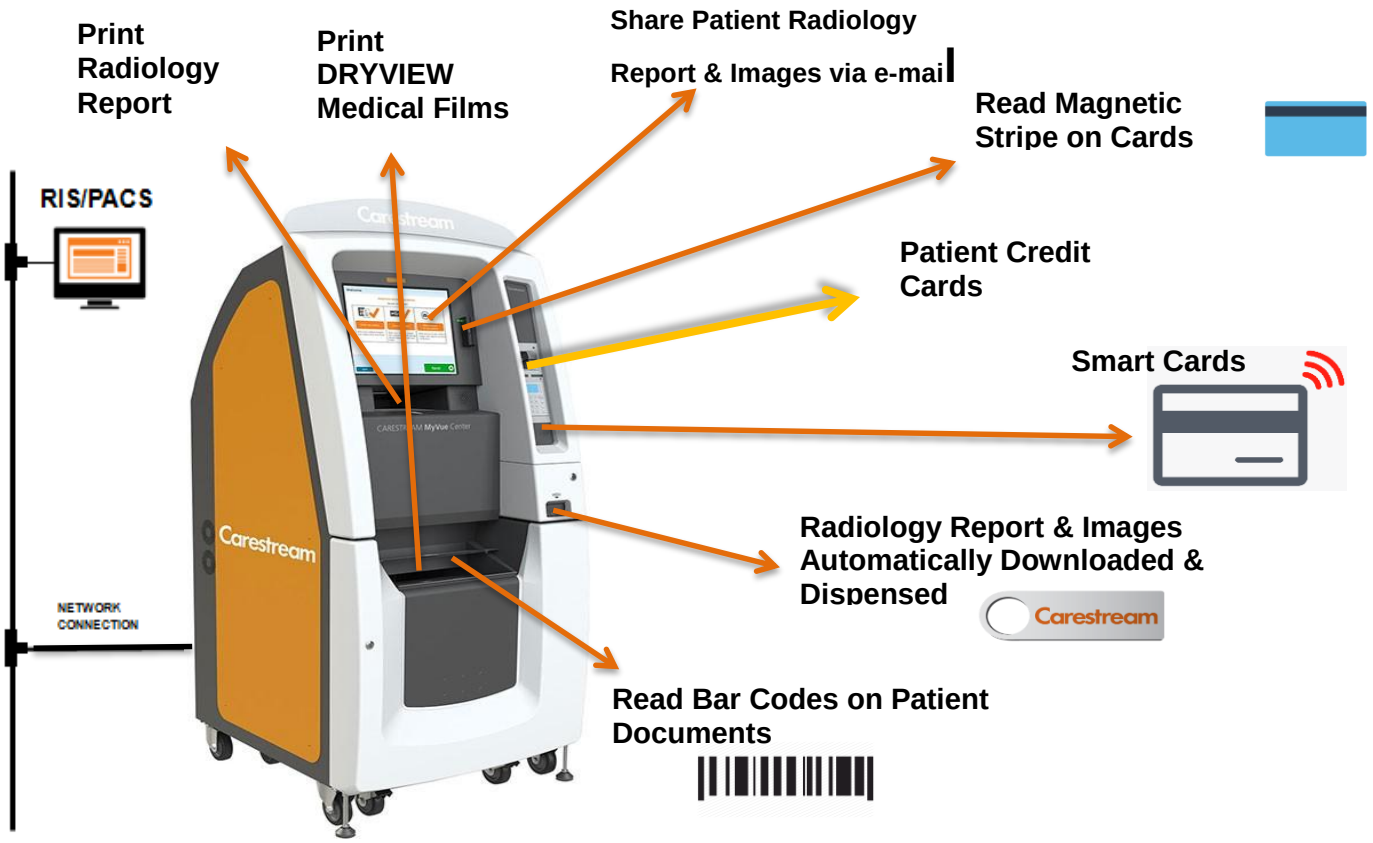
SHRIRAG NAIR.

CARESTREAM GOING BEYOND THE CONVENTIONAL MEANS

Carestream is planning to launch their new patented product which is a Myvue Self-Service Printer Kiosk after conducting market research to check the feasibility of it in Indian market. Myvue Self-Service Printer Kiosk looks like an ATM machine. It is integrated with RIS/PACS system. It gives you 2 options either you can take print of your radiological reports or you can take the softcopy of your report in 8GB Carestream pen-drive.

Introducing Self-service printer Kiosk acts like an ATM packed with RIS/PACS system which gives 2 options take a printout of your reports or take a soft copy in pen drive.

Along with this you get an additional feature of sharing your reports via e-mails.



Key Components:

- Diagnostic film printer
- Paper printer
- Secure method of patient identification
- Touch-screen user interface
- Interfaces to Picture Archiving & Communication Systems (PACS) and Radiology Information Systems (RIS)
- USB writer and dispenser
- Remote connections for consumable monitoring and credit card payment
- User interface for patients to share access to their MyVue patients portal's radiology reports and medical images

Benefits of Kiosk:

- Reduces risk of human error in sorting of patient images and reports
- Reduces the service agreement cost for printers and CD/DVD publishers
- Enhances patient satisfaction by providing output options
- Reduces the number of image printers, report printers and CD/DVD publishers in the facility
- Reduces film, paper and CD/DVD waste from images or reports not picked up by patients
- Saves time for patients — no waiting for facility personnel
- Patient convenience — can access at their leisure
- Saves time for facility personnel

How MyVue Center Works

- Patients simply step up to the kiosk and provide a secure form of identification
- From there, they use intuitive interface to share access via email to their medical images and reports, print them on film or paper or download them to a USB drive
- Patients even have the convenience of self-service payment by swiping their credit card right at the kiosk
- If a facility has Carestream MyVue patient portal installed, patients can use the kiosk to enter the email addresses of family members, friends and healthcare providers they wish to share access to their medical images and reports

Key Challenges for Radiology Departments:

- Current technology, workflow and staffing models are misaligned with patient records portability
- Need to increase productivity and deliver high quality care with reduced capital, operating budgets and personnel
- Providing medical images and reports to patients take radiology staff away from more vital task
- Labor plus the cost of purchasing, managing and servicing equipment and related consumables
- Increased patient volumes as population ages
- Lower insurance reimbursements
- Financial pressure due to transition to capitative payments

Benefits for Radiology Departments:

- Eliminates costs associated with current image and report distribution methods
- Removes CD/DVD publisher costs and service agreements
- Eliminates capital equipment (film and paper printers) and service costs
- Reduced labor costs associated with distributing medical images and reports
- Purchasing personnel no longer spend time ordering consumables
- Eliminates the cost of consumables inventory and management

Benefits for Patients:

- Ultimate convenience to share*, print or download medical images and reports to a USB drive
- More control over their medical records and greater involvement in their healthcare decision-making
- Less waiting in line for medical images and reports
- Anywhere, anytime access to medical information when MyVue Center is integrated with MyVue patient portal
- If the facility has both the MyVue patient portal and MyVue center installed, patients can use the kiosk to enter email addresses of family members, friends or healthcare providers they wish to share access to

- JAYANT PATIL