

# TIDE WATER OIL CO. (INDIA) LTD.

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CIN: L23209WB1921PLC004357

An ISO 9001 : 2015 Company

Ref: TWO/2024/SG/0211

Date: 28<sup>th</sup> June, 2024

National Stock Exchange of India Ltd.  
Exchange Plaza,  
Plot No. C/1, Block – G,  
Bandra-Kurla Complex, Bandra (E)  
Mumbai – 400051  
Fax No. (022) 2659 8120

(Scrip ID – TIDEWATER)

BSE Limited  
(Formerly Bombay Stock Exchange Ltd.)  
Floor 25, P.J. Towers,  
Dalal Street,  
Mumbai – 400001  
Fax No. (022) 2272 1919

(Scrip Code – 590005)

Dear Sir(s),

**Sub.: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended – Appointment of Cricket Legend Shri Sourav Ganguly as Brand Ambassador of Tide Water Oil Company (India) Ltd.**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, as amended, it is hereby informed that Shri Sourav Ganguly, Cricket Legend has been appointed as the Brand Ambassador of the Company.

A detailed Press Release in this regard is enclosed for reference and a copy of the same will be also available on the website of the Company at [www.veedolindia.com](http://www.veedolindia.com).

This is for your information and records.

Thanking you,

Yours faithfully,  
For Tide Water Oil Co. (India) Ltd.

(Saptarshi Ganguli)  
Company Secretary

Encl.: As above.





**TIDE WATER OIL CO. (INDIA) LTD.**

**Press Release**

## **VEEDOL SIGNS CRICKET LEGEND SOURAV GANGULY AS BRAND AMBASSADOR**

**Kolkata, India – June 28, 2024:** Veedol, one of India's leading lubricant brands from **Tide Water Oil Co. (India) Ltd.**, has signed up cricket legend **Sourav Ganguly** as its brand ambassador. This partnership signifies a pivotal move for Veedol as it seeks to enhance its brand presence and solidify its market position across India.

Brand Veedol has a rich, near-century old legacy with markets in over 70 countries. Positioned internationally as the 'Professional's choice', Veedol enjoys considerable saliency amongst the workshop fraternity worldwide. Respected and trusted in the industry, Veedol provides a comprehensive range of lubricants for both the Automotive Aftermarket (Retail) and Institutional (B2B) segments. With a pan India footprint, Veedol is one of India's most prominent lubricant brands, with a consolidated revenue from operations of Rs 1931 crore as of 31<sup>st</sup> March 2024.

Veedol is a trusted brand encompassing a repertoire of excellent quality products delivered far and wide through its network of channel partners, many of whom have been engaged with the company for two generations. Honesty, transparency and enduring relationships are defining features of the Veedol way, as encapsulated in its advertising tagline 'Rakhe Saaf, Dil Se.'

Expressing enthusiasm, **Mr Arijit Basu, Managing Director, Tide Water Oil Co (India) Ltd** said, "We are delighted to have a cricketering great like Sourav Ganguly join us as our brand ambassador. His leadership, grit and determination are the stuff of legend, shaping the winning attitude of Team India as we know it today. Founded on honesty and self-belief, brand Sourav continues to inspire all to raise the bar of performance and achievement, values that resonate strongly with Veedol. We are confident that this association will give us a strong impetus as we drive forward into the future."

Commenting on the association, **Mr Sourav Ganguly** said, "My association with Veedol represents a commitment to excellence, innovation and reliability. Just as Veedol stands for high-quality and performance in the automotive industry, I am dedicated to embodying these values in every aspect of my work. Together, we will strive to inspire and connect with our audience, showcasing the best of what we both have to offer."

### **Comprehensive Product Portfolio and Market Presence**

Veedol has a strong presence across all automotive segments, including 2-wheelers, passenger cars, agri and commercial vehicles (both heavy and small). There are products across various performance specifications and price points. Traditionally strong in the 2-wheeler segment with its flagship brand "**Take-Off**" and in agriculture with "**Prima**," Veedol is increasingly expanding its presence in the passenger car (PCMO) and commercial vehicle (CV) segments.

**The company has been particularly strong in upcountry and rural areas and is now intensifying its focus on urban markets.** With significant equity in trade the brand enjoys a robust distribution network with 500 direct distributors and dealers servicing over 50,000 retail outlets and workshops.



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### **Strategic Initiatives and Future Directions**

Veedol is currently undergoing a portfolio upgrade and packaging makeover to introduce a new-age look and feel while offering technically superior products. A major revamp of supply chain and digitization processes is also underway to enhance operational efficiencies and meet future customer needs.

Investing significantly in brand building, Veedol is leveraging its association with cricket, including its partnership with Kolkata Knight Riders (KKR) and the appointment of Sourav Ganguly as brand ambassador. These strategic directions underscore Veedol's commitment to achieving high brand saliency and recall, factors that would help fuel its ambitious growth plans.

### **About Tide Water Oil Co. (India) Ltd:**

Tide Water Oil Co. (India) Ltd., owner of brand Veedol, is a leading manufacturer and marketer of quality lubricants in over 70 countries around the globe. In India, it has been catering to both automotive and industrial segments since 1928.

The Veedol range of products includes high-performance engine oils for passenger cars, two/three-wheelers, heavy commercial vehicles, off-highway vehicles, buses and tractors. It also has gear oils, transmission oils, coolants, brake oil and greases for all automotive applications as well as a wide range of industrial and speciality lubricants catering to diverse industry applications. Additionally, the company is venturing into vehicle care products through a collaboration with a prominent US Company.

The Veedol product range offers appropriate choices for various applications and performance levels keeping pace with the latest technical requirements of OEMs. With its registered office in Kolkata, India and regional offices in New Delhi, Mumbai and Chennai, Tide Water Oil's extensive retail distribution network in India consists of more than 500 direct distributors and dealers servicing over 50,000 retail outlets and workshops. The network is supported by five state of the art ISO accredited manufacturing plants and several depots located strategically across the country. The company has pioneered the introduction of various new performance level products to meet the changing needs of customers. It has two in-house R&D centres in Turbhe, Navi Mumbai and Oragadam, near Chennai.

**WEBSITE :** [www.veedolindia.com](http://www.veedolindia.com)

### **For more information, please contact:**

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