

BUSINESS PARTNERS

Some partnerships are just meant to be. Managing Director Supna Rania Karwanamurthi and her husband Syafiq Raj, executive director and CEO, have co-founded and built the FLUX Group into a major player in Brunei's oil and gas industry. Their secret to a lasting, healthy relationship in business and love is to strive to find solutions and adapt to change.

SUPNA RANIA KARWANAMURTHI / MD @ FLUX
SYAFIQ RAJ / CEO, ED @ FLUX





Business partners...
life partners

The humble nature of Supna Rania Karwanamurthi, the co-founder and MD of FLUX, shines through immediately. “Both CEO Syafiq Raj (he’s also my husband!) and myself have poured our hearts and souls into the company since we started back in 2009,” she says. “So even though I’m the one talking to you now, it’s not just me who should get the recognition.” This modesty has helped her gain the respect of her peers in the oil and gas industry, where she’s held down a number of financial and operational roles over the last decade. The FLUX Group comprises of two subsidiaries, FLUX Integrated Solutions and FLUX O.S. Sdn Bhd (FOSSB) – in 2016 the former was re-registered as FLUX Integrated Solutions Sdn Bhd (FISSB) as part of a focused expansion strategy to meet market demands.

FOSSB is the first Bruneian company to spe-

cialise in delivering onshore well intervention and drilling services. The duo ensures their organisation works in tandem with the objectives of Brunei Government’s backed long-term development plan Vision Brunei 2035, designed to stimulate economic growth and develop a highly skilled and competent Bruneian workforce.

Syafiq himself can call on more than 25 years of experience in the oil and gas indus-

“ We want to be self-sufficient and we want Brunei to be self-sufficient ”

try, notably in construction management, maintenance, and business development. He’s currently spearheading FLUX’s plans to diversifying its portfolio. In recent years, the organisation has benefitted from a change in government regulation, as Supna explains: “In 2012, when new directives on local business development framework were put in place allowing all citizens in the country to do business, we saw an opening. We looked at tenders in the industry that were coming up and to avoid the already saturated market we targeted an area dominated by international companies. As we are local, we had a competitive edge and provided real value for the country. This approach helped us to sign a seven-year deal with Brunei Shell Petroleum in 2013 for well intervention and abandonment services, and the contract permits three potential one-year extensions.” →

COMPREHENSIVE PROTECTION FOR YOUR BUSINESS

For over 25 years, Takaful Brunei has continuously built its reputation as a leader in the Takaful & Insurance industry. Our expertise provides extensive protection coverages for nation building industries, supporting industrialisation and economic growth while holding strong to heritage and values. Takaful Brunei provides a complete range of protection covers for corporate assets such as buildings, machinery, equipment, inventory goods, vessels, vehicles, protection benefits for employees in the event of death, disability and medical related expenses.

PHYSICAL ASSET & OPERATIONAL PROTECTION

- MOTOR TAKAFUL
- FIRE AND ALLIED PERILS
- PROPERTY ALL RISKS
- CONTRACTOR ALL RISKS
- MACHINERY ALL RISK
- PUBLIC LIABILITY
- BOND
- MARINE CARGO
- MARINE HULL
- MARINE THIRD PARTY LIABILITY
- GOODS IN TRANSIT
- FREIGHT FORWARDING LIABILITY
- MONEY
- TOTAL GUARANTEE FOREIGN WORKERS

HUMAN ASSET PROTECTION

- GROUP HOSPITAL AND SURGICAL BENEFITS
- GROUP TERM LIFE
- WORKMEN COMPENSATION
- GROUP PERSONAL ACCIDENT
- MUSAFIR (TRAVEL)

PROFESSIONAL & LEGAL LIABILITY PROTECTION

- PROFESSIONAL INDEMNITY
- DIRECTOR’S & OFFICER’S LIABILITY

For more information please contact our Takaful Brunei Corporate 244 2222 ext 103, or visit our nearest branch. Visit our website at www.takafulbrunei.com.bn.

Follow Us TakafulBrunei

Total control

The deal saw a heavy workover rig christened “FLUX SRD 1” deployed to Brunei in 2014. From this point on it was impossible to ignore FLUX in the oil and gas industry, and the company has been making waves ever since. Supna and Syafiq also moved to make sure they had full control over their business and day-to-day operations. “When we first started operating, we signed a five-year contract with our technical partner who provided us with technology and knowledge. Right from the start we were very involved and ensured that we put a very robust plan in place to develop our local Bruneian advantage.

The business-minded couple have learned a lot on the job and worked incredibly hard to make sure the right management systems have been implemented. These include efficient operation protocol, maintenance, and procurement and accounting systems – all of which need to be operating like a well-oiled machine because FLUX deals with several in-

ternational suppliers. All of the equipment the company brings in and delivers to clients, like for drilling jobs, must have the highest safety standards. In a bid to streamline procedures, especially those linked to documentation, Supna and Syafiq are always moving closer to digitizing workflow processes to improve accuracy, efficiency, and quality of service.

“We want to become completely paperless so we’re really working hard to implement our online management system, which really helps makes production planning and logistics more efficient,” says Supna. “At this

“ We have complete ownership of FLUX, it’s what we wanted from the start ”

stage, we basically know what works and what doesn’t, so by next year we should have this system fully implemented and things will run more smoothly. We want to get everything online to make things easier to access and to improve traceability, while also reducing hard copies of documents to help the environment.”

Thinking outside the box

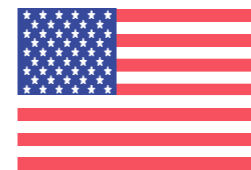
At the moment FLUX is diversifying the well, servicing, and drilling side of its core business in preparation for entering the Indonesian market – part of a long-term strategy. In the short to medium-term, the company is looking for further niche opportunities in Brunei. Training and development are also areas in which the couple are investing in. Supna explains that FLUX is all about thinking outside the box: “Everything that we do, we always look at what’s niche and required for Brunei’s future development. What are the local Bruneian companies not doing? This is how we



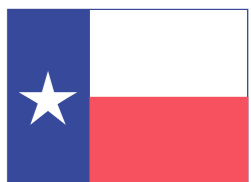
**Supna Rania
Karwanamurthi**

approach business. We want to be self-sufficient and we want Brunei to be self-sufficient – all of this is to support His Majesty’s vision for 2035.”

In the next 12-18 months the organisation is focused on integrating all new systems to speed up decision-making and management processes. Supna also says that they are focused on building on and developing existing relationships with suppliers: “If we are not good paymasters, our suppliers would not want to continue doing business with us – it’s so important to stay true to the commitments we make because so much is based on trust and in this industry you really need to rely on your partners and suppliers to deliver products on time and on spec from all over the world. We’re running a 24/7 rig operation, so if we have an urgent need for something during the weekend or after hours, we can call on reliable partners who can arrange delivery asap. Getting the logistics side of the business right is vital to our success.”



JB OILFIELD, LLC
P.O. Box 90771
Houston, TX 77290-0771 USA
Phone: 281-705-7540
Fax: 281-893-1434
Email: sales@jboilfield.com
Web: www.jboilfield.com



New & Used Drilling/Well Service Equipment

